

COMMUNICATIONS PLAN

PROCESS:

- Submit digital form on the website: **(SALEMFIELDS.COM/COMMUNICATIONS)**
- Form will go to **CREATIVE DIRECTOR, CREATIVE ASSISTANT, AND PRODUCTION MANAGER.**
- **CREATIVE ASSISTANT** will meet regarding requests to understand needs, expectations, and vision.
- **CREATIVE ASSISTANT** will meet with CREATIVE DIRECTOR AND/OR PRODUCTION DIRECTOR about requests where plans will be made and deadlines finalized.
- **CREATIVE ASSISTANT** will then give deadline dates of when the items will be delivered.
- **CREATIVE ASSISTANT WILL MEET WITH CREATIVE DIRECTOR / PRODUCTION DIRECTOR** weekly to get updates on tasks and will send Friday e-mails to update everyone that has a request out. These updates will also serve as reminders of items that we still need from you to complete the job.
- All communications items will be delivered on the set deadline date in a compressed folder on Sharepoint, and if any print copies are needed, they will be delivered into the leader's mailbox in the back offices.
- If the request requires the communications team to disperse the completed items, then you will get a notification e-mail on the due date with a list of all of the items that were completed as well as what tasks were done in relation to the request.

GUIDELINES:

- Any communications request must be submitted **AT LEAST THREE WEEKS** prior to when the items are needed to begin advertising/distributing.
- If it is a bigger job which requires more planning / volunteers / budget approval, such as an elaborate video, paid marketing campaign, etc., then the request will need to come **SIX WEEKS** prior to when the item are needed to begin advertising / distributing.
- Once a deadline has been set for a project, we won't accept anything additional onto the request. You would then need to fill out another request for something that was thought of after the deadline. With that said, make sure you know all that you want / need when filling out the request and at the meeting with the Creative Assistant.
- A request is allowed **2-3 EDITS** depending on the project. once those number of edits have been exhausted, then the item(s) will be considered complete and no further changes will be made. We will meet with you prior to setting a deadline to insure that we have all of the information needed and understand your vision/needs, so make sure you have ideas (COLORS, GRAPHICS, FEEL) and communicate your

needs (PRINT, SOCIAL MEDIA, APP, WEBSITE, VIDEO, MUSIC, PAID ADVERTISING, ETC.).

- There are times when each ministry leader wishes to make quick advertising items to disperse information to their teams or within their ministries. This is okay, however it must meet **ALL GUIDELINES** found within **THE STYLE GUIDE** and then must be **approved by the CREATIVE DIRECTOR** before being distributed / used.