



COMMUNICATION GUIDELINES FOR MINISTRY LEADERS AND COMMITTEES JANUARY 2022

UMCG has a Communications Policy, which is applicable to any communication created by any committee, ministry leader, member, or organization representing UMCG and its mission and ministry. All proposed communications (information going out to others) should be copied to the UMCG Director of Communications by email at communications@genevaumc.org or by hard copy. This email goes to the Director of Communications (Carolyn), the Director of Administrative Ministries (Debbie), and the Administrative Assistant (Lorie).

LEGAL, PROPER CHURCH NAME:

United Methodist Church of Geneva
UMC of Geneva
UMCG

PRIVACY - UMCG is committed to maintaining every individual's privacy.

- Do take reasonable measures to safeguard the confidentiality of information.
- PHOTOGRAPHS of children and youth will be used only if a parent/guardian has indicated permission on the Children's Ministry Registration form or otherwise given permission. We do not identify children in photos by name.

PHOTOGRAPHY OF EVENTS AND ACTIVITIES

- If your ministry or group is holding an event or special activity, we request you designate a person to take photos of the event.
- Photos should be sent, in original resolution to Carolyn@genevaumc.org, or you can use this link <https://tinyurl.com/UMCGPhotos> to access from your phone or computer, and they can also be uploaded using the [Communications Submission form](#).
- These photos may be used in the various communications including the Weekly Messenger, website, social media or for other external church communications.

DETERMINE THE AUDIENCE FOR YOUR MESSAGE

- **Internal:** Verbal announcements, flyers for bulletin boards, bulletin announcements and Weekly Messenger
- **External:** Social media (Facebook, Instagram, Twitter, YouTube), website, press releases
- **Both:** Maximum exposure in multiple channels
- Please check options when using Communications Submission Form.

WEEKLY MESSENGER E-NEWS

- The types of things appropriate are the worship schedule, event details, ministry announcements, and personal stories of God's work through the people of UMCG.
- Sent weekly to all registered UMCG recipients.
- Typical length of posting to weekly Messenger is 2-3 weeks. If you would like your event or activity to be posted longer, please make the request for the specific length of time you need something posted.
- Please submit through the [Communications Submission form](#), in writing via email to communications@genevaumc.org
- Deadline: Wednesday at noon.

VERBAL ANNOUNCEMENTS DURING WORSHIP

Purpose: to highlight to the congregation important opportunities and to connect a *person* with that opportunity.

- May be limited to 3 per worship service
- Submit announcements using the [Communications Submission form](#), in writing via email to communications@genevaumc.org, or in hard copy to the Church Office.
- It is the Pastor's discretion to choose the most appropriate announcements.
- Length of announcement: 30 seconds maximum
- Deadline: Wednesday at noon.

BULLETIN INSERT ANNOUNCEMENTS

- Brief articles shall be submitted through the [Communications Submission form](#), in writing via email to communications@genevaumc.org, or in hard copy to the Church Office
- Deadline: Wednesday at noon.

CHURCH BULLETIN BOARDS

- Committee Bulletin Boards
 - Many committees have dedicated bulletin boards. It is the responsibility of the chairperson or leader of that committee or ministry to maintain the bulletin board.
 - Either choose an 'evergreen' design or update regularly.
 - Please keep things updated, neat, and attractive.
- General Church Bulletin Boards
 - If you would like a flyer to be posted to the bulletin boards you need a flyer to be created, submit your request using the [Communications Submission form](#), in writing via email to communications@genevaumc.org, or in hard copy to the Church Office.

WEBSITE

In general, the website is the first stop for people new to the church - but also is useful for those already involved at UMCG: calendar, newsletters, and especially sign-up forms.

- We are seeking to update the website continually for committees, missions and small groups.
- If you have some information you would like to be posted to the website, please submit items through the [Communications Submission form](#), or in writing via email to communications@genevaumc.org. Please allow 3-5 days for items to be posted.

- We are creating a hidden page on the website for access to church documents including agendas, reports and minutes. It will be found here: <https://genevaumc.org/document-center/>

SOCIAL MEDIA

We utilize social media to reach out to both the UMCG community and the community at large.

- We can post to Facebook, Instagram and Twitter.
- Our videos reside on Vimeo, YouTube and Facebook. Short videos are also posted to Instagram.
- If you have an event, activity that needs to be shared outside of UMCG, this is a great way to do it.
- We can create events and posts to share on social media and shared to community groups on Facebook.
- Please submit items through the [Communications Submission form](#), in writing via email to communications@genevaumc.org

PRESS RELEASES

- Press releases provide event information to press and media outlets to communicate event or other information to the general community beyond UMCG.
- Venues for press releases include printed papers as well as online news outlets.
- To maximize the likelihood of the information being printed, press releases should be submitted at least four weeks prior to the event or desired publish date.
- Committees or ministry areas that would like submit a press release to media outlets should send information to DoC via [Communications Submission form](#), or emailed to communications@genevaumc.org.
- The DoC will submit press releases to local press and media outlets.
- If you only want to reach DoC only, send email to Carolyn@genevaumc.org.