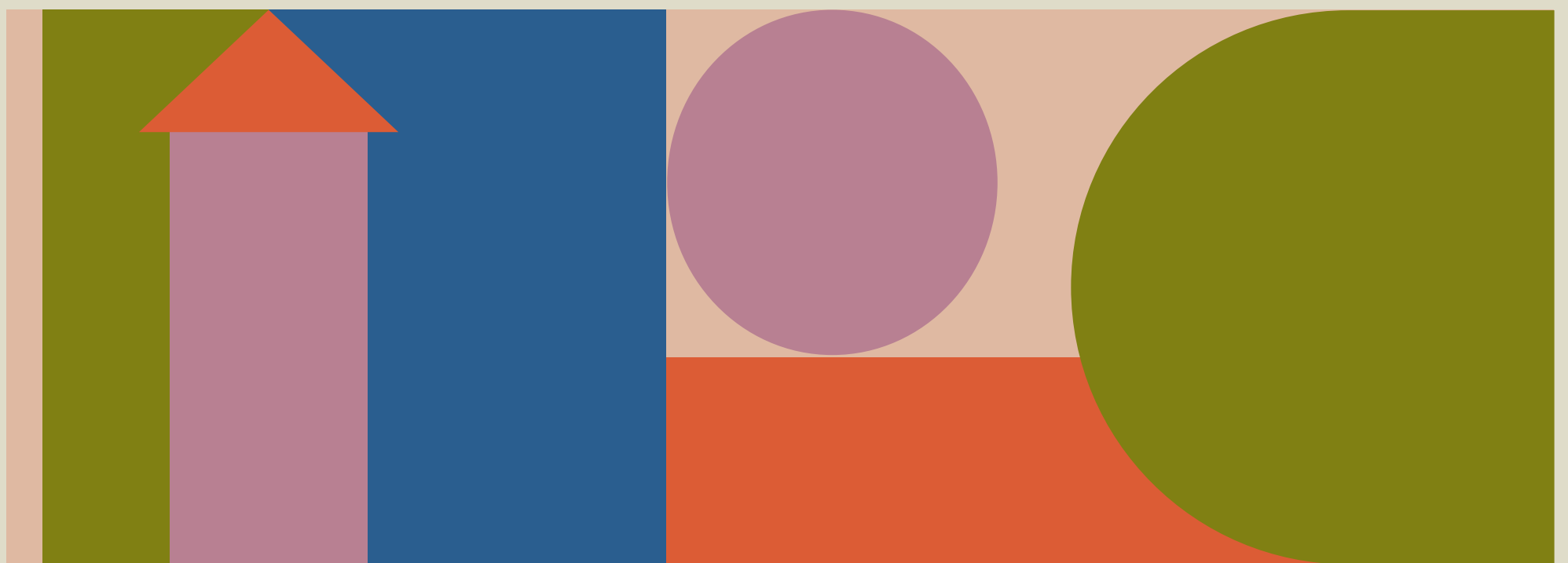


Equip

MANUAL



S O C I A L M E D I A

Social MEDIA

Section I

KEYSTONE
MISSION, VISION
AND VALUES

Part One: Keystone Mission

Jesus said, "...Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the days." (Matthew 28:19-20, NLT)

Part Two: Keystone Vision

Leading everyone to experience a passionate life in Christ!

Part Three: Keystone Values

Keystone's seven values describe WHO WE ARE and WHO WE STRIVE TO BE as a church. As we carry out the great mission and vision God has called us to, together we must create a culture that reflects the values God has made clear. With every touch, every conversation, every act of service, every move we make, we commit to carry out this great vision and these values as we love God and love others at Keystone Church.

1. Jesus Changes Lives

Life change begins in a relationship with Jesus. We love seeing lives changed so much you might say we are addicted to life change! We are passionate! As a result, we steadfastly commit to help people encounter God, receive the gift of salvation and experience the purpose and freedom Jesus promises for those who put their trust in Him. (John 3:16)

2. The Bible Is our Truth

The Bible is God's voice. In a world full of opinions, we choose to find our truth in God's Word, the Bible. We believe the Bible is the authoritative, supernatural revelation of God Himself and God's gift to guide those who love and seek Him. The Bible reveals God's design for His Creation and shows us the way to live life beyond what we could ask or imagine. (Psalm 119:11)

3. We Sing Loud

Anytime we gather together, God gives us unforgettable experiences as we praise and worship Him. God created worship and praise as an opportunity to connect intimately with Him. We sing loud because of what God has done, what God is doing and what we believe God will do in our lives as we stay close to Him! (Psalm 47:1)

4. We're in This Together

You matter to God. You matter to us. We weren't meant to live this life alone. God created the Church to be a family and we want this place to feel like home. Like any healthy family grows in size, the church was created to grow. As we grow larger our passion is that it's not about our size, it's about our spirit. We're in this together! (John 17)

5. We Always Bring our Best

God calls us to love Him and to love others. One of the ways we love well is to BRING OUR BEST. Jesus brought His BEST for us! We are driven to bring our best for Him and others. As a result, we value hard work, creativity, beautiful spaces, and doing everything we do with EXCELLENCE. (Colossians 3:23, 1 Corinthians 10:31)

6. We Are Serious About Having Fun

God is the creator and author of FUN. We believe God is a blast and the church should be too! We recognize that every good gift comes from God. We seek to enjoy God and His gifts His way as we create FUN environments that point us to the God who loves life! (Song of Songs, James 1:4, Psalm 34:8)

7. Passion Drives Us

Passion is not something that has to be pulled out of us. Rather, passion pours out! As God has loved us, we will love. As God has served us, we will serve. As God has generously given to us, we will generously give. We love God and His Church with PASSION. We embrace the mission from Jesus with PASSION. (Matthew 22:37-40)

Social MEDIA

Section 2

TEAM MINISTRY STANDARDS

Part One: General Expectations
and Behaviors

Part Two: Age and Background
Check Requirements

Part Three: Team
Characteristics

Part Four: Position Descriptions

We are the Keystone Family. We are people who answer God’s call to love God, love people, and serve God’s Church. As Jesus served us, we serve others as we lead everyone to experience a passionate life in Christ!

Part One: General Expectations and Behaviors

Serving and Attending the Worship Experience

All Servant Leaders will commit to regularly attending the in-person weekend worship experience at Keystone. For teams that require Servant Leaders to be in position for an entire service, these Servant Leaders serve at a separate service from the one they attend in the Auditorium.

Servant Leader Safety Considerations

While serving, always make an effort to maintain safety for yourself and those who are serving with you. This means avoiding situations where a person’s integrity could be called into question. Never enter a closed-door room with a child (who is not your own) without another unrelated adult present, nor a closed-door room with only one other Servant Leader of the opposite gender.

Weekly Communication and Preparation

Being prepared and communicating with our team helps us bring our best as we serve God and others. Each Servant Leader is asked to communicate regularly with their team’s leadership via Planning Center Online. Schedule requests will be sent weekly via email and the Planning Center Services app. Within the Planning Center Services app, the weekly preparation documents are also available to download, if applicable to your team. Please promptly respond to these schedule requests (Accept or Decline) when they are sent each week.

Dress Code

Each Servant Leader will receive a Keystone Church lanyard that should be worn at all times while serving on the campus. (In certain positions, a different type of identification may be used.) A modest dress code is required. A helpful question to ask oneself is, “Could I bend over or sit on the floor without revealing anything?”

Arrival and Departure

The arrival time for Servant Leaders is normally 30 minutes before the service start time, or immediately after the service they attend. This allows time for parents to check-in and drop off their children prior to serving. Children ages birth to 6th grade should attend their Keystone Kids programming while their parent is serving.

Upon arrival, all Servant Leaders should immediately connect with their Team Lead and will be dismissed by the Team Lead at the end of the service. Below is a sample timeline of what your experience may look like during a normal service while serving on this team.

30 minutes prior to service	Arrival, check in and drop off all kids birth to 6th grade.
25 minutes prior to service	Review the Media Flow with Team Lead, and pick up necessary devices and lanyards.
15 minutes prior to service	Begin creating content.
Service begins	
Shortly after service	Check out with Team Lead, return all devices and lanyards.

Cell Phone Usage

Cell phones are to be used for assigned ministry use only. Please keep your personal cell phone hidden while you are in position and serving on behalf of the team.

Transferring or Stepping Down

Please give your team's leadership a two-weekend notice if you are interested in stepping down or transferring to a different serving team. If you are interested in serving in a different ministry, Keystone Staff will help make this process as smooth as possible by connecting with the leadership of that ministry to get the process started.

Part Two: Age and Background Check Requirements

Servant Leaders on the Social Media Team must be 9th grade or older. Background Checks are required for all adult Servant Leaders serving on the Social Media Team.

Part Three: Social Media Team Characteristics

As Servant Leaders, we commit to carry out our church's vision and values through clearly defined standards that are specific to the role each Key Team contributes to a person's experience at Keystone. At Keystone, we value creativity because it points back to the Creator of all. The images and videos that are posted online help tell the story of Jesus, and what He is doing in and through Keystone Church.

I. **Aware.** Create a distraction-free experience for guests by being aware of the worship environment as you capture.

- Blend into the moment and don't be a distraction. Be sensitive to what is happening in the environments you are entering.
- Having awareness means different things in different rooms or environments. This may look like:
 - Adjusting your shot. Don't take away the experience of the person in the room by stepping into their space to capture a video.
 - Be discreet while you move throughout the room.
 - Be aware of the sounds your equipment makes (i.e., camera shutter noises). As much as possible, avoid taking videos during intentionally silent moments. When in doubt, wait to shoot.
- Some children should not be captured in photo or video. When entering a children's space, avoid taking photos or videos of children who have a colored stick on their name tag.

2. Creativity. We value creativity because it points back to the Creator of all.

- What we post is joyful and energetic. All content posted is rooted in scripture.
- This team will stay fresh in the look and feel of what we post. Look at examples of other churches and organizations to stay inspired. Be a constant learner becoming more familiar with our equipment and apps.
- The posts on all social media platforms should inform, create interest, and support the values of Keystone Church.

3. Excellence. We value hard work and creativity by doing everything with excellence.

- What we communicate tells a clear story. Keep in mind important details for all posts (i.e., spelling is correct, cohesive storyline, well edited photos and videos, audio and video edits are smooth).
- The look and feel of our posts should be consistent in branding to the event or weekend series.
- Utilize the technology and gear at your disposal to create excellent content, and ask for feedback from those in leadership of the team.

4. Coachable. A coachable spirit begins with a humble heart and willingness be stretched in your preferences, skills, and abilities.

- If you can use a phone, you can be on this team! No experience is needed. The Social Media Team Leader and Social Media Equip Coach will train and equip new Servant Leaders.
- Be open to coaching. All of us will miss it every now and again. We are in this together and are committed to helping each other get better.
- Our talents can always be developed and improved, and we should humbly accept direction and learn from it.

5. **Honor.** Because Jesus honored us, we honor our Staff, Servant Leaders, and Keystone family in all social media posts.

- Represent our leaders (and all those who are in any type of Social Media post) in a respectful manner that honors their commitment to our church (i.e., relevant quotes from the message, flattering photos, and moments of joy).
- Respect the responsibility of communicating the heart of the church.
- We have the unique opportunity to tell the world how Jesus changes lives. Keep Jesus the main thing.
- All published content should accurately communicate the purpose of the event.

Part Four: Social Media Position Descriptions

Social Media Team Lead

The Social Media Team Lead schedules the Social Media Team Servant Leaders for all services or events they are responsible for. All Team Leads will have specific service type(s) for which they are responsible and will collaborate as needed. These service types include:

- Weekend Team Lead
- Student Ministry/Wednesday Night Team Lead
- Special Event Team Lead

The Social Media Team Lead gives vision, direction, and provides quality inspection for all social media content that is posted. Each Team Leader should thoroughly understand the specific values for the team. They should also possess the technical skills to assist Content Creators and will lead the team during the services to which they are assigned.

Graphic Creator

The Social Media Graphic Creators create social media content which tells the story of the event or weekend while also communicating Keystone Church culture and values. The Social Media Graphic Creator coordinates with the Social Media Team Servant Leaders to create high quality content to be posted among several platforms.

Copywriter

The Copywriter is the last quality check before any social media content is published on any platform. During all services and special events, the Social Media Copywriter is responsible for catching grammatical errors, sound artifacts, and anything else that would negatively affect the overall quality of the content.

Video Editor

The Video Editor is responsible for importing video footage, saving that footage for archival purposes, and ultimately editing the footage into the video products documented on the Media Weekend Flow. The Video Editor should be strong at learning new technology. Organization, focus, and creativity are required skills. The Video Editor will be partnering with the Social Media Equip Coach to navigate the editing process.

Video Camera Operator

The Video Camera Operator captures moments which tell the story of life change in Keystone Church. The Video Camera Operator is familiar with the audio/video technology required to produce usable footage in the editing process.

Social Media Equip Coach

The Social Media Equip Coach trains and coaches other Servant Leaders in the Social Media Team. This is a leadership position on the team. He or she is required to have an understanding of technical and communication skills. The Social Media Equip Coach is knowledgeable of Keystone Church Culture and Values.

Social MEDIA

Section 3

PROCEDURES

Part One: Arrival Procedures

Part Two: Graphic Creator
Procedures

Part Three: Video Camera
Operator Procedures

Part Four: Video Editor
Procedures

Part Five: Inspecting and
Posting Content

Part Six: Equip Coach
Procedures

Part Seven: Other Procedures

Part One: Arrival Procedures

Check in and Equipment Pick Up

Upon arrival, each Servant Leader will check in with the Social Media Team Lead and retrieve their Servant Leader lanyard, Media Flow Sheet, and any equipment needed to complete their assigned tasks. Refer to the Media Flow Sheet for specific details.

Servant Leader Childcare

Servant Leaders on the Social Media Team are encouraged to utilize the Keystone Kids programming while they are serving. If you have a question about what is available for your kids when serving, ask a Social Media Team Lead or Service Lead.

Part Two: Graphic Creator Procedures

Media Flow Sheet Assignments

Graphic Creators will reference the Media Flow Sheet provided to see what videos are needed for the service hour or event. Refer to specific editing notes on the provided Media Flow Sheet, which is located by the editing computer. Throughout the service, regularly reference the Media Flow Sheet to ensure all content is being created.

Creating Content

Graphic Creators will utilize the Social Media equipment to create all graphic based content (i.e., still graphics, animated graphics, sermon or message quotes etc.) as indicated on the Media Flow Sheet.

Part Three: Video Camera Operator Procedures

Media Flow Sheet Assignments

Video Camera Operators will reference the Media Flow Sheet provided to see what videos are needed for the service hour or event. Refer to specific editing notes on the provided Media Flow Sheet, which is located by the editing computer. Throughout the service, if something specific on the Media Flow Sheet has not been captured, the Editor will inform the Camera Operator.

Secure Digital (SD) Card Storage and Drop Off

Throughout each service, the Camera Operator is required to drop off their SD card to the Video Editor when the Media Flow Assignment Sheet is completed. When dropping off the SD card to the Video Editor, the Camera Operator will inform the Editor the location and type of videos that are on the card (i.e., Keystone Kids, West Lobby, worship, speaker).

Children Not To Be Videoed

When entering a Keystone Kids ministry area, a Keystone Kids Servant Leader will alert the Videographer of any child with a colored sticker on their name tag. This indicates the parent has requested for their child not to be videoed. Please help protect this child's privacy by excluding him or any from any photos or videos.

Additionally, no child name tag should be visible on any photo or video. If photos or videos include a child whose name tag is visible and legible, their name must be edited before the post can be shared with the Social Media team.

Part Four: Video Editor Procedures

Media Flow Sheet Assignments

Social Media Video Editors will reference the Media Flow Sheet provided to see what videos are needed for the service hour or event. Refer to specific editing notes on the provided Media Flow Sheet, which is located by the editing computer. Throughout the service, regularly reference the Media Flow Sheet to ensure all content being created has not been captured. If not, the Editor will inform the Camera Operator.

Video Editing

Editors will sort through the footage brought to them by Camera Operators, and will choose videos that meet quality standards. Use the editing software to produce videos that fulfill the goals from the Media Flow Sheet and that reflect Keystone's look and brand. Use the available resources (i.e., fonts, background music, assets) to enhance final video products.

Part Five: Inspecting and Posting Content

Content Quality Check for Graphics and Videos

Before content is posted to any Keystone Church social media account, a thorough quality check is required. When Graphic Creators and Videos Editors have prepared a piece of assigned content to be posted, the content should be shared with the Copywriter and/or the Team Lead. This person will edit the created content for grammatical, punctuation, and spelling errors, to ensure all content supports the mission, vision and values of Keystone Church.

Once the quality check has been completed, the Graphic Creator or Video Editor may post to the appropriate social media platforms and mark the assignment as "completed" on the Media Flow Sheet.

Child Safety in Social Media Posts

In any posts with children, child name tags should never be visible. If photos or videos include a child whose name tag is visible and legible, that media should not be used.

Shared Albums

Once content has been created and has received the above quality check, all content will be uploaded to the shared album(s). This ensures all created content is accessible to the appropriate Keystone Staff from their own devices.

Part Six: Equip Coach Procedures

Equip Coaching Guide

Promoting Keystone's culture and technical skills training are all important functions of the Equip Coach. The Equip Coach will use the resources provided to coach and train Social Media Servant Leaders.

Communicating Culture

During each service hour, the Equip Coach will promote Keystone culture through conversations and actions. The Equip Coach trains new Servant Leaders on the "why" behind the Social Media Team procedures, by referring to the Keystone Mission, Vision and Values. The Keystone values will be repeated often and with intentionality.

Debrief With Servant Leaders

Once service has ended, the Equip Coach will communicate with any Servant Leaders he or she is coaching, and ask for feedback and if there are further questions. Discuss with the Servant Leader about serving regularly and adding them to a regular schedule in Planning Center. Before leaving, also debrief with the Team Lead regarding the Servant Leader's experience.

Part Seven: Other Procedures

Scheduling Requests

Scheduling of all positions happens through Planning Center. Please respond to requests as soon as you know if you can serve or not. A “No” is better than no response. Download the Planning Center Services app for helpful team information, including service and arrival times. If you know you will not be available, you can block out dates ahead of time in the app or online. When communication is coming from Social Media Team Lead, an active response is required.

Equipment Return

At the end of the service hour and after all assigned responsibilities have been completed, each Servant Leader should return their lanyard and all equipment to the designated storage location and charging docks. Before leaving, all Servant Leaders should check out with the Social Media Team Lead.

Baptism

When baptisms are happening, they usually occur following the service. The Social Media Team will stay until all baptisms are over. When a baptism is scheduled to occur after a service, the Social Media Team Lead will notify all Social Media Team Servant Leaders and provide instructions.

Special Event Social Media

Special events will also be scheduled in Planning Center. Prior to a special event, the Social Media Team Lead will share specific instructions that may differ from the procedures for normal service times.

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