

Woodlawn United Church ***Communications Policy***

Policy Statement

- 1. All Woodlawn United Church (WUC) communications and publicity will be in harmony with the ethos of WUC and the United Church of Canada.**
- 2. All communications and publicity will be presented in a respectful and inclusive manner.**
- 3. WUC will provide transparent communications regarding policies, services and initiatives.**
 - a) Policies will be kept in a binder that is maintained by the office administrator.
 - b) Policies will be displayed on the website.
- 4. Communications will be clearly presented in a variety of ways/means/formats so as to be readily accessible to the congregation and the public.**
 - a) Ways to share information include but are not limited to: the bulletin, monthly calendar/insert, website, electronic newsletter, e-mails, bulletin boards, the screen in the sanctuary, telephone, signs on church grounds.
 - b) Adapting communications to meet the diverse needs of people must be a consideration: e.g. large print bulletins; use of the assistive hearing means; use of accessible and inclusive language.
- 5. Publicizing events, programs, and information in any format (bulletin board, website, newsletters, social media sites, etc.) will follow procedures established by the C/PR Team Officers.**
- 6. Confidentiality is important and the laws regarding privacy will be followed.**
- 7. Commercial advertising is generally not permitted at WUC.**
- 8. WUC will not publicise activities or events which are in conflict with our own.**

Communications Procedures Established by C/PR TEAM on Nov 25th, 2014

1. Community events may be posted on the two bulletin boards located at the entrances to the Fellowship Hall. These are clearly labeled "Community Bulletin Board".
 - a) Only announcements that fall into the following categories will be advertised:
 - i) WUC-sponsored events and announcements. (However, all events that are happening in the Woodlawn United buildings may be posted on the website calendar unless they ask that they not be included).
 - ii) Presbytery-sponsored events.
 - iii) Conference and United Church of Canada information items.
 - iv) Humanitarian/Social Justice Actions that have been vetted and authorized by C/PR and/or Ministerial Teams (e.g. 10,000 Villages Sale; jeans collection for homeless youth).
 - v) Local church religious/spiritual events.
 - b) Announcements may run for a maximum of three consecutive weeks in the weekly bulletin or appear in the monthly calendar/insert. They must be submitted to the Office no later than Thursday 8 AM to be included in the bulletin.
2. Any material to be exhibited on the display units in the Narthex must first be approved by the church staff.
3. A Congregational E-News will conform to the Communications Policy protocols.
4. **SPECIAL CIRCUMSTANCES**: When time-sensitive or critical situations arise, which can only be resolved by actions outside the established Policy and Procedures protocols, that resolution shall be achieved by contacting directly, at least one member of the C/PR Team Officers *or* a member of the ministry team, and securing agreement for the proposed action. This action shall then be conveyed to the C/PR chair by email or other appropriate contact means. Should a similar action be necessary three (3) times in a Program Year, the C/PR Team Officers shall be called to meet and consider appropriate Policy and Procedures revisions in view of the circumstances necessitating the above actions.