(Draft) All Saints' Electronic Sign Management Policy

A policy for managing access to and the content of All Saints' electronic sign is essential for maintaining a consistent, respectful, and effective communication strategy. This policy outlines who is authorized to create, approve, and post messages, as well as establishes guidelines for the content of those messages.

Purpose

The purpose of this policy is to establish clear guidelines for the management and use of All Saints' electronic sign to ensure that it serves as an effective tool for communication with our congregation and the community, upholding the values and mission of the church.

Scope

This policy applies to all content displayed on the electronic sign, including messages, advertisements, announcements, and digital imagery. It covers the church executive, non-executive parish council members, clergy, volunteers, and any other individuals who may request sign content or submit material for posting.

Policy

Authorization and Access

The Church Executive and clergy are authorized to set direction for the electronic sign and may request that messages be posted or removed. The Parish Council Secretary is authorized to create, upload, and revise electronic sign content and is solely responsible for managing permissions and access credentials for the sign management website.

No other individual is authorized to access the sign management system or directly post content to the electronic sign. All requests and draft content must be submitted to the Parish Council Secretary for posting.

Content Guidelines

All messages displayed on the electronic sign must align with the church's mission and values and must comply with applicable local regulations and laws regarding electronic signage and public messages.

- Content must be respectful, inclusive, and non-discriminatory.
- Messages should be welcoming to all members of the community, regardless of their background or beliefs.
- The sign may be used for announcing church-related events, services, welcome messages, inspirational quotes, sponsored advertisements, and community service information.
- Political advertisements and personal messages are prohibited.

Approval Process

- Requests for sign announcements (e.g., upcoming events, service changes, major notices, sponsored messages) should be provided to the Parish Council Secretary at least one week in advance of the desired display date, when feasible.
- Routine church announcements and standard welcome/inspirational messages may be posted by the Parish Council Secretary without prior approval, provided they comply with this policy.
- Content that may be sensitive, ambiguous, or potentially controversial must be reviewed with the Parish President and clergy before it is displayed.
- In case of disagreement over content, the Parish Council President will have the final decision.

Scheduling and Timing

- The electronic sign's content will be scheduled in advance to ensure a varied and relevant rotation of messages.
- Special announcements may supersede regularly scheduled content, as deemed necessary by the Parish Council Secretary, Executive, or clergy.

Maintenance and Security

- Regular maintenance checks will be conducted to ensure the electronic sign is in good working order.

- Access to the electronic sign's management system will be secured with passwords, changed regularly, and only known to the Parish Council Secretary.

Amendments

This policy is subject to review and amendment at any time by the church's executive to ensure it continues to serve the best interests of the church community.

Implementation

This policy will take effect immediately and will be communicated to all staff and volunteers involved in communications and event planning. Training on the use of the electronic sign and this policy will be provided as necessary.

This policy serves as a guideline to ensure that the electronic sign is used in a manner that supports the church's mission and values while engaging and informing the community effectively.

Dated: 17 Feb 26