

COMMUNICATIONS POLICIES

Introduction

The policies and details outlined in this document are meant to provide clear understanding of what, how, and when we communicate at One Hope Church.

We want to be known for excellent communication that is **compelling, clear and consistent** with the mission, vision, and values of our church and **want to invite every Partner to help us do that.**

- Compelling: Engages the heart
- Clear: Easy to understand
- Consistent: Feels like something we would say based on previous communication

Purpose

Before we answer those other 3 questions (what, how, when), we must begin with the bigger question:

Why do we need written policies?

Here's why:

1. The Church has news to share.

John Piper said this:

"...Christianity—with its roots in true Old Testament promises—is the only religion in the world that was created by and sustained by news. News. In other words, before Christianity is a philosophy, before it's a theology, before it's an ethic or a way of life, Christianity is news. Staggeringly good news for weak and helpless and undeserving sinners."

We have been charged with sharing the gospel, the good news, with the world (Isaiah 40:9). This is expressed directly in our vision **to see the city, nations, and generations find hope in Jesus.**

For them to find hope, they must hear about our hope.

2. Excellent communication happens intentionally.

We believe that excellence isn't an accident. We must be intentional about being consistent and clear with everything we say and do for the sake of the mission of **making disciples who worship, grow, serve and make more disciples.**

In contrast, inconsistency, clutter and errors in communication can convey that the information or audience is not important or valued.

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3. One Hope = One Voice

If we really only have one hope, we must be unified as brothers and sisters.

Romans 15:5-6 says:

*"May the God of endurance and encouragement grant you to **live in such harmony** with one another, in accord with Christ Jesus, that **together** you may with **one voice** glorify the God and Father of our Lord Jesus Christ."*

For us to be successful in communication as a church- sharing one hope with one voice- we must individually commit to the leverage everything we say, print, send, share, create, and publish for God's glory.

This is not a document containing dogmatic ideas and rigid principles, but is intended to help us enhance the communications experience for the glory of God.

Types. Channels. Slots.

There are currently three types of communication we use regularly at One Hope Church:

- **Digital:** used to draw attention, inspire, and/or provide clickable action steps
- **Print:** used to provide factual details (times, locations, etc) and directions and when collecting information quickly
- **Verbal:** used to explain "why" and encourage action steps

Within these types, we currently utilize each of the following "**channels**" for communication. A "channel" is simply a form or platform of communication. The number of "**slots**" listed next to the channel refers to space available for different communicated items. The amount of slots has been determined based on widely-accepted research on attention spans, capacity of our Communications Team, size of our church, and evaluation of previous communication.

- **Digital Channels**
 - Pre-service Announcement Slides - 5 slots per week
 - Website Homepage Rotator - 3 slots per week
 - Mass Email - 2 total per week (1 per Sub Channel)
 - Sub Channels = Everyone, Partners, Men, Women, Kids, Youth
 - Push Notification - 2 total per week (1 per Sub Channel)
 - Sub Channels = Everyone, Partners, Men, Women, Kids, Youth
 - Social media - 3 slots per week
 - Video - 1 slot per week
- **Print Channels**
 - Signage (banners, posters, etc) - case-by-case
 - Invite Card - 3 slots (cards in active rotation at one time)
 - Other - case-by-case
- **Verbal Channels**
 - Sermon Emphasis - 1 slot per week

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- Stage Announcement (end of service) - 4 slots per week
- Special Stage Announcement - 2 slots per month
- Partner Meeting Emphasis - determined by Elders

Submission Of Requests

ALL requests for communication must be submitted using the [Communication Request Form](#) a minimum of **4 weeks ahead** of the requested communication date. This deadline ensures we can stay ahead and coordinate all of the different items in all of the best channels at the best times for maximum reach.

In order to submit a request using this form, a person must be an engaged (regularly participating, serving, and giving) Partner.

The Communications Team will not consider requests submitted via other methods, submitted after the 4 week deadline, and/or submitted from non-Partners.

Evaluation of Requests

All requests for communication will be evaluated and reviewed by the Communications Team using the criteria outlined below. The Communications Team reserves the right to approve or deny requests based on any or all of these criteria:

Criteria Used for Evaluation

1. Room

- Is there space on the general calendar / communication calendar and/or time in the service for this to be communicated?*
- Must be space / time available for the communication in the channels.
 - Communications from the Pastors / Elders take precedent when considering space / time.
- Requests will be considered in the order in which they were submitted in regards to space / time availability.

2. Relevance

- Does this connect to and support the stated mission, vision, and/or values of One Hope Church? Is this relevant to the people of our church? Is this relevant for the intended audience within reach of the channel(s) being used?*
- Must be directly connected to the mission, vision, and values of One Hope Church.
- For outside requests (support raising, campus ministry, special event, etc), must be a Strategic Partner.
- Must be applicable to the intended audience.

3. Results

- How will this communication / event affect the church? Will this set an unhealthy or unsustainable precedent? Will we be able to measure the communication / event for effectiveness in any way?*
- Must be able to be evaluated for effectiveness.
- Must not set a precedent that cannot be maintained by our Church and/or Team.