



# Communication Management Policy- **Content** **sign-off and quality assurance**

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APPROVAL SIGNATURE RECORD		
<b>Participant</b>	<b>Capacity/Interest</b>	<b>Signature</b>
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## PURPOSE

This policy is to be used by Gateway Church International when social communication materials (both print and electronic medium) are being prepared. It shows who is responsible for signing off written material before publication. It should be read in conjunction with both GWCI Communication Strategy and Print and Electronic media policy written by the Head of Communication Ministry and agreed to by the Senior Church leadership.

## GENERAL POLICY STATEMENT

- All GWCI published material (both print and electronic) will follow a clear and consistent image and identity in strengthening the church's reputation.
- All GWCI published material will be used to coherently support the vision statement and mission of GWCI as agreed to by the senior pastorate.
- This policy applies to Gateway Church International and all its affiliate branches across.

## PUBLICATION CATEGORIES

Below is a list of our main church publication categories:

### **1. Read:**

Includes any written messages communicated from or about the church... be it in print or electronic form.

### **2. Touch:**

Includes a newsletter, brochures or anything else that represents the church or has the church logo on it, in print form

### **3. Click:**

Relates to any form of web based technology, as well as new social networking tools like blogs etc.



## PROCEDURE/S

- New Publications:

New publications will be ratified by the different ministry deacons prior to the review and sign-off by both the communication ministry deacon and the church Administrator or the communication ministry chairperson before final publication.

- Production of publications:

This route is specific to a ministry level:

- I. Designated author (usually a member of GWCI) starts the commissioned publication. The author's ministry deacon must be informed – they are familiar with GWCI's communication principles detailed out in our Print and Electronic media procedures and can advise in the early stages, for example on writing style and where the item would best fit.
- II. Author drafts document.
- III. Draft document is consulted on internally (ministry level).
- IV. Amends are made.
- V. The document is sent to the relevant ministry deacon for ratification.
- VI. Document is sent to the communication ministry deacon and a copy to the church administrator for their review and sign off.
- VII. If any subsequent amends are made to the publication - repeat process from step no.V until step no.VII

- Production of publications:

This route is specific to a deacon and above level:

- I. Designated author (usually a member of GWCI) starts the commissioned publication.
- II. Author drafts document.
- III. Draft document is consulted on internally (at the appropriate level).
- IV. Amends are made.
- V. Document is sent to the communication ministry deacon and a copy to the church administrator for their review and sign off.
- VI. If any subsequent amends are made to the publication - repeat all steps.



#### EXCLUSION/S FROM THE POLICY

The following communication activities will be excluded from this policy:

- 1) Sunday morning messages
  - Church announcements.
  
- 2) Internal communication
  - Instant communication (SMS, e-Mail)
  - Media interviews

#### AUTHORITY FOR FINAL SIGN-OFF

The author must liaise with the communication ministry chairperson to ensure the writing adheres to GWCI's communication principles. Any differences in opinion should be discussed and negotiated until a satisfactory agreement is reached. Content, style, design and suitability for audience are determined by the Communication Ministry deacon in consultation with both the ministry chairperson and the church administrator.