



COMMUNICATIONS SUPPORT AND APPROVAL POLICIES

Our Goal:

The heart of the Communications team is to magnify the gospel through the visual and verbal unification of our ministries into a consistent and clear voice. The policies we put in place are not here to hinder a ministry's vision but to amplify its voice through the gifting and perspective we feel called to as a team.

We understand that creative elements can be personal and therefore emotional! Our hope as a ministry is to dream with you about your desired destination and design the greatest pathway to bring your ministry success. So, while these policies establish the highest level of supervision and authority of different communications mediums and methods, we intend that our work is always done in collaboration, ending with ministries thrilled with the results!

Definitions:

- Internal - Intended for staff, volunteers, or those already invested in the ministry
- External - Directed toward new attendees, the congregation, outsiders, or attendees not currently serving or part of the ministry. (An item/resource is considered external if any one of these categories applies, EVEN IF A PORTION OF THE TARGET MARKET IS "INTERNAL".)

Ministry Branding: (i.e., ministry logo, name, etc.)

- Ministries' branding, logos, and naming are supervised and initiated by the Communications team to align with Rock Point's overall brand and messaging.
- Ministries may request changes or updates to branding, logos, and naming, but the initiation of projects and the decision to change these resources is at the discretion and final approval of the Communications team, not the ministry.
- Final approval, direction, and timeline of branding projects fall under the supervision of the Communications team.

Ministry Event Branding/Design: (YTH Night, Baptism Class, team night, etc.)

- Internal Events (Team nights, volunteer training, etc.): Ministries have final approval and design authority. The Communications team is available to help with the direction and implementation if requested.
- External Events (YTH Night, Adults class, etc.): The Communications team has final approval and design authority. The Communications team will work with the ministry to help execute the ministry vision within the bounds of the Rock Point brand and values. The Communications team also has the authority to finalize design and finish a project if the timeline is extended or an agreement cannot be reached on design direction between the ministry and the Communications team.

Ministry Print Materials:

- Internal Materials: Ministries have final approval on written content and design. The Communications team is available to help with the direction and implementation if requested.
- External Materials: The Communications team has final written content and design approval. The Communications team will work with the ministry to help execute the ministry vision within the bounds of the Rock Point brand and values. The Communications team also has the authority to finalize design and finish a project if the timeline is extended or an agreement cannot be reached on design direction between the ministry and the Communications team.

Ministry Web Design/Edits:

- All website promotions and usage fall under the supervision of the Communications team.
- New website creation and usage needs to have the Communications team's approval.

Ministry Videos:

- Internal Videos (training videos, etc.): Style and direction of internal videos fall under the supervision of ministries but may be subject to Communications approval if resources are requested from our team. This is to ensure realistic workload and timelines on projects. All videos requiring Communications support must be requested within the established video timeline parameters or may not be completed.
- External Videos: All external videos must be requested within the established video timeline parameters or may not be completed. The Communications team will work with ministries to achieve their desired vision and result, but the Communications team has final approval on direction, timeline, and final product.

Ministry Messaging:

- Internal Messaging (volunteer emails, staff updates, team event promotion, etc.): Ministries have the final say in design, grammar, and copy editing of internal messaging. Ministries are encouraged to use Communications as a resource for copy editing or team communication design where they see fit.
- External Messaging (Event announcements to parents, event promotions, follow-ups, and next step emails, etc.): All external messaging falls under the supervision and approval of the Communications team to provide copy editing and design approval.

Social Media:

- The Communications team must approve all creation of new social media accounts.
- Social Media oversight is currently determined on a case-by-case basis in cooperation with the Communications team.