

# **WOODCLIFF UNITED CHURCH**

## **MARKETING, COMMUNICATIONS AND PUBLIC RELATIONS POLICY**

This Policy represents the intention of Woodcliff United Church (WUC) with regard to marketing, communications, and public relations. For the purpose of this policy, marketing, communications, and public relations include all means used by WUC to represent and promote itself as a faith community through traditional and digital media within WUC, the larger community of Calgary and worldwide.

### **STATEMENT OF PURPOSE AND BELIEF**

The mission and ministry of Woodcliff United Church (WUC) seeks to express our love of God and love of neighbour in all aspects of our shared community life and to the wider world.

Therefore, in the marketing of our church which involves both communications and public relations, our mission and ministry of love will be central to our marketing strategy and clearly articulated to people both inside and outside of our faith community.

With this policy, we intend to promote awareness of our church programs and activities in ways that are meaningful, respectful and reflective of our love of God and our neighbour, in whatever platform we choose to implement as part of our marketing, communications and public relations strategy.

### **POLICY**

- Proposals for external marketing initiatives that exceed the regular operating budget of WUC will be presented by the Communications Committee to Council for review and approval. Responsibility to publish or distribute marketing materials for these initiatives will be held by the Communications Committee.
- All materials used for marketing purposes will be original material developed for WUC or material for which usage rights have been granted.
- Where the WUC logo is included on external marketing or communications it must be in accordance with the WUC Branding guidelines.
- Signed releases must be obtained for all photos, and video and audio recordings of identifiable persons used in marketing and communications material for the church. Copies of the releases will be kept in the WUC office for three (3) years.
- Church communication channels will be used only in support of WUC and The United Church of Canada endorsed events, ministries and programs.

- To maintain our charitable status, communication and resources will not be used to support or oppose a political party or candidate.
- Media inquiries should be directed to the Chair of the Communications Committee who will identify an appropriate spokesperson.
- The Minister, Council and Church Administrative Coordinator must be notified of interactions with the media. Notification must include the context, date, and spokesperson who responded to the media along with any statement that was given.
- Subscriptions to all mass email communication from WUC must abide by permission-based Canada's Anti-Spam Legislation guidelines.
- Phone calls, texts and emails are permitted between the Youth Ministry Coordinator (or designate) or the Minister and youth in the Youth Ministry Program.
- An ongoing central log of communications with the media must be kept by the Communications Committee. Media mentions will be monitored and must be recorded in a central log and filed in the church office.
- In the case of crisis communications (emergencies, unexpected or serious incidents), external communications must be approved by the Emergency Coordination Team (see Crisis Management Policy).

## **ADMINISTRATION**

This Policy is administered by the Communications Committee and Council of WUC.

Approved by the Congregation at the 2019 Annual Congregational Meeting.

Date: \_\_\_\_\_

Signatures:

\_\_\_\_\_  
Council Chair

\_\_\_\_\_  
Council Secretary

## REFERENCES

Government of Canada. (2017). *Canada's anti-spam legislation: Fast facts*. Retrieved from [http://fightspam.gc.ca/eic/site/030.nsf/eng/h\\_00039.html](http://fightspam.gc.ca/eic/site/030.nsf/eng/h_00039.html)

The United Church of Canada. (2017). *Financial handbook for congregations*. Retrieved from [http://www.united-church.ca/sites/default/files/resources/financial\\_handbook\\_for\\_congregations\\_2017.pdf](http://www.united-church.ca/sites/default/files/resources/financial_handbook_for_congregations_2017.pdf)

Woodcliff United Church Communications Committee (Structure Document)

Woodcliff United Church Copyright Policy

Woodcliff United Church Crisis Management Policy

Woodcliff United Church Duty of Care Policy

Woodcliff United Church Duty of Care Procedures

Woodcliff United Church Policy for Creation, Revision, Approval, and Removal of Policies

Woodcliff United Church Privacy Policy

Original Approval Date: March 17, 2019	Review Dates:	Next Review Date:
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