Communication Policy

1. Purpose

To standardise the communication/marketing of events at Kiama Baptist Church. This policy sets out clear expectations of what our Pastoral Team & Operations Coordinator will provide for ministries at Kiama Baptist Church. Every event/ministry will be categorised into one of three levels. This policy also includes the communication schedule for each level.

Contents:
1. Purpose
2. Vision & Values
3. Communication Channels
4. Ministry Specific Communication Channels
5. Communication Levels
6. Communication Schedule
7. External Requests
8. Request Form

2. Mission & Values

Our mission is to love God, love people and make disciples, we do this by focusing on these five core values: Bless, Eat, Listen, Learn & Sent.

Communication by Kiama Baptist Church aims to contribute to this mission by increasing awareness of the church, our vision, values and ministries (internal & partnerships). The objective here is to ensure all communication is consistent with the vision and values of Kiama Baptist Church.

For a current list of ministries and approved partnerships visit
www.kiamabaptist.church/ministries

3. Communication Channels

Below is a list of all available channels for marketing events and activities at Kiama Baptist Church. Channels are available based on the level each specific event is assigned to.

- **Stage Announcement**
  A verbal announcement from the stage by either a Pastor or Service Host. Announcement is made during assigned 'Announcements' time during the Sunday service. *Level One*

- **Announcement Loop**
  This weekly Announcement Loop is played before and after our Sunday service. It also plays during churchONLINE. It can include 30 second videos (no sound) or still images (10 seconds) *Level One*

- **INTHELOOP**
  Email sent weekly (on Thursdays) via Mailchimp that includes announcements for upcoming events and activities. INTHELOOP includes one featured section (top of email with image), tier-two section (with image), tier-three section (upcoming events, no image). *Level One* (Featured Post), *Level Two* (Secondary Post w/image), *Level Three* (Secondary Post no image)

- **Custom Email**
  MailChimp campaign sent to our Kiama Baptist Church (Visitors, Regular Attenders & Members) email list. Each email will include an image, description and link if available. *Level One*

- **Noticeboard Poster**
  A3 poster displayed on our noticeboard. Flyers for the event or activity can be placed on the welcome table. There are two locations available. *Level One*, *Level Two*

- **Flyer**
  A full-color (maximum A5) flyer underlined designed or approved by the kbcCREATIVE team to be used for promoting events or activities. *Level One*, *Level Two*

- **Digital Signage**
  A 16x9 graphic created by the kbcCREATIVE team that promotes the upcoming event. *Level One*, *Level Two*, *Level Three*

- **Social Media Post**
  Image or video post on Facebook and Instagram. The frequency of posts are determined by the level of the event or activity. *Level One*, *Level Two*, *Level Three*

- **Website (Home Page)**
  A block of text accompanied by an image on the front page of kiamabaptist.church Includes title, description, and link to sign up if available. *Level One*

- **Website (Events Page)**
  A block of text accompanied by an image on the events section at kiamabaptist.church/events Includes title, description, and link to sign up if available. *Level One*, *Level Two*

4. Ministry Specific Communication Channels

Below is a list of channels available to specific ministries and are not maintained by the kbcCREATIVE team. It is encouraged that each ministry has a strategy to communicate directly to the members of their ministry.

- **Social Media Account**
  Several ministries have their own social media accounts (kids, youth, catalyst) that should be utilised to communicate about upcoming events as well as creating a sense of community.
- **Facebook/Whatsapp Groups**
  Groups are a great way to keep people engaged around certain ministries. It allows leaders to communicate directly to members as well as empowering members to post questions and photos about the ministry. A strategic schedule should be maintained in order to encourage engagement among the members of the group.
- **Emails**
  Utilising lists in Planning Center to send targeted emails is one of the best ways to reach people. 68% of people surveyed said that email was their preferred method of communication. Do not SPAM! Be strategic about when you send emails out, time of day and frequency is important.

5. Communication Levels

Level One is a mission-critical event. The following questions need to be asked to qualify for Level One:
Does it impact 100% of the church?
Is it a direct next step that adds value to the church?
Is it a key on-ramp to a ministry? Examples - Small Groups, Easter, Christmas, 21 Days of Prayer & Fasting, Sunday Services.

- Stage Announcement
- Announcement Loop
- INTHELOOP
- Custom Email
- Noticeboard Poster
- Flyer
- Digital Signage
- Social Media Post (3 Posts)
- Website (Home Page)
- Website (Events Page)

Level 2

Level Two is more ministry specific events that impact less than 50% of the church. Examples of this are Kids, Youth, OWLS, Mens/Womens ministry.
<u>They should also be promoted heavily at their own gatherings and on their social media and email lists</u>.

- Announcement Loop
- INTHELOOP
- Flyer
- Digital Signage
- Social Media Post (2 Posts)
- Website (Events Page)

Level Three is a minor announcement that impacts less than 10% of the church and can be promoted directly to specific ministries. Examples of this are: Munchkins, Young Adults.

- INTHELOOP (Secondary Post, no image)
- Social Media Post (1 Post)

6. Communication Schedule

This schedule applies to all ministries (internal & partnerships) at Kiama Baptist Church.

Level 1

Eight Weeks (minimum) Before Event
- **Communications Request** Form (CRF). Submitted online.

Seven Weeks Before Event
- **Meeting with the Operations Coordinator** and event leader to go over the event and discuss deliverables needed.

Six Weeks Before Event
- **Graphic package created** (Flyer, Poster, Screen, Header Image) and uploaded to a shared drive for easy access.
- Order/print Poster/s

Five Weeks Before Event
- **Flyer Printed**

Four Weeks Before Event
- Added to INTHELOOP (Featured Post)
- Added to Digital Signage
- Added to Website (Home & Events Page)

Three Weeks Before Event
- Added to INTHELOOP

Two Weeks Before Event
- Stage Announcement
- Added to Announcement Loop
- Added to INTHELOOP
- Social Media Post 1

One Week Before Event
- Stage Announcement
- After Event
- Stage Announcement/Recap (Sunday immediately following event)Announcement Loop
- Added to INTHELOOP
- Social Media Post 2
- Custom Email Sent (Thursday)

Week of Event
- Social Media Post 3 (2 days before event)
- Custom Email Sent (day before event)

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Level 2

Eight Weeks (minimum) Before Event
- **Communications Request Form** (CRF). Submitted online.

Seven Weeks Before Event
- **Meeting with the Operations Coordinator** and event leader to go over the event and discuss deliverables needed.

Six Weeks Before Event
- **Graphic package created** (Flyer, Poster, Screen, Header Image) and uploaded to a shared drive for easy access.
- Order/print Poster/s

Five Weeks Before Event
- Flyer Printed

Four Weeks Before Event

- Added to INTHELOOP (Secondary Post)
- Added to Digital Signage
- Added to Website (Events Page)

Three Weeks Before Event
- INTHELOOP (Secondary Post)

Two Weeks Before Event
- Added to Announcement Loop
- Added to INTHELOOP (Secondary Post)

One Week Before Event
- Added to Announcement Loop
- Added to INTHELOOP (Secondary Post)
- Social Media Post 1

Week of Event
- Social Media Post 2 (2 days before event)

After Event
- Stage Announcement/Recap (Sunday immediately following event)

Level 3

Two to Four Week Before Event
- **Communications Request Form** (CRF). Submitted online.

Four Weeks Before Event
- Added to INTHELOOP (Secondary Post no image)
- Added to Digital Signage

Three Weeks Before Event
- Added to INTHELOOP (Secondary Post no image)

Two Weeks Before Event
- Added to INTHELOOP (Secondary Post no image)

One Week Before Event
- Added to INTHELOOP (Secondary Post no image)

Week of Event
- Social Media Post 1 (2 days before event)

7. External Requests

External requests are events/communication from outside of Kiama Baptist Church eg. Local church events, community events etc. <u>Communication of these events is at the discretion of the pastoral team</u>.

8. Communication Request Form

All requests <u>must be submitted via the online request form.</u> Level 1 & 2 events must be submitted at least 8 weeks prior to the event. All requests submitted after the deadline are not guaranteed promotional support from the pastoral & creative team.

The following information is needed to fill out the form:
- Ministry Area
- Event title
- Details (who, what, when, where)
- Suggested text to be used for the Event
- Event Deliverables Requested

Submit requests online at **www.kiamabaptist.church/requests**