

Communications Policy as of May 2023

General rules

- The communications team, in consultation with the senior leadership team or the executive director as is sometimes appropriate, will determine where and when your event gets advertised*
 - Any specific advertising platform requests will be taken under advisement only.
- All design and graphics will be designed through the communications team
 - If you create your own and post it in the atrium or at St. Andrew, it will be taken down.
 - You are welcome to send us your design as an example/idea to communication@gostandrew.com and we reserve the right to change it to fit our style guide and be consistent with St. Andrew's look and feel.
- We reserve the right to change the language of your event and description to promote inclusivity. For more information about what inclusive language is or how it may impact your event please visit: <https://www.apa.org/about/apa/equity-diversity-inclusion/language-guidelines>
- Please submit events at least **two months** in advance
 - Event submissions will be accepted up to one month in advance, however, we cannot promise advertising for your event under those circumstances
- Every event needs its own form unless it is a recurring/ongoing event.
- We will not use personal emails on any advertising to protect information.

*Determined platforms and advertising is contingent on:

- **Audience** (who is invited)
 - It will be prioritized if: 1) this is an open event to the entire congregation/community, and 2) if you expect 100+ people.
- Other events
 - If there is a **large annual event** (I.e., Big Serve, Educator Appreciation, Pride season, the Block Party (formerly Come & See), etc.), it will take priority in all publicity platforms.
 - If your event is generated from within the St. Andrew community, it will take priority.
 - Unless previously discussed, if your event is put on by an outside community using the space, it may be deprioritized.
- Time
 - If you submit your event early with all necessary information, it will be prioritized on the calendar.

- If you submit your event late or ask for promotions at the last minute, it will likely not be prioritized due to time constraints and other considerations.

“Big Event” Definition: An event that happens annually, or a one-off event that expects more than 100+ people to attend and is open to the entire community.

“Small Event” Definition: An event that happens one time, expects less than 100 people to attend and/or is only open to a specific demographic.

“Early/On Time Submission” Definition: At least two months in advance of event and includes all key details, including a description.

“Late Submission” Definition and Expectations: One month or less from your event day or is missing key information. No promises or expectation that your event will make it into St. Andrew advertising.

“Recurring/Ongoing Event” Definition: This is an event that consistently meets across a span of time and has the same room needs every time. For example, a class that happens every Tuesday for four-weeks or an event/meeting that happens the first Saturday of every month. If the event has different room needs, each needs its own event form.

Specific platforms:

- Main St. Andrew Weekly (“eNews”)
 - 4-6 events per eNews
 - Big events will be advertised for a few weeks
 - Small events will be advertised one week before the event
- Ministry Specific Newsletters (Music, Social Justice, Adult Education, SAGEs, Outreach)
 - As previously discussed with the specific ministry leader overseeing your event
- Worship Slides
 - Ministry areas will be advertised only (Except for big events: e.g., generally Outreach is advertised but during Big Serve lead up, the Big Serve event will be advertised).
- Anything with a pulpit announcement will have a screen slide
- Social Media (Instagram/Facebook)
 - Determined by communications team as fit
 - Spotlights and videos will be prioritized
 - Small events will not be advertised
- Pulpit announcements
 - Big events or small events with large audiences;
 - Executive Director in conjunction with the Senior Leadership Team makes the final decisions on pulpit announcements.

- Bulletin
 - Big events or communication team determined small events
 - Generally, what's coming up the following week or two

- Downloadable calendar
 - All events contingent on submission date
 - Downloadable calendar (I.e. <https://gostandrew.com/wp-content/uploads/February2023.pdf>) is built 2 months in advance.
- E-Calendar (www.gostandrew.com/events)
 - All events

By having an event at St. Andrew, you agree to this policy. For any questions, please email communication@gostandrew.com.