<u>Communication Systems</u>

<u>Electronic Channels</u>

Social Media:
- Instagram
- FaceBook
- Twitter

Website:
- E-newsletter
- Blogs
- Church suite

Announcements:
- Video

<u>Paper Channels</u>
- Postcards
- Brochures
- Chalk board

<u>People Channels</u>
- Hosting
- Personal invites

<u>Event Training Request Process</u>:
Events include but are not limited to: trainings, announcements, events (church and community), youth group, volunteer requests, etc.

Step 1: Complete Event Request Form (electronically and paper; if using paper, please turn in to the Communications Director); Event Training Requests must be turned in no later than 30 days PRIOR to the event. Events will be considered on receipt of ORDER and NOT the date of the event.
Step 2: Event Training Requests are reviewed by the Strategic Planning Team, and are either approved or disapproved.
Step 3: The Strategic Planning Committee will inform the Communications Director of their decision through a completed Event Training Request Form within one week of receipt of Form.
Step 4: Communications Director will inform the Responsible Party of decision made.
Step 5: Communications Director will send a request to the Graphics Team for needed graphics. Graphics must be completed within one week of request.

Step 6: Communications Director will send out a condensed version of the event requests to various channels, dependent upon their priority.

Priorities:

	Big Reach	Smaller Reach
Big Audience	**ONE** E.g. Christmas Concert, Message series, Back to School Bash	**TWO** E.g., All church potluck, Baptism Services, Women's Retreat
Smaller Audience	**THREE** E.g., Core Group Classes, Newcomers Lunch, Community Events volunteers	**FOUR** E.g., Networking Group, Hosting Services Training, Marriage Retreat

Channel	ONE	TWO	THREE	FOUR
Electronic:				
Social Media	●			
Website	●	●	●	
Video	●	●		
Paper:				
Postcards	●			
Brochures	●			
Chalk Board	●	●	●	
People:				
Hosting	●	●		●
Personal Invites	●	●	●	●

Need to add a space for assigning media people to events, etc.

Next Steps:
1. Determine what goes into announcement videos
2. Consolidate social media
    a. Visual graphics need to be the same across all mediums
    b. Need to develop a new style sheet
    c. One program for Graphics Team use
        i. Google Drive-administrative documents
        ii. Dropbox-graphics, videos, photos
3. Hosting-what are we pushing from the stage
4. We need to define what roles our teams are playing in the church as a whole

NEED TO COMMUNICATE TO CONNECT FOLKS! (newsletter).