



## **Westover Church of Christ** ***Communication Policy***

**Newsletter:** The newsletter is focused on helping guests and members be aware of new opportunities, changes to ongoing opportunities, and allowing the body to stay connected to pastoral needs that impact us all. Events not directly related to Westover ministry efforts (i.e. bridal showers, baby showers, non-Westover sponsored events, etc.) will be communicated through other mechanisms based on available newsletter space and ministry staff discretion. Advertisements will be limited to three consecutive appearances in the newsletter. Descriptions should be kept to approximately 50 words. Space is limited and Westover Hills staff reserves the right to make final decisions regarding inclusion of advertisements based on Vision priority.

**Weekly Email:** The Tuesday email is limited in focus to include events and opportunities that will occur between Tuesday and Sunday. The exception to this will be for events that require planning and/or expense to attend (i.e. Mo Ranch Family Retreat, Peru Mission trip, etc.). This will also be used to promote showers, prayer requests, pastoral needs, etc. Advertisements will need to be kept to approximately words. Ads must use either a Westover Hills stock photo or approved artwork. When space allows, the Tuesday email will be used to point recipients to other relevant mechanisms to receive communication, reminders on how to be connected, and the like.

**Web:** The main page of our website is primarily aimed at being relevant to individuals and families not currently connected to Westover. The Primary banner will give preference to items that are relevant for non-members. All primary banners must have an interactive element, allowing users to click the banner to be taken to more information and resources. No more than five primary banners will be included at any time. All photos and graphics must be either Westover Hills stock photos or approved artwork. Beyond the main page, members will find relevant resources and tools. The calendar located on the web page is our primary starting point for communication and will offer the final answer and details for all events. Members will access directory information via MyChurchLife on the Westover Hills website or on their mobile device.

**Church wide text messages:** Church wide text messages will provide actionable information for recipients. Recipients will not receive more than two messages per week. Exceptions include: 1) church wide daily prayer or devotional initiatives, 2) urgent news, 3) weather related cancelations or delays to worship or other church events.

**Social Media:** Social media will not be used as a primary means of communicating information. Social Media is primarily for documenting live events, sharing inspirational thoughts and stories, offering people something fun, etc. This will be a key location for events and opportunities not directly connected to Westover Ministries to be promoted (i.e. fundraisers, events hosted by non-profits, etc.).



**News:** To be eligible for News announcements, events must have church wide relevance. Items will receive no more than three consecutive appearances. No more than 4 items can be included in the news video per week in order to maintain our time commitments. In situations where space is limited, inclusion of advertisements will be based on Vision priority.

**Foyer Monitors:** Youth monitor will be managed by Youth Ministry. Other monitors may be used for up to three weeks for an event. All artwork must be either Westover Hills stock photo or approved artwork.

**Live announcements:** Live announcements made during church service are only for extremely special circumstances when a change of plans occurs, or news is received, that must be communicated immediately. The Westover Hills Senior Minister, Executive Minister, and Worship Minister will have the right to make decisions about the relevance of all live announcements.

**Special Church Wide Emails:** Church wide emails (in addition to the Tuesday email) will only be used in the event of a cancellation, last minute change of plans that will effect many within our congregation, or significant news events that require immediate communication. Westover Hills Ministry staff reserves the right to approve any and all requests for special church wide emails to be sent.

**The City:** This is the channel with the greatest freedom and flexibility for the content creator. You can create and share announcements freely and frequently within this system. Events shared to the Westover Hills church wide group will be moderated and approved by a Westover Hills City administrator.

**Printed Brochures and Mailings:** Access to the church mailing directory and its use to distribute mailings is granted based on approval by Westover Hills staff. Brochures that will be displayed at the Westover Hills campus must be located at appropriate locations as directed by ministry or administrative staff. All designs must be submitted at least three weeks before brochures are set to be distributed. Designs will be proofed and any changes will be reviewed with the person submitting the design. The cost of printing and/or mailing will be charged to the appropriate ministry. We will provide the most accurate estimate possible before brochure is sent to print.

**Printed materials for classes:** Posters or other advertisements intended for display in Sunday morning adult classes must be submitted at least three weeks in advance and require the approval of the Westover Hills communication team. Westover Hills staff will be responsible for placing ads in appropriate locations within each classroom. Teachers will be notified of the advertisement in advance. All printed material for classes must include bullet points to provide relevant information for teachers to share with their class.



**Banners:** The use of banners will only accompany a larger communication strategy as outlined in the communication forms to be submitted for events and activities. We have limited space for banners to be effectively displayed, so in case of multiple requests approval will be based on vision priority. All artwork must conform to the design standards established by the Westover Hills communication team. If you do not have art work to submit for a banner it will be created by Westover Hills staff.

**Ministry Related videos:** We are committed to an advertisement-limited worship service. To facilitate this, videos played during the worship service will be strictly vetted to confirm relevance within the worship time. Videos may be played in worship if they are under 3 minutes in length and have been approved by the Westover Hills communication team. Videos that are not displayed in worship will be promoted through our social media channels. Videos must be completed at least three weeks prior to their first airing and must be submitted at least 5 days prior to airing to allow for reformatting to our Worship Center screen to be completed. If you are working with Westover Hills staff, please allow an additional three weeks for production and editing.

**Info Desk Brochure display:** The primary purpose of the Info Desk is to provide relevant information and hospitality to our guests. Only items that fit this criteria will be included in our brochure display. The Info Desk is not to be used a bulletin board for advertisements. All promotional materials for ministry events and opportunities must conform you the previously stated brochure requirements. Brochures will only be located in display racks and not placed on the counter.

**Tables & Booths:** Live table locations are a vital part of a communication plan. All tables and booths must be manned by a volunteer before class, between class and worship, and after worship for at least 15 minutes. All lobby displays, including those for showers, must be approved by the Westover communication team.

**Non-Westover sponsored events and Fundraisers:** We are a Kingdom oriented church, committed to making our members aware of as many opportunities as possible to express their faith. When we are presented with opportunities that allow for these, we will promote these events through social media channels. Westover reserves the right to not communicate non-Westover sponsored events and opportunities if they are deemed outside the scope of our visions and mission, or if the current communication demands for Westover sponsored events are too great to allow for adequate time and space.

*Any additional forms of mass communication not listed here must be approved by the Communication Team. Approval will not be granted without the submission of the appropriate General Announcement or Event Request form.*

Please direct any questions regarding communication policy and its application to [cliff.mullen@westover.org](mailto:cliff.mullen@westover.org). -Westover Ministry Team