

## **St. Paul's Episcopal Church Communications Policies and Guidelines**

- Communications at St. Paul's
- General Communications Policies
- Verbal Style Guidelines
- Visual Style Guidelines
- Photography Guidelines
- Print Publications Guidelines
- Online Communications Guidelines
- Digital and Social Media Guidelines
- Print Advertising Guidelines
- Guidelines for Communications with Youth

### **Communications at St. Paul's**

Since its establishment in 1876, St. Paul's Episcopal Church in downtown Winston-Salem has sought to share with the parish, the community and beyond its vision of God's love and of what it means to serve as the hands and feet of Christ in the world. As a consequence, an important aspect of the work of the church has always involved communications.

With the commissioning of a Communications Audit in 2010 and the creation of the Communications Director position in 2013, St. Paul's affirmed a commitment to improve the quality and effectiveness of its communications through more intentional management of its brand and more knowledgeable and skillful editing of its print and digital publications.

Drafted by the Communications Director in consultation with clergy, the Wardens, the church attorney, selected staff members and the Communications Committee, and approved by the Vestry in August 2015, St. Paul's *Communications Policies and Guidelines* is intended to address perennial and emerging issues and concerns associated with all mass communications channels used by the church and to present clear guidelines to staff members and parishioners to help them use these tools most effectively on behalf of the church.

These policies cover mass communications by anyone—clergy, lay staff member or parishioner—who represents himself or herself as an agent of St. Paul's Episcopal Church or its ministries, whether as a paid employee or volunteer.

The policies apply to printed materials, ongoing publications, bulletin boards, interior and exterior signs and to all electronic, online or mobile-based communications tools, whether controlled by St. Paul's or hosted on other platforms, such as Facebook and Signup Genius.

Printed materials, mass emailings, social media groups and pages, online scheduling tools and other electronic communications media or messages identified with St. Paul's Episcopal Church and any of the church's ministries, committees or groups, are covered by these policies.

Because technology and various platforms evolve over time, these policies are meant to apply to all communications channels and tools now and in the future, whether or not specified by name or in use at this time. Accounts, groups and pages created before these policies were established are expected to be brought into compliance on request by the Communications Director.

These policies do not apply to private communications among clergy and parishioners, members of committees, small groups, circles, lay liturgical ministries, choirs and other groups engaged in ministries of the church.

The Rector and the Vestry authorize the Communications Director to implement and maintain these policies and guidelines.

The policies and guidelines may be revised at any time without notice. Major revisions must be documented in writing and approved by the Rector and the Vestry.

### **General Communications Policies**

Mass communication at St. Paul's Episcopal Church is carried out primarily by the Communications Director and the Worship Publications Coordinator, with support from the Communications Committee. The Director of Youth Ministries manages branding and communications with St. Paul's youth in sixth through twelfth grade and their parents. He maintains a web site, publishes an emailed newsletter and other emailed announcements and maintains a Facebook page and a Twitter account. The Director of Children's Ministries manages branding and communications with parents of parish children from infancy through fifth grade. She maintains a Facebook page for parents and publishes a monthly emailed newsletter.

The purpose of mass communication is to support and serve clergy, lay staff and lay leaders in furthering their ministries and promoting their programs to the parish and community. St. Paul's mass communication initiatives serve active parishioners of all ages and levels of technological sophistication by keeping them informed of news, events and concerns of the church using both print and digital communication channels.

In the interest of intentional management of the communications process, all official mass communications intended to represent, or be distributed on behalf of St. Paul's Episcopal Church or its ministries must be sent to the office of the Communications Director for review and approval before publication. These communications need not be created nor ultimately

distributed by the Communications Director, but they must be reviewed and approved before publication or release on behalf of the church.

Unauthorized mass communication using the church name and targeting all or selected parishioners and/or external audiences is not permitted.

Except for the Rector and the Senior Warden, parishioners and staff members are not authorized to speak to reporters as representatives of the church without advance knowledge and coordination with the Communications Director. All media inquiries should be directed to the Communications Director. Similarly, parishioners and staff members are not authorized to communicate broadly (e.g., through social media) in a manner that is intended to communicate, or might reasonably be interpreted as communicating, on behalf of St. Paul's.

St. Paul's publications are for the purpose of communicating news and information for and about St. Paul's. In the spirit of good stewardship of its limited resources of staff time, editorial space and audience attention, St. Paul's limits its publications to promoting only ministries, programs and events sponsored or co-sponsored by the church. The interest or involvement of St. Paul's parishioners *as individuals* does not establish sponsorship by the church itself. Using St. Paul's facilities does not necessarily establish such a relationship.

As Editor, the Communications Director determines scheduling and placement of articles and announcements in the various publications. Materials submitted by clergy, staff members, parishioners and others for use in St. Paul's publications may be edited for clarity, style, tone, spelling, grammar and length, or in order to comport with policies or the mission of the parish, the diocese, and/or the Canons of the Episcopal Church, without review or approval by the original author. Space limitations and production schedules may preclude publication of submissions. Inappropriate or editorially unsuitable materials, as determined by the Editor, will not be published.

Although there are often exceptions, announcements are usually started about four weeks in advance of the event being promoted or, if applicable, the registration deadline. Announcements are generally presented in chronological order and continue in the publications, as space permits, until the registration deadline has passed or the event has occurred.

St. Paul's does not publish commercial messages promoting for-profit businesses or professional practices, including offers of free products or services intended to promote a for-profit concern.

Individuals' advertisements to buy or sell goods and services or concerning employment opportunities are not appropriate for the church publications, including social media pages and bulletin boards.

Printed copies of the St. Paul's member directory are available at the front desk for use by parishioners in contacting fellow parishioners individually and in carrying out the ministries of the church. The directory is not to be used to create contact lists for solicitations on behalf of individuals or other organizations.

All information maintained by St. Paul's in its member database is kept private. St. Paul's does not release parishioners' names, contact information or other personally identifiable information, or provide information to third parties, about parishioners' health status, living conditions or other private matters. Should a request for information about a parishioner be received by the church, it will be referred to the parishioner or his or her immediate family to respond to as they wish.

St. Paul's obeys copyright laws and publishes only materials for which the proper licensing fees have been paid and/or permissions secured.

In accordance with rules governing its tax status, St. Paul's does not endorse political candidates, nor does the church participate or intervene in any political activity or campaign.

### **Verbal Style Guidelines**

Except as noted, the church follows Associated Press style guidelines in its internal publications. For external releases to news media, the church follows AP style.

Consistent with the style guidelines of the Episcopal Church, priests and deacons are identified as "the Rev." and their "goes-by" name and initial as, for example, the Rev. D. Dixon Kinser, the Rev. Darby O. Everhard. The "the" is always included, and is not capitalized unless it's at the beginning of a sentence.

Our Organist and Choirmaster, who has a doctoral degree, is identified as Dr. John E. Cummins.

In St. Paul's publications, priests are identified by their full names in the first reference and by the name they go by in subsequent references. For external publications, they are identified by surname in subsequent references.

Parishioners and staff members are identified by their "goes-by" and last names, without courtesy or professional titles, in the first reference and, in parish publications, by their goes-by names in subsequent references. Staff members' job titles and parishioners' committee affiliations, if applicable, are included in the first reference. For external publications, parishioners and staff members are identified by their surnames in subsequent references.

All event announcements include a descriptive title, date, time, location, cost and registration deadline, if applicable, and a contact person's name, title, phone number and email address.

Announcements are written in third person, ideally with the event name, location, date and time in the opening sentence.

Events are presumed to attract participation on their own merits and so are presented and described in a simple, straightforward way. Details may be included to help explain subject matter, spiritual significance and logistics, but adjectives and “sell copy” are kept to a minimum.

Although the word “nave” refers to a specific part of the interior of the church, at St. Paul’s it is understood to refer to the main church building to distinguish it from the chapel. The word “sanctuary” is used on directional signs to help people from other faith traditions find their way to the main worship space within the church.

Job titles, names of committees and the Vestry are capitalized.

Chapel, nave and room are not capitalized, with the exception of named rooms, such as the Colhoun Room and the Emma Gribbin Room.

Pronouns referring to the deity are not capitalized.

Dates are always accompanied by the day of the week, as in Thursday, May 14. The year is included if needed for clarity. Cardinal numbers are always used. Ordinal numbers are not used.

Times of day are designated a.m. or p.m. using lowercase letters followed by periods.

The possessive of Jesus is Jesus’s. Any name ending in “s” is made possessive by adding an apostrophe and an s.

Area codes will be included with telephone numbers using this format: (123) 456-7890.

Within announcements and articles, “Winston-Salem, NC,” is not included with local street addresses, although the ZIP code may be included for navigation systems and for addressing mail. Full street names are spelled out rather than abbreviated. Two-letter postal codes are used to abbreviate state names.

“Oxford commas” are not used after the next-to-last element in a series, as in “red, blue and green,” unless needed for clarity.

The tilde symbol (~) means “approximately,” “similar to” or “of the same order of magnitude,” depending on the context. It is not used as a decorative substitute for a hyphen or dash.

## **Visual Style Guidelines**

### ***St. Paul's Logo***

The St. Paul's logo should be used only in connection with official programs and ministries of the church, and only in materials and contexts that reflect favorably on St. Paul's.

The logo may be depicted in two colors—Pantone Black and Pantone 485 C (red), in grayscale with the red represented as 40% black, or as solid black line art with the red represented as white. The logo should not be represented in colors other than black, gray and 485 red.

Reproduction of the logo should be clear and sharp, using the appropriate file format and resolution for the size and application. The Communications Director can supply the logo file in the format(s), color(s) and size(s) needed.

The logo should be at least one inch in height so that the lettering "St. Paul's Episcopal" is legible.

While program logos may be created by combining text alongside the St. Paul's logo, the church logo itself should remain intact and should not be altered or adapted to form a new logo.

Ghosted images of the logo's illustration of the bell tower may be used to add visual interest to service leaflets and other designs.

St. Paul's program or ministry logos created by anyone other than the Communications Director must be submitted to the Communications Director for review and approval prior to use. The Communications Director may disapprove a logo design if the quality and/or consistency with branding are not in keeping with established standards.

The Director of Youth Ministries develops and maintains the youth ministries brand.

### ***St. Paul's Typefaces***

St. Paul's official publications, including service leaflets, are set using Adobe Chaparral Pro typeface. Adobe Myriad Pro is used, often in its condensed style, as a sans-serif complement to Chaparral Pro.

Myriad Pro Condensed is the typeface used on letterhead and business cards.

Garamond continues to be used for wedding and funeral leaflets if the clergy performing the service and/or the families prefer a more traditional-looking leaflet for their private service.

## ***St. Paul's Stationery***

In the interest of consistent branding, cost-efficiency and quality control, all official church letterhead, envelopes, note cards and staff members' business cards should be ordered through the Communications Director.

St. Paul's letterhead features the two-color logo to the left of contact information. Matching blank second sheets and two-color envelopes are available. Lower-cost one-color plain front and window envelopes are kept in stock for more economical mailings. Plain white folding note cards featuring the logo on the front with matching envelopes showing the church return address are available. Cream-colored note cards featuring a pen-and-ink drawing of the church with matching envelopes are also available. All are stored in the workroom.

Letters printed on St. Paul's letterhead look best when the left margin of the letter text is set to 1.625 inches so it aligns with the return address.

## **Photography and Videography Guidelines**

St. Paul's clergy, staff members and parishioners often photograph and video-record services, programs and St. Paul's events as well as architectural features, gardens and other scenes around the church. Photography and videography are welcome and encouraged so long as they do not disrupt or detract from the service or event.

Photographers and videographers are encouraged to share their photographs and videos with the Communications Director for use in church publications.

Photographers and videographers should ask clergy or speakers' permission before photographing or recording services, classes and other live presentations.

Flash photography is not permitted during church services and should be used sparingly during classes and events, and only after gaining permission from the person leading the class or event, to minimize distraction.

Minor children are not to be identified by name in photographs and videos published by the church.

Parishioners who do not want any likeness of themselves or their minor children to be used in church publications should notify the Communications Director. Every effort will be made to exclude them when shooting photographs, although they may still appear in group shots.

### *Guidelines for Wedding Photographers*

St. Paul's reserves the right to approve the choice of wedding photographer. The Wedding Director is responsible for working with the photographer before, during, and after the liturgy. It is permissible to take non-flash photographs and videotape the service unobtrusively from the balcony. Photographs after the liturgy are limited to 30 minutes. Photographs may be taken outside, in the Emma Gribbin Room, in the narthex as the wedding party is lined up for procession, processing down the center aisle after the liturgy is over, and in front of the altar following the liturgy. Posed photographs in the church nave may be taken only after the liturgy.

### *Photographic Image Submissions and Specifications*

Photographs submitted for use in church publications are welcomed, provided the contributor owns the image or has secured permission from the owner to supply it to the church for publication and has secured the permission of all persons shown in the image (unless the image is of a group event sponsored by St. Paul's).

In submitting photographic images for use by the church, contributors grant St. Paul's Episcopal Church non-exclusive rights to edit and publish the images in various print and digital media as determined by the Communications Director. Photo credits are not normally given unless requested.

Images must be of adequate technical quality, as determined by the Communications Director, and large enough, in terms of pixels, for the intended use. Ideally, photographic images will be created and provided at the camera's highest possible resolution settings. The standard size for screen resolution images is 72 pixels per inch. The minimum resolution for images to be used in print is 300 pixels per inch.

### **Print Publications Guidelines**

The Communications Director and the Worship Publications Coordinator produce print publications for St. Paul's using industry-standard Adobe Creative Cloud software, including InDesign, Illustrator, Photoshop and Acrobat. These are the preferred native formats for any materials that are to be printed commercially and/or distributed widely within the parish and beyond.

Neither the Communications Director nor the Worship Publications Coordinator has access to Microsoft Publisher. Neither can open files created in this format.

## *ParishLife*

Since 1972, *ParishLife* has been regularly published by St. Paul's as a primary source of news and information about the church. The Communications Director edits *ParishLife*.

In its current form, *ParishLife* is a monthly four- to eight-page-plus-inserts full-color printed publication. A digital version is made available online as soon as the approved file goes to the printer. It is mailed using Periodicals Postage Rate. Delivery times can vary from one day to a week or more.

Because it is mailed to all households of active parishioners, *ParishLife* is the sole ongoing publication of the church capable of reaching the entire parish. (The other option for reaching the entire parish is by letter or other printed material sent via the U.S. Postal Service.)

In addition to news articles, features and photographs related to various ministries and programs of the church, most issues of *ParishLife* contain a clergy reflection, a summary of Vestry meeting minutes and a Transitions section, also published in *ParishLight*. (Details about Transitions are included elsewhere in this document.)

Deadlines and production schedules vary from month to month depending on the liturgical calendar, program and event scheduling, the timeliness of key contributors' submissions and the Communications Director's work load. The Communications Director maintains an online calendar of the publication schedule, accessible through the St. Paul's web site.

Story ideas are welcome and should be submitted by the "stories due" date published for each issue.

Space is limited in *ParishLife*, particularly in the four-page issues. Every effort is made to include all requested and submitted stories, but the Communications Director may edit stories for length or schedule them in a later issue, if necessary.

Submissions and story requests received after the stories deadline may or may not be published in the upcoming issue, at the discretion of the Communications Director.

Inappropriate or unsuitable submissions, as determined by the Communications Director, will not be published.

## *ParishLife* Inserts

Because *ParishLife* reaches all parish households and is mailed at an economical periodicals postage rate, the church inserts brochures (11 x 17 inch sheets folded to 8.5 x 11) and flyers (8.5 x 11 inch sheets) to promote specific programs and events. Regularly scheduled inserts produced by the Communications Director include:

- Faith in Formation Fall Adult Formation brochure (September)
- Advent and Christmas Services flyer (December)
- Faith in Formation Winter-Spring Adult Formation flyer (January)
- Vestry Candidates flyer (January)
- Lenten Programs and Events brochure (February)
- Holy Week and Easter Services flyer (March)

## Service Leaflets

The church publishes a printed service leaflet for each regular worship service, as well as for special services, weddings and funerals.

Most service leaflets are printed in-house on a single 11-by-17-inch white sheet, Z-folded in thirds, using a standard format adopted in July 2013.

Leaflets for special services, weddings and funerals are often printed in-house as stapled booklets using either 11-by-17-inch sheets folded to 8.5-by-11 or 8.5-by-11-inch sheets folded to 5.5-by-8.5 inches. Printing is outsourced for selected leaflets at Christmas and Easter.

Wedding service leaflets are designed under the direction of officiating clergy, with input from the assigned Wedding Director, who serves as liaison with the couple. Only approved liturgies of the Episcopal Church are used. Standard leaflets may be printed on white or ivory paper with a line drawing of the church or a Celtic cross on the front cover.

While couples may change the graphic design of their wedding service leaflet, they may not change the wording of the liturgy. Couples who redesign the appearance of their leaflet must submit the finished design draft to the Worship Publications Coordinator for approval by clergy before printing. No further changes may be made to the approved version.

Funeral service leaflets are designed under the direction of officiating clergy, who act as liaisons between the Worship Publications Coordinator and the families of the deceased.

## *ParishWeek*

*ParishWeek* is a weekly supplement to Sunday service leaflets containing the day's readings from the lectionary, formation class information, events announcements, prayer lists, altar flowers memorials, the Crisis Control Gift of the Month, and lists of parishioners celebrating birthdays and anniversaries in the coming week. Introduced in 2013 as a supplement to the reformatted service leaflet, *ParishWeek* is printed on a single 11-by-17-inch ivory sheet, Z-folded in thirds and inserted into the service leaflets for all Sunday services.

Announcements for the following Sunday's *ParishWeek* are due by noon on Mondays. Space availability varies, and as Editor of the publication, the Communications Director works with the Worship Publications Coordinator to manage announcements from week to week. The Worship Publications Coordinator works with clergy, the music staff, lay liturgical leaders and the Membership Coordinator to complete the publication.

## Brochures and Flyers

Throughout the year, the Communications Director and, occasionally, Communications Committee volunteers, produce brochures and flyers to promote selected programs and events, such as Faith and Justice Committee programs, events for the Young Adults and Families Ministry, outreach initiatives such as "Harvest for Hospitality," and Evensong services.

On request from the Director of Stewardship, the Communications Director produces pledge packet materials to support the annual fund pledge solicitation and provides writing and design support for the planned giving program.

## Transitions

The Transitions section, published weekly in *ParishLight* and monthly in *ParishLife*, lists births, baptisms, new members, marriages and deaths of parishioners and immediate family members of parishioners, including parents, children, brothers, sisters, grandparents and grandchildren. Staff members and their immediate family members are also included in Transitions.

Announcements must come to the attention of the Communications Director to be included in Transitions.

Birth announcements list the child's full name, birth date, parents' names and the names and relationship of parishioners or staff members in the child's immediate family. Grandchildren of parishioners and staff members are listed on request.

Baptism announcements include the full name of the person baptized, the date of the baptism and, in the case of minor children, the parents' names. The baptism must have taken place at St. Paul's to be listed.

New members are listed by their "goes-by" names. The gender of minor children is indicated, if known.

Marriages at St. Paul's of active parishioners and their children are listed. If the liturgy takes place elsewhere, the marriage may be listed on request by the parishioner. Announcements include the full names of the bride and groom, the wedding date and city and state where the marriage took place, if not at St. Paul's.

Deaths of parishioners and immediate family members of parishioners are listed with the deceased person's full name, death date and relationship to any surviving, active parishioners.

### Public and Military Prayer Lists

St. Paul's maintains a published prayer list, a confidential prayer list shared only with clergy and pastoral staff and a prayer list for those on active military duty and their families. The public and military prayer lists are published on Wednesdays and Sundays in *ParishLight* and *ParishWeek*.

To add someone to a prayer list, parishioners must first secure permission from the person to be added and then provide the designated staff person with at least the first name of the person being listed as well as the parishioner's name and contact information. Individuals are listed either by first name and surname or first name only and remain on the public prayer lists for one to three months unless the request is cancelled or renewed. People on the military prayer list remain there until the church is notified they are no longer on active duty.

### Bulletin Boards

St. Paul's has three primary bulletin boards located in the stairway leading from the first to the third floor. These bulletin boards are to be used exclusively to promote ministries and events sponsored or co-sponsored by St. Paul's.

There are four bulletin boards in the hallway outside the choir rehearsal room, two of which are now being used to feature snapshots of choir members. The other two usually have a poster or two, most often to promote music-related events in the community. There is a large glass-fronted board in the lobby, used by the Preschool and another glass-fronted board near the Youth Room that is not now being used.

Parishioners and staff members should submit materials to be posted on bulletin boards to the Communications Director. Materials should not be posted without prior approval.

Posters and flyers should not be affixed to doors, walls, windows or surfaces other than bulletin boards.

### **Interior and Exterior Signs, Posters and Banners**

Staff members, with help from Communications Committee members, have handled graphic design and production of permanent signs throughout the St. Paul's building and grounds. Requests for revisions to existing signs or proposals for new signs should be submitted to the Communications Director.

The Worship Publications Coordinator customizes office signs and the staff directory posted in the lobby.

Signs and banners designed by anyone other than the Communications Director for display on church property should be submitted to the Communications Director for prior approval before production.

### **Emailed Publications**

#### *ParishLight*

Launched in November 2008, *ParishLight* is a weekly newsletter emailed from the church's Constant Contact account on Wednesday afternoons. Most subscribers are parishioners, but the list also includes former and prospective parishioners, staff members and others interested in news from St. Paul's. The list has about 1,050 email addresses, and the open rate is typically 50-60%.

The Communications Director is Editor of *ParishLight*.

Every issue of *ParishLight* contains notes for the upcoming Sunday services, adult formation class listings and child care details. Brief summaries of events and announcements follow in chronological order with links to posts on the church web site to access full details. A Transitions section is included if needed, followed by the public and military prayer lists and the Crisis Control Gift of the Month.

Anyone may subscribe to ParishLight using the link in the left sidebar of the web site.

### *A Pastoral Note*

Initiated by clergy in March 2013, *A Pastoral Note* is an emailed message sent periodically, with permission of the family, to announce the death of a parishioner. At the discretion of clergy, *A Pastoral Note* may be sent to announce the death of a former or inactive parishioner or of anyone of special interest to the parish.

Within the standard format, the message includes the birth and death date and full name of the deceased, funeral and family reception arrangements if at St. Paul's, the family's memorial gifts preferences and a prayer from *The Book of Common Prayer* customized with the name of the deceased. Surviving family members who are current, active parishioners are listed by name in the context of a prayer request.

If a photograph of the deceased is available, either from the family or from a newspaper or funeral home obituary, it is included. Otherwise, an image of a cross is used.

All interaction with the family concerning *A Pastoral Note* is handled by clergy.

### Other News and Announcements

The Communications Director, the Director of Youth Ministries and the Director of Children's Ministries send occasional email messages to promote services, programs and events, to call for volunteers and to announce news. These email "blasts," while cost-efficient, are used sparingly to avoid the perception that St. Paul's sends too much email. The open rate for these messages varies and is typically somewhat lower than for *ParishLight*.

### *Youth News*

*Youth News* is a weekly emailed newsletter from the Director of Youth Ministries sent on Wednesday afternoons. The mailing list includes youth and their parents.

### *Children's Ministry Update*

*Children's Ministry Update* is a monthly emailed newsletter from the Director of Children's Ministries. The mailing list is comprised of parishioners who have children between infancy and fifth grade.

## **Email Guidelines**

St. Paul's uses Constant Contact to manage its mass emailings to parishioners. The account is currently used by the Communications Director, the Director of Youth Ministries and the Director of Children's Ministries.

Messages sent from Constant Contact are in compliance with best practices, such as including the name and physical address of the sender and an opt-out link so recipients can easily remove their addresses from the mailing list. Subscribers may also update their email address and manage their subscription to targeted mailing lists within the database by clicking the "Update Profile/Email Address" link in every message. Addresses that repeatedly bounce may be removed from the contacts list.

By supplying an email address to the church, parishioners grant consent for St. Paul's to contact them by email. Although parishioners' email addresses are included in the printed directory, available at the front desk, St. Paul's does not share parishioners' email addresses in digital form with third parties, nor does it publish parishioners' email addresses on its web site, except when given express permission by a parishioner.

Anyone using a valid email address may subscribe to the St. Paul's mailing list using the link on the home page of the St. Paul's web site. Staff members may add new subscribers on request from the owner of the email address, and email addresses may be imported from the church database to create targeted mailing lists for parish-related purposes.

Mass emailings from church email accounts are discouraged. Internet service providers have, in the past, blocked all email coming from stpauls-ws.org addresses because of staff-generated mass email messages sent from the St. Paul's server. Those sending email messages to multiple parishioners' external addresses are encouraged to use the blind carbon copy (BCC) field to keep recipients' addresses private.

Policies and guidelines set forth herein relating to email or social media shall also apply to other, analogous means of communication, including presently existing alternatives such as texting, as well future technological mass or group communication applications, media or methods providing similar functionality.

## **Web Sites**

The Communications Director maintains three web sites for the church—the main church site at [stpaulswinstonsalem.org](http://stpaulswinstonsalem.org), a site featuring church art and architecture at [arts.stpaulswinstonsalem.org](http://arts.stpaulswinstonsalem.org) and a site for the St. Paul's Preschool at [preschool.stpaulswinstonsalem.org](http://preschool.stpaulswinstonsalem.org). The Director of Youth Ministries maintains a web site at [speyouth.org](http://speyouth.org). The Communications Director is Webmaster and Editor of all church web sites except for the site maintained by the Director of Youth Ministries, who serves as that site's Webmaster and Editor.

## **Facebook Groups and Pages**

These are pages of which we are aware on Facebook.

- St. Paul's Episcopal Church, Winston-Salem, group page
- St. Paul's Episcopal Church, Winston-Salem, fan page
- St. Paul's Episcopal Church Women
- St. Paul's (Winston-Salem) Youth Ministries Community
- St. Paul's Youth Ministries closed group (set to "secret" with all members and content removed)
- St. Paul's Preschool
- St. Paul's Music Program
- St. Paul's Outreach Ministries
- St. Paul's Young Adults Group
- St. Margaret's Circle
- St. Paul's Annual Kanuga Weekend
- ReadWS

## **Other Social Media and Online Accounts**

- YouTube
- Twitter @StPaulsWS
- Doodle
- Dropbox
- Sign-Up Genius (maintained by various parishioners)
- Evites, Eventbrite (used occasionally by ECW)
- Cokesbury VBS (used by the Director of Children's Ministries)

## **Internet and Social Media Guidelines**

While the essential messages have remained constant, the channels through which St. Paul's communicates have changed radically in recent years. In addition to the spoken word and printed materials, email, social media channels and online scheduling applications have become integral and essential to St. Paul's communications. The church embraces their value as powerful, cost-efficient tools for helping staff and lay volunteers fulfill the mission and ministries of the church. As with power tools of any kind, however, knowledge and skill are required to use them properly, and precautions must be taken to avoid mishaps.

All General Communications Policies apply to Internet and social media channels.

With or without approval of the person(s) involved, St. Paul's does not render pastoral care or publish private, confidential information about individual parishioners, staff members, or employees through any web site, public social media channel, or other public forum. Prayer requests are handled according to established policy, through the church office.

The parish web site contains hyperlinks only to non-commercial web sites. St. Paul's will not link to other web sites containing political content.

St. Paul's disclaims any association with or responsibility for uncontrollable content displayed on third-party web sites, such as Facebook and YouTube.

Only permanent staff members may create new social media sites, pages or groups on behalf of St. Paul's.

Any existing site, page or group set up on behalf of the church, using the church name, must include the Communications Director as an administrator and must be set to require administrator approval of posts. Ideally, the founding administrator will relinquish administrative rights to existing pages and allow the Communications Director to reinstate him or her so that the page can be fully controlled by the church. Otherwise, the page cannot be deleted in the event the founding administrator abandons the page, is the victim of hacking or is locked out of his or her account, or if he or she becomes disgruntled with the church.

Staff members and parishioners who set up accounts on behalf of the church for the purpose of using online tools such as Sign-Up Genius to schedule volunteers are asked to provide a user name and password to the Communications Director in case access to the account is needed.

Parishioners are encouraged to participate in social media on the St. Paul's pages, sharing photographs and announcements related to church-sponsored events, and diocesan and Episcopal Church news. All posts are subject to prior administrative approval.

The Communications Director may decline to publish a post considered off-topic, inappropriate or in violation of the church policies.

When tagging or identifying people in photographs, parishioners should identify only themselves. Minor children should not be identified.

Comment and blog response areas are moderated regularly by page administrators. Inappropriate content may be taken down by the Communications Director or any page administrator. Users who post or attempt to post inappropriate content may be banned or blocked.

Parishioners may act as administrators of pages to support programs and ministries of the church, provided they are familiar with and agree to follow the church's social media policies.

Administrators should screen group membership requests to confirm the prospective member appears to be a "real person" and not a potential spammer. Spam accounts usually show no friends, few if any posts and memberships in multiple groups.

Individual clergy and staff members are responsible for administering their personal social media accounts, including content posted on their profile pages and friendships and connections they maintain. It is recommended that clergy and staff monitor their profile pages regularly and delete postings they feel are inappropriate.

## **Guidelines for Digital Communications with Youth**

In the virtual world, St. Paul's observes healthy boundaries and safe church practices as in the physical world.

The primary purpose of social media communication by the church aimed at youth is for providing information related to a ministry or event and not for one-on-one interaction between staff members and youths.

Because of fundamental power inequalities, adult clergy and lay staff should not submit "friend" requests to youth.

Youth sending friend requests to adult clergy and lay staff's personal accounts may, at the discretion of the staff member, be directed to the Youth Ministry page. If a staff member chooses to accept a friend request from a minor, he or she will search the social media site for the youth's parents' profiles and issue friend requests to them.

When communicating with youth via social media, there must be at least two adults with administrative rights for each account used for ministry communication.

Social networking groups for youth should be open to parents of current members.

Social media and other electronic communication may not be used to communicate with children who have not reached the ninth grade, but instead should be directed to their parents.