



2023 comm guidelines

COMMUNICATIONS TEAM

Melody Carson - Communications Director

Cade Tindell - Video Producer

Ashley Stluka - Graphic Designer

Brenda Lewis - Storyteller

COMM PAGE

firstwoodway.org/comm

Where you'll find links to: Collab forms, all ministry logos, the Promotions Calendar, Newsletters, Campus Maps, and more

1 How to Submit an Announcement/Event for the Woodway News Email + Sunday Bulletin

COLLAB (MONDAY.COM - PROMOTIONS CALENDAR)

All announcements/events must be submitted through Collab. Please do not submit events/announcements via email. You can find a link to the Collab form via the email reminder Ashley sends every week. You can also find the form at firstwoodway.org/comm.

Because of print deadlines, information is due two weeks prior by the end of the day on Mondays. We'll send a reminder each week with the publications schedule.

You only need to submit an event/annnc once, and we will run it starting one month prior until the event date or sign-up deadline.

REQUIRED INFO FOR EVENTS + ANNOUNCEMENTS


- Events: Title, date, location, and description (*all* the text you want included; including contact information, registration details, CCB link, etc.)
- Announcements: The announcement text and the dates you want it run

WHAT HAPPENS NEXT

- Communications will include your event/announcement in the upcoming weekly email and Sunday Edition bulletins, as appropriate. We may edit your content to fit the available space.
- We will add powerpoints to the Sunday lineup and schedule social media posts on the main first woodway accounts, as appropriate.
- If you need design work for the event (posters, graphics, merch, etc.) or extra promotion, you will need to let us know! *See section #2.*

SUBMITTING CHANGES

Please submit date/time/location and any other changes to your events/announcements via the comments section in Collab. This keeps the conversation surrounding changes in one place.

- Just look for this symbol next to your event title 
- Please tag Ashley or Melody (type @name)

② How to Request Graphic Design Work

DESIGN LEAD TIMES

The “lead time countdown” begins *only after* you have submitted your complete information. Any significant changes you make afterwards may bump the project completion date.

2 – 3 weeks	Print/Digital Assets [flyer, poster, powerpoint, social media graphic]
4 – 5 weeks	Any commercially-printed materials [signage, *booklet, etc.]
3 – 4 weeks	In-House printed *booklet
3 – 4 weeks	Logo design
4 – 5 weeks	Imprints/Merch [shirts, mugs, decals, hats, etc.]

Contact Ashley Stluka directly for:

- Event graphics (poster/flyer, signage, nametag templates, etc.)
- Social media banners, story posts
- Logos

If you need any of these items, it is best to schedule a meeting with Melody and Ashley, so a campaign/timeline can be set. See *section #3*.

- Merch (cups, shirts, etc.)
- Email/Newsletter template design
- Booklets
- Large format signage, banners, flags

IMPORTANT NOTES ABOUT DESIGN WORK

- For printed materials: we will provide you a PDF and it is up to you to print, cut and distribute your materials.
- When you are provided drafts and/or final files, you are responsible for proofing and giving final approval.
- For booklets, please provide your text in a Word document with minimal formatting (no bullet points, headers/footers, etc; bolding and italics are okay).
- Any materials that will be publicly displayed (at the Welcome Desks, on slatwall displays, on bulletin boards, etc.) or distributed churchwide should be designed by Communications, unless permission has been given otherwise.

③ Special Events + Larger Campaigns

If you are hosting a large event, need extra attention for an event, or have an event with multiple deadlines, please request a meeting with Melody to talk through ideas and set a promotions timeline.

Options for special promotion might include:

- Highlight on the app or home page of the website
- Feature on the Lifewall in the Commons
- Live Announcement during Sunday morning worship
- Special story/feature in the Sunday Edition bulletin
- Reel/Story/Highlight on social media
- Paid ads on social media

What Comms considers a “larger campaign” might include:

- A special event with guest speakers
- A project with multiple deadlines, involving design work, merch, signage, etc.
- A churchwide emphasis
- Launch of a new ministry or initiative

LIVE ANNOUNCEMENTS + VIDEOS during Sunday morning worship are approved by the Worship Planning Team. Please send requests to Emily Hamilton.

LIFEWALL HIGHLIGHTS are determined by availability and the size of the intended audience. Discuss with Melody Carson.

DISPLAYS IN THE COMMONS are based on availability. Please reserve your display space in CCB or through Ashlyn Goranov, and let Melody know so it can be placed on the Promotions Calendar.

4 Video

If you are needing a video produced, set a meeting with Melody and Cade to discuss the scope and distribution plans for the piece. If you are hoping to have the video shown during a worship service, you must have permission from the Worship Planning Team - please submit that request via Emily Hamilton.

Video production is team-based: Communications and ministry teams work together to form a creative concept, from storyboarding to site selection. From there, Comm will film and edit, and ministry teams are responsible for logistics: lining up interviewees/actors, scheduling filming sites, obtaining any props etc.

If the project is filmed off-site, your team will need to help load/unload and transport equipment. If your team is not available and/or the project requires Cade to hire additional crew, your budget will cover those expenses (typically \$200-300).

Please allow a *minimum* of 4-5 weeks from planning to delivery of the final piece. If you are needing a low-production value video (social media for example), you are welcome to film and request Cade to edit (his availability is dependent on other projects in the works.)

5 Photography

Communications has a volunteer photography team, and you are welcome to contact them to shoot at your events. Ask Melody for more info.

We use a specific set of Lightroom presets for photo editing to create a bright and airy look. We are happy to provide the presets to your photographer. (It costs around \$10.)

Communications also maintains a Flickr photo account. If you would like to make your event photos public, we will provide your photographer instructions for uploading to the account.

6 Email Newsletters

Communications maintains a Mailchimp account with subscriber lists for these ministries:

- Woodway News (church-wide)
- The Well Women's Ministry
- Men's Ministry
- Marrieds
- Woodway Kids
- Youth Parents
- Missions
- Discipleship

In addition, private groups (invitation-only) are set-up for Choir Members, Life Group Leaders, and Men's Small Groups.

Guidelines for use of the Mailchimp account:

- Ministry teams may only send to their own subscriber list. For example, Women's Ministry may not send to the church-wide Woodway News account.
- Our subscriber lists must be kept clean: you may not import subscribers who have not requested to be on your mailing list. This means you may not copy/import a list from CCB into Mailchimp - or any other source. If you need to develop a new list, you must capture email addresses through actual sign-ups.
- Templates should be designed by Communications, unless you've received permission otherwise.

7 Texting Services

Communications maintains an account with Clearstream texting service. Clearstream can include videos, polls, emojis, scheduling of texts, two-way texting, and custom text-to-act keywords (like give or connect). If your ministry would like to be set-up with a subaccount, please let Melody know. Your ministry budget will need to cover monthly fees based on your texting volume.

You may also text via CCB without cost, but you must provide the mobile carrier (ATT, Verizon, etc.) for each number. Please contact Latisha for help with setting up CCB texts.

8 Website

Ministries are responsible for updating their own ministry pages on the website; however, branding guidelines are in place to keep the site aesthetics consistent:

- Ministries may only update their own pages. Ministries are not allowed to explore any other pages/features within the site.
- Updates are text only. Text must be copied directly from the Promotions Calendar in Collab (because we have edited and proofed the descriptions).
- No graphics/logos may be placed on the page.
- You may not change fonts or colors.
- If you need to insert a video, please ask Communications for help with formatting.
- If you would like the page to be restructured (add tabs, etc.), please ask Comm to help with this.
- Communications maintains the photos on the banners/headers. If you have images you'd like to use, they must be professional quality.

PAGE ASSIGNMENTS

- Lynn: Serve in the Community, Serve in the US, Serve International, Viento Fuerte
- Ashlyn: Women, Men, Life Groups, Marrieds, Discipleship, NMW
- Latisha: Artios, Care Ministries, Special Needs, Senior Adults
- Terri: Youth, College
- Linda: Kids, MDO
- Casey: Music/Worship
- Communications: MAC, Events Calendars, Sunday Worship/Sermon, page banners, plus all other content/pages not assigned to a ministry team

9 Mobile App

Communications manages the church mobile app through Subsplash. Weekly updates are made to the calendar and worship/sermons features. When you submit an event via Collab, Ashley Stluka publishes it to the App Calendar (which is also embedded into the website). Cade Tindell manages live stream and worship/sermons. Casey Escue adds the weekly Order of Worship.

If you have a request for a new feature on the app, please contact Melody Carson.

10 Social Media

Communications maintains accounts on Facebook and Instagram. FW owns other accounts (Twitter/X, Band, MeWe) that are not active.

We also have a group on Facebook called "FW Family" in which any member of the group (currently at 1,055 members) may post. Staff members are encouraged to post directly in this group! The Facebook algorithm prioritizes group posts at the top of users' feeds, so it's a great way to get your message out there.

When you submit an event through Collab, it is *considered* for a social media post on the main FB and Insta accounts.

Ministries may operate their own social media accounts, within these guidelines:

- If on Facebook, the account (whether group or page) must be linked to the FW main account, with Melody serving as an admin on the page. Groups are preferred.
- If on Instagram, Melody must be provided the login and password to the account.
- Any other accounts (Snapchat, Tik Tok) require a discussion before being set-up.

11 FW Merch

Communications has a merch wall in the main office. Ministries are welcome to use this merch as gifts for volunteers and church members provided your ministry budget reimburses Comm.

Guidelines for utilizing the merch wall:

- A merch form must be completed and turned into Communications for any product your team uses (with the exception of decals and scriptures cards, which are free).
- Church members/volunteers are not allowed to directly take product from the wall. An FW staff member must be the one to complete the merch form.
- Comm will turn in forms to Nancy to transfer funds from your account

12 Canva

FW Staff share a free non-profit Canva Pro account. Canva is a cloud-based design program that helps non-designers create great looking graphics and media: social graphics, flyers, posters, reels, invitations, videos, etc. Communications can design templates and/or upload graphics to Canva for your team to customize. To add a team member or key volunteer to the Canva account, please contact Ashley.