**LANSING SDA COMMUNICATIONS GUIDELINES**

**Communications Email:** [**lansingsdacommunications@gmail.com**](mailto:lansingsdacommunications@gmail.com)

**\*\*Please send all announcements to this email\*\***

**Team Members:**

**Rachel Cabose – Communications Leader, Email Newsletter, website**

**Melissa Sharley – Church Secretary – print/online bulletin, OneCall**

**Sheri Christie – Facebook**

**Judy Ringstaff – Reporter**

**Sam Calvelage – Church Sign**

**Ron Gruesbeck, Jr. – Audio-Visual**

**HOW WE SERVE**  
Our **Communications Team** consists of the church secretary and multiple volunteers who work in various capacities to ensure the church ministries’ communications needs are met by training, equipping and assisting with various communication opportunities we have in place. Let us know if you need help learning to use any of the communication tools!

These areas include:

* **Church Communications**
  + **Announcements** - printed in the bulletin and updated on Church Center app and church website and announced via OneCall (church secretary/ministry leaders); emailed in the newsletter (Rachel): posted on the AV screen at the beginning & end of the church service (Ron); posted on the digital church sign (Sam)
  + **Events Calendar** - updated online weekly under News/Upcoming Events (pulled automatically from Church Center calendar)
* **Social Networking Management** - Manage social networking sites for the church including Facebook (Sheri) and YouTube (Ron)
* **Website Design and Content** - Manage the design, functionality and upkeep of the church website (Rachel/Pastor Phil)
* **Additional Event Promotion** - Strong Tower Radio

**FOR MINISTRY LEADERS: HOW TO ANNOUNCE YOUR MINISTRY EVENTS**

* BULLETIN (print/online), ONECALL AND E-NEWSLETTER: **DEADLINE is 9 am Wednesdays** to guarantee inclusion. Use one of these methods to submit announcements:
  + EVENTS (anything tied to a date/time): Ministry leader or a designated team member should post events on the [Church Center Calendar](https://calendar.planningcenteronline.com/). Please submit information **at least 30 days** before your event for proper promotion.
  + GENERAL ANNOUNCEMENTS (ministry needs, reports, etc.): Use the [Announcement Submission Form](https://lansingadventist.churchcenter.com/people/forms/289940). Send proofread & in final form.
  + These links are also on the LansingAdventist.org website under [NEWS/ SUBMIT AN ANNOUNCEMENT](https://lansingadventist.org/news-2/submit-announcement/), or in the CHURCH CENTER App under MORE/ SUBMIT AN EVENT OR ANNOUNCEMENT.
  + If you have trouble with the above methods, see Rachel or Melissa for help, or email the information to [**lansingsdacommunications@gmail.com**](mailto:lansingsdacommunications@gmail.com).
  + Please send graphics as .jpg or .png, not pdf. Contact the communications team if you need someone to help your ministry create graphics.
* FACEBOOK - [CHURCH FAMILY GROUP](https://www.facebook.com/groups/1392440771050963): Ministry leaders/team members are responsible for posting their own announcements and events on the Lansing SDA Church Family Facebook private group. This helps your team reply directly to any comments/questions.
* FACEBOOK – [PUBLIC PAGE](https://www.facebook.com/lansingadventist): This page is for events/announcements relevant to the community. If you want editor privileges for your ministry team, please contact Sheri.
* CHURCH SIGN: The communications team will select key events to feature on the sign.
* SCREENS: To have your announcement shown on the screens up front, email the AV team at [lansingsdaapple@gmail.com](mailto:lansingsdaapple@gmail.com).
* STRONG TOWER RADIO: Submit community-oriented events to the [Strong Tower Radio Community Calendar](https://strongtowerradio.org/community-calendar/). (Scroll down to see the submission form.)

**FOR ALL MEMBERS: WAYS TO KEEP CONNECTED**

* Church Center App and Directory – [Lansing SDA Church Campus - Lansing Seventh-day Adventist Church (churchcenter.com)](https://lansingadventist.churchcenter.com/home) Please create your account and add yourself to the directory with contact information! You can see upcoming events and find other useful links in the app. Call the church office (517-321-1963) if you have questions/problems.
* [Online Events Calendar](https://lansingadventist.org/upcoming-events-2/)
* Weekly E-newsletter – [**SIGN UP FOR NEWSLETTER**](https://lansingadventist.org/join-news-letter/)
* OneCall – Phone message with news/events. Contact the church office to sign up.
* Be sure to take note of the [Bulletin](https://lansingadventist.org/bulletin), the slides on the church screens, & the church sign
* Facebook - [Lansing SDA Church Family](https://www.facebook.com/groups/1392440771050963) (Private Group for church members & regular attendees only): JOIN, LIKE, FOLLOW, INVITE & POST. Please don’t invite friends who are not church members or regular attendees to join this page. It is private due to occasionally sensitive info (addresses, phone #’s, pictures of our children). Any medical-related prayer request should have permission from person/family involved.
* Facebook - [Lansing Seventh-day Adventist Church](https://www.facebook.com/lansingadventist) (Public Page). This is the page where you can share posts and events to your newsfeed. Please DO Like & invite others to Like this page. Social Media can be an evangelistic tool if we use it to share events and posts.
* Lansing Adventist [YouTube](https://www.youtube.com/user/lansingadventist) channel – We LIVESTREAM here every Sabbath. Please LIKE, SUBSCRIBE & SHARE!
* [StrongTowerRadio.org](https://strongtowerradio.org/) / [str.fm – Listen online](https://strongtowerradio.org/streaming/) / Promote your events or Donate
* [Michigan Conference Website (misda.org)](https://www.misda.org/) – Departmental resources, Conference Event Promotion - [sign up for weekly MISDA newsletter](https://confirmsubscription.com/h/t/C3E6446A5CF1AA7F)