



FIRST PRESBYTERIAN MARIETTA

First Presbyterian of Marietta Communications Guidelines

April 1, 2021

The Communications Guidelines of First Presbyterian Church of Marietta are approved by the Communications Committee, as empowered by the Session, implemented by the director of communications, and upheld by the FPC staff and leadership. Consistency in branding and guideline usage help maintain a consistent message of who we are as a church.

Mission

All communications should work together to support the mission of First Presbyterian Church of Marietta by inviting, informing, including, instructing, and inspiring the congregation and community to learn about God and the saving grace of Jesus Christ. We facilitate the mission through clear, concise, timely, and accurate communications.

Communications Strategies

All communications should:

- Reflect the vision, mission, and values of FPC Marietta in appearance and presentation. Branding, church logo, and ministry logos should be intentional, consistent, and prominent on all communications.
- Identify the audience. Match communications channels the appropriate audience(s). Make sure every audience is covered appropriately by our communications channel choices.
- Focus on the message. The communications channel is not the message. The content should be clear, concise, timely, and accurate. It should suit the audience in content and tone.
- Utilize multiple communications channels, frequency, and locations to effectively reach our audience. There should be synergy between communication channels and each should be complimentary to the others.

Best Practices

- Have at least two people proof all communications
- Keep it concise
- Have your audience in mind
- Choose the right medium
- Use the active voice over the passive voice when possible

Communications Authority

- Once the council/committee/staff representative has received a confirmation email that the event is approved on the church calendar, he/she should contact the Director of Communications. If the request is not coming from the chair, he/she should be copied on the email.
- The director of communications will work with the council/committee/staff representative to determine the desired audience and appropriate publications/social media outlets, discuss printing costs associated with the request and any external publicity needs.
- The director of communications will send a confirmation email, outlining the communications plan for the event.
- It is helpful to have as much information as possible prior to launching a publicity campaign. If any changes are made to the event, please notify the director of communications as soon as possible. All communications should be authorized by the council or committee responsible for the subject of the communications. Some actions or events may also require Session approval. Each council is responsible for gaining Session approval as required. All external communications will be submitted to the director of communications for approval by the pastor or his designee.

Communications Committee *Revised 2020*

Membership

- One (1) Elder
- Five (5) Deacons
- At-large members, subject to annual Session approval
- Staff liaison

Term

- Two year minimum.
- Experience and background in communications is very important.

Purpose

To ensure all communications support the mission of the First Presbyterian Church of Marietta by inviting, informing, including, instructing, and inspiring the congregation and community to learn about God and the saving grace of Jesus Christ. We facilitate the mission through clear, concise, timely, and accurate communications.

Responsibilities

The Communications Committee shall manage the content of the FPC Communications Guide and shall conduct a review of the Guide annually, at a minimum; or more frequently as technology, economic conditions, or communication's concepts dictate.

- All additions, corrections, and changes to this Guide should be directed to the Communications Committee
- The Communications Committee will support and, when needed, facilitate the communications efforts of the various church ministries

Functions

The Communications Committee falls under the direction of the Session. The committee will ensure that the FPC congregation, all members of the FPC staff, officers, and ministry chairs have access to this guide and that it is maintained on the FPC website.

- All personal information will be kept confidential and secure and in accordance with the Privacy Guidelines contained in the FPC Communications Guide located on the FPC Marietta website.
- Adherence to the FPC Communications authority as defined in the Communications Guide shall be followed at all times.

Privacy Guidelines

First Presbyterian Church is committed to keeping all personal information which we may have about our members, confidential and secure.

Our Privacy Pledge

Our ministry includes offering opportunities for Christian service and growth. We only use member information to conduct the ministries at FPC. We do not sell or share lists of our member information. We require all employees to keep member information confidential.

Information We Collect

We may collect personal information from you to maintain a mailing database. Some information may be collected in order to share service or group data to further the various ministries of the church. Pictures of activities may be taken to advertise the programs and ministries of the church.

Information We Share

We may use personal information for various communication and advertising opportunities. Unless a member has notified the Communications Director of restrictions, pictures of church programs and ministries may include a member picture and may be used for advertising of the programs and ministries of the church. Any personal financial or contribution information will not be shared beyond the Director of Finance/Facilities.

How We Protect Information

The FPC Privacy Policy allows employees and other church leaders to access personal information in order to:

- Communicate effectively to FPC members,
- Advertise appropriate ministry activities to FPC members,
- Match members to appropriate ministry opportunities.

Employees or church leaders who misuse personal information are subject to disciplinary action. We maintain physical, electronic, and procedural safeguards to protect personal information.

We make every effort to maintain privacy in all email communications and encourage the use of the blind copy option for all mass emails.

Further Information

If you have questions or comments about this privacy policy, contact the Director of Administration at FPC by calling 770-427-0293.

BRAND GUIDELINES

See full Branding Guidelines at the end of this document

Typography

The official FPC typefaces are Helvetica Neue (sans-serif) and Minion Pro (serif).

Acceptable alternatives are:

Sans-serif: Arial, Tahoma, Open Sans

Serif: Times New Roman

These typefaces are required on official FPC documents and publications. Sans-serif fonts are preferred on digital media for their clarity.

CONTENT GUIDELINES

Writing Style

- Tone: Welcoming, encouraging, inspiring, authentic
- Always ask how each communication furthers the mission of FPC
- Consider the audience
- Keep it concise. Can it be shortened and still convey the same message?

Editorial Style

The Associated Press Stylebook 2010

The following references to style and punctuation are meant to highlight some more common usages or to highlight exceptions to the AP Stylebook guidance.

SPECIFIC TO FIRST PRESBYTERIAN CHURCH OF MARIETTA

Church Title

First Presbyterian Church or FPC (internal) or First Presbyterian Church of Marietta or FPC Marietta (external) shall be used, not FPCM, FPC-M, or FPC of Marietta

Tag Line

If standing alone: Changing Lives with Faith, Hope, & Love

If in a sentence: ...where lives are changing with faith, hope, and love

Always use “with,” not “through.”

Pastor References

Informal Internal: Pastor Joe, Pastor Cassie, Pastor Joe B.

External and Formal Internal: Rev. Joe Evans, Rev. Cassie Waits, Rev. Joe Brice

Titles

Staff titles

“Director of Administration” not “Administration Director”

Ministry names will be capitalized unless the ministry specifically uses a name for identity that is not capitalized. E.g. Tuesday Morning Ladies Bible Study, Presbyterian Women, Club 3:30

Session and Diaconate shall be capitalized.

The terms elder and deacon shall be lower case unless distinguishing an individual.
E.g. Deacon Justin Rutland or Meg Hartin, Elder on rotation vs Elected elders serve on the Session.

Council and committee chairs shall be referred to as chair, not chairman or chairwoman.

Church spaces recognized as distinguishing locations shall be capitalized.
E.g. Sanctuary, Gathering Space, Holland Hall, Glover Room, Library, Front Desk

FPC's website shall be listed as fpcmarietta.org (not www.fpcmarietta.org)

Staff emails shall be referenced with the first letter of the first and last name capitalized
E.g. JoeEvans@fpcmarietta.org

Spelling Preferences

Worshiper/worshipping/worshiped (one 'p,' not two)
Live Stream (noun) or live-stream (verb)
Email, not e-mail
Website, not web site
Sign-up (noun) or sign up (verb)

AGES/GRADES

Use numerals
Karen is in her 80s; Jason is 5 years old; Jason is a 5-year-old
1st grade or 1st-grader; Kindergarten-5th grade

CAPITALIZATION

Pronouns referring to any part of the Godhead will not be capitalized unless quoting from a source that does. The NRSV will be used when referencing scripture. If any other translation is used, it will be referenced accordingly.

Religious Terms

Capitalize Bible, not biblical; Scripture, not scriptural; God, not godly

Church when capitalized refers to the universal Church. Church with a lower case 'c' refers to an individual church congregation/building.

DATES

Days will be spelled out when possible. (Monday, not Mon.)

Dates will have a comma between day and year: January 2, 2020.
Drop the year when possible (when targeting an event in the same year as the communication), unless needed for record keeping.

Include the day of the week when possible.

No superscript ordinals shall be used when listing dates. Superscript ordinals are acceptable when writing in paragraph form and the date is not followed by a year.

FORMATTING

Single spaces are used in print between sentences, after colons, etc.

Don't indent the first line of new paragraphs.

NUMBERS

Books of the Bible will have Arabic numbers, not Roman numerals: I Corinthians.

Spell out numbers one to nine.

Numbers which start sequences should be spelled out. E.g. Ninety-five members came to the annual picnic, compared to 55 last year!

Phone numbers should be hyphenated (don't use parenthesis or periods) and extensions noted with an 'x.' (770-427-0293 x241)

PUNCTUATION

Titles of sermons, books, curriculum, movies, video and TV series, etc. will be italicized.

Ending punctuation is not used on vertical lists except when each excerpt completes a sentence that is started at the beginning of the list. If items are fragments, do not use a period.

Commas are used in a series, before the last item and the word "and" or "or."

SCRIPTURE

Scriptural references will be taken from the NRSV translation unless otherwise noted in reference.

There will be no edits made to the quotation, such as capitalization of the Godhead or pronouns.

When two non-consecutive verses are listed, a comma and a space, not the symbol & will be used between them (Matthew 4:8, 11)

When consecutive verses are listed, a hyphen will be used between them. (Matthew 4:1-7)

Small caps will be used when referring to the Old Testament Lord (LORD) when referencing sources that use small caps.

Books of the Bible shall not be abbreviated unless necessary

TIME

When publishing the time it should always include hours and minutes with lowercase am or pm and no space. No zeros will follow an hour without minutes (4pm, not 4:00pm)

Time periods will be published using a hyphen rather than "to" or "through." (5-8:30pm)

STANDARD PRINT MEDIA

Newsletter
Bulletin (standard 11x17)
Ministry Cards (standard TBD)
Posters (standard 11x17)
Flyers (standard 8.5x11 or 8.5x5.5)

WEB

The primary purpose of the website will be to attract, engage, and direct visitors searching for a church home. The website will reflect who we are as a church and our mission: changing lives with faith, hope, and love.

The website will be maintained by the Director of Communications with oversight by the Communications Committee.

SOCIAL MEDIA

All users authorized by the Director of Communications may post to FPC's Facebook page and respond to messages from followers. All social media posts should reflect the mission, value, and tone of FPC as described in these guidelines.

MOBILE APP

All users authorized by the Director of Communications may send push notifications through the app and make necessary changes. All authorized users will ensure that content reflects the mission, value, and tone of FPC as described in these guidelines.

PHOTOGRAPHY

All photography will be representative of FPC's mission and will properly reflect our ministries.

Best practices

- Prepare: Know what will happen at the event and make a list of photographs you want to be sure to capture
- Identify Yourself: Especially when photographing children, make sure to wear a badge/shirt/hat that indicates you have permission to be there.
- Frame the shot: Landscape shots of 3-5 people are best for group shots, as are close up shots of individuals. Pay attention to what's in the background!
- Be sure to capture a variety of candid and posed shots

VIDEOGRAPHY

All videography will be representative of FPC's mission and will properly reflect our ministries.

Essential Foundations For A Great Recording

- Use a good quality camera and microphone.
- Stabilize the camera: a straight and stable shot will allow the viewer to focus primarily on the subject and story rather than any movement or strange angle. A tripod is recommended when using a phone.
- Find a quiet, well-lit environment.

Recording Video With A Phone:

- Ensure that the phone is horizontal.
- Test your recording before filming to ensure clear video and audio
- Center yourself in the frame

Recording Environment

Noise interference can distract from the story being told as well as obscure the words of the speaker. Unless it helps to tell the story, try to eliminate any unnecessary noise. Using a good camera and microphone is essential in keeping viewers engaged.

- **Speak Clearly** If you are reading text (Scriptures, or Call/Response), read slowly and clearly with conviction. If listeners cannot keep up with a speaker's pace, he/she may become distracted.
- **Keep it Concise** Have an outline of your recording to avoid rambling
- **Practice** Nothing will help calm nervousness better than being prepared. *Appointments are available to schedule practice time in the Great Hall or Sanctuary.*

Appointments are available at FPC to record your audio or video needs.

All recordings are to be reviewed by the Director of Media Arts.

The Director of Media Arts will ensure that individuals have given consent, whether implied or express, to have a video of themselves published.

PRESS RELEASES

Events requiring press releases shall be directed to the Director of Communications and the Senior Pastor for approval. The director will assign a member of the Communications Committee to be responsible for writing and submitting press releases to the appropriate media. The press release should be no more than two or three paragraphs and include the date, the time and general information regarding the event. The Communications Chair and/or FPC Staff shall proof and edit the release as necessary. When considering a press release for your event, designate a contact person for details related to the event.