



Communication Request Policy

All communication or promotional needs must be submitted through the Communication Request: Ministry Event/Program form which is on Oxford Bible Fellowship's website under the events page. You may also contact the Director of Communications with any questions or concerns regarding communication.

Plan your communication strategy in advance. Due to space and time restrictions as well as large volumes of requests, we advise ministry leaders to plan their communication strategy at least 3 weeks prior to when you want to promote your event. This amount of time is needed for production needs such as approval, graphics, printed material, registration form needs, etc., which all add time to the production process. Any outside graphics are subject to change.

Communication Strategy

Oxford Bible Fellowship exists to glorify God and make disciples of all nations by pursuing the personal, social and cultural transformation of multiple generations with the Gospel of Jesus Christ. The communication channels at Oxford Bible Fellowship are to help fulfill this vision by spreading the word about the ministries at Oxford Bible Fellowship. These guidelines are to keep clear, effective, accurate and timely communication. We use a tiered system to evaluate the reach of each listing and decide placement based on this tier:

1. Strategic to the vision of the Oxford Bible Fellowship
2. Meets one or more of our rhythms (Gospel, Gather, Grow, Give, Go)
3. Has met deadline
4. Applies to wide audience

Communication Outlets

Only official ministries of Oxford Bible Fellowship may use the church's communication outlets. Published announcements are limited to: events held at Oxford Bible Fellowship, events sponsored by Oxford Bible Fellowship, or an event that a ministry of Oxford Bible Fellowship is attending. Oxford Bible Fellowship communication channels will not be used to advertise any commercial business events. If an outside ministry or organization has a formal relationship with Oxford Bible Fellowship, Oxford Bible Fellowship reserves the option to announce such events. Events must be reviewed and approved by the staff team. All requests must be received no later than the Monday three weeks before promotional materials are needed.

Oxford Bible Fellowship has formal relationships with Oxford Women's Care Center, Serve City Chosen, Clubhouse, Oxford Food Pantry, Oxford Area Homeless Alliance, and Oxford Family Resource Center.

E-News: (emailed to regular attenders & members)

The goal of the weekly e-news is to communicate and highlight areas that will be happening that weekend or in the next week or more. The e-news is sent out on Thursday at 4:00 PM. E-news is reserved for events and communications that are part of Oxford Bible Fellowship. Any outside announcements that are placed in the e-news will be decided through the review for outside announcements. Examples are congregational meetings, upcoming Oxford Bible Fellowship events, upcoming sermon, announcements to members and regular attenders, current Bible studies, etc.

Website: - Events Page:

The goal of the events page on the website is to communicate to our congregation and visitors what events/programs are happening through Oxford Bible Fellowship. Examples are Baptism Sunday, New Attenders Lunch, and Youth Events.

Website - Banner:

The goal of the website banner is to highlight upcoming events that are part of Oxford Bible Fellowship. Examples would be Baptism Sunday, New Attenders Lunch, Youth Events and getting people connected to a growth environment.

Scrolling Announcement:

The goal of the scrolling announcements is to present to the congregation and visitors on Sundays what events, ministry opportunities and ways people can get plugged into areas of the church. This is the resource that will be used most often for outside announcements that have been approved. Examples are Bible Studies, Salt and Light seminars, Youth events, Special services, outreach opportunities, etc.

Spoken Announcement:

The goal of the spoken announcements is to highlight those announcements that specifically help people get connected/grow in Christ. The Pastors and Director of Communication each week will decide what will be announced on Sunday.

Global Missions E-News highlight:

The goal of the global missions in the e-news is to highlight missionaries that are supported by Oxford Bible Fellowship. Information will be created by the Global Missions team and then forwarded to the Director of Communications. A schedule will be created each year regarding deadline dates.

Printed Material:

The goal of printed material is to communicate items outside the church as well as give information to visitors regarding Oxford Bible Fellowship and our ministries. Examples are welcome booklet, event flyers, missions bulletins, invites to Good Friday/ Easter celebration, Christmas Outreach, OBFKids brochure, etc.

Tables in Lobby:

Depending on event needs, there are times having a booth to advertise events or ministry opportunities as well as collect registrations for upcoming events is needed. Such needs must be noted in request of advertisement through communication form.

Social Media:

Oxford Bible Fellowship uses Facebook, Twitter and Instagram social media platforms. The goal of social media is to communicate and highlight areas that will be happening that weekend or in the next week or more. The Director of Communication and Lead Pastor will decide what will be promoted through social media.