



HGUMC COMMUNICATIONS MANAGEMENT PLAN

Version 1.0

06/29/2020

TABLE OF CONTENTS

1 INTRODUCTION	3
1.1 Purpose of Communications Management Plan	3
2 STAKEHOLDER IDENTIFICATION AND ANALYSIS	4
3 COMMUNICATIONS MATRIX.....	4
4 ANNOUNCEMENT REQUEST.....	6
5 BANNERS	7
6 SIGNAGE	7
7 ONE CALL NOW.....	7
8 POLICIES, FEES, ONLINE FORMS	8
9 COMMUNICATIONS ADDRESSES	8
APPENDIX A: REFERENCES	9
APPENDIX B: KEY TERMS	9

1 INTRODUCTION

1.1 PURPOSE OF COMMUNICATIONS MANAGEMENT PLAN

The overall objective of a Communications Management Plan is to provide information on how church wide communications are to be performed and help promote the success of communicating internally and externally about activities occurring at the church. The Communications Management Plan (CMP) defines the communication methods and means of information collection necessary for communication success as well as providing a consistent method for collecting the information needed for performing the communication.

The intended audience of the CMP includes:

- Pastors
- Administrative Council
- Staff Parish
- Trustees
 - Parsonage committee
- Finance Committee
- Worship Committee
- Music department
- Children leaders / Youth leaders / Young adult leader
- Children's council
- Youth council
- Nursery Coordinator
- Pre-school
- Secretary
- Any activities for:
 - Latino venue
 - African venue
 - Contemporary venue
 - Traditional venue
- Sunday School classes
- Discipleship Team
 - Communication
 - Congregational care
 - HG School outreach
 - Evangelism
 - Membership outreach
 - Quilting ministry
 - Recreation
 - Room In The Inn
 - Scouts
 - Snack Pack
 - UMW (all group leaders)
 - UMM
 - WeCare
- Nominations Committee
- Security committee
- Cemetery & Columbarium committees
- Anyone within the church who needs to communicate information.

2 STAKEHOLDER IDENTIFICATION AND ANALYSIS

The following stakeholders are responsible for publishing or sharing information about activities at the church. Depending on the means the information is communicated, different people have different responsibilities.

Name	Title	Contact	Communication Method	Vehicle	Comments
Gail Reynolds	Office Administrator/Financial Secretary	704-537-4686 greynolds@hgumc.com	<ul style="list-style-type: none"> Bulletins Newsletter Grove Echoes One Call Now phone calls/emails/text 	<ul style="list-style-type: none"> Email Phone Print 	
Kim Long	Communications Committee Chair	704-562-7513 kl9209@gmail.com	<ul style="list-style-type: none"> Web page Nextdoor Neighborhood Facebook Instagram YouTube One Call Now phone calls/emails/text FLC TV announcements Banners UMC.org site 	<ul style="list-style-type: none"> Web page TV Email Phone Outside posts Banner http://www.umd.org/find-a-church/church/32494 	
Sandy Goodwin	Communications Committee, Technology Manager	704-574-1203 sjgoodwin1@gmail.com	<ul style="list-style-type: none"> Web page Facebook YouTube Instagram One Call Now phone calls/emails/text FLC TV announcements Livestream videos UMC.org site 	<ul style="list-style-type: none"> Web page TV Email Outside posts http://www.umd.org/find-a-church/church/32494 	
Phyllis Coates	Senior Pastor	336-508-0291 pcoates@hgumc.com	<ul style="list-style-type: none"> During service 	<ul style="list-style-type: none"> Voice 	
George Coates	Co-Pastor Executive	336-681-3440 gcoates@hgumc.com	<ul style="list-style-type: none"> During service 	<ul style="list-style-type: none"> Voice 	
Precious Wilson	Assistant Pastor	704-756-6553 pwilson@hgumc.com	<ul style="list-style-type: none"> During service 	<ul style="list-style-type: none"> Voice 	
Alex Kwiyagaye	African Venue Lay Minister	401-632-8068 akwiyagaye@hgumc.com	<ul style="list-style-type: none"> During service 	<ul style="list-style-type: none"> Voice 	
Candido Albino	Latino Assistant Pastor	704-995-2302 calbino@hgumc.com	<ul style="list-style-type: none"> During service 	<ul style="list-style-type: none"> Voice 	

3 COMMUNICATIONS MATRIX

The following matrix defines the vehicle (methods) being used for communication and the distribution vehicles. Depending on the message vehicle, different lead times are needed. Activities/events like VBS, craft show, etc. where people, internal and external, are

physically participating, a longer announcement time is needed to inform and attract participants. For events, it is recommended the event be advertised at least eight weeks prior to the event. Be mindful, even though the vehicle of announcement may only require a few days, the activity/event being announced may require multiple weeks or months to announce.

The table below outlines the timeframes for each vehicle of communication.

Vehicle	Responsible Person	Description Purpose	Frequency	Distribution Vehicle	Internal/ External	Lead Time
Bulletin/Order of Worship	Office Administrator/Financial Secretary	Provides order of worship and announcements	Weekly	Print	Internal	Noon on Tuesdays
Newsletter	Office Administrator/Financial Secretary	Provides order of worship while using Livestream, prayer lists, and announcements.	Weekly	Email	Internal	Noon on Tuesdays
Grove Echoes	Office Administrator/Financial Secretary	Provides announcements and information about the church.	Monthly	Email	Internal	20 th of each month
Web page	Communication Committee	Provides announcements, staff members, Pre-school information, Activities, Ministries, and information about the church.	On going	Web page	Internal External	8 weeks ahead of an activity or event.
TV FLC Lobby	Communication Committee	Inform members of activities occurring at the church.	Weekly	TV	Internal	Information needed 8 weeks ahead of an activity.
Facebook	Communication Committee	Inform members and followers of activities occurring at the church.	As needed	Facebook	External	Activities = 8 weeks Weekly FB posts = Thursday prior to weekend
Nextdoor Neighborhood	Communication Committee	Inform surrounding neighborhood of activities occurring at the church.	As needed	Internet	External	Weekly posts = Thursday prior to weekend
One Call Now System	Office Administrator/Financial Secretary, Communications Committee, Persons assigned a password for access	Send out information to all members via phone, email, or text.	As needed	Phone, email, text message	Internal	ASAP when needed
During service announcement	Pastors	Provide information to members	As needed	Voice	Internal	
Internal signage	Group needing signs, Communication Committee	Advertise activities occurring at the church.	As needed	Internet	Internal	If group is making the signs, follow requirements for signs below.
External Signage (banners)	Communication Committee, Group needing banner	Advertise activities	As needed	Sign Banner	External	Information needed 10 weeks prior to activity if

		occurring at the church.				Communication Committee is creating. If group is purchasing banner, follow requirements for new banners below.
Instagram church	Communication Committee	Send out information to followers.	As needed	Internet	External	
Instagram Youth	Dir. Of Christian Education	Send out information to youth followers.	As needed	Internet	External	

4 ANNOUNCEMENT REQUEST

To have an announcement included in one or more of the communication vehicles, an announcement request must be completed. This request form can be found at https://www.hickorygroveumc.com/announcement_publication_request on HGUMC's web page. Using this web form allows all persons responsible for executing the announcement to receive the request so they may process it timely.

To better reach the people your activity, event, or communication is targeted for, it is important to identify who is the target audience for the communication. This will allow for the proper focus of the communication and wording. The matrix below defines the different target audiences and the communication channels most frequently used by the target audience. Taking your target audience into consideration will help ensure the correct communication channel is used for sharing the message.

Target Audience	Communication Channel for Target Audience Digital	Communication Channel for Target Audience Physical	Distribution Vehicle	Internal/ External	Comments
Elementary Children and their parents	Facebook post Web page Email* Phone call Nextdoor Neighborhood	Signs around campus Banners Bulletin	Facebook Web page Email Phone Print Signage Banners Nextdoor	Internal External	
Youth Middle/High Schooler	Instagram Facebook post Text messages	Bulletin	Instagram Facebook Cell phone Print	Internal External	
Youth Middle/High Schooler parents	Facebook post Web page Email* Phone call FLC TV slideshow	Bulletin Signs around campus	Facebook Web page Signage Phone Email Print TV	Internal External	
Young Adults	Text Facebook post Email*	Bulletin	Cell phone Facebook Email Print	Internal External	

Middle Age Adults	Facebook post Web page Email* Phone call FLC TV slideshow Nextdoor Neighborhood	Bulletin Signs around campus	Facebook Web page Signage Phone Email Print TV Nextdoor	Internal External	
Older adults	Email* Phone FLC TV slideshow Nextdoor Neighborhood	Bulletin Signs around campus	Email Print TV Nextdoor	Internal External	
Latino Venue	Text message Phone calls	Signs around campus	Cell phone	Internal	
African Venue	Text message Phone calls Email*	Bulletin Signs around campus	Cell phone Print Email	Internal	

*Email – consists of Newsletters, Grove Echoes, and any special One Call Now communications

5 BANNERS

Banners are used to promote events to persons outside of our congregation. All new banners should utilize the template that includes either the tree logo or flags showing all countries represented in our congregation. Existing banners that are reused from previous years are exempt from having the new logo or flags on them. Templates may be obtained at https://hickorygroveumc.com/policies_procedure_forms_templates.

6 SIGNAGE

Signage is used to promote events to persons inside of our congregation and occasionally externally. All signage that will be used externally should utilize the template that includes the tree logo with the flags showing all countries represented in our congregation. Templates may be obtained at https://hickorygroveumc.com/policies_procedure_forms_templates.

7 ONE CALL NOW

One Call Now is used to notify members via phone call, email, or text to opted in members. Persons listed in the Stakeholders table above can send messages to anyone in the church. Groups are defined within the system that allows leaders of the groups to communicate to persons defined to their group. The communication can be as simple as a reminder for an activity or an email with information. Group leaders have the ability to add or remove people to their communication group. Groups defined are as follows:

Group Name	Group Name
○ African Venue	○ Children
○ Children Council Member	○ Choir
○ Emergency communication	○ Latino Venue

○ Mini Church Volunteer	○ Nursery Volunteer
○ UMM	○ UMW
○ UMW - Hannah	○ UMW - Latino Group
○ UMW - Lydia	○ UMW - Naomi
○ UMW - Tabitha	○ Youth
○ Youth Council Member	○

Group leaders have a PIN that allows access to the system. A how-to manual is stored on the church's website at

https://hickorygroveumc.com/policies_procedure_forms_templates.

8 POLICIES, FEES, ONLINE FORMS

Policies and fees set by the Trustees are stored on the church's website at https://hickorygroveumc.com/policies_procedure_forms_templates so they are available for all to access. Any updates to any of these documents should be provided in electronic form to the Communications Committee so the current version can be placed on the website.

Online forms are used for multiple purposes like: reserving facilities, signing up to participate in activities, updating membership information, etc. and can be found on the church's website at https://hickorygroveumc.com/policies_procedure_forms_templates. Creations or updates may be requested from the Communication Committee.

9 COMMUNICATIONS ADDRESSES

Media	Address
Web page	https://hickorygroveumc.com/
Facebook	https://www.facebook.com/HGUMC/ https://www.facebook.com/groups/25905332317/?source_id=335969713144710
Facebook Latino Venue	https://www.facebook.com/groups/623410171414232/
Facebook African Venue	https://www.facebook.com/Hickory-Grove-UMC-African-Venue-110035370568438/
Instagram	https://www.instagram.com/hgumc_ct/
Instagram Youth	https://www.instagram.com/hgumcunitedyouth/
YouTube	https://studio.youtube.com/channel/UCN2dhL8frO01uBE1wKzqQ7Q
PhoneLiveStreaming.com	1-877-514-4862

APPENDIX A: REFERENCES

The following table summarizes the documents referenced in this document.

Document Name and Version	Description	Location
Announcement Request	Web based request form for announcements and events to be communicated Internally or Externally. The form allows the requestor to select the means of communication being requested.	https://www.hickorygroveumc.com/announcement_publication_request

APPENDIX B: KEY TERMS

The following table provides definitions for terms relevant to this document.

Term	Definition
Web page or website	The church's web page found at https://hickorygroveumc.com/ . It houses information about the church providing a resource for internal persons to access announcements, past newsletters, activities that will be occurring, view Livestream services, and other key information for the church. It also provides a window for external persons to learn about the church and view Livestream services.
Facebook	A social media site used to share information about our church and activities going on at the church.
Instagram church	A free, online photo-sharing application and social network platform. It provides a means for sharing pictures of church wide activities to those who follow the church. https://www.instagram.com/hgumc_ct/
Instagram youth	A free, online photo-sharing application and social network platform. A feed which provides pictures of youth activities to those who follow the group. https://www.instagram.com/hgumcunitedyouth/
YouTube	An online video-sharing platform where videos of church services and activities are posted.
One Call Now	The automated system used to send announcements to the church membership that has been defined within the system. It utilizes phones calls, text messages, and email as the means to communicate. It is used to send the weekly email containing the newsletter and the monthly Grove Echoes.

	It is also used to send unplanned announcements out to the congregations. It has the capability to translate the message into Spanish. The sender may select whether to use email, phone, or text message. Users must opt in to receive text messages.
Nextdoor Neighborhood	A private social network for the neighborhood. Nextdoor is a way to inform neighborhoods around the church about what's going at the church.
PhoneLiveStreaming.com	A service that allows users to call and hear the worship service while it is live or a recorded version. The user calls 1-877-514- 4862 to access the service. The user may also setup to be called anytime HGUMC goes live.

VERSION HISTORY

Version #	Implemented By	Date	Reason
1.0	Kim Long	06/29/20	Initial creation
1.0	Communication Committee	07/21/20	Communication Committee approved CPM.