

HOME PUBLICITY + COMMUNICATION GUIDELINES

This document serves as a structure to help determine “what information goes where” within HOME’s primary communication channels.

These guidelines have most recently been updated March 2021 (subject to change), and have been approved by HOME’s director team.

A helpful way to use these guidelines might be to read each bullet in the form of a question. For example, “Does my publicity request minister to ‘all demographics?’” If the answer is “no,” move to another category to see where it fits more appropriately.

A. Website updates + posts must...

- a. share valuable static HOME information related to who we are or what we do
- b. serve to identify/envelop newcomers
- c. promote large-scale, “important” events (see D/a below)
- d. be relevant within three blog categories
 - i. stories (testimonies)
 - ii. prophetic words
 - iii. resources
- e. link sign-up forms for any HOME-related (vs. partnering ministries) event or group (vs. food sign-up, etc.)
- f. link up ministry appointments + calendars

B. Instagram + Facebook Squares must...

- a. showcase who we are
 - i. picture of a person or happening at HOME (get to know us/build family)
 - ii. a way to rearticulate our vision or mission
 - iii. etc
- b. and/or minister to or equip all demographics
- c. and/or share an invitation relevant to all demographics
- d. and/or call to action for all demographics (ways to pray, read your bible, etc.)
- e. be relevant to HOME only (vs. partnering ministries or facility requests)

C. Instagram stories + Facebook links must...

- a. already qualify under B’s parameters
- b. and/or share an invitation relevant for those who we do not already have an email or cell phone number (maybe not all demographics, but definitely a wider audience than our current contact lists)
- c. and/or be interactive to promote conversation + engagement
 - i. polls, questions, silly tid-bits, or BTS
- d. may include partnering ministries, as long as they are HOME sponsored (Living Loved, etc.) and not just facility requests

D. Text messages must...

- a. share “important” invitations or notices
 - i. these invitations should be HOME events only (vs. partnering ministries or facility requests)

- ii. urgent - weather cancellations, emergencies, etc.
 - iii. big events - David Wagner, etc.
 - iv. out of the ordinary - a Saturday event, etc.
 - v. highlighting a specific on-going event we want to boost (Friday revival sets, etc.)
 - vi. encourage a "call to action" - sign up for food/bible study, etc.
- b. share our weekly round-up on Fridays
- c. always be sent to a TARGETED group (set up in Text in Church)
 - i. as much as possible, we want to be careful NOT to bombard people's phones with invitations that are not relevant
 - ii. if we can not easily identify a targeted group (men/women, local/non-local, youth, regular ignite attenders, givers, etc.) then the message should be communicated another way

E. Email messages must...

- a. already qualify under B, C, or D category
- b. share our weekly round-up on Fridays
- c. as much as possible, be sent to a TARGETED group (set up in Text in Church)
- d. ***text messages are opened/responded to SIGNIFICANTLY more than emails. priority should be given to text messages. emails for less-important.

F. "Bulletin" + Ignite Notes

- a. already qualify under B, C, D, or E category
- b. function as just an additional reminder for some important things, attached to Ignite notes