



Oregon Synod  
*Walking Together Into Courageous Love*

# Communications Policy

Updated 6-1-2023



## Guidelines for Synod Communications

Thank you for sharing your ministry with us!

### Communications staff person

Our one communications staff person works quarter-time, therefore, not every day of the week. To ensure the best chance for your content to be included, send well in advance of the deadlines.

### Written content

For inclusion in our communications, written content should be limited to approximately 100 words or less. Longer content may be subject to edits by Bishop's Office staff.

### Visual content

For inclusion in our communications, visual content should be less than 600px on either dimension. If your image is bigger than this, Bishop's Office staff will reduce it to fit the parameters. If you have writing on your graphic, make sure it is in large font, otherwise it

will become blurry and/or unreadably small when the sizing is reduced (often making the graphic unusable).

## Videos

If you have a video you would like to share, it needs to first be uploaded to a YouTube or Vimeo account. Whether we use your video will depend on quality, length, and total number of videos in that specific communication. The Oregon Synod YouTube channel is currently reserved for synod events and Bishop's Office staff videos.

\*There are rare exceptions at the discretion of the bishop\*  
\*The synod retains editorial oversight over all content, both written and visual\*

## E-news

Many activities and events happening throughout the synod are eligible for inclusion in our regular e-news. We will always do our best to include your content, but our team is small and unplanned events do happen. We thank you in advance for your grace and understanding.

### Friday E-news

We send a weekly email to our rostered ministers and church staff every Friday morning. To be considered for inclusion in this email, send your content (written and visual) by 8 am the Friday before. (This does not guarantee inclusion the following week as our communications staff person works quarter time. Sending materials before this date is advised.) If you send your content many weeks in advance, communications staff will determine the best time to begin sharing.

### Monthly E-news

We send a weekly email to our entire email list on the first Wednesday of every month. To be considered for inclusion in this email, send your content (written and visual) by 8 am the Wednesday before. (This does not guarantee inclusion as our communications staff person works quarter time and occasionally the e-news is finalized earlier. Sending materials before this date is advised.)

## Oregon Synod Initiatives

Oregon Synod initiatives, specialized ministries, committees, and teams can occasionally send out stand-alone emails separate from our regular e-news. **The content must first be approved by the Bishop's Office.** Our communications staff needs at least thirty days' notice of your intent to send out an email so they can plan for time to create it and schedule it to fit in with

other already planned communications. The same policies apply to these emails (no solicitations for outside organizations, no product promotion, etc.) An urgent, last minute need will be decided at the discretion of the bishop and will depend on staff availability.

## Event Promotion

For an event to be considered for promotional opportunities, all event information must be received and approved by the synod Bishop's Office a minimum of two weeks prior to the date of your event.

### Make sure you include:

- Event name
- Date and time
- Location
  - Address or link to website with address
  - Zoom registration link
- Event description

### If you have them also include:

- Link to event webpage
- Link to event Facebook page
- Event graphic—if it is greater than 600px the size will be reduced. Make sure any writing is in large font or the graphic may be unusable.

Upon approval, your event may be posted:

- On Facebook— Your Facebook event page can be shared to the synod page. The synod Facebook page is public.
- Through the synod e-news. This list goes out to those who have signed up for our emails and includes: rostered leaders, church staff, partners, and congregants.
  - It is up to the discretion of the synod office which e-news audience your event is appropriate for. (For example, events geared to ministers will appear in minister updates, not in the monthly e-news.)

Events we do promote:

- Oregon Synod events
- Events we are sponsoring
- Special events by Oregon Synod ministries intended for the general public

- Selected regional events hosted or sponsored by our partners in ministry and advocacy
- Selected ELCA events

Events we do not promote:

- Events unrelated to, or in conflict with, the mission of the Oregon Synod
- Birthday parties or retirement parties
- Events that are not open to the general public
- Regular events - church services, annual church holiday fairs, Bible studies, etc.
- Events focused on selling products. Exceptions may include:
  - Synod ministry-related websites for services and products based on appropriateness, quality and professionalism. These must be approved by the bishop and require more than two week's notice.
  - Materials for sale created by rostered ministers may be shared through our Facebook page.
- Internal fundraising events for congregations
- Fundraisers for external organizations

## Facebook

We are happy to share your Facebook events for events open to all members of the Oregon Synod. (We do not share weekly events or fundraisers.) Send us a link to the Facebook event and we'll add it to our page.

Did you create a ministry product? We will share products created by synod members in a post on our Facebook page.

## Product promotion

Congratulations on creating a ministry product! We are happy to share it as a post on our Facebook page. We do not include items for sale in our emails.

We will publicize synod ministry-related websites for services and products based on appropriateness, quality and professionalism. These must be approved by the bishop and require more than two week's notice.

If your product is free, make sure to include that information when you send in your written and visual content. All products must be in alignment with the synod's values and ministry goals.

# Solicitations

There are so many amazing charities and projects to support. (There are 9,800 nonprofits in Oregon!) For this reason, we do not solicit for nor promote fundraisers for partners, outside organizations or individual congregations through the synod communications (except for rare exceptions made by the bishop).

We do provide donation links for ELCA, disaster responses, and other Lutheran organizations such as Lutheran Community Services NW and Camp Lutherwood.