

Clemson Presbyterian Church
communications guidelines





Communications Guidelines

Clemson Presbyterian Church

January 2018

Purpose of Guidelines

These guidelines provide parameters in order to guide church staff, team members, employees, volunteers, and church leaders when communication tools are used on behalf of Clemson Presbyterian Church or when CPC becomes part of a communications dialogue. The goal of all communications is love our members and community as outlined in CPC's vision statement.

Section One: Background

All communications use a collective voice representing Clemson Presbyterian Church. The below grid helps identify the voice used, the audience reached, as well as the message to speak. Communications Coordinator is responsible for collecting answers from different populations (staff, officers, youth, families, etc) within CPC to help maintain a clear sense of voice periodically within a 5 year time span.

Understanding Our Community

How we are viewed in the community:

What we are doing to reinforce or improve how we are viewed:

Why people attend CPC

Who CPC tends to attract:

Understanding Our Church

The Mission, Vision & DNA of CPC:

CPC history:

How we portray ourselves:

How to describe CPC:

What makes CPC different:

Section Two: Standards

Punctuation & Formatting

Abbreviations:

Clemson Pres or CPC

All other abbreviations should be used in all caps and only after first full-word reference. Only abbreviate the name of the church if it is unique and already naturally used by the community.

Correct: Clemson Pres Youth is our unique youth program.

Incorrect: CPY is our unique youth program.

Capitalization:

Avoid all caps unless you are abbreviating the church name. Also, avoid using caps unless using a proper noun.

Bonus: Biblical is never capitalized unless it is the first word of a sentence.

Correct: CPC OR Children's Ministry (when a proper noun)

Incorrect: cpc OR High School

Dates:

Drop reference to year when appropriate. Don't abbreviate or use numbers like 03/09/2017.

Bonus: In bulletin, drop day name when possible just using the date.

Correct: Tuesday, March 9

Incorrect: Tuesday, March 9 2017

Emails:

In text, email should be italicized and always lowercase. Do not hyperlink unless in a web platform.

Correct: *jdoe@church.com*

Incorrect: JDoe@church.com

Phone:

Should be separated with parenthesis for area code and dashes for seven numbers. Do not use periods. Extensions are unnecessary for our phone system.

Correct: (555) 555-5555 OR (555) 555-5555

Incorrect: 555.555.5555

Time:

Use lowercase. No periods. No spaces between number and am/pm. Avoid duplicating "am" or "pm" as appropriate.

Correct: 6-9pm, OR 12pm, OR 6:30-9pm

Incorrect: 6 PM – 9 p.m. OR 12P.M. OR 6:30pm-9:00pm

Web:

Use lowercase for all web addresses and do not use www.

Correct: churchname.com

Incorrect: www.churchname.com

Ministries:

Consistency is key. Use Plural Possessive

Correct: Men's/Women's Ministry, Children's Ministry, Youth & Families' Ministry, Music Ministry

Incorrect: Mens, Womens, Kids

Numbers:

Spell out numbers one through nine unless referring to age or grade. Use numeral for 10 and above.

Correct: one, two, three OR 10,11,12 OR ages 5-12

Incorrect: 1,2,3 OR ten, eleven, twelve OR ages five-twelve

Periods:

One space after periods and at the end of sentences.

Correct: Happy. Happy.

Incorrect: Happy. Happy.

Quotes:

The period and the comma always go inside the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

Correct: "Clemson Pres is the best family church in town."

Incorrect: "Clemson Pres is the best family church in town".

To stay uniform quote scripture in the following manner: Place the scripture text in quotation marks. Reference book, chapter, verse and translation. *In bulletin, quotations marks are not used

Correct: "I pray that God, the source of hope, will I you completely with joy and peace because you trust in him. Then you will over ow with con dent hope through the power of the Holy Spirit." Romans 15:13 NLT

Incorrect: I pray that God, the source of hope, will ll you completely with joy and peace because you trust in him. Then you will over ow with con dent hope through the power of the Holy Spirit. (Romans 15:13 NLT)

Through:

Do not use the word through when describing dates, times, ages, etc. Use a dash when describing these things.

Correct: Ages 4-13 OR 6pm-11pm

Incorrect: Ages 4 through 13 OR 6pm through 11pm

Spelling & Grammar:

Affect / Effect -- Affect means to influence. Effect means result.

E.G. / I.E. -- e.g. precedes an example, whereas i.e. means that is and simply restates what was just said.

Insure / Ensure -- Insure means "to provide insurance for" and is the only meaning for this word. Ensure means "to make clear or certain."

Its / It's -- Its is the possessive form of the pronoun it. It's is a contraction of it is.

Then / Than -- When describing time, or using an if/when situation, use then. When making a comparison, use than.

Correct: First check your grammar, then enjoy life.

If you don't love grammar, then we're not friends!

Correct: Work is better than sleep.

Other than that, things are okay.

Section Three: Copyright

What is it?

- A law that gives creators of works an exclusive bundle of rights to reproduce their work, prepare derivative works, distribute their work, perform the work, and display the work publicly.
- A work needs to be registered for copyright protection; it is secured from the moment the original work is created
- However, in order to sue someone for copyright infringement, the work must be registered with the United States Copyright Office.
- If the use of the work does not fall under the fair use provision or other exemption, then you must request permission from the copyright owner to use the work.

What is Fair Use?

- Allows for reproduction of parts of copyrighted works without permission "for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research"
- Applies to all types of works: books, music, artwork, articles, etc.

- 4 factors used to determine fair use:
 - The purpose and character of the use
 - Non-profit vs Commercial
 - Non-profit uses more likely fair use
 - Is the work transformative?
 - If the use changes the purpose or character of the original, more likely fair use
 - The nature of the copyrighted work • Informational vs Creative
 - More informational the work, more likely fair use
 - Amount and substantiality of the portion used in relation to the work as a whole, and
 - Entirety vs Small portions
 - Verbatim copying in the entirety works against fair use
 - The effect of the use upon the potential market for or value of the copyrighted work (most important)
 - Is there any link between the unauthorized use and a loss of revenue? If yes, then no fair use
 - If the use became widespread, would the potential market be adversely affected? If yes, then no fair use
 - Court looks at all possible damages, not just monetary
- Fair use of music is extremely limited
 - Very difficult to prove fair use with music as it is hard to meet all of the factors
- However, there is a limited Religious Exemption
 - Places of worship are allowed to perform or display nondramatic literary or musical works, or dramatico-musical works without infringing on copyrights.
 - Does not extend to broadcasting or transmitting the work to the public at large
 - Ex: A church can perform and use the music without license during church services or programs. However, you cannot not record the performance and upload to website for public viewing.

- Focus of the exemption is on the “place of worship or other religious assembly” language in the statute.
- Incidental or background use is not exempt from copyright infringement. Must obtain license for use.
- Lack of intent does not protect against liability.
 - o Recommendations and opinions
 - Obtain a license for all music used in videos uploaded to vimeo (even background or incidental use)
 - When in doubt, ASK! If no answer, it's NO!

Section Four: Branding

All branding standards are outlined in full in Branding Guidelines Document.

Type:

Outlined in full in the Branding Guidelines Document

Fonts to be used when representing the church:

Content: Century Gothic

Titles: Caviar Dreams Italicized; Raleway Thin (alternative)

Avoid use of bold and underline as much as possible.

Color:

Always follow Branding Guidelines or consult Communications Coordinator.

Pictures:

Stock Photos are allowed as long as they don't have distinct people or places in them.

Correct: campfire with someone's hands building the fire

Incorrect: smiling group of people

Section Five: Communications Mediums

Email

Frequency:

To protect our subscribers' time and respect their willingness to communicate with Clemson Pres, we only send one announcement email per week to occur on Thursday's before noon.

Urgent Prayer Requests and Death/Birth announcements may be sent as needed.

Language:

All language will be straightforward, kind, and conversational.

Length:

Weekly announcement emails will have no more than 5 items included each week. These items are prioritized based on the following:

1. In Church: items coming directly from CPC
2. Reach: items affecting the most people
3. Urgency: items occurring soonest

At the end of announcement emails, a link to the church's announcement webpage will be linked for a full list of announcements

Scope:

No announcement will be run for more than 3 consecutive weeks

Submission Requests:

All requests for announcements shall be sent in via email to the Communications Coordinator by noon on the Tuesday before print. They should include up to 3 sentences of suggested announcement material.

Editing and Final Authority:

Elders, Pastoral Staff, and Communications Coordinator have final authority in all announcements.

Bulletin

Language:

All language will be straightforward, kind, and formal.

Length:

Bulletin announcements are very limited in space. Priority is given based on the following:

1. In Church-items coming directly from CPC
2. Reach-items affecting the most people
3. Urgency-items occurring soonest

Scope:

No announcement will be run for more than 3 consecutive weeks

Submission Requests:

All requests for announcements shall be sent in via email to the Communications Coordinator by noon on the Tuesday before print.

Editing and Final Authority:

Elders, Pastoral Staff, and Communications Coordinator have final authority in all announcements.

Social Media

Social Media Tips

- ☐ Be selective! There are a variety of digital platforms available. Use the right medium for the message. For example, don't use a Facebook post to communicate sensitive or private information.
- ☐ Be smart! A blog, community post, or social media post is often visible to the entire public and can/will be shared by others in various ways that cannot be controlled at any level. Be extremely wise with all content posted.
- ☐ Use grace! Always use Biblical wisdom when utilizing social media. For example, if someone has offended you, consider speaking with them privately on the matter. Do not post offense responses publicly.
- ☐ Ask us! In areas where this policy does not provide a direct answer for how members of our community should answer social media questions, please check with Communications Coordinator before speaking as a representative of the church.

Use of Social Media

- All of CPC's policies, including harassment, confidentiality, and software use, apply in the extensive use of social media.
- Team members who misuse the CPC social media resources in ways that violate the law or other ministry policies are subject to immediate disciplinary action and/or dismissal.

Guidelines

- Employees/volunteers who are interested in representing CPC must first sign a consent and application document, as well as meeting with the Communications Coordinator to discuss policy and expectations.
- Social media postings should never disclose sensitive or confidential information, unless written consent to share said information is obtained from the individual it concerns. This includes but is not limited to personal and/or medical information.
- Please refrain from posting photos of individuals or identifying those individuals on CPC'S social media pages without their written consent prior to posting. Written consent can be submitted via email or text. The members of the social media team are responsible for disabling the "tagging" feature of photos posted on the ministry's page. If the photos reference a location, that information must be deleted as well.
- Minor Release Forms must be signed by a parent/guardian to use pictures of youth or children. CPC has a number of foster and adopted children which should never appear in social media or web pictures. It is the church's responsibility to know who can and cannot be put online.
- Copyright and Fair Use Laws must be respected at all times. Feel free to point or link to another individual's site, not post or blog about it like it is your own content.
- If any posted material concerning CPC seems to be illegal (e.g. child or elder abuse, etc.) team members should contact church leadership (e.g. communications coordinator, pastors, elders) and the appropriate authorities immediately.
- When communicating with youth via social media, team members must adhere to CPC'S minor release policy and Child Protection Policy

- ❑ Team members and employees are solely responsible for the content they publish online, including content from their own social media pages. It must be absolutely clear that all views/posts do not reflect CPC but are reflective of themselves.
- ❑ When in doubt, be positive! Whether someone has posted something mean, rude or distasteful, take the high road at all times.
- ❑ In the event of a crisis, contact church leadership prior to responding to any posting or comments relating to the crisis.

Public Relations Guidelines

- ❑ Church communications may not be used for partisan political messages or paid advertising.
- ❑ CPC may designate one or two main employees or church members to facilitate all external communication channels on behalf of the Church. Only those chosen by the session may coordinate communications with members of the media on behalf of CPC.
- ❑ Any external communication from the CPC office regarding serious/unexpected incidents must be approved by church leadership and follow CPC guidelines.
- ❑ Always use CPC's official name and logo. These branding items must be approved prior to official use.

Where Do These Guidelines Apply?

- ❑ This policy applies to all online and mobile platforms for sharing content and information, whether hosted by CPC or hosted by others. "Social media" refers to social networking services, short-message services, message boards, wikis, podcasts, image/video sharing sites and other methods for sharing real time information among users. Due to the ever-changing speed of social media, this policy applies to all new social media platforms, whether or not they are mentioned. All social media platforms are relevant and included.

Section Six: Advertising Mediums

Information Booth

The information booth, located in the Worship Center Lobby, is primarily for visitors and new members to gain information about the church and be able to ask questions on Sunday mornings. It also serves as a place for members to pick up materials (e.g. nomination forms, devotional material, etc). To these ends, all information on the booth must be approved by the Communications Coordinator.

Worship Center Lobby Information Tables

In order to feature certain ministries and aid them in their ministry, 6ft tables may be used in the worship center as ministry-specific information tables. These tables may be used for sign-ups, for further information, or gather of items. Nothing may be sold from these tables without approval from the session of Clemson Presbyterian Church.

Ministries are responsible for setting up and tearing down tables as well as requesting a table from the church office. No more than three tables are allowed at a given time and the office will assign a location upon the request. No handwritten signs are permitted on tables. If ministries need help with marketing, it can be requested to the Communications Coordinator at least a week in advance.

Tables can be utilized for three consecutive weeks for a given event.

Signs & Posters

All signs and posters must be approved and assigned placement by the Communications Coordinator.