



# 2025 comm guidelines

## COMMUNICATIONS TEAM

Melody Carson - Communications Director

Ashley Palmer - Graphic Designer (+ Sunday Bulletin, Weekly Email, Website)

Danelle Smith - Communications Coordinator (+ Social Media, Church App, Calendars)

Brenda Lewis - Freelance Writer

## THE HUB

[firstwoodway.org/hub](https://firstwoodway.org/hub)

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All processes for events (and many other things) can be found on The HUB. This is a private, unlisted page on the website for staff only, where you will find:

- Event Approval Board (Ronny Higgins + Emily Hamilton)
- Promotions Calendar (Communications Team)
- Graphic Design Requests (Ashley Palmer)
- Room Reservations (Ashlyn Goranov)
- Room Setups (Ashlyn Goranov)
- Childcare Requests (Barbra Smith)
- Campus Display Approval (Melody Carson)
- Van Reservations (Terri Jones)
- Audio Visual Requests (Andy Gauer)
- Staff Vacation Calendars and Requests (Latisha Dixon)
- Plus links to ministry logos, campus maps, and more

# 1 How to Submit an Event for Promotion

## Approval Process

Before Communications may promote an event, it must be approved.

1. Submit your event to the Event Approval Board in Collab. Aim for at least two months lead time to allow for approval and print deadlines.
2. The Approval Team meets monthly to approve events. If you are submitting a last-minute event, please let Emily Hamilton know you are needing a quick turn-around for approval.
3. Once approved, your event automatically copies over to the Promotions Calendar in Collab (if you select "yes" on the promotions question).

## Promotions Process

Once your event has been approved and is in the Promotions Calendar:

1. Go to "Promotion Details" via The HUB
2. Locate your event and add your event description (and registration link if applicable) using the "Update Field" for your event. This is where all communication/updates regarding your event should be made (please not via email).

THIS IS THE UPDATE FIELD

▼ 2025 Events

<input type="checkbox"/>	Event		Date(s)
<input type="checkbox"/>	Global Partner Focus: The Eklunds		Feb 1 - 28
<input type="checkbox"/>	Women on Mission		Feb 13
<input type="checkbox"/>	Narrow Road Hiking Club February Hike		Feb 15
<input type="checkbox"/>	New/Expecting Parents Class		Feb 16

FYI: The number in the speech bubble indicates how many comments have been made. (Numbers that show up in blue are less than two weeks old. Greyed out numbers are older than two weeks.)

**Important: ALWAYS tag @Ashley and @Melody in your comments or we will not see them. If you are changing a time/date/location, also tag @Emily and @Ashlyn.**

## Promotions Schedule

After you've added your event description, your event will automatically be promoted as follows (keep in mind, if you are late to get your event approved or provide event details, you may miss some of these opportunities):

- **Months/Year Out:** Event is immediately published to the app (which could be up to a year out if you've provided date, time, location & basic description). The app populates calendars on the mobile app, the calendar on your ministry webpage, as well as the church-wide calendar on the website. (We will remind you to add a registration link and a full description as the event date nears.)
- **Three months Out:** Listed in "Mark Your Calendar" (event name & date only) in the weekly Sunday bulletin and Thursday email
- **4-5 Weeks Out:** Listed in "This Just In" in the weekly Sunday bulletin and Thursday email
- **2-4 Weeks Out:** Included in the Sunday announcement/countdown videos
- **1-2 Weeks Out:** Listed in "The Next Ten" in the weekly Sunday bulletin and Thursday email
- **1-2 Weeks Out:** Inclusion in the Sunday "Upcoming Events" social media posts

## Deadlines + Reminders

At 5-6 weeks out, Ashley Palmer will send you a reminder for your event if any information is missing: event description, start and end time, links, etc.

Be aware the Sunday Bulletin goes to print the Monday prior. Last chance for inclusion, therefore, is two weeks prior.

### Note on Event Descriptions:

We regularly edit event descriptions for clarity, conciseness, and grammar — even more so for print publications (to fit available space). We may also rewrite to freshen-up the descriptions of repeated events.

## 2 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 and/or Ashley to talk through ideas and set a promotions timeline.

Options for special promotion might include:

- Highlight on the app, or on the home page or specific ministry page of the church website
- Feature or recap on the Videowall in the Commons
- Special story/feature in the Sunday Edition bulletin
- Reel/Story/Highlight on social media
- Paid ads on social media (covered by your ministry budget)

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 (i.e., ministry newsletter, teaching series)

### Campus Displays

Steps to reserve display space in the Commons or elsewhere on campus:

1. Request approval through the Campus Display form available on the HUB
2. Once your request has been approved, you will need to provide setup details in CCB or through Ashlyn Goranov (dates/times of display, location, # of tables, etc.)

## 3 Announcements

When you have a general announcement that does not require event approval, you may submit those directly to Communications using the Announcement form via the HUB. An example of this might be if you're looking to recruit volunteers (not tied to an interest meeting) or reminding people to check lost & found.

You may also use this form to ask us to promote a recurring event that's already been approved. Example: Run a special promotion for a group that meets weekly, like Celebrate Recovery or Pray & Play; or a monthly event like Anna's Friends.

## ④ How to Request Graphic Design Work (Logos, Merch, Signage, Booklets, etc.)

### Request work through the Graphic Design Request form via the HUB

This helps Ashley add your design needs to her queue.

- On this form, you may request the most commonly needed graphics:  
11x17 Poster | Half Sheet Flyer | Facebook Banner | Social Media Graphic
- If you need design work beyond these items, please schedule a meeting with Ashley via email.
- Note: When requesting graphics/banners for social media, these items are for use on your ministry's social accounts - not the main church accounts.

### Design Lead Times

The "lead time countdown" begins only after you have submitted your complete text and 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
4 – 5 weeks	Logo design or branding
4 – 5 weeks	Imprints/Merch [shirts, mugs, decals, hats, etc.]

### 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).
- All materials that will be publicly displayed (at the Welcome Desks, on slatwall displays, on bulletin boards, etc.) or distributed churchwide must be designed by Communications, unless permission has been given otherwise.

## 5 Video

We work with a local professional filmmaker to produce videos. Please allow a *minimum* of six weeks from planning to delivery of the final piece. The cost runs between \$3000-\$5000, depending on the complexity, props required, and days of shooting required. This is covered by your ministry budget.

Any video that you hope to air on a Sunday morning must be approved and scheduled by the Worship Planning Team. Please contact Emily Hamilton for more information.

## 6 Photography

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

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.

## 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 (roughly \$50-\$75/month).

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

## 8 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
- Care Ministry
- Woodway Kids
- Youth Parents
- Missions
- Senior Adults
- 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:**

- Send any new subscribers or email updates to Danelle Smith, who maintains all lists. (We've had a hiccup of subscriptions being overwritten when staff make updates, so we are now funneling all list imports and updates through Danelle.)
- 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.
- Your email templates should be designed by Communications, unless you've received permission otherwise.
- Once we've provided you with a template and training, ministry teams are responsible for producing and sending out newsletters. Please ensure at least two people are proofing your campaigns!



## 9 Website

Communications manages updating all web pages.

- Events are added to the events calendars as soon as your event details are provided. (Calendars are embedded from the mobile app, so calendars on the website and app are identical)
- If you have information (other than events) to add to the page, please contact Ashley Palmer.
- No graphics/logos may be placed on the page.
- Communications maintains the photos on the banners/headers. If you have images you'd like to use, they must be professional quality.

### **Sermon Posting**

- Sermons automatically post within 15 minutes of the livestream ending.
- Sermons are removed from the app and website for a couple hours on Mondays while they are being edited.

## 10 Mobile App

Communications manages the church mobile app through Subsplash.

- Danelle Smith maintains overall accuracy of information on the app, including: publishing events to the calendars, setting featured events on the home screen of the app, and maintaining the sermon postings.
- Casey Escue adds the weekly Order of Worship.

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

## 11 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 Melody.

## 12 Social Media

Communications (Danelle Smith) 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 1,100 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 will be included in the weekly events listing. It will also be *considered* for a highlighted 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.

## 13 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