



MEDIA & COMMUNICATIONS POLICY

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All requests for the Media & Communications Department should be submitted through Media & Communications Request Form found on our website, longviewpoint.org/media.

For any questions about this policy, please contact Media & Communications Director, Rhonda Brooks.
Email: rhonda@longviewpoint.org
Office: 662.449.1044



POLICY BY REQUEST TYPE

Weekly Bulletin - Due Tuesdays by 2 p.m.

The main purpose of the bulletin is to serve our church family and guests by conveying timely and accurate information. With a bulletin, a visitor should be able to quickly identify next steps for getting involved at The Point and gain an understanding of our family of family and the desire we have to see every member connected, serving, sharing, and expanding His Kingdom.

Announcements should be brief, include event time, location, start/end date, contact information, registration information, and any other pertinent details, and be limited to events and activities open to all members or large segments of the membership and community. All bulletin requests should be submitted no later than Tuesday at 2 p.m. via the Media & Communications Request form.

Separate inserts to the bulletin will not be normally considered unless approved as exceptions by the Senior Pastor.

Digital Slide Loop - Due Tuesdays by 2 p.m.

The Slide Loop runs prior to and between services in the Worship Center and in the lobby. Announcement slides included in the slide loop typically correspond with events and information included in the bulletin. For events to be included in the slide loop, information including event title, time, location, start/end date, contact information, registration information, and any other pertinent details must be received no later than Tuesdays at 2 p.m.

Digital Announcement Videos & Pulpit Announcements - Due Tuesdays by 2 p.m.

Digital announcements to be included in the announcement video portion of the worship service following the invitation should be brief, include event time, location, start/end date, contact information, registration information, and any other pertinent details, and be limited to events and activities open to all members or large segments of the membership and community. All announcement video requests should be submitted no later than Tuesday at 2 p.m. via the Media & Communications Request form.

Please note: All bulletin, slide loop, and announcement requests will be given due consideration, however, there is no guarantee that requests will be included. If approved, requests may be edited as deemed necessary for content and length. Thank you in advance for understanding and respecting the church's need to limit the number and length of communications vehicles in order to be good stewards of resources entrusted to us.

Pulpit announcements to be made during worship service welcome and conclusion are typically determined by the pastoral staff and shall be made by the Senior Pastor or designated replacement.

Newsletters

Ministry specific newsletters are facilitated by the ministry leaders. Currently there are no church-wide newsletters.

The Longview Point Website - 2-5 Days Depending on Complexity of Request

The Point has one authorized website, longviewpoint.org. The purpose of our website is to be the foundation for our online presence. Through it, visitors should be able to quickly identify next steps for getting involved at The Point and gain an understanding of our family of faith and the desire we have to see every member connected, serving, sharing, and expanding His Kingdom. All requests for changes, corrections, and/or additions to the church's website should be requested through the Media & Communication Request form. The time it requires to complete the request will be determined by the nature of the request. Content changes will typically be completed within 2-5 days. Creation of new pages, new content, complete re-design of pages, etc. will take considerably longer.

PLEASE NOTE: The purpose of the Media & Communications Department is to utilize the experience and resources available to produce an effective, professional website. It is the responsibility of the Ministry Leader or person making the request to provide all necessary information and content required to complete the request. Projects will not be started with inadequate information from the requester. Assistance with writing copy, proofing, editing, and organization is available upon request. Any request requiring large additions of content/copy are required to be submitted to the Media & Communications Director in a digital format such as Pages or Word. Handwritten content will not be accepted.

Online Registrations - 2-5 Days Depending on Complexity of Request

Our church management software, Touchpoint, is capable of handling online registrations with a number of options for data collection, payment settings, and responses. The nature of online registrations are multi-faceted in that they require multiple steps and involve multiple staff members working together to bring them about. Necessary information for online registrations include event name, registration start and end dates, payment details (including deposits, total due, and payment deadlines), all data that needs to be collected from the person registering for your event, all people that need to receive registration notifications, and the response email that registrants receive once their registration has been processed. All requests for online registrations should be requested through the Media & Communication Request form. The time it requires to complete the request will be determined by the nature of the request.

Social Media - 5 Days or More Depending on Complexity of Request

Longview Point has active social media accounts on Facebook, Twitter, Instagram, and Youtube. Posts made to any of these accounts must be approved & facilitated through the Media & Communications Department. Any comments, tags, etc can and will be edited and/or deleted as necessary by approved administrators on these accounts. Requests for social media posts should be submitted through the Media & Communication Request form at least one week prior to the desired timeframe for posting as our posts are scheduled weekly, typically on Mondays. Time sensitive posts may added and will be handled on a case-by-case basis at the discretion of the Media & Communications Director.

Video Production - Determined by Complexity of Request

Video production can include projects using stock video and/or live footage shot by our Media & Communications Department staff. Given the wide range of projects that can fall under video production, each project will be assessed and a timeline generated depending on the complexity of the request and the various aspects it will encompass. Video production often requires a face-to-face meeting between the requester and the Media & Communications Department staff.

Church-wide Emails/Text Messages - 1-2 Days Depending on Complexity of Request

Church-wide emails are an effective tool to reach our family of faith. However, we want to be respectful of our membership and limit the number of emails we send, restricting them to timely and pertinent information. Requests for church-wide emails should be submitted through the Media & Communication Request form no less than 2 days prior to the desired date for the email distribution. Emails with graphics, attachments, links, etc. may take longer depending on the complexity of the request.

Emails to specific groups (ie. Bridal/baby shower invites sent to ladies) should also be submitted through the Media & Communication Request form no less than 2 days prior to the desired date for the email distribution. Emails with graphics, attachments, links, etc. may take longer depending on the complexity of the request..

The capability to send text messages is available through our church management software, Touchpoint. Text messages provide a fast, highly visible means of communication. However, in following the guidelines for texting, we are only allowed to message individuals who have “opted-in” to receive messages. The percentage of our membership that has opted-in is very low. Therefore, the effectiveness of texting as a means of communication is not ideal and is typically reserved for emergency messaging (ie. inclement weather, cancelled services, etc.) and is never used as a stand-alone option for disseminating information.

All Printed Material - 1-2 Weeks Depending on Complexity of Request

Printed materials are available in a variety of formats. Our Media & Communications Department has the capability to produce most any type of print media in-house consistent with professional outsourcing options. Some of the most common requests include postcards, invites, flyers, booklets, etc. Given the nature of printed materials and the variety of options, the time to complete a specific request will be determined on a case-by-case basis. Edits to existing materials to be reprinted will have a faster turnaround than a new design project. All requests for changes/corrections to existing materials and requests for design services for new print materials should be requested through the Media & Communication Request form. A time of completion will only be determined once all of the necessary information has been received.

Please note: The purpose of the Media & Communications Department is to utilize the experience and resources available to produce effective, professional materials. It is the responsibility of the Ministry Leader or person making the request to provide all necessary information and content required to complete the request. Projects will not be started with inadequate information from the requester. Assistance with writing copy, proofing, editing, and organization is available upon request. Any request requiring large additions of content/copy are required to be submitted to the Media & Communications Director in a digital format such as Pages or Word. Handwritten content will not be accepted.

Outdoor and Indoor Banners - 2-3 weeks

Banners can be designed in a large number of formats and for a variety of purposes. Roadside banners are used to promote large, church and community-wide events such as Christmas and Easter services, Celebrate Recovery, VBS, and Fall Festival. Banners are used indoors to promote goals for Lottie Moon.

Banners can also be used for community events such as block parties and events like A'Fair. Requests for banners should be submitted through the Media & Communication Request form no less than 3 weeks prior to the desired date for delivery. Banners cannot be printed in-house and must be outsourced. Production and shipping time need to be accounted for in determining turn around time.

Print, Online Advertising, & Marketing

No print or online advertising, products with our logo/church information, or marketing materials of any kind including newspapers, magazines, or online articles should be arranged, with or without cost, on the church's behalf without the review and approval of the Media & Communications Director.

Budget Requirements

Any request that incurs a cost to The Point must have approved budget funds at the time of the request. It is the responsibility of the requester to accurately identify the budget line item that will be covering the cost and get approval from the staff member that manages that budget, if the requester is not the manager. Work will not begin until budget funds have been approved.

Resource Usage

The Media & Communications Department exists to serve the family of faith at The Point. When we are able to meet a personal need by utilizing our resources, time, and talents, it is our pleasure to do so. Those needs may include helping with media for memorial/funeral services, design services that lend themselves to connecting and fellowship such as invites to showers, or the like. In most cases, when there is no actual cost to the church, these services can and will be provided at no cost. In the event a personal need can be met and there is a cost associated with regards to resources used, the requester may be asked to cover only what cost the church will incur. These instances can be reviewed on a case-by-case basis by the Director of Media & Communications.

The Point Branding

All use of The Point logo and branding must be reviewed by the Director of Media & Communications and comply with The Point Branding Style Guide. Please reference The Point Branding Style Guide for approved usage, font specifics, official color codes, and more.

Public Communications

Outside of our Pastoral and Media & Communications Department staff, any individual given the opportunity to speak publicly should refrain from speaking on behalf of the church. All public communications that reflect opinions attributed to The Point must be reviewed and delivered by approved personnel. No member should speak on behalf of the church without receiving prior consent from the Senior Pastor.

Privacy of Personal Information

The Point is committed to maintaining the privacy of its church body. The church will take all reasonable measures to ensure the confidentiality of personal information including but not limited to home addresses, family membership, email addresses, and contact information. Email distribution lists, contact lists, or mailing lists containing member information may be used only for communications related to the activities of the church, staff, committees, or sponsored groups. Under no circumstances may member lists be used to solicit or communicate events or activities which are not specifically church-related.

