Church Communication Policies & Procedures

Overall Policies & Procedures:
All events communicated through the church website, newsletter, bulletins, social media, etc. must be activities that support the church ministries listed in the Lay Leadership Ministers and Officers document. News items will be publicized to the congregation when they are confirmed on the church calendar through the reservation process outlined below.

Because there are many activities in the life of NMC, we begin preparing the bulletin & Weekly Connection 3-5 days in advance of publication. The submission deadline is Thursday at 12:00 pm for *possible* use in the bulletin for the following Sunday.

We are blessed to have church staff who are also members of NMC. We ask that you refrain from giving them church announcements or changes during Bible studies, church meetings or worship. If you need to speak with an employee about an event, contact them during normal office hours (Monday – Friday from 8:00am – 4:00pm). The Pastors should not be contacted concerning announcements.

Church events should be submitted using the Church Event Application. The electronic form can be found at www.NashvilleMethodist.com/policies-and-forms. Please ensure that you get a confirmation e-mail acknowledging your request. If you do not get a confirmation e-mail within 24 hours, please call the office or resubmit your e-mail.

Items may be edited before publication and are included as space allows.

Personal contact with the congregation is a very effective way to get people involved in your ministry. We encourage ministry teams to set up displays in the Gathering Area to help promote their ministries. This is a great opportunity to answer questions about your ministry. These activities should also be communicated to the Welcoming Director to ensure that we have room for everyone to set up in the Gathering Area.

Below you will find a list of the ways our church communicates with church attendees. In order to protect the church and our attendees, we will be using these guidelines to clearly determine what our church will communicate and promote.

Church Marquee

- Used to communicate large events and special services that are relevant to our community
- Very limited number of characters
- Represents our church to everyone in our community; messages are highly monitored
- Message must be an invitation for those outside our church (not targeted to church members/attendees)

NASHVILLE METHODIST CHURCH

Weekly Connection

- Used to communicate all upcoming church events within the church
- This is ground-zero for church members/attendees to hear about events, special services, service opportunities, discipleship opportunities, and prayer requests.
- The Weekly Connection will, at times, be used to promote specific events for our partner non-profits that our church is taking an active role in. Examples:
    - YourChoice Walk/Run for Life
    - Partnering with a non-profit to collect donations for disaster relief
    - One Day with God–volunteers needed
- Not used to promote community events or personal events (ie. events our church is not hosting or actively participating in). Examples:
    - Blooming Festival
    - Food Drive at local grocery store
    - Fundraiser for local non-profit
    - Baby Shower or wedding

Social Media (Facebook, Instagram, YouTube)

- Used to communicate events, special services, service opportunities, discipleship opportunities, and our church vision to church attendees & the community
- Messages are highly monitored because they are a representation of who we are on a public platform
- Very limited promotion of events unrelated to our church. Examples:
    - We might share a post from a Page that we love (Spirit & Truth, Samaritan's Purse, Global Methodist Church, Your Choice Pregnancy Center, etc.)
    - We will *consider* creating a post for a fundraiser for someone in our community with very close ties to our church (church member going on a mission trip outside of the church, etc.)
    - We might share about local community events, very limited (Fundraiser for local non-profit with a relationship with our church, etc.)

Announcements

- Announcements must be relative to at least 50% of our church audience on a Sunday morning
- These must be quick and concise
- Only 1-3 announcements per Sunday; must be planned ahead of time
    - Many times the slots for announcements fills up weeks in advance
- The Pastors must agree that it's worth an announcement; they have the final say!

NASHVILLE METHODIST CHURCH

Website

- Another ground-zero for our church audience to learn more about us, what we have going on, who we are, and how to get involved
- The website is also a public and permanent representation of who we are; things on here will be highly monitored
- The events page is kept up to date with the upcoming events in our church (similar to the Weekly Connection). These events must be related directly to our church (no outside events promoted)
- The serve page is kept up to date with the opportunities in our church to serve. These opportunities are related directly to our church (no volunteer opportunities for outside organizations without a direct tie to our church)
- The discipleship page is kept up to date with discipleship opportunities for church attendees (group meetings must be approved by the Pastor of Discipleship)
- The sermons page is kept up to date with Sunday sermons, and some recorded special services (not for personal events, such as a wedding that might be recorded)

Bulletin

- Items in the bulletin are most often directly related to the Sunday announcements and the Weekly Connection
- Items that would not be put in the Weekly Connection will also not be put in the bulletin

Church Bulletin Board

- The church bulletin board can be used by church members to promote events as they see fit. These events can include:
    - Community events related or unrelated to our church
    - Christian concerts or conferences in our area
    - Non-profit organizations that align with our church beliefs
    - Personal events that are open to all church attendees (baby shower, wedding, concert, etc.)
- We reserve the right to remove items from the bulletin board that are inappropriate, offensive, or otherwise do not promote the sanctification of our church audience.

Bathroom Flier

- Items on the fliers in the bathroom have the same qualifications as the Weekly Connection or events page on the website (above).
- Only a select 5-8 events will go on the bathroom flier. Preference is given to special services, and all-church events. Other events will be added on the basis of what fits.

NASHVILLE METHODIST CHURCH

- All events must be scheduled and approved and on the church calendar by the 20th of the month prior (ie. Events on the June flier must be scheduled and approved by May 20th)

TV Screens in Gathering Area

- Events posted on the screens follow the same guidelines as the Weekly Connection