



Interim Communications Strategy & Protocol Overview

February 2020

Role of Communications

Communications aims to ensure that the voice of PCC, in its deployment of all communications, is accurately conveyed with the high standards set forth—for clarity and content quality.

Like all PCC departments and ministries, Communications functions with an overarching purpose to further the mission and goals of our church—within the realm of its expertise and authorized purview. As part of PCC’s organizational structure, Communications resides within the Worship & Creative Arts Team (W&CA),

Below is an outline of an interim communications protocol. In the future, we will assess how best to integrate the church with our other three entities.

Interim Communications Protocol

An interim protocol is presently being implemented, in order to uphold the aforementioned objectives. Communications, under the umbrella of W&CA, will simultaneously be performing a needs-assessment and will be crafting improved structure/pathways that can support PCC staff in achieving the church’s goals. The *interim* protocol allows us to take one step forward toward advancing a healthier process within our organization.

Communications Initiatives

A communications initiative represents any effort to disseminate information from PCC staff/leadership to the church body or beyond those perimeters.

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INTERIM COMMUNICATIONS PROTOCOL

PCC always has a lot to say! To that end, Communications recognizes that vetting every initiative with the same degree of scrutiny would not be scalable or sustainable. For now, the following parameters are being set forth.

What gets channeled to Communications for review, *prior* to production/distribution?

- Any correspondence that is to be distributed to 100 or more people.

How are communications requests to be made to Communications?

- Via an online [communications request form](#).
- Expectations are set within the parameters of the form.

What are methods of communication that PCC uses to reach people?

- MailChimp mass email
- Printed collateral — such as signage, flyers, postcards, brochures, mailed letters
- Website
- Social media

What will Communications do with the information provided in each request?

Each communications initiative will be assessed for content, clarity, and overall adherence to the values and standards of PCC. That said, every effort will be made to maintain the intended tenor. Information gathered on the request form helps us understand your desired intent. Assessment and modifications will be based on our understanding of the submitted request.

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