

## GUIDING PRINCIPLES

1. Congregants can maximize their Communication (& Relationship Enhancement) contacts by making themselves open to a variety of communication paths (i.e., sometimes people will miss out on communications because they aren't in worship, receiving emails, on Facebook, etc...)
2. Focus is on *maximizing valuable information-sharing* while minimizing the number of contacts (don't "smog" people with information)
  - a. Some efforts will be "push" – announcements in worship, order of worship, Beacon Lite, periodic emails, etc...
  - b. Some efforts will be "pull" – website, cable television, printed calendar, printed announcements, etc...
3. Efforts are NOT to eliminate printed material but to use it effectively (limited print quantities, headlines, recycling efforts, etc...) for good stewardship of the church budget and our environment
4. Church administrative staff will continue to be empowered to maintain all current worship materials and website production activities
5. Where identity protection is important, any names in electronic communication will only list the 1<sup>st</sup> two letters of the person's last name
6. If people request their picture not be included, we will do our best to oblige, and will take it off if they make a direct request to the webmaster
7. We will investigate the opportunities for password-protected sites for use if/when that proves valuable
8. We will endeavor to acknowledge sources of copywritten and trademarked material
9. Priority will be on "content over form" – we want the information to be complete and timely, sometimes at the expense of it being "pretty"
10. We will rely on Ministry Teams and other groups to provide communication content
11. email distribution lists should ordinarily be bcc: for privacy purposes