

St. David's Church, Exeter: Communications Policy

INTRODUCTION

St David's is situated in the city of Exeter where it serves a diverse range of individuals and families from across the socio-economic spectrum, and at all levels of education and employment. St David's access to such a wide range of people makes our efforts to promote and communicate the Gospel within and beyond our parish boundaries, a viable and worthwhile endeavour.

Until the internet age, such communication depended on faith sharing and witness, preaching, sacramental celebrations and education programmes, and on print media such as the parish magazine. Now, parishioners and other members of the community enjoy access to information from St David's through a wide and growing range of electronic and print media including newspapers, magazines, books, weekly bulletins, video, telecommunications, direct mail, radio, television, film, e-mail, the internet, and social networking sites.

To spread the Gospel effectively, and to advertise our activities, we need to welcome the use of this range of media. However, widely accessible communication of this kind is not without its challenges. We need to be *proactive*: to create well-planned, appropriate and thoughtful links between the message, its intended audience and the means communication, so that the message is most likely to resonate with its intended audience. We also need to be *protective*: to reduce the problems that arise when ease of computer access leads to unauthorized and inconsistent posting of information, or inconsistency between information on one medium and similar material on another.

The rapidly changing nature of communications technology adds to these challenges.

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THE POLICY

BACKGROUND

The following policy applies to all forms of communication produced by St. David's

Part I: Summary

PURPOSE OF THIS POLICY

This policy has been designed:

- to guide, support and protect the “communication personnel” who take on responsibility for St David's external communications,
- to help others in the St David's community to understand what can reasonably be

- asked of these communications personnel,
- to protect the integrity and unique style of St David's information
 - to maximise our use of best practice in our external communications.
 - to minimise the risk to St. David's reputation that can be caused by improper and unauthorised external communications.

DEFINITIONS

“Internal communication” is defined as any means of conveying church-related information to parishioners.

“External communication” includes any public representation of St. David's to parishioners as well as to the greater community via news releases, interviews with news media on behalf of the church, newsletters, the St. David's website, social networking (i.e. Facebook, blogs), print advertising, and posters or displays using the St. David's name and logo.

“Communications personnel” includes salaried office staff and appointed communication officers.

KEY POINTS

- i. The purpose of church communications is to relay information about the Gospel and about our parish to a broad, or to a specific, audience.
- ii. St. David's incumbent and members of the clergy team have sole responsibility for editorial policies governing church communications.
- iii. Church communications may not be used for partisan political messages, or for paid advertising, unless this use has been authorised by the incumbent.
- iv. Only the incumbent may instigate, or respond to request for, communications with the broadcast media or press on behalf of the parish.
- v. The incumbent and members of the clergy team may authorize the parish's appointed communication officer, other communications personnel and/or parish staff to act on their behalf whenever required.
- vi. All of St David's social media sites will make it clear that, by posting a comment to that site, users give St. David's the irrevocable permission to exercise all rights with respect to the content provided. This includes removing the posted material, or using it for any purpose in any form and on any media, including but not limited to: displaying, modifying, reproducing or distributing it, creating other works from it, and publishing it.
- vii. All St David's communications will make it clear that if individuals under 18 years of

age, fill out any Submission Forms, send us an e-mail message and/or use any service on our social media sites which will require them to provide personal information, then they must demonstrate that they have the permission of their parent or guardian.

viii. At church events, if photographs or videos are being taken by communications personnel, this will be made clear to participants. Such photos or videos would normally be made available for use in church communications. If an individual or family member wishes that such photos or videos in which they or their relatives are prominently displayed should *not* be used, they should complete a Media Policy Opt-Out Form that is available online or from the incumbent. This will be used to direct communications personnel not to use such photos or videos. Similarly, the Media Policy Opt-Out Form can be used to instruct the church not to use an individual's name in communications.

Part II: Policy

PURPOSE OF CHURCH COMMUNICATIONS

The purpose of church communications is to relay information about the Gospel and about our parish to a broad, or to a specific, audience.

Probable audiences include the members and friends of St. David's, newcomers to the area, and others residing within the local community including Christians of all denominations, members of other faith traditions and all people of good will. Information will include information about the programmes, events and activities taking place at or being sponsored by the parish. The content and style of communications will be reflective of St. David's mission and goals.

RESPONSIBILITY

St. David's incumbent and members of the clergy team have the sole responsibility for editorial policies governing the print and electronic publications of the parish.

St. David's incumbent and members of the clergy team work in collaboration with communications personnel to maintain the integrity and quality of information being delivered by:

- including, in an unbiased way, content that supports or fulfils the above stated purpose.
- taking reasonable precautions to protect the privacy of parishioners.
- editing material that is too long or that needs correction in grammar, spelling, or style.
- refusing material that is not appropriate
- ensuring that the safeguards listed in the Key Points above (items vi to viii) are put into effect.

PROHIBITED USE OF EXTERNAL COMMUNICATIONS

Partisan Communication

Church communications may not be used for partisan political messages.

Association with, representation or endorsement of (or by) any political candidate, party, or campaign, whether actual or implied, is prohibited, unless approved by the incumbent and/or members of the clergy team.

Advertising

No aspect of church communications may be used to promote any activity resulting in financial gain of a staff member unless approved by the incumbent and/or members of the clergy team.

Unauthorised Communications Channels

Only the incumbent and members of the clergy team and communications personnel can authorise the communication channels that will be used for church communications.

Communications personnel will not make use of unauthorised websites, blogs, social network sites, direct mailings for church communications and should not use the parish name and/or logo on unauthorised channels.

Spokespersons

Only the incumbent or their nominated deputy may communicate directly with members of the broadcast media or press on behalf of the parish. Ministry volunteers are not authorised to represent the church in speaking to such media. Volunteers who are approached by the media must direct the inquiries to members of the clergy team or to communications personnel for referral to the incumbent.

Part III: Procedures and Guidelines

The following represents current Procedures and Guidelines for current channels of both Internal and External Communication.

PARISH WEBSITE

St. David's has one authorised website, <http://www.stdavidschurchexeter.org.uk>

Communications personnel such as the webmaster writes copy, selects graphics, takes and uploads photographs, enters news information, writes blog entries, updates the calendar, inserts suitable links and maintains the website in general.

The webmaster and website developer ensures that the website, website pages, and all links function properly.

The webmaster strives to ensure the website meets the needs of visitors, members, and

friends of the church and works with the developer to expand usage of the site.

Information from the parish bulletin is added to the site weekly.

The parish website includes links only to non-commercial sites that are not in conflict with the parish mission and goals.

St. David's communications personnel strive to be present at as many church functions as possible. However parishioners are always invited to send their own story or photos of events to the communications personnel for inclusion onto the website or in any parish communications.

When communications personnel are present at a function and taking photographs or videos, it will be announced that this is happening. Often, these will be made available for use on the website. If an individual, or family member, wishes that photos or videos in which they or their relatives are prominently displayed should *not* be used in this way, they should complete a Media Policy Opt-Out Form that is available online or from the incumbent. This will be used to direct communications personnel not to use such photos or videos. Similarly, the Media Policy Opt-Out Form can be used to instruct the church not to use an individual's name on the website.

It is St. David's policy not to post photos of children, or to identify them by name, in situations where a parent/guardian has completed the Media Release Opt-Out Form. Similarly it is our policy not to post photos of individuals, or identify them by name, if they have completed a Media Release Opt-Out Form. However mistakes can happen. If at any time an image appears on the parish website that an individual or parent/guardian wishes to be removed, they should contact the webmaster, and it will be removed immediately.

If individuals under 18 years of age, fill out any Submission Forms, send us an e-mail message and/or use any service on our social media sites which will require them to provide personal information, then they must demonstrate that they have the permission of their parent or guardian.

All comments submitted to our website will be screened by the webmaster to ensure that they are written in the spirit of being respectful of the church and its teachings.

By submitting a comment or material of any kind to a St. David's social media site, the user agrees to the following: St. David's may review all comments before they are posted, and edit them to preserve readability for other users, and may reject or remove comments for any reason. Comments will be deemed to be inappropriate if they use unsuitable language, attack a single person or group, make statements that are in contradiction to parish policy, or include spam that explicitly promotes a product or service. A decision to reject or remove a comment on other grounds can be made by St. David's incumbent and/or members of the clergy team.

The intention of these guidelines on the use of our website is to ensure that the site gives witness to the Gospel in a way that is open, transparent, and safe for all users.

SOCIAL MEDIA, i.e. FACEBOOK AND BLOGS

As the Administrator, communications personnel are responsible for managing content and the frequency of updates, and for monitoring commentary on our official St. David's Facebook page.

Content represents current and upcoming events, photos, news, and commentary related to the activities of St. David's. It is reflective of the parish mission statement.

All posts and comments should be characterised by Christian charity and respect for the truth. They should be on topic and should presume the good will of other posters. Discussion should take place primarily from a faith perspective.

Individuals should not post comments under multiple names or using another person's name.

No social media sites are to be created by individuals for church communication unless those individuals are employed by, or authorised by, St. David's.

The use of photographs, videos and names in our social media is governed by the same rules as those that apply to the use of photographs, videos and names on our website.

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St. David's WEEKLY BULLETIN

Content is compiled by the incumbent and members of the clergy team, in collaboration with communications personnel.

Due to limited space, not all material that is submitted to the incumbent, clergy team or communications personnel can be included. If it is not included, the team will do their best to include it in the following week's bulletin.

COMMUNICATIONS CHANNELS

St. David's incumbent, members of the clergy team and communications personnel have the sole responsibility for editorial policies governing print and electronic publications of the parish.

The following list reflects the current communications mix.

- Parish website
- Website generated communications
- Weekly Bulletins and inserts
- Special occasion Bulletins
- Posters and Displays
- Any other communication as authorised by St. David's incumbent and/or members of the clergy team.

DESIGNATED STAFF: The following is the current list of clergy and staff members who are involved in maintaining aspects of all communications.

Sue Holden – Website and Social media, publicity of events

Nigel Walsh - Twitter

Tess Lowe - Twitter

Richard Johnson- Twitter and Facebook

Helena Walker – Weekly Bulletin

Helena Walker - email list

St. David's Church reserves the right to amend this “St David's Church Communications Policy” from time to time. This will be done to address issues that may arise, or to accommodate changes in our parish.

This policy has been adapted from the Our Lady of Grace Parish Policy for External Communications, February 1, 2013. <http://mmredeemer.ca/wp-content/uploads/2013/02/Our-Lady-of-Grace-Parish-Policy-for-Communications.pdf>