

## **Northwest Washington Synod - Communications Guidelines**

*Adopted by the Synod Council, January 18, 2025*

Connecting and Resourcing are priorities of the synod. Sharing information through various communication channels is key to effectively achieving these priorities. These guidelines provide the purpose for the various forms of communication from the Northwest Washington Synod Office, including the weekly update email, weekly prayer message email, The Spirit, supplemental emails, website, and synod social media channels. These guidelines should be reviewed and updated periodically as communication needs, methods, and technology will change.

### **About the forms of communication**

- **The Spirit**—a monthly publication for the congregational members of the Synod. Typically, it features articles by the synod bishop and vice president. This publication is shared with ministry sites and congregations are asked to insert in their monthly communications. This is also published on the synod's social media channels. Links to previous editions are linked on the synod website.
- **Weekly Update** – a weekly email to all rostered ministers, synod-authorized lay ministers, ministry sites, ministry partners, synod lay leaders, and others who request to be on the distribution list. It includes announcements and upcoming events from the synod, our ministry partners, and the ELCA Churchwide expression. Synod ministry sites may also submit local events if they are open to the synod/community. (Events that are scheduled during Sunday morning hours will be considered for publication, but not guaranteed - so as not to conflict.) This is also published on the synod's social media channels. Links to previous editions are linked on the synod website.
- **Weekly Prayer Message** – a weekly email with petitions for individual/communal use. All rostered ministers, ministry sites, ministry partners, synod lay leaders, and others who request to be on the distribution list receive this email. Prayer petitions of a local, national, and global nature are offered, including ministries and leaders connected to the NW Washington Synod. Additional petitions are invited to be sent to the synod office and may be used with the permission of the individual or authorized representative. These will be shared at the discretion of the synod office. This is also published on the synod's social media channels. Links to previous editions are linked on the synod website.
- **Rostered Minister Only Email** – this is a periodic email to rostered ministers, synod-authorized lay ministers, mission developers, and congregation offices to share leader-specific information. Items included in this email are shared at the discretion of the synod office.
- **Children, Youth and Family Monthly Newsletter** - this is a monthly email featuring upcoming youth ministry and leader events. It is curated by the Synod's Children, Youth and Family Committee and the synod office. It is sent to all persons who serve in youth ministry - and rostered ministers, synod-authorized lay ministers, mission developers, and congregation offices
- **Supplemental Emails** – Occasionally, the synod office will share special announcements including death notifications, bishop messages, etc. These are sent at the discretion of the synod office.
- **Synod Website** – the purpose of the synod website is to publicly share information, resources, and events. The synod office will review all information to be placed on the website to ensure accuracy, focus on mission, and consistency.
- **Mighty Networks** – the online platform used by the synod for educational purposes, e.g. The LiVE Project

- **Social Media Channels** – various pages and groups are available for the promotion of events, information, and encouragement.
  - Northwest Washington Synod Facebook Page
  - Rostered Ministers (and SALMs) Only Facebook Group
  - AdMinistry Facebook Group – for congregation administrative personnel
  - NWWA Children, Youth & Family Ministry Leaders Facebook Group
  - The LiVE Project Facebook Group
  - Northwest Washington Synod Hunger Team Facebook Group
  - Northwest Washington Synod X account (formerly known as Twitter)
  - Northwest Washington Synod Instagram Account
  - The LiVE Project Instagram Account
  - Future platforms may be added or removed as deemed appropriate by synod staff / synod council.

### **Submitting Information for Publication**

Events/announcements are to be submitted via email to the synod office for review for priority, timing, and content. A limit of 150 words and one photo is preferred. Additional verbiage and/or photos may be accepted if space allows. All submissions may be edited for content, length, accuracy, and consistency. Additionally, they will be shared/posted at the discretion of the synod office - or if offered a social media link, the synod office may share that as well.

### **Content Guidelines**

The synod will not publish or post information that is contrary to the teachings, mission, or constitutions of the Northwest Washington Synod or the Evangelical Lutheran Church in America. Personal posts of synod leaders do not necessarily reflect the position of the synod. Additionally, the synod reserves the right to remove inappropriate comments posted on social media it has created or owns and remove comments that are not relevant to the topic of the specific forum. This includes user-generated content that has obscene language or sexual content, threatens or defames any person or organization, violates the legal ownership interest of another party, supports or opposes political candidates or ballot propositions, promotes illegal activity, promotes commercial services or products, or is not topically related to the particular posting, or contains contents that promote, foster, or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation.