

Media and Marketing

Introduction

Design Guide

We have developed the design guide to incorporate both the formal and informal components of GC.

[Formal Brand Guidelines](#)

[Informal Brand Guidelines](#)

To access all logo, font and branding files, these can be access through the brand kit in Canva or can be accessed via the [New Branding Google Drive Folder](#)

Screens on Sunday

- Use sizing 'Presentation (16:9)' Use minimal amount of text (bulk of info by MC)
- Have a clear Call to Action (CTA) - 'See Pastor Stephen', Scan QR code.
- Doesn't necessarily need a logo - ownership is shown by where the viewer is sitting.

Social Media

- Use sizing '1080x1080' for a post, or 'Facebook Story (1080x1920)' (Portrait)
- Consider a reel video of someone talking. (Social media loves videos)
- May just be informational and not need a CTA. If it does require the viewer to do something, think through where they are and how they are going to do it. ie. they are on their phone, they can't scan a QR code on their screen, so maybe put the link in the description (FB) or in your BIO (Insta).
- Use the description as much as possible for your info, not your image. Post an photo, video or design from canva with the key info, then keep the rest for the description.

- Doesn't necessarily need a logo - ownership is shown by who posted it

Printed Posters

- Use sizing 'A4', 'A3', 'A5'
- Needs all information as it is a standalone item.
- Have a clear Call to Action (CTA) - 'See Pastor Stephen', Scan QR code.
- Needs a logo - the viewer may not know who put the poster there

Image for Newsletter

- Use sizing 'Presentation (16:9)' or Square.
- Use minimal amount of text (bulk of info underneath image in email)
- Have a clear Call to Action (CTA) - 'See Pastor Stephen', click link, don't use a QR code.
- Doesn't necessarily need a logo - ownership is shown by who is sending it

Canva

Canva serves as our central platform for creating consistent, high-quality media and marketing materials across all campuses. This intuitive design tool provides access to thousands of customizable templates for social media posts, event graphics, presentations, videos, and print materials, allowing team members of all skill levels to create professional designs. Our church's Brand Kit is pre-loaded in Canva with our approved colors, logos, and fonts, ensuring all materials maintain consistent branding regardless of which campus creates them. The approval workflow feature enables ministry leaders to review and provide feedback on designs before publication, maintaining quality control while streamlining the creative process. Additionally, Canva's collaboration features allow campuses to share successful designs, reducing duplication of effort and fostering unity in our church's visual communication. By centralizing our design resources in Canva, we can efficiently produce cohesive, engaging content that effectively communicates our message and mission across all platforms.

Please email media@generocitychurch.com to have a log in created for you within the GC Team.

For help on how we utilise Canva with our brand kit etc, watch the [attached video](#)

Social Media

Central Generocity Church Social Accounts are managed by a team who follow a set calendar for certain posts, stories etc. Local Campus Social accounts are managed locally. Our overarching goals for our social media accounts is that they provide a broad picture of who we are as a church in a public space. It is important that they show and demonstrate our vision, values and culture. We want our Social Media to look like our people and our community, where we celebrate our values like 'People Matter' and 'Personal Impact'. We honor all people and we want to ensure that this is displayed in our social media. We ask that you don't primarily post about things that are happening on a platform or what's happening in our Sunday service. It is important that we use our social media as a tool for discipleship, not just for promoting our events.

Content Review and Brand Guidelines

Local campuses have the freedom to create and publish content independently. However, all published media across campuses, social media platforms, and newsletters will be subject to ongoing review to ensure alignment with our brand guidelines and values.

The Media and Marketing Team, along with Elders and Executive Pastors, will monitor content on an ad hoc basis. When content is identified that does not align with our brand guidelines or fails to honor all people, the responsible campus will be contacted and asked to either remove or modify the content within 24 hours.

If a campus does not comply with requests to address problematic content, this will result in a care conversation focused on our value of honoring all people. In such cases, the content may be removed on the campus's behalf. We understand that creativity and design work can carry personal preference or ideas, while we are open to this, we ask that we always work within brand guidelines and take feedback well.

Support and Guidance

While pre-approval is no longer required, the Media and Marketing Team remains available to assist campuses with design work when needed. If you require help with creating content, completing a design, or need direction to ensure your content aligns with our standards, please

reach out to the team for support.

For major events like Christmas and Easter, guidance materials may be provided as resources to assist campuses, though these will serve as guides rather than mandatory directives.

Youtube Video (Recording and Livestreaming) Content Policy

Video is an important part of social media and is becoming the go to source for social media and our young people's worlds. It is a great tool for us to utilise to reach people and disciple people. With this in mind, it is important that we follow some guidelines that help us to not just reach people, but to protect ourselves from public litigation and cultural tarnishing. We ask that recordings from Sunday messages are only shared in a closed environment within your local church community. The best option for this is through the Generocity Church Youtube account and published as an 'unlisted' video that is then shared through a newsletter, not made public on youtube. These videos will be reviewed over time and made public if deemed suitable. If there is a message that you have recorded that you feel is a poignant word for our entire church, please reach out to the Media and Marketing Leader and let them know so we can fast track this process.

Purpose and Vision

This policy governs all content published to the Generocity Church YouTube channel. As we transition from unlisted congregational content to public engagement, we are committed to presenting a clear picture of who we are as a church while ensuring our content removes barriers for people to enter the Kingdom rather than creating them.

Our YouTube presence must reflect our vision: "We cultivate discipleship communities where lives are restored and transformed, as together we know, grow, live and share in the love of Jesus."

Core Principles

Above All Else: Every piece of content must demonstrate the heartbeat of Jesus - love, grace, and honor - rather than judgment, condemnation, or fear. We recognize that YouTube reaches a broader audience than our congregation, and this reality must be at the forefront of every

communicator's mind.

Our Values in Action:

- People Matter: Honor all viewers as valuable and deserving of love, respect, and care
- Thankful Hope: Present faith-filled content that encourages steadfast hope
- Personal Impact: Use our platform to impact the world for God's glory, and demonstrate that ALL PEOPLE have impact in the Kingdom.
- Spirit Led: Remain sensitive to the Holy Spirit in our content creation
- Humble Growth: Approach all topics with humility and grace

Content Guidelines

Approved Content Types

- Sermon messages and teachings
- Short testimonial videos (with proper approvals)
- Prayer content and Bible readings
- Creative expressions (music, poetry, visual art, creative teaching approaches)
- Community celebration and event highlights
- Educational and discipleship content
- Campus-specific content organized in appropriate playlists

Content Standards

Quality and Professionalism:

- Content should be authentic but not amateur
- Ensure good audio quality and clear video (landscape preferred for main content, portrait for Youtube Shorts)
- Begin each video with a clear statement of the video's purpose/goal
- Create separate intros when necessary to provide context for YouTube audience if needed

Theological Integrity:

- All content must align with our Statement of Faith and core values
- Avoid controversial or potentially divisive topics unless specifically approved by eldership
- Present difficult topics with love, grace, and honor for all people affected
- Remember the broader YouTube audience when discussing church-specific practices or terminology

Authenticity and Accessibility:

- Use language accessible to those unfamiliar with church culture
- Explain church-specific terms or traditions when mentioned
- Show genuine community life while maintaining appropriate boundaries
- Ensure content reflects the diversity of our church family

Technical Requirements

Channel Structure

- Single Central Channel: All content goes through the main Generocity Church YouTube channel
- Campus Playlists: Each campus maintains their own playlist for location-specific content
- Themed Playlists: Organize content by type (Sermons, Testimonies, Creative, etc.)

Video Specifications

- Primary Format: Landscape (16:9) for main content
- Mobile Content: Portrait acceptable for testimonials and short-form content
- Quality Standards: Minimum 1080p resolution with clear audio
- Thumbnails: Use Canva with GC Brand Kit for consistent branding

Descriptions and Metadata

- Engaging Descriptions: Write compelling descriptions that explain content value

- Contact Information: Include "For questions about faith or connection: online@generocitychurch.com"
- Campus Information: Tag relevant campus and include local contact details when appropriate
- Call to Action: Include clear next steps for viewers (visit website, contact campus, etc.)

Child Protection and Privacy

Minor Participation

- Parental Consent Required: Only feature minors who have current photo/video consent through GC Kids check-in process
- Additional Approval: Obtain specific YouTube consent from parents for any featured children
- Protection Standards: Never include identifying information (full names, schools, addresses) for minors

Personal Information

- Testimony Guidelines: Always request approval before sharing personal stories
- Privacy Protection: Keep personal details appropriately general vs. overly specific
- Consent Process: Ensure all featured individuals understand their content will be publicly available

Copyright and Licensing

Music and Media

- Licensed Music Only: Use Soundstripe license-free music provided by media team
- CCLI Compliance: Live worship streaming covered under existing CCLI licensing
- Original Content: Prioritize original music and creative content when possible
- Attribution: Properly credit all licensed materials used

Third-Party Content

- Permission Required: Obtain proper permissions for any third-party materials

- Fair Use: Understand and apply fair use principles appropriately
- Image Rights: Use only licensed or original images and graphics

Approval Process and Authority

Publishing Authority

- Lead Pastor Responsibility: Each Lead Pastor has authority and responsibility for content published from their campus
- Direct Publishing: Lead Pastors may approve and publish content directly
- Accountability: Lead Pastors are accountable for ensuring content meets policy standards.

Review Process

- Eldership Review: Executive team and eldership will review content if concerns are raised
- Corrective Action: Inappropriate content will be addressed through relationship with content creator
- Content Removal: Videos not meeting standards will be removed after discussion and education

Getting Started

- Access Request: Email media@generocitychurch.com to request YouTube channel access
- Training: Complete orientation on brand guidelines and technical requirements (this document)
- Support: Ongoing support available from media team for technical and creative assistance

Community Engagement

Comment Management

- Monitoring Required: Assign someone to monitor comments during live streams when possible

- Response Timing: If live monitoring unavailable, respond to comments within 24 hours of stream completion
- Engagement Standards: Respond to genuine questions and positive interactions
- Avoid Engagement: Do not engage with condescending, divisive, or antagonistic comments

Community Care

- Online Discipleship: Treat online community members as genuine seekers deserving of pastoral care
- Connection Pathways: Provide clear ways for online viewers to connect with local campuses
- Global Perspective: Remember our international audience and cultural sensitivity
- Referral System: Help online community members find local churches in their area when appropriate

Handling Difficult Interactions

- Grace-Filled Responses: Respond to criticism with grace and humility
- Wisdom in Engagement: Not every comment requires a response
- Escalation Process: Refer complex theological or pastoral questions to appropriate leadership
- Community Standards: Maintain YouTube community guidelines and our church values

Content Creation Best Practices

Planning and Preparation

- Audience Awareness: Always consider the broader YouTube audience beyond your congregation
- Clear Purpose: Try to begin each video by stating its goal and intended audience
- Contextual Setup: Provide background information for concepts that may be unfamiliar to outsiders
- Series Planning: Consider how individual videos fit into larger content themes

Storytelling and Communication

- Authentic Sharing: Be genuine while maintaining appropriate boundaries
- Hope-Centered: Focus on God's redemption and restoration rather than dwelling on problems
- Action-Oriented: Provide practical next steps for spiritual growth
- Inclusive Language: Use language that welcomes rather than excludes

Technical Tips

- Lighting: Ensure adequate lighting for clear video quality
- Audio: Prioritize clear audio over perfect video
- Backup Plans: Have technical backups for live streaming events

Live Streaming Guidelines

Preparation

- Technical Check: Test all equipment 30 minutes before going live
- Content Review: Ensure service content aligns with YouTube audience considerations
- Moderator Assignment: Designate comment moderator when possible
- Backup Communication: Have alternative communication method if stream fails

During Stream

- Professional Conduct: Maintain awareness that content is publicly broadcast
- Technical Monitoring: Have someone monitoring stream quality and comments
- Adaptive Communication: Acknowledge online audience when appropriate
- Emergency Protocols: Know how to quickly end stream if necessary

Post-Stream

- Comment Review: Respond to comments and questions within 24 hours
- Content Editing: Edit and upload edited versions of key segments when beneficial
- Follow-Up: Create opportunities for online viewers to connect further

Measuring Success

Key Metrics

- Engagement Quality: Focus on meaningful comments and genuine questions over view counts
- Spiritual Impact: Track stories of people connecting with faith through YouTube content
- Community Growth: Monitor healthy growth of online community
- Campus Connections: Measure how online content drives local campus engagement

Regular Review

- Monthly Assessment: Review content performance and community feedback
- Quarterly Policy Review: Assess policy effectiveness and make necessary adjustments

Getting Help and Support

Technical Support

- Primary Contact: media@generocitychurch.com
- Canva Training: Access brand kit training video in media resources
- Equipment Support: Contact media team for equipment recommendations and troubleshooting

Content Guidance

- Creative Consultation: Media team available for content planning and creative direction
- Theological Questions: Consult with eldership team for sensitive topics
- Best Practices: Regular training and updates on effective YouTube ministry

Emergency Contacts

- Technical Issues: media@generocitychurch.com (urgent issues include phone contact)
- Content Concerns: Eldership or Executive Pastor for immediate content-related issues
- Crisis Communication: Senior Pastor for any public relations concerns

Conclusion

Our YouTube channel and online expression represents a significant opportunity to extend our influence for God's Kingdom beyond our physical locations. By maintaining excellence in our content while demonstrating the love and grace of Jesus, we can create a digital discipleship community that honors God and serves people around the world.

Remember: Every video is an opportunity to show someone the heart of Jesus. Let this truth guide every creative decision, every word spoken, and every interaction with our online community.

"We believe everyday people are called to have an eternal impact for an extraordinary God." - Let our YouTube presence reflect this belief in every piece of content we create.

Website Editing Policy

Purpose:

This policy establishes clear guidelines for campus editors to maintain consistent, high-quality content across our Generocity Church website while preserving our unified brand identity and theological integrity.

Scope:

This policy applies to all campus editors who have been granted access to edit location-specific content on our church website. Each campus has editing access to your location's content only and cannot edit other campuses' pages or main church information.

Guidelines:

What you can edit:

- Service Information: Times, schedules, special services, and temporary changes
- Sermon Content: Upload audio/video, titles, descriptions, notes, and discussion guides
- Campus Events: Local activities, outreach programs, small groups, and volunteer opportunities
- Campus News: Ministry highlights, prayer requests, community stories, and announcements
- Media Gallery: Event photos, ministry images, and campus facility pictures

What You Cannot Edit:

- Other Campus Content: Any pages or information belonging to other locations
- Website Design Elements: Colours, fonts, layouts, templates, or brand elements
- Church Structure: Logos, main navigation menus, header/footer content
- Core Church Information: Doctrine, statement of faith, denominational affiliations
- Administrative Functions: Donation pages, financial information, legal policies, or terms of use
- Technical Settings: User accounts, plugins, SEO settings, or website configurations
- Contact Details: Address, directions, phone numbers, or email addresses.
- Staff Information: Campus pastors, staff contacts, and local leadership team details

Content Review Process:

The Cross Campus Eldership and Executive Team may review any content published on our Generocity Church website. This allows greater flexibility in how we engage with our communities while still upholding the vision and values of our church. While pre-approval is not required, all content remains subject to review if concerns are raised.

Content Guidelines:

- Follow brand guidelines: Use approved fonts, colors, and logos. Reference the Generocity Church brand guidelines
- Maintain consistent tone: All content should reflect our church's voice, values, and mission
- Ensure accuracy: Double-check all times, dates, contact information, and event details
- Respect privacy: Children's photos require signed release forms before publication
- Keep content current: Remove outdated events, announcements, and information promptly
- Use quality imagery: Photos should be clear, well-lit, and professionally appropriate
- Write clearly: Use welcoming, inclusive language that's easy to understand
- Stay on message: Content should align with our church's theological positions and ministry philosophy

Publishing Guidelines:

- Regular Updates: Keep your campus page fresh with current information and upcoming events
- Timely Posting: Share events at least two weeks in advance when possible
- Complete Information: Include all necessary details - date, time, location, contact person
- Appropriate Content: All material must be suitable for a diverse church audience
- Local Focus: Prioritise content that serves your specific campus community
- Cross-Campus Coordination: Consider how your content fits with church-wide initiatives

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