

Communication Guidelines

Use of Media

Note: Our goal is to emphasize the ABC's of communication (accuracy, brevity and clarity) in all our media tools. By providing these guidelines, we hope to make our communication more readable and interesting for our congregation.

Worship Bulletin Announcements

- Purpose
 - Announce church events and information for upcoming week timeframe only
- Length of ad
 - Limit to **30-50** words; emphasize who, what, when, where
 - Ads will be edited for clarity and length
 - Discourage use of inserts unless needed for Kairos or pastor special communication requirements

E-Connects

- Purpose
 - Announce church events and information for upcoming one to two-week timeframe
- Length of ad
 - Limit to **50-75** words; emphasize who, what, when, where
 - Ads will be edited for clarity and length
- Announcements will appear no more than twice unless directed by Kairos.
- An event occurring more than 3 weeks in advance will be listed as a "Save the Date" with event title and date only.
- Articles exceeding the word maximum can be continued in a linked document if needed.
- We encourage including links to other websites to provide more information than can be accommodated in the E-Connect.
- Separate E-Connect messages will not be used unless requested by Kairos or pastors for special communication requirements

Word newsletter

- Purpose
 - Announce church events and information for upcoming month timeframe and future save the date type information
- Length of ad
 - Limit to **250** words; emphasize who, what, when, where
 - Announcements will be edited for clarity and length

- Photos are encouraged but will limit word count
- Thank you's will be announced only in the Word

Website

- The FUMC website will post the most current bulletin announcements, Word newsletter and E-Connect information in addition to the other pages required to communicate church information to the public

Facebook

- Will be used to announce church events and information as requested using the purpose and length guidelines of the E-Connects