

OLD BRIDGE COMMUNICATION TOOLS

Tool	Impact Levels	Deadlines	Approvals / Comments
Verbal Pulpit Announcement	H-M	Wednesday Noon	Executive Director or Pastor; must be brief so as to not interrupt worship; total of all announcements should not exceed 3 min
Scrolling Slides in sanctuary	H-M	Wednesday Noon	Admin for routine; Ex Dir for exceptions
Scrolling Slides in Narthex	H-M-S	Wednesday Noon	Admin for routine; Ex Dir for exceptions
Bulletin	H-M-S	Wednesday Noon	Admin for routine; Ex Dir for exceptions
Video Streaming	H	One week prior to event	Limited availability. Requires trained operator for equipment. Ex Dir or Pastor approval
Ministry Moments	H-M	Monday Noon.	Videos or testimonies for Key Ministry Events; 2-3 minutes max. Submitted in advance for Executive Dir approval.
Prayer Email	M	Monday 9 am	Includes prayer requests submitted in writing by the deadline.
The Link Email	H	Wednesday noon	Admin for routine; Ex Dir for exceptions
Pastor's Daily Devotion	M		This is an opt-in message for members and community at large. Content controlled by the pastor.
Church-wide Email	H-M	As needed.	Limited use for time sensitive and emergency info/special events. Approved by church office
Targeted Emails	M-S	As needed.	Selective use by individual ministries. Coordinated with Church Office.
Website	H-M-S	Wednesday noon.	Single entry point for all Website materials. Approved by Church Office.
<i>Events</i>	H-M	Wednesday noon.	Send to church office for approval and posting.
<i>Rotator Slides</i>	H-M	Wednesday noon.	Send to church office for approval and posting.
<i>Feature Stories</i>	M	Periodic submissions	Special articles developed in conjunction with Pastor, church leadership, ministries.
Facebook Posting	H-M-S		Single entry point. Send to church office for approval and posting.
Instagram	H-M-S	As needed.	Not available at this time.
Street Banner and/or Sign	H	Timed for major event announcements.	Requires Ex Dir approval and approved funds for purchase.
Flyers / Posters	H-M-S	As needed.	Developed by individual ministries and approved by church office
SMS Text	H	Periodic for high level notifications only	Time sensitive and urgent information; changes; weather closings, cancellations, etc. Ex. Dir approval.
Press Release (External)	H-M		Ex. Dir or Pastor approval. Costs may be involved.
OB Observer	H-M		Ex. Dir or Pastor approval. Costs may be involved.
Church Calendar	H-M-S	Ongoing	Admin approval