

COMMUNICATIONS

*Let the wise listen and add to their learning,
And let the discerning get guidance.
Wisdom calls aloud in the street,
she raises her voice in the public squares,
at the head of the noisy streets she cries out,
in the gateways of the city she makes her speech.
(Proverbs, Chapter 1, selected verses, NRSV)*

THEOLOGICAL RATIONALE

Communication is an essential part of our work as a Community of Faith (COF), the vehicle by which we share the “good news” of God’s love for the world. At all times, Central United Church (Central) is called to a high standard of ethical conduct in the use of its communication channels and social media platforms. The Board, working in collaboration with the congregation, the Minister(s) and the Communications Team (Team), is tasked with the responsibility of overseeing the content of the message that is transmitted and has final authority over any information that is transmitted.

The Team is tasked with sharing, through a multiplicity of channels and social media platforms, the essence of who we are as a faith community and the work to which we have been called in God’s name. The work of the Team includes all forms of communication, both inside and outside of the church.

TASKS

The tasks of the Team include:

- (a) Ensuring all public communication channels of Central, whether digital or print, reflect high ethical standards in content, presentation and delivery.
- (b) Consulting with the congregation and its Board (e.g. table group discussions, surveys and focus groups) to help shape the theological content and the mission statements that will be used as part of our communication strategy.
- (c) Reviewing our logo and “brand” once every five years to ensure that it is up to date and effective.
- (d) Ensuring that all channels of communication used by Central are imprinted with our logo.
- (e) Ensuring the integrity of our “brand” by monitoring its usage by outside groups and intervening, if possible, when our “brand” is being misused or misrepresented.
- (f) Ensuring that the formatting and the content of the web site is reviewed and updated in a timely manner.
- (g) Ensuring that all forms of public communication are updated on a regular and timely basis.
- (h) Ensuring the Minister’s scriptural reflections are posted on the website.

- (i) Ensuring that all staff members of Central, in their use of social media platforms, exercise care in what they post about the church and its various ministries, asking the staff to uphold the ethical standards of conduct established by the Team. If a staff member fails to comply, the matter will be brought to the Ministry and Personnel Committee.
- (j) Providing varied platforms for the Minister(s) or others to offer spiritual messages to the congregation and the broader community.
- (k) Collaborating with service providers for digital upgrades as needed.
- (l) Ensuring the audio/visual equipment and screens are in good working order. Arranging for repairs and upgrades as needed, in consultation with the Property Team.
- (m) Promoting the use of various social media platforms, both inside and outside the church.
- (n) Developing new and innovative initiatives for implementing mass communication within and outside of the church.
- (o) Facilitating communication with outside media outlets, including newspapers (both print and digital), television and radio.
- (p) Developing the “brand” and the communication platforms that will be used by Central as part of its communication strategy.
- (q) Receiving authorization from the Board for the Office Administrator and the Webmaster to post notices, both print and digital, on church bulletin boards and on social media sites. Such notices must be bookmarked or initialed to indicate they have been duly vetted by authorized representatives of the church.
- (r) Ensuring notices, announcements, posters, etc. are submitted to the Office Administrator in a print ready format.
- (s) Ensuring all copyright laws applicable to music, print and digital resources are adhered to by Central.
- (t) Ensuring that all fees for use of mass communication are paid in accordance with established laws and guidelines (e.g., Website subscription, music copyright fees).
- (u) Providing opportunities for staff and volunteers to attend communication workshops and seminars.
- (v) Preparing and maintaining a guideline for creating advertising materials.
- (w) Preparing a report for the Annual Report.
- (x) Evaluating the work of the Team on a yearly basis, using the following guidelines:
 - Setting goals for the Team (e.g. using one Team meeting to set goals and another Team meeting for evaluation)
 - Setting goals for Team members (e.g. Development of leadership skills)
 - Developing questions/surveys/feedback opportunities that target and evaluate outcomes
 - Celebrating achieved goals, both of the Team and the Team members
 - Deliberating on areas of concern and providing positive solutions

ACCOUNTABILITY

- The Team is accountable to the Board and shall report to the Board as required.

- The Chair of the Team is a Voting Member of the Board.
- The Team shall meet on a monthly basis, except in July and August.
- The Team shall submit a written report of its activities to the Board whenever the Board meets. Such reports will be attached to the Board minutes.
- Approved minutes of Team meetings shall be submitted to the Office Administrator and housed in the Church Office and made available to the congregation and other church bodies upon request.

HUMAN RESOURCES

The membership of the Team shall include a Chair, a Recording Secretary, the Webmaster, the Office Administrator (Staff Resource) and at least one (1) other member.

FINANCIAL RESOURCES

The budget of the Team shall be prepared on a yearly basis, submitted to and examined by the Finance Committee as part of Central's budgeting process.

Budget items will include:

- Service provider fees
- Copyright fees
- Advertising costs
- Workshops in multimedia usage
- Website upgrade and maintenance

This document is a living document that can be changed or revised with the approval of the Board of Central.

Revised June 10th, 2018

Revised June 26th, 2018

Revised August 27th, 2018

Revised September 6th, 2018

Revised March 10th, 2022

Officially approved by the Board on March 19th, 2022