



Comm- unications Standards

*How NewSpring Church should write, speak and
communicate clearly and consistently in all mediums*

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BASIC INFORMATION

All writing should be:

Accurate Make sure the facts are correct, double check names, numbers and spellings.

Brief Get to the point quickly.

Engaging Use fiction approach to non-fiction (make it interesting). Leave readers with something to remember.

Informal Copy should reflect our leadership and church personality. Use humor where appropriate. Have fun. Avoid use of second person narrative as much as possible. Avoid local inside jokes and stories since most writing will likely be used at our other campus locations.

Informative Find ways to reflect our mission and core values.

Consistent Copy will conform with the guidelines of the Associated Press Stylebook with minor modifications **See next page.*

PUNCTUATION, SPELLING & GRAMMAR

Common errors that occur in copywriting

Apostrophe Avoid using apostrophes in plurals. *Example: CDs, URLs*

Bullets Use consistent types of bullets in publications.

Capitalization Avoid all caps, except for emphasis. It gives the impression of YELLING. Capitalize pronouns when referencing the Deity. *Examples: God, Father, Holy Spirit, He, Him*

Commas In lists of three items or more eliminate the comma before and/or. *Example: She has books, tape and paper.*

Exclamations Use sparingly!!!!!!

Hyphens Do not hyphenate words at line breaks. Never hyphenate Web site addresses.

Numbers Spell out numbers one through nine and use numerals for 10 and above.

Periods One space after periods and at the end of sentences. Omit periods in incomplete sentences.

Titles Do not use courtesy titles. *Examples: The Rev. Perry Noble*

PUNCTUATION, SPELLING & GRAMMAR CONT.

Punctuation in Quotes The period and comma always go inside the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

Abbreviations Avoid using abbreviations.

Sentences Choose active versus passive voice.

Titles Italicize titles to increase readability.

Dates Don't abbreviate.

Email Italicize and lowercase email addresses in sentences. Never hyphenate email addresses.

Phone Phone numbers should be separated with dashes.

Times Write times consistently. Use am/pm lowercase without periods. *Example: 4:30pm*

Web Use lowercase for all web addresses except www.NewSpring.cc. The "www" is unnecessary on any other .com, .net, .org domains. Web is capitalized when referring to the world wide Web or Web site. When used as an adjective like web address or web copy it is lower case.

PROOFING* & EDITING

Even the best written copy will turn off readers if it includes errors

Accuracy Double check dates, times and names.

Audience Is the copy simple, and does it communicate to our members and guests? Does it communicate to first time visitors?

The Basics Are all the details of the Who, What, Where, When, Why & How included in the copy?

Style Is the copy consistent with the voice and style of writing of NewSpring Church?

Spelling Double check spelling. Have someone who is not familiar with the document check for spelling.

Terminology Does the copy contain correct NewSpring terminology? *Examples: Anderson campus, Greenville campus, Florence campus*

* It is important to proof your copy before it is published and have at least one other person, preferably who is not familiar with the text, proof for errors.

WEB SITE

www.NewSpring.cc

Direct all promotions traffic through www.NewSpring.cc. This creates a single, unified view of the church.

Always design under the context of low-to-no maintenance. Automate whenever possible. If you can't maintain it, please don't implement it. Abandoned or rarely-updated content is unprofessional.

Design from the outside in, not the inside out. Make it user-centric not organization-centric. Build around services, not the organizational chart. Fairness and/or equal promotions for all ministries is not a communications priority.

Design for re-use and reach. Recycle existing information and provide multiple entry points for the same information.

Reduce noise and keep it simple.

Facilitate connections. Everything should be relational and interactive.

WRITING* FOR THE WEB

Web copywriting is a first impression of NewSpring Church

Use the inverted pyramid style (*e.g. Information/content flows top to bottom from most important to least important*)

Separate text into bulleted points

Use short phrases

Use active voice

Never use “*click on*” or “*click here*”

Use meaningful sub-headings

★ People read information on the web much differently than they do printed communication. Instead of reading each line, they tend to scan the page for important content. It's vital that our web copywriting still communicates to them.

VOICE MAIL & EMAIL

Making sure your personal interactions still carry the NewSpring brand

Your voice mail message should include your name and title or area of ministry at NewSpring Church. All voice mail messages are to be returned within 24-48 hours. Staff cell phone numbers are confidential. Never give out staff cell phone numbers to anyone.

Member/attendee information is also confidential.

All email should be returned within 24-48 hours.

Email signatures should be consistent with **all staff** and set in Normal font selection in Gmail. Include your name, title, NewSpring Church, www.NewSpring.cc and phone number (cell optional). **No Images.**

Example Andreas Stavropoulos
Assistant to the Assistant Manager
NewSpring Church
www.NewSpring.cc
Office: 777-777-7777 x7777
Cell: 777-777-7777

If your current email signature does not conform to these guidelines, please change it immediately.

PROMOTIONS*

All ministry opportunities we have at NewSpring church encourage people to take their next steps in their relationship with Jesus.

It's important to communicate clearly everything that is needed to make events successful. Complete the following steps for every event, class, team opportunity or other announcement.

- Enter the event in EventU (contact IT Team for a username and password). This is required for **all** events.
- Think about what you're trying to communicate to people while you're entering the information in the fields. The information you enter in this section will be used to communicate the who, what, when, where and why about your event.
- Monday at 10am is the deadline for weekly promotions in EventU.
- Do not contact individual teams. *Example: Do not contact the Security Team for chairs.*
- Be sure to include if your event will need online sign ups
- All promotion requests will be considered for announcements in the following communication vehicles based on timeliness and scope: eNewsletter, Platform, Bulletin, www.NewSpring.cc, Media Relations. If you have specific thoughts or ideas of promotion methods, include them in the promotions request form in EventU. A request for a specific communication vehicle (e.g. Platform) is not a guarantee that your announcement will be made via that vehicle. Promotions are not based on fairness; promotions are based on ministry priority.

* All promotions for any event, on campus and off campus, are coordinated through the Communications Team. Always contact us first.

MEDIA RELATIONS*

Effectively establishing & maintaining relationships with the public audience

For each targeted event or audience, the Communication Team helps facilitate and implement strategies to make it run smoothly for media access. A typical plan for publicizing an event may include:

- Coordinate any pre-event publicity.
- Assemble all event information.
- Distribute press release and media packets (if applicable) to comprehensive media list.
- Scan local press for coverage and maintain press clipping book as archive.

Other Media Relations

- Writing/editing
- Develop relationships with media contacts
- Media pitching and Media alerts/press releases
- Media distribution list maintenance
- Special events
- Editorial requests

If you have something you consider news worthy and would like publicity, please contact the Communication Team. Please remember that no news releases should be sent out, interviews conducted or endorsements provided without first consulting with the Communication Team.

★ If you are contacted by a media outlet, contact the Communications Team before you respond.

Thanks, friend.

STILL HAVE QUESTIONS?

Email us at communications@newspring.cc