

Area of Ministry	Category w/in Ministry	Description	Decision Rights	Who's Involved	Decision Chart
SOCIAL MEDIA					
Communication	Online Promotions	When things get promoted on our website, or online presence.	3	DOC, ET	1 Central Decides
Social Media Communication	Social Media AC Postings	When all church things are promoted on social media	1	DOC	2 Central Decides w/ Campus Input
Social Media Communication	Social Media Campus Specific Postings	When campus specific things are promoted on social media	4	CP, DOC	3 Consensus
Social Media Communication	Facebook Private Messages/Social Messages	Will respond and forward private messages on to appropriate personnel	1	DOC	4 Campus Decided w/ Central Input
Social Media Communication	Communications Values	Any communications/promotions done through Social Media that do not support the values of communications (ie Cricket) will be removed from the social media platforms	1	DOC	5. Campus Decides
Social Media	Social Media Content	Creation of Content for Social Media Engagement on All Church Accounts	1	DOC	DCO - Director of Church Online
Social Media	Social Media Content	Creation of Content for Social Media Engagement	3	DOC, CP	DOC - Director of Communications
Social Media	Social Media Content	Creative / Branding Consistency	1	DOC	ET - Executive Team
Social Media	Posting Schedule / Content	Posting Schedule/Calendar of content across all Social Media Platforms	2	DOC, CP	CP - Campus Pastor
Social Media	Cancellation Alerts	Cancellation alerts will be made by the Director of Communications to the appropriate social media platforms to inform needed people.	1	DOC	DOM - Director of Multisite
Social Media	Guidelines/Etiquette	Social Media Posting Guidelines / Posting Etiquette Information	1	DOC	
ONLINE CAMPUS					
Online Campus	Guest Welcome Video	There will be a welcome video, much like the welcome book, that will be available to new guests.	2	DCO, DOM	
Online Campus	Host Volunteers	Will there be a host during service	2	DCO, DOM	
Online Campus	Campus Attendance Count	How attendance is counted and reported	3	DCO, DOM	
Online Campus	Online to Offline Engagement Strategy	The Engagement strategy to move people from digital into local community.	3	DCO, DOM, Director of Guest Services	
Online Campus	Online Life Groups	Online Life Groups, Direction and Maintenance	3	DCO, Director of Next Steps, DOM	