



COMMUNICATION STRATEGY

HILLSIDE CHURCH

WHY?

- To standardize the marketing of events at Hillside.
- This clearly defined strategy will set the expectations on what the communications department will provide the ministries of our church.
- Every event will be categorized within one of three levels.
- This plan also includes the communication schedule for each level.

*“Promotion is simply giving people information,
whereas communication, if done correctly,
can influence people to take action.”*

JOSH BURNS, CHURCH TECH & MEDIA

We will work to strategically communicate effectively rather than just promoting everything inside our four walls. As the saying goes,

“When you communicate everything, you communicate nothing.”

IN THIS PLAN:

- Communication Channels - 2
- Communication Levels & Release Schedule - 3
- Submission Procedure - 5
- FAQ - 6

Communication Channels

Campus TV

A 16x9 graphic that promotes the upcoming activity, event or information. It will appear on the TV's that are located throughout our campus during the pre and post service experiences and throughout the week.

eNews

Email sent out weekly (on Fridays at noon) via Constant Contact that includes announcements for upcoming events and activities.

Website Homepage Banner

A block of text accompanied by an image on the Hillside website home page. Includes title, light description and link to sign up if available.

Social Media

Image or video post on Facebook and/or Instagram. The frequency of posts are determined by the level of the event or activity and may exceed the determined frequency when there is scheduling room available.

Potty News

8.5x11 printouts located in bathroom stalls to promote activities and events.

Hillside App (Event & Sign-ups)

A block of text accompanied by an image on the Hillside Church app. Includes title, description and link to sign up if available.

Platform Time (Stage Announcement)

A verbal announcement from the stage during a weekend service. Announcement could be at the beginning of worship, during announcements or at the end of service. Position of announcement to be decided by our Worship/Production staff.

Printed Materials

Materials such as flyers, cards, posters, and banners to be used for promoting activities and events. As well as communicating information.

Road Marquee

Verbiage placed on the Towne Lake and Rosecreek road signs to communicate activities and event information.

Video

A video to communicate/highlight an activity, event or series.

Communication Levels & Release Schedules

Level 1: Major Event (e.g. Fall Festival)

This is a mission-critical event that impacts more than 50% of the congregation with over 75 people expected in attendance. These are events scheduled in large spaces (e.g. Celebration Hall, Parking lot...)

Campus TV	30 days
eNews	Full Ad Detail - 30 days
Website homepage banner	30 days
Social Media	45 days
Potty News	As space allows
Church App Event	45 days
Platform time**	Full Mention / Allotted Time
Printed Materials (lobby posters)*	60 days
Printed Materials (flyers)*	60 days
Weekend Table setups (optional)	30 days
Road Marquee	7-14 days
Video Promotion (optional)***	90 days
Outside News Publications (optional)	(ministry's own budget/discretion)

**Based on completion of the online graphics request form (see page 5).*

***Platform time will be limited to any event that applies to the whole congregation, for the exception of men's and women's ministries.*

****Must be requested by emailing lcox@hillsidegmc.org and approved.*

Level 2: Special Event (e.g. Second Saturday Breakfast)

This is more ministry specific events that impact less than 50% of the church. They should also be promoted at their own gatherings. Up to 75 people in attendance. These are events scheduled in semi-large spaces (Fellowship Hall, The Rock...)

Campus TV	30 days
eNews	30 days
Social Media	30 days
Potty News	As space allows
Church App Event	30 days
Platform Time**	Full Mention / Allotted Time
Printed Materials (lobby posters)*	30 days
Printed Materials (flyers)*	30 days
Weekend Table setups (optional)	2 weekends prior

**Based on completion of the online graphics request form (see page 5).*

***Platform time will be limited to any event that applies to the whole congregation, for the exception of men's and women's ministries.*

Level 3: Regular “One Time” / Recurring Event (e.g. Sunday School)

These are minor announcements that impact less than 20% of the church and can be promoted directly to specific ministries. Events usually scheduled in classroom spaces and occur one time or on a regular basis (e.g. weekly, monthly, 1st Monday of each month...)

Campus TV
eNews

30 days
30 days

**Website/Social Media: Due to the large amount of activities we have on this level, events with this classification will need to be pushed through your individual ministry pages. It will not be promoted from the church level unless approved by lead staff. Artwork guidelines are still required (see page 5).*

EXCEPTION: Starting Point and Confirmation (Membership Driven)

There will inevitably be exceptions that we have to consider, but this will be the standard protocol we use to communicate our events. Thank you for your patience as we continue to narrow in on what works best for the overall success and growth of our church and its ministries.

RELEASE DATES MAY ALSO VARY FOR EVENTS WITH REGISTRATION DEADLINES.

**These timelines are in regards to releasing info from the church level.
This does not limit your personal ability to release information on your own.**

COMMUNICATIONS

SUBMISSION PROCEDURE & SCHEDULE

1. 8 weeks prior to your event:

- Complete the Event Request Form located on the Resources page of our website (under Special Events): <https://www.hillsidegmc.org/resources>

PLEASE NOTE: If you have artwork that has been completely designed already it will need to be submitted via email to lcx@hillsidegmc.org in **pdf/jpg/eps format** for approval before it is published.

- *All artwork should be submitted at a resolution of 300 dpi. Anything copied from the web is only 72 dpi. You will need to request the original artwork from its original owner.*
- *If you need additional sizing requirements (website banner size, TV Announcement slide size, etc) you can email lcx@hillsidegmc.org.*

2. 6 weeks prior to your event:

- A Graphics package will be created and sent over to you, and any print orders will need to be placed at this time.

3. 4 weeks prior to your event:

- Event advertising schedule will begin based on the level it falls under.

FAQ's

I created my own artwork for my event. Why does it have to be submitted for approval?

We want to make sure that everything we release is branded correctly. In order for our branding to be effective and accomplish the purpose it's created for, all our materials must have the same look and feel across the board.

What if I planned for an event that qualifies as a Level 1 Event but I end up only have a total registration of 25 - how does this affect my event?

We will communicate your event as a Level 1 Event if you were originally expecting that level of attendance. However, you may be asked to move your event to a smaller space.

I've stumbled upon an event that is taking place organically within my ministry but I'm too late for the listed timing guidelines of this strategy. I still think it'd be beneficial for the community to have the option for involvement. What do I do?

Email lcx@hillsidegmc.org - it will need to be approved (in order to receive communication from the church level).

What if my event has registration deadlines and needs to be promoted way before the timeframe listed (retreats, conferences, etc)?

You can promote it as early as you want from your personal ministry pages (your web page, your social media accounts, etc). But as far as it being promoted at the church level, the timing guidelines will apply.

So if I begin promoting my event on my own ahead of time, can I still request artwork from the church for my event?

Absolutely, yes. You can request artwork at any time and as early as you need it in order to promote your event effectively on your own until it's time to begin promoting from the church level. Just fill out the event request form at www.hillsidegmc.org/resources.

Do I have to remember all these deadlines on page 3 for each event?

We'd like you to use them as a reference point, but our Communications dept will be working very closely with you to assure your event is promoted efficiently and effectively. You will be prompted for all of your communication needs/information following your event requests form submissions.

If I need to cancel or postpone my event, what do I do?

Contact your staff liaison and copy lcx@hillsidegmc.org so we can help you determine the most effective way to communicate the cancellation.

Still have questions???

No worries. I am here to help. Email me anytime. My job is to make yours easier when it comes to promoting and communicating your ministry needs.

LAUREN COX, DIRECTOR OF COMMUNICATIONS

lcx@hillsidegmc.org