

Memorial United Methodist Church Communications Statement of Principles

...pray for us that God will open to us a door for the word, that we may declare the mystery of Christ, ..., so that I may reveal it clearly, as I should. Conduct yourselves wisely toward outsiders, making the most of the time. Let your speech always be gracious, seasoned with salt, so that you may know how to answer everyone.

Colossians 4:3-6 (NRSV)

Purpose

The purpose of this Communications Statement of Principles is to provide guidance for effective communication, involving active listening and thoughtful engagement, as we accomplish our ministries within and outside Memorial United Methodist Church. This is a living document that is intended to promote communication and is to be reviewed annually at the start of the new year.

Policy

As United Methodists, our theological understanding obligates us, as members of the body of Christ, to communicate our faith by speaking and listening to persons both within and outside the Church throughout the world, and to utilize all appropriate means of communication.¹

This Communications Statement of Principles for Memorial United Methodist Church is subject to the policies, procedures, and requirements of The United Methodist Church, the Northeastern jurisdictional conference, the Baltimore-Washington Annual Conference, and the Central Maryland District, as contained in the *Book of Discipline (BOD)*, the *BWC Policies and Procedures Manual*, and any regional conference or local district documents.

Principles

We are called to communicate internally and externally as we accomplish our ministries for the glory of God. These Principles are intended to support effective communication for the benefit of community and relationship. To those ends, these Principles promote the following:

- Sharing timely, accurate, and appropriate information about Memorial's activities, events, and programs within the church and the community;
- Celebrating the fruits of ministry;
- Welcoming members, friends, guests, and the public to participate in and to share God's blessing;
- Inviting and incorporating all persons into Christ-centered relationship;
- Coordinating activities among ministries of the church;

¹ *The Book of Discipline of the United Methodist Church 2012*, ¶ 1801.

- Publicizing the ministries of the church throughout the community;
- Encouraging open and respectful communication among individuals within the church;
- And, providing information about external activities and events that align with Memorial's vision and mission, the mission of The United Methodist Church, and the mission of the Church Universal.

Scope

The scope of these Principles applies to the following:

- Written and electronic communications
- Newsletters
- Fliers
- Church web site
- Electronic calendar
- Social media
- Advertisements

Privacy and Security of Personal Information

We seek to protect personal privacy and safeguard personal information of all individuals.

- Persons requesting public communication of private, personal information must be authorized to disclose the information.
- Personal information that is maintained by the church, its officers, and staff must be used solely for church-related activities and communications, unless otherwise specifically authorized.

Appropriate Content

- Requested communications may be edited, as needed, for content to align with these Principles.