

## **OUUC Communications Guidelines**

### **We are committed to our mission.**

*We are a liberal religious community that opens minds, fills hearts, and transforms lives.*

We will prioritize our communications vehicles based on relevance to our mission. Please see the attached matrix to determine where your communication falls.

### **We are committed to excellence.**

It is suggested that all published communications (whether electronic or printed, videos, emails, posters), and the posting and distribution of these items at church or in the larger community, follow the OUUC Communications Guidelines. External communication (all advertising in the larger community) must be approved through the Communications Teams or OUUC Staff.

Guidelines for text and graphics include the following:

- Information should be simple, clean and concise. Announcements should limit verbiage to date, time, location, and a brief description and/or direction for additional information (2 sentences or less suggested). The Communications Teams or Staff may edit content or graphics.
- Approved references – Please refer to the church as “OUUC” on internal only announcements and “Olympia Unitarian Universalist Congregation” on any external communication.
- Graphics – Backgrounds, borders and pictures must be of high quality.
- Brochures and handouts - All should include the following: OUUC name, street address, website address, and publication date.
- Pictures or videos of people – Only stock photos or videos that are properly licensed, identifiable images of people in our church community (those adults who have not opted out, those children whose parents or guardians have given permission), or unidentifiable images of people are used.

### **We are committed to effective and focused communication.**

Too much information is just as ineffective as too little. We will use discretion as to how many announcements we will publish and what methods we will use.

### **We are committed to timeliness of information.**

Please submit announcements via our website form - <http://ouuc.org/getting-connected/forms/>. The deadline for the Wednesday email blast and the Sunday printed announcements is Wednesday at 11:00 am.

## OUUC Communications Matrix

<b>Niche</b>		
<u>Qualifiers</u> Affects only a unique and specific group (e.g. a Small Group Ministry, the AV Team, the Social Justice Committee)	<u>Sample Events</u> Individual Team meetings Small Group Outings	<u>Suggested Methods</u> Personal Conversation Personal Facebook Page Phone, Email or Text Realm Group Communication
<b>Group</b>		
<u>Qualifiers</u> Affects a larger group but is still specific to certain interests and demographics (e.g. Book Group, Men's Coffee Group)	<u>Sample Events</u> Sewing Group Activity Voice Class Special Event Thank You	<u>Suggested Methods</u> <i>All aforementioned PLUS:</i> Email Blast Order of Service Announcement Table Display Flyers Brochures Bulletin Board Website Thank You Board
<b>Church-Wide</b>		
<u>Qualifiers</u> Direct link to Mission Affects the entire church	<u>Sample Events</u> Stewardship Drive Small Group Sign-Ups Worship Series Promotion Congregational Meeting	<u>Suggested Methods</u> <i>All aforementioned PLUS:</i> Website Periodical Publication Direct Mail Facebook/Twitter Post Commons Video Signs/Banners Local Media (if newsworthy)
<b>Larger Community</b>		
<u>Qualifiers</u> Community events of interest to OUUC members and closely associated with OUUC's mission	<u>Sample Events</u> Pride Day Initiative Signature-Gathering	<u>Suggested Methods</u> Bulletin Board Email Blast Order of Service Announcements
<b>Personal</b>		
<u>Qualifiers</u> Information about individuals or families	<u>Sample Announcements</u> Upcoming Surgery	<u>Suggested Methods</u> Personal Conversation Caring Friends Email List Joys and Sorrows Book
<u>Qualifiers</u> Personal announcements	<u>Sample Announcements</u> Buy/Sell/Trade Housing Needed Graduation Announcement Thank You	<u>Suggested Methods</u> Personal Conversation Bulletin Board Website Thank You Board