



OP Church Communications Policy

The purpose of the OP Church Communications Policy is to:

- Ensure consistent, high quality, and appropriate communications to all missional partners of the church, prospective missional partners, and the neighboring community
- Ensure all communications are accurate and appropriate
- Effectively utilize the promotional platforms, worship time, and other resources available at OP Church.

When planning and promoting your event, please follow these steps:

1. Check out the OP Church ministry calendar to locate the best date for your event that is not on top of an already scheduled event. op.church/ministrycalendar
2. Contact Katherine Eickhorst (katherine.eickhorst@op.church or 913-696-1516 ext. 207) to reserve the date and location for your event. She can assist you in finding the best time and place for your event to be successful in context with all other events taking place at OP Church.
3. Develop a promotion plan for your event. The following are possible mediums available:

Special Up Front Promotion During Worship Services:

The purpose of our worship service is to glorify and worship God, hear a message from the word, and commune together as believers. For this reason, promotion of events will be limited to **one** announcement per service.

Verbal/Video announcements should/will:

- Pertain to half or more of the church body
- Be no longer than 3 minutes in length (this time includes any speaking and video elements)
- Only be made once per month per event

All videos used in service must be turned into Teresa Showen by 12:00 PM on Thursday before Sunday. You can check the availability for announcements at op.church/ministrycalendar and contact Teresa Showen to schedule your announcement. Please note: Those involved in worship planning have discretion to reschedule, cancel, or change an announcement if needed.

Weekly bulletin:

Bulletin announcements should be brief, include location and contact information, and limited to near term events and activities of the church, which are open to either all missional partners or large segments of the membership and community. All weekly bulletin announcement requests should be submitted the Tuesday before Sunday by 12:00 PM to Angela Williams (angela.williams@op.church). Space is limited in the bulletin and Angela has full discretion of what to include, so communicate with her early.

Family News:

Family news announcements/promotions are made at the discretion of the minister in charge of family news that Sunday. They do their best to highlight important events in a time sensitive way, and direct people to the bulletin. To request an announcement in family news, please contact Dan Knight (dan.knight@op.church) for first service, and Taylor Penrod (taylor.penrod@op.church) for second service. All family news promotion requests must be made Friday before the Sunday to announce.

E-News

OP Church sends out a weekly e-news to all missional partners who have subscribed to the e-mail. Information in the e-news is directed at missional partners and therefore can be promotions for smaller and internally focused events. Contact Angela Williams (angela.williams@op.church) to include your announcement in the E-News. She has full discretion on what is included in the e-news and will work with you to determine the best way to include your event in the e-news.

Church website

Our church website is a glimpse into our church for the community. Promotion of events on the website must be pertinent to guests and community members. All requests for website promotion must be made to Teresa Showen (teresa.showen@op.church). Teresa will work with you to determine the necessity and availability of promoting on our church website.

Social Media

The OP Church public Facebook page is intended to promote OP Church to the social media community. Posts are designed to reach guests and the community in order to spread the ways in which OP Church is joining in the work of Jesus for the good of the world. Any event promoted through Facebook must be open to people in and outside the church. To promote your event on the OP Church public Facebook page, contact Ryan Rampton (ryan.rampton@op.church). Ryan has full discretion on what is posted and how it is presented. He will work with you to promote your event in the best way possible through social media.

OP Church also has a closed group on facebook (OP Church (a church of Christ)). This group is used for internally focused events and promotions. Any member of the group is able to post in this group and promote their event.

4. The best way to make sure your event is a success is to plan your promotion thoroughly and in advance. The quality, not quantity, of your promotion is what is most important. So make a plan, contact the individual who coordinate the desired promotion platforms, and communicate clearly.

Please note: In all cases above, although all communications requests will be given due consideration, there is no guarantee that an announcement requested will be included. If approved, it may be edited as deemed necessary for content and length. Furthermore, the leadership of the OP Church reserves the right to make “last minute” announcements, if deemed urgent and important to the life of the congregation.

OP Church wants all events to be promoted in the best way possible. Thank you for respecting each promotion platform and making a plan for your event that maximizes the effectiveness of our available resources.