

Sharing Stories Guidelines

The World Mission Board is grateful for your faithfulness to the gospel call to mission in our world. Mission is about the building of relationships and part of building relationships is sharing stories. We ask that you join us in sharing stories through communicating about your mission work. Following this customary will facilitate prompt and effective communication through our Diocesan Office and the World Mission Board.

1. Prepare a press release with a story and photo within a week of returning from a trip or completing a project. (It is important that this happen very promptly).
 - Send this press release and photo to:
 - Carol Barnwell, Diocesan Director of Communication at cbarnwell@epicenter.org
 - Meredith Holt, World Mission Board Representative at rector@gracechurchgalveston.org
 - See appendix for suggestions on what to include.
2. Engage with social media while on your trip or during your project.
 - Post items on Facebook and tag the Episcopal Diocese of Texas
 - Tweet on twitter using @texasdiocese and the Bishop's hashtag @texasbishop
 - Upload photos to Instagram using @texasdiocese
3. Consider shooting video, recording audio on a digital recorder, and inviting a photographer to join you. Audio and video gives the people in your photos the opportunity to share their voice. These combined with great photos can be put together in a video to share with others. (Please stabilize your video/audio).
4. Remember to ask permission to share photos/videos/recordings and in them to not identify anyone under 18 by name.

Before your trip or project we highly recommend contacting Carol Barnwell, Diocesan Director of Communications (cbarnwell@epicenter.org or 1-800-318-4452). She will give you great tips and suggestions for sharing the story.

Diocese of Texas World Mission Board Communications Customary Appendix

Template for a Press Release

Date

FOR IMMEDIATE RELEASE

Contact:

Name of primary contact
Name of Church/Organization
Address
Contact phone number
Contact email
Website (if applicable)

Headline

Body of Release– This should consist of several paragraphs that are short and concise, answers the five W’s (who, what, when, where, why), with the most important content at the beginning. Please keep to one page (400 word limit)

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Tips for a Press Release

- Submit within one week of trip or project.
- Proofread!
- Write in the objective third person (no “we,” “ours” or “you”).
- Include a compelling quote or two.
- Ask Carol Barnwell for assistance or suggestions.