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Trinity Presbyterian Church Official Communication Policy

Both the content and the media for official communication within a church are important, not only for conveying necessary information (e.g. service opportunities, session decisions, etc.) but also for establishing and affirming priorities. This is particularly the case with regards to our “Two Kingdoms” philosophy, for which the choices we make regarding the *what* and the *how* of communication will make subtle statements about our perceived mission of the church.

There are currently four primary forms of communication with the TPC congregation: 1) Post-worship announcements, 2) the Sunday bulletin, 3) the weekly church-wide email sent by the church administrator, and 4) other church-wide emails sent to address particular subjects. The following guidance is established pertaining to the use of each of these four communication forms.

1. **Post-worship announcements:** Announcements should pertain to TPC-sponsored activities, particularly those that are related to the Great Commission (i.e. the preaching of the gospel and the building up of the church). Examples of appropriate announcements include notifications about upcoming Men’s/Women’s ministry events, requests for volunteers in TPC ministries, and communication about opportunities for service within the TPC body.
2. **Sunday bulletin:** The bulletin serves as the written form of the post-worship announcements, and therefore anything that is appropriate for announcements is also appropriate for the bulletin.
3. **Weekly church-wide email:** The weekly email provides a medium for wide dissemination of information throughout the church body, including all members and regular attenders who have provided contact information in CCB. It also provides a more enduring form of communication, since it is accessible in electronic form and is available to those who may miss Sunday morning worship. All items in the first two bullets are appropriate for inclusion in the church-wide email. In addition, a section entitled “Other opportunities for service” may list ministry opportunities that coincide with the values of TPC but are not necessarily TPC-sponsored. Examples include fundraisers for a pregnancy clinic, events hosted by sister churches, and opportunities to attend local Christian conferences.
4. **Other church-wide emails:** Additional church-wide emails may be sent as a means of a more enduring and wide-spread form of communication, especially for communication from the session to the congregation. Examples include requests for volunteers, announcements about important session policy decisions, and communication regarding the building committee activities. To reduce the amount of email communication sent to the congregation, efforts should be made to use the church administrator’s weekly email as a primary form of electronic communication, reserving

separate emails for special communication. Church-wide emails will be sent out using CCB by either an elder or someone designated by the session.

All post-worship announcements, bulletin items, and items for the weekly church-wide email must be submitted to the church administrator no later than the Wednesday prior to the announcement date. The church administrator may set an earlier deadline if required due to travel, etc. If the church administrator is in doubt as to the propriety of a proposed announcement, the Elder for Administrative Oversight should be contacted for guidance.