

## COMMITTEE APPOINTED COMMUNICATION LIAISON(S)

### Role of the Communication Liaison:

To help ensure everything related to your committee/group (and its events, etc.) is communicated clearly and timely to the congregation, and when appropriate, the community at large.

### Questions to Ponder:

Does the congregation know about the committee, its purpose, programs, members, reach, etc...? Is information about how to get involved available? Is there testimony to share from someone in your group? Are there photos? Has your faith deepened through your committee involvement/its work, programs? If so, can those messages be shared? Telling our story is the best way to highlight the amazing way we participate in our community of faith, and roll up our sleeves and do God's work.

### How to Get Your Message Out:

The Communication Liaison should be mindful of the following communication vehicles and the request timeframes:

- **Website** ([www.wscongo.org](http://www.wscongo.org)). Is the current content accurate? Is the story being told? Are upcoming events listed? Is information about previous events listed (if applicable), photos, goal accomplishment, etc.)? End result realized? New (or revised) content should be emailed to Erica Alletto at [erica@wscongo.org](mailto:erica@wscongo.org). Please allow 5 business days for updates (they will be done sooner if it is possible).
- **Weekly email**. The weekly email is sent on Wednesdays. Submissions are due by **5pm on Mondays**, [erica@wscongo.org](mailto:erica@wscongo.org).
- **Bulletin**. If you would like something in the "Looking Ahead" section of the Sunday bulletin please email Beth Tracy by **5pm on Wednesdays**, [beth@wscongo.org](mailto:beth@wscongo.org).
- **Monthly newsletter, Gatherings**. Gatherings is released during the first full week of every month. Articles/submissions are due by the **20<sup>th</sup> of the month prior**, and should be sent to Erica, ([erica@wscongo.org](mailto:erica@wscongo.org)). Please proof read submissions and understand that there may be slight edits based on space restrictions.
- **Facebook post**. Please note this communications channel is still in development. As of fall 2017 we are trying to limit the number of FB post to a maximum of one daily. In case there are multiple requests for posts, it is suggested that you submit the request and info for the post one week in advance.
- **Bulletin board** in Education Building. You may post information on the board at any time. If the board is full, please talk to Erica about how to make space.
- **Emails to a targeted audience**. Starting soon, the communications will be sent through REALM (the new church database). Please contact Jeannette Lloyd, Erica Alletto, or Beth Tracy with questions.

No matter what the communication vehicle, **please** proof read the submissions. We also encourage you to consider that the audience may not be familiar with the committee and/or event. Please have an accessible/universal perspective\*.

**\*When publicizing an event**, consider your audience; always assume they do not have as much knowledge or background about the event or topic you are writing about.

**Prior to the event, consider the following so you can plan accordingly:**

- Assign someone to take pictures (and videos if applicable). Please send them to Erica so they can be stored in the shared drive.
- Do you want to collect (or confirm) information from the attendees?
- Do you want feedback from the event? (Testimonials, survey, etc.)?
- If you would like to see a generic event planning checklist, please ask your staff liaison for a copy.

**FYI** – Photos are perfect in include on the website, on Facebook post and/or the Year in Review video montage shown at the Annual Meetings in January!

We ask for your continued support and grace as we work to improve our communication efforts, which could result in changes to the timeframes and communication vehicles. Updates will be shared with the committees and will be posted on the website under “News”.

If you have any questions, please contact:

Erica Alletto, Communications Manager, [erica@wscongo.org](mailto:erica@wscongo.org), ext. 211

Jeannette Lloyd, Engagement Coordinator, [jeannette@wscongo.org](mailto:jeannette@wscongo.org), ext. 212

Beth Tracy, Office Manager, [beth@wscongo.org](mailto:beth@wscongo.org), ext. 210

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