



East Midland Baptist Association

Communications Guidelines

We would love to share good news stories, missional encouragements, news and events that may be of interest to the whole EMBA family! We share on our website and through our social media (Facebook and Instagram)

The main purposes of our communications are

- **to share news and events from EMBA, BU, our member churches, our partner organisations and other organisations, as deemed appropriate.**
- **To build a sense of community within the EMBA family**

Our partner organisations are those displayed on the footer of the EMBA Website.

When considering whether the EMBA should share your news/event etc we will bear in mind the following questions:

- Does the organisation already hold direct links with EMBA or BU?
- Does the event help EMBA achieve its aim in 'Growing Healthy Churches'?

Things to note

- All promotional requests will be agreed at the discretion of the Regional Team.
- Content that is specific to an individual church (e.g. church coffee morning) would not normally be promoted by EMBA
- Events in individual churches that have broader/regional appeal (e.g. families and children's training event or a zoom prayer event for a global crisis or hosting a well-known speaker) may be considered
- Don't forget to share information on your own platforms. Is it on your website, Facebook and other social media platforms? As good as it is for EMBA to share it, it will be more effective and have greater impact if it comes originally from your own platform. If we see events that meet our criteria we will share them to our feed.



East Midland Baptist Association

- Remember to tag EMBA in any post on Facebook and Instagram.
Facebook: <https://www.facebook.com/embaptists>
Instagram: @em_baptists

Good News Stories

To publish your story on our [“Good News”](#) page we need:

- 2-300 words about the story
- At least one photo of the event. Please remember to ensure that you have permission to take photos or videos especially if there are children featured. We will ask you to confirm this. See below for more information

Event Promotion

To promote your event on our [“Around EMBA churches”](#) page we need:

- A .jpeg or .png image of your poster and/or
- Details of the event plus a graphic image in JPEG form
- A link or email address to include for enquiries

Using Images

Please remember to ensure that you have permission to use images especially if there are children featured.

EMBA has an [Image Sourcing and Permissions Policy](#) We will ask you to confirm that you have sought the necessary permissions when you share photos with us and will record your confirmation of this.

If you'd like us to include something in our website, newsletter or social media, please contact Sarah Fegredo, EMBA Comms Lead at sarah.fegredo@embaptists.org.uk