

# Promotion Guidelines

Our desire is to help people connect with their church and walk out in the purpose God has for them. As a Communications Team our focuses are:

- To inform and communicate to our Bayside family about events, initiatives, and ministry areas
- To inspire attendees to take action in and within Bayside

## Guidelines

Creative Resourcing oversees Bayside Community Church communication channels. We will work with Ministry Resourcing representatives to implement appropriate strategies according to the Creative, Events, and Communications Resourcing Arcs.

## **The 50% Rule**

In a world where our focus is constantly being required to shift, it's important to us that people are receiving content that is valuable and relevant to them. We use our channels in a way that minimizes information overload and ineffective communication, while maximizing engagement and cohesiveness. As a rule of thumb, *if an event or initiative may not apply to at least 50% of the attendees, it may not have church-wide communication.*

## Channels

### **In-Service Announcements or Videos**

When it comes to in-service promotion, your ministry is important to us, so we strive to avoid information overload so that those hearing (or seeing) platform promotion are not fatigued with too many options on any given weekend. Our time in service for announcements is limited; because of this, we have to limit the number announcements in each service. Announcements will be decided based on global event priority, audience relevance and vision. As a standard, if an event or initiative may not apply to 50% of the attendees, it may not have platform communication. When it comes to MC verbal announcements and videos, Creative Resourcing will work with Ministry Resourcing to promote global events.

- **Promotion Opportunities:**

- *Campus-Specific Live Announcement:* If you desire to include a campus-specific event (Dream Team events, worship nights, etc.) in your MC moment, please make sure the announcement fits the parameters for a weekend service campus specific live announcement. These parameters would include relevancy to at least 50% of the room, a spoken length of no more than 2 minutes, and is something that falls in line with Bayside Community Church's overall mission and vision. Please reach out to the Communications Director before including and if you would like to discuss any exceptions.

## **Website**

The goal for our website is for it to be the “front door” to our church. Meaning, the primary focus is to always give a guest the ability to find the when & where for our weekend services in a matter of seconds. Ministries and campuses are responsible for putting their own events, outreaches, groups, and other initiatives in Planning Center so that they have a presence on our Events page.

- **Promotion Opportunities**

- *Quick links:* As our ministry priorities shift throughout the year (in accordance to the Global Snapshot), we will update our Quick Links section (pop-up box in the lower left of homepage), focusing on the primary items we will be talking about that weekend, plus any key focuses as there is room. Upon request and availability, we will consider your desire to be present in this.
- *Misc. website updates:* We recognize that there are sometimes updates needed to existing content, and updates can be submitted through the appropriate Website Request Form. New content will be considered on a case by case basis.

## **Email Communication**

Email is one of the best ways to communicate with individuals, and can be done independently (mostly) through your ministry area!

- **Promotion Opportunities:**

- *Targeted sends:* Our global emails are reserved for global events, but you are welcome to send your own campus/ministry emails through targeted lists of under 500 people using PCO (see more in our channel guidelines). If you are executing your own send, you are responsible for ensuring information in your email is accurate and appropriate proofreading is done. If you desire to work through strategy surrounding your targeted emails, please connect with the Communications Director.

## **Foyer Presence**

Creative Resourcing oversees the foyer experience for all holiday and global events. We will reserve foyer space in coordination with Ministry Resourcing representatives, and placement will be noted on the Global Snapshot Google sheet.

- **Promotion Opportunities:**

- *See a more detailed explanation of our foyer guidelines & opportunities.*

## **Social Media**

We strive to keep our posting to about 25% promotional content for global events, and the remaining 75% to content that encourages, inspires, and tells stories about what God is doing here.

- **Promotion Opportunities:**

- *Sharing a story about your ministry:* If you have a story to share on social media from your ministry area, please share with Olivia Peebles at [olivia.peebles@mybayside.com](mailto:olivia.peebles@mybayside.com).
- *Facebook groups:* Ministry Leaders may reach out to Campus Facebook Group Admins to request posting for church-wide events. (I.e. Grief-share, Special Space events, etc.) – see more in our channel guidelines.

## **In-Service Handouts/Graphics**

Screen graphics and handouts are almost always paired with some type of global promotion.

- **Promotion Opportunities:**

- *Campus/Ministry-Specific Material:* If a Campus/Ministry needs a screen graphic, handout, or any other campus-specific material for a weekend service, please submit a Creative Request form. Doing so allows for both global and campus-specific messages to be communicated effectively and within Bayside's brand standards.

## **External Marketing**

We will help you build an external marketing strategy on a case by case basis. It is more effective when a ministry or campus comes prepared with a budget and goals. Together, we will collaborate on specific marketing initiatives.

## **Misc. Print Content & Signage** (Ex.: Merch, Banners, A Frames, Pop Signs, Posters/Flyers, etc.)

Branded content should be designed by our Creative Resourcing team after a Creative Request Form is submitted. Occasionally, you may have something that has not been designed by Bayside; please send Creative Resourcing the file for a quick review. The

team will work diligently to ensure Bayside's brand standards are followed, while still enabling localized content.

**For more information or questions, please reach out to  
hannah.jones@mybayside.church.**