

Communications Policies

The purpose of the First Church Oviedo's Communications Policy is to ensure high quality, reliable, and appropriate communications to all members of the church, visitors, and the neighboring community.

Church Publicity and Media:

- Weekly Email (goes out on Fridays)
- Sunday Handout
- Print Flyers
- Text Alerts
- Social Media: Facebook, Instagram, Twitter, Google
- Monthly Newsletter
- Announcement Slides (pre-service)
- Video Announcements
- Church Website
- External Publicity: newspapers, press releases, radio spots, banners, community event calendars, etc.

IMPORTANT NOTE: All announcements – whether in print or digital format – must be preapproved by the church office. If approved, the announcement may be edited as deemed necessary for content and length. The church's name and brand may also not be used on any publications or promotional materials without prior approval from the church office.

Send ALL requests to: dburton@fumco.net

Weekly Email, Sunday Handouts, Announcement Slides, Social Media, Text Alerts

- Announcement requests must be received by 5:00 p.m. on Monday.

Print Flyers, Church Website, Video Announcements

- Announcement requests must be received two (2) weeks prior to event.

Monthly Newsletter

- Announcements for the Newsletter need to be turned in *by the 20th of the month before the Newsletter is to be released.*

External Publicity

- Requests for special advertising such as press releases, newspaper ads, radio spots, or banners for promotion outside of the church need to be given to the church office at least three (3) weeks in advance of the event. If you or your ministry/committee wish to generate the news release or promotional material, it must be approved by the church office prior to publication. In addition, the event needs to be placed on the church calendar with date, time and location and any other information to be placed in the promotional materials.

Announcements for Community Outreach Groups

- All promotional space shall be used only for church related or sponsored events and activities. This policy includes all paper and electronic publications, bulletin boards, counter displays, posters, flyers, handouts, stickers, bookmarks, or other signage on church property. Requests which meet this requirement may be directed to the church office. Placement of flyers on windshields in the church parking lot is prohibited.

Print and Online Advertising, Marketing and Information

- No print or online advertising, marketing or information (including newspapers, magazines or online articles) should be arranged-- with or without cost-- on the church's behalf without the review and approval of the church office.

Emergency Communications

- When a significant event or grave situation occurs at First Church Oviedo, local schools, or community area, it is important to communicate the event or situation to the church office immediately. This may include, but not be limited to natural disasters, accidents with injury or death, law enforcement or fire fighter notification and response, or a serious misconduct by a member, visitor, or staff. No one should speak on behalf of the church without receiving prior consent from the Senior Pastor.

Privacy of Church Member Information

- First Church Oviedo is committed to maintaining the privacy of its membership. The church will take all reasonable measures to ensure the confidentiality of member information to include but not be limited to home addresses, family membership, email addresses, and contact information. Email distribution lists, contact lists or mailing lists containing member information may be used only for communications related to the activities of the church, staff, committees, or sponsored groups. Under no circumstances may member lists be used to solicit or communicate events or activities which are not specifically church-related.