



DAWSON

COMMUNICATIONS MANUAL

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OUR CORE VALUES

Our Vision

To Be Found Faithful As God's People

Our Mission

To Become And To Help Others Become
Faithful Servants Of Jesus Christ

Distinctives Of A Faithful Servant

- Have a growing relationship with Jesus Christ
- Experience and share with others the Good News of God's grace
 - Show compassion toward others
 - Give their best through service and ministry to others
in the name of Jesus Christ
 - Worship God individually and with others

COMMUNICATION

HOW WE COMMUNICATE

A style guide creates a set of standards and gives direction on how to communicate a message consistently. Consistency is necessary in order to communicate with clarity and accuracy, in a timely manner. These guidelines have been created to focus on the needs of our church family, guests, and the needs of our ministries. Our goal is to communicate simply and clearly by eliminating unnecessary wording or complicated content. We will also attempt to present information in a language, style, and method that is easily understandable to the first-time guest, as well as the long-time member.

By using Dawson's Communications Manual, you will help reinforce the fact that Dawson is a unified church working toward a common vision which is to be found faithful as God's people.

IS BRANDING IMPORTANT?

A church's brand is the visual representation of its identity, vision, and mission. A church should have a clear vision of who they are and who they are trying to reach. In order to have a clear vision you must also have consistency. Consistency conveys to people that the church is trustworthy.

The Communications Team is here to serve you by providing communication strategies, visuals, and other materials in order to effectively share the good news of Jesus as represented by the activities and events specific to your ministry. This allows you more time and energy to focus on those areas.

LOGOS



THE DAWSON LOGO

The Dawson logo is a visual tool that ties together the personality, purpose, and promise of the church body by using imagery and color. Our logo is a combination of the traditional and contemporary, with Jesus as the very center of it all. The visual center of our logo is the cross. Without the cross, there is no need or justification for the existence of Dawson. This church was founded to declare the good news of the cross and the resurrection of Jesus.

But, where does the logo begin? Viewed one way, it appears that the cross is where the artist started. Viewed from another perspective, it would appear that the artist concluded with the cross. Our ministry begins *at* the cross and leads *to* the cross. In addition, the design may appear incomplete as if it leads to infinity. Dawson is a church still in process. We are an unfinished work of God. Each time a new member unites with us, the church changes, grows, and expands.

The bold and classic lettering of the word “Dawson” in a contemporary color signifies that through the Dawson Family of Faith you can hear the historic Christian message told with simplicity and boldness in a contemporary method. The plot of the old, old story never changes, yet we are continually seeking new ways to tell it.

LOGOS: Proper Usage

Utilizing the Dawson logo isn't about placing our "brand" in a competing market among other churches. It helps to share the personality and characteristics that are unique to the Dawson Family of Faith which are inherent to fulfilling our vision and mission.

Approved Dawson Logo (Horizontal)



General Logo Usage Guidelines:

- Please leave a consistent amount of white space around the Dawson logo.
- The Dawson logo may NOT be used smaller than 1 inch.
- Always reduce and enlarge the Dawson logo proportionally.
- NEVER modify the Dawson logo.

Where are the approved Dawson logos located?

- The Approved Dawson logos are located on the O Drive in the Communications folder:
Dawson Brand 2017 > Dawson Logos 2017
- You can also download the logos at dawsonchurch.org/communications.

What file formats of the approved Dawson logos are available?

The Dawson logos are available in horizontal and vertical (stacked) versions in color & black and white

- PNG* (.png - raster art) - Slides (no background), website
- TIFF (.tiff- raster art) - Outsourced printing
- AI* (Adobe Illustrator, .ai - vector art) - In-house printing, outsourced printing
- EPS (.eps - vector art) - In-house printing, outsourced printing
- JPEG (.jpg - raster art) - In-house printing, slides, website
- PDF (.pdf - raster art) - In-house printing, outsourced printing
- PSD* (.psd - raster art) - In-house printing, outsourced printing

*These formats can be used when you need a transparent background.

Please Note:

The stacked Dawson logo should be used in spaces ONLY when a horizontal logo is not an option (e.g. a square or vertical space).

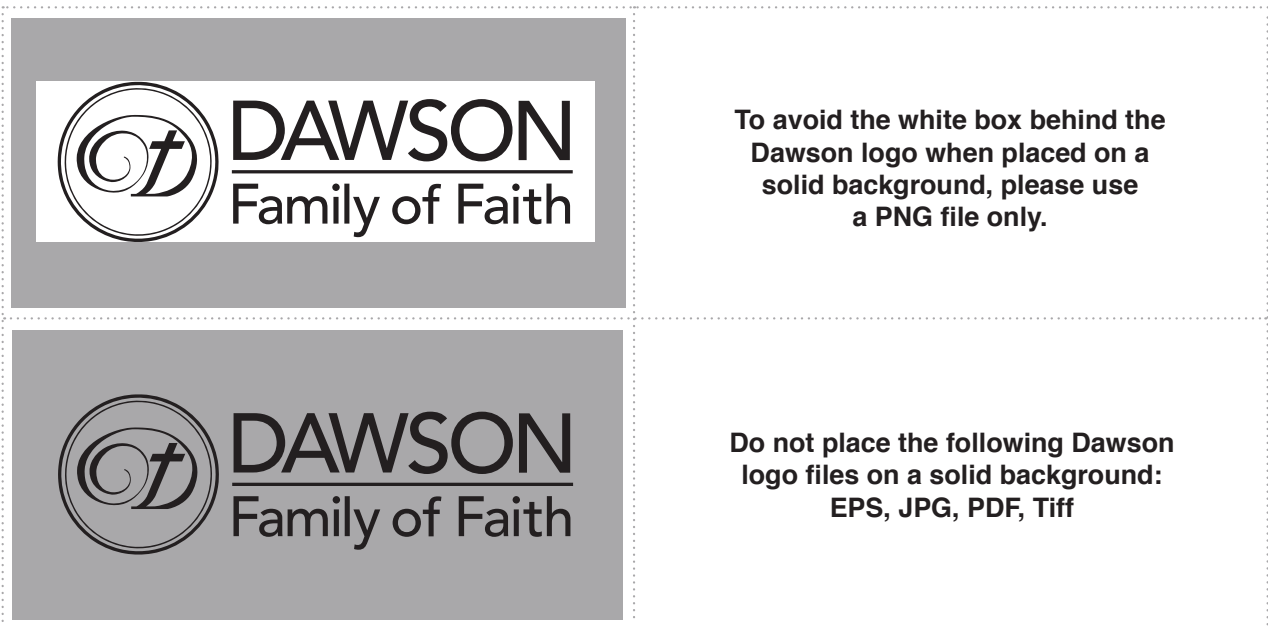
Approved Stacked Dawson Logo (Vertical)







General Logo Usage Guidelines:

- Please leave a consistent amount of white space around the Dawson logo.
- The Dawson logo may NOT be used smaller than 1 inch.
- Always reduce and enlarge the Dawson logo proportionally.
- NEVER modify the Dawson logo.





Solid Background With Dawson Logo



Improper Dawson Logo Usage

	<p>Do not eliminate any of the “Dawson D” circles.</p>
	<p>Do not exclude the “Dawson D.”</p>
	<p>Do not exclude the tagline “Family of Faith.”</p>
	<p>Do not eliminate the line between “DAWSON” and “Family of Faith.”</p>

Improper Dawson Logo Usage

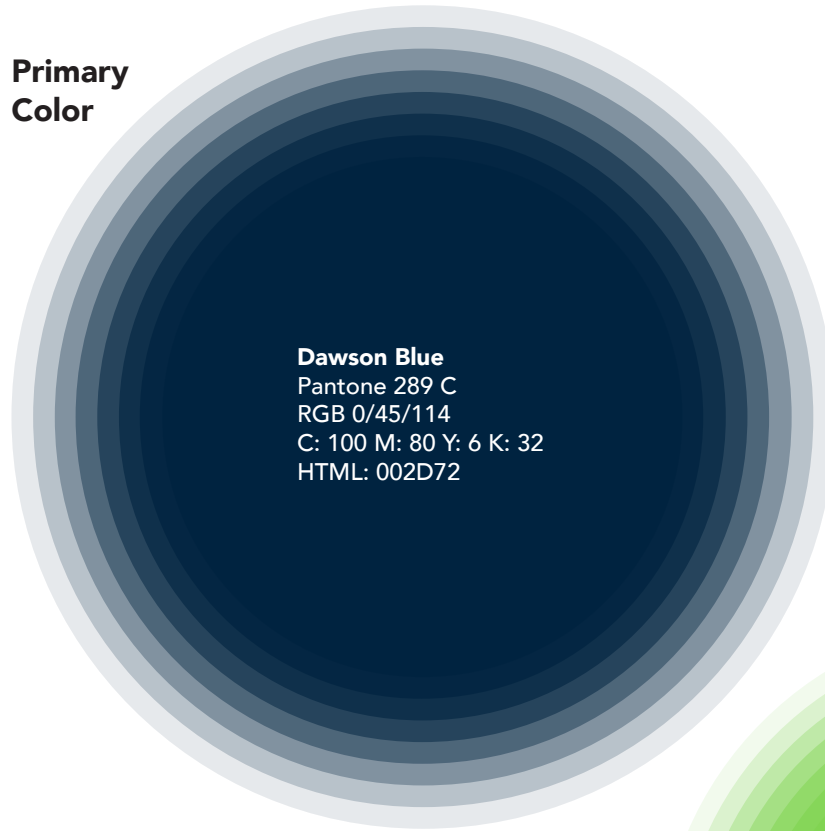
	<p>Do not stretch (distort) the logo.</p>
	<p>Do not fill the Dawson circle.</p>
	<p>Do not use any form of the Old Dawson logo.</p>
	

STYLE

Color Palette

Dawson's primary brand color is blue, which conveys trustworthiness and dependability. You will often see the colors gray and green used as neutral accents which pair well with blue.

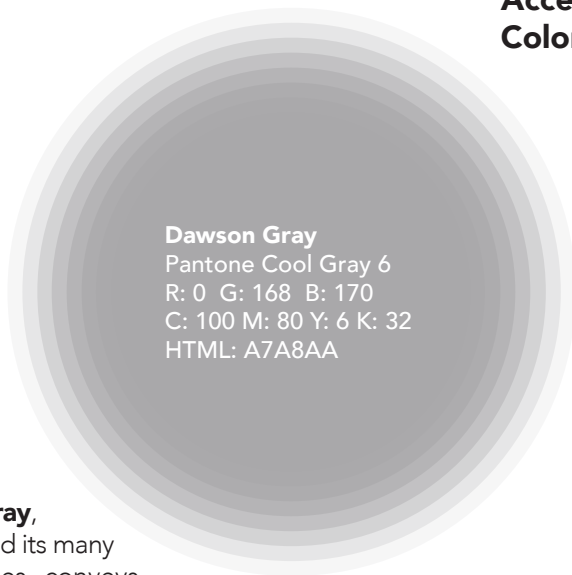
Primary Color



Dawson Blue
Pantone 289 C
RGB 0/45/114
C: 100 M: 80 Y: 6 K: 32
HTML: 002D72

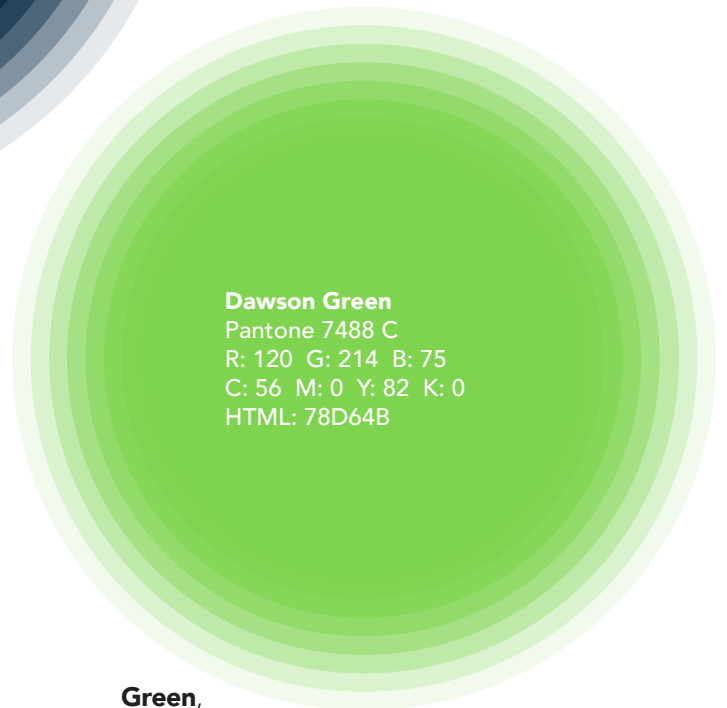
Blue,
and its many hues,
conveys
trustworthiness
and dependability.

Accent Colors



Dawson Gray
Pantone Cool Gray 6
R: 0 G: 168 B: 170
C: 100 M: 80 Y: 6 K: 32
HTML: A7A8AA

Gray,
and its many
hues, conveys
strength and character.



Dawson Green
Pantone 7488 C
R: 120 G: 214 B: 75
C: 56 M: 0 Y: 82 K: 0
HTML: 78D64B

Green,
and its many hues,
conveys growth, renewal,
and compassion.

TYPOGRAPHY

For many of our churchwide materials, Dawson uses *Helvetica* which is a Sans-serif font. “Sans” means without a flourish. The main purpose for any font selection should be readability. The secondary purpose is design. It doesn’t matter how great the design is if the text is not easy to read.

Helvetica

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q u r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Below is a list of other current and commonly used, easy-to-read Serif and Sans-serif fonts.

Futura

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q u r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Verdana

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q u r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Garamond

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q u r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Minion

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q u r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Defining “The Dawson Look” With The 5 Cs

“Communicate Clearly - Cut Clutter - Consistency”

The Dawson “look” is a more modern take on a traditional style. It has clean lines and easy, readable text. Basic text should be no smaller than 10 pt. font. San serif fonts are preferred for most text situations for readability purposes. The Dawson “look” avoids abbreviations, churchy words, and Dawson code or slang. Go with your gut. If you “think” something is a little “cluttered” or looks “off” it probably is.

- Boilerplate: Logo, Address, Phone Number (area code in parenthesis), Prayer Line (area code in parenthesis), and Web Address

Note: If the piece is mailed it must also include the words Dawson Memorial Baptist Church in the return address for legal purposes.

- Dawson Logo: Use the horizontal logo (see The Dawson Logo: Guidelines). If space is an issue, the vertical logo may be used as a second choice.
- Worship Times: Please include these for pieces that may be read by someone outside of Dawson.

<p style="text-align: center;">Sunday Morning Worship 8:25 a.m., 9:40 a.m. & 11:00 a.m. Sanctuary 11:00 a.m. - Journey - The Loft 11:00 a.m. - Hispanic Service - Chapel</p> <p style="text-align: center;">Sunday Morning Life Groups 8:25 a.m. & 9:40 a.m.</p>
--

- Add a.m. and p.m. to times. (Note: These are in lower case with periods.)
- Capitalize these words: Sanctuary, Chapel, Church Office (location), and Minister.
- Use the word “the” in front of these locations: the Sanctuary, the Social Hall, the Fellowship Hall, the hospital.
- Leave ordinals out of dates for written pieces: March 31, May 2, July 10 – leave off “st,” “nd,” and “th”
- Use full sentences: “The community is invited.” Instead of “Community is invited.”
- Use “please” at the beginning of a call to action.
- Remember to have someone else “proof” your piece.

PRINT



Please ensure that all promotional pieces include Dawson’s boilerplate and logo.

Include the following contact information :

Dawson Memorial Baptist Church
1114 Oxmoor Road • Birmingham, AL 35209
(205) 871-7324 • Prayer Line: (205) 795-PRAY
dawsonchurch.org

- The contact info should be no smaller than 9 pt.
- The Dawson logo should be no smaller than 1 inch.
- There must be a 1/4” to 1/2” margin around all sides of the boilerplate.
- Always use “Birmingham, AL” never “Homewood, AL.”



Dawson Memorial Baptist Church
1114 Oxmoor Road
Birmingham, AL 35209

Non Profit Org.
U.S. Postage
PAID
Permit No. 2963
Birmingham, AL

Postcards SHOULD have the Dawson logo and the following contact information:

Dawson Memorial Baptist Church
1114 Oxmoor Road
Birmingham, AL 35209

The contact info should be:

- No smaller than 9 pt.
- Helvetica Light is recommended

The Dawson logo should be no smaller than 1 inch.

The Dawson indicia **MUST** be placed in the upper right-hand corner of the postcard.



**DAWSON**
Family of Faith

1114 Oxmoor Road • Birmingham, AL 35209
(205) 871-7324 • Prayer Line: 795-PRAY
dawsonchurch.org



1114 Oxmoor Road • Birmingham, AL 35209
(205) 871-7324 • Prayer Line: 795-PRAY
dawsonchurch.org

When creating presentation and/or worship slides, please make sure that there are no widows (words left on a line by themselves). Make sure that all sentences have a period inside your slide.

URGENT Need: School Backpacks



Clear or mesh backpacks are needed for the students in Coy.

~~Widows~~

Collection tubs are located at the Church Office and throughout the church.

Current Authorized Locations For Non-Church-wide Events:

- Campus Bulletin Boards (includes Sunday Morning Bible Study classrooms)
- Glass Door Signs: Day of Event
- 22 x 28 Free-Standing Poster Holders (designated locations only)
 - North Building (3)
 - West Building (2)
 - Parking Deck (2)
 - FRC (1)
 - Arendall Welcome Center (1)
 - Atrium (1)
- Brochure Racks:
 - North Building
 - West Building, 2nd Floor
 - Atrium
 - FRC

NOTE: Designated areas for the 22 x 28 poster holders will be used on a rotating basis and will need to be scheduled if used outside of a specific ministry area.

Outdoor Locations:

- Lamp Post Banners (must be scheduled)
- Yard Signs (must be scheduled)
- A-Frame Signage: Day of Event Only

Digital Signage Guidelines:

- One frame/slide per event. (Promotional videos will not be used.)
- Three weeks maximum per event (and if space is available.) After three weeks expires, a frame can be included again after a two-week break (if space is available).

NOTE: Information for digital signage is compiled from the *Together*. Specific slides may be requested through the Media Office one week in advance.

Digital Sign Locations:

- North Building Reception Area
- Campus Monitors
- Pre-Service Slides
- Fellowship Hall Slides

Signs are not permitted in these areas:

- Walls and Stairwells
- Elevators
- Bathroom Doors

Miscellaneous Requests:

- Please do not put up a sign on a bulletin board with only one thumbtack.
- Do not use staples or tape on bulletin boards.
- Do not use tape on magnetic boards.
- Remember to remove all signs from all locations after an event.
- Please ask permission to place signage in another ministry's area.



The Dawson logo must be **3 inches wide** and be placed **1 inch below the neckline**.



The above is the actual logo size (3" wide) for adult t-shirts.

TOGETHER



DAWSON
Family of Faith

Together Directory **Join** Login



Login

[Click Here for Family Accounts](#) ?

Email:

Password:

[Forgot your password?](#)

Remember me next time

Login


-or-

Join

[Privacy Policy & Terms of Use](#)

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To sign-up to receive the *Together* Online go to:
URL: prayer.dawsonchurch.org
Select: Join

**DAWSON**
Family of Faith

Together Directory **Join** Login

Sign Up

Email:

Password:

First Name:

Last Name:

Zip Code:

I certify that I am at least 13 years of age and have read and agree to the [Terms of Use and Privacy Policy](#).

Join

-OR-

Login

[Privacy Policy & Terms of Use](#)

Copyright © 2016 Millennial Solutions, LLC. All rights reserved.

Complete the form above and choose your password. Your username will be your primary email address (work and or home email address). All employees must sign up to receive the *Together* Online.

Together: Online Article Submission

To Submit An Article: **Select “Submit Announcement”**

Do not pull old articles and change the submission dates. This will cause programming errors. Instead, copy and paste the content into a new submission and then submit.

To Edit An Article: Select “Save”

The screenshot shows the 'Announcement Editor' interface for Dawson Family of Faith. At the top left is the logo and name 'DAWSON Family of Faith'. Navigation links include 'Together', 'Directory', 'Join', 'Admin', and 'Logout'. The main content area is split into two columns. The left column, titled 'My Announcements', lists various past announcements with dates ranging from 09/29 to 10/12. The right column, titled 'Announcement Editor', contains a 'Title' field, an 'Upload Image' button, a 'Brief Description' field with a rich text editor toolbar, a 'Pray For...' dropdown, a 'Path' field, and two checkboxes: 'Is this an Event?' (set to No) and 'Submit to Bulletin?' (set to Yes). At the bottom, there are navigation tabs for 'My Profile', 'My Community', 'My Prayer List', and 'Inbox (803)', along with a music icon.

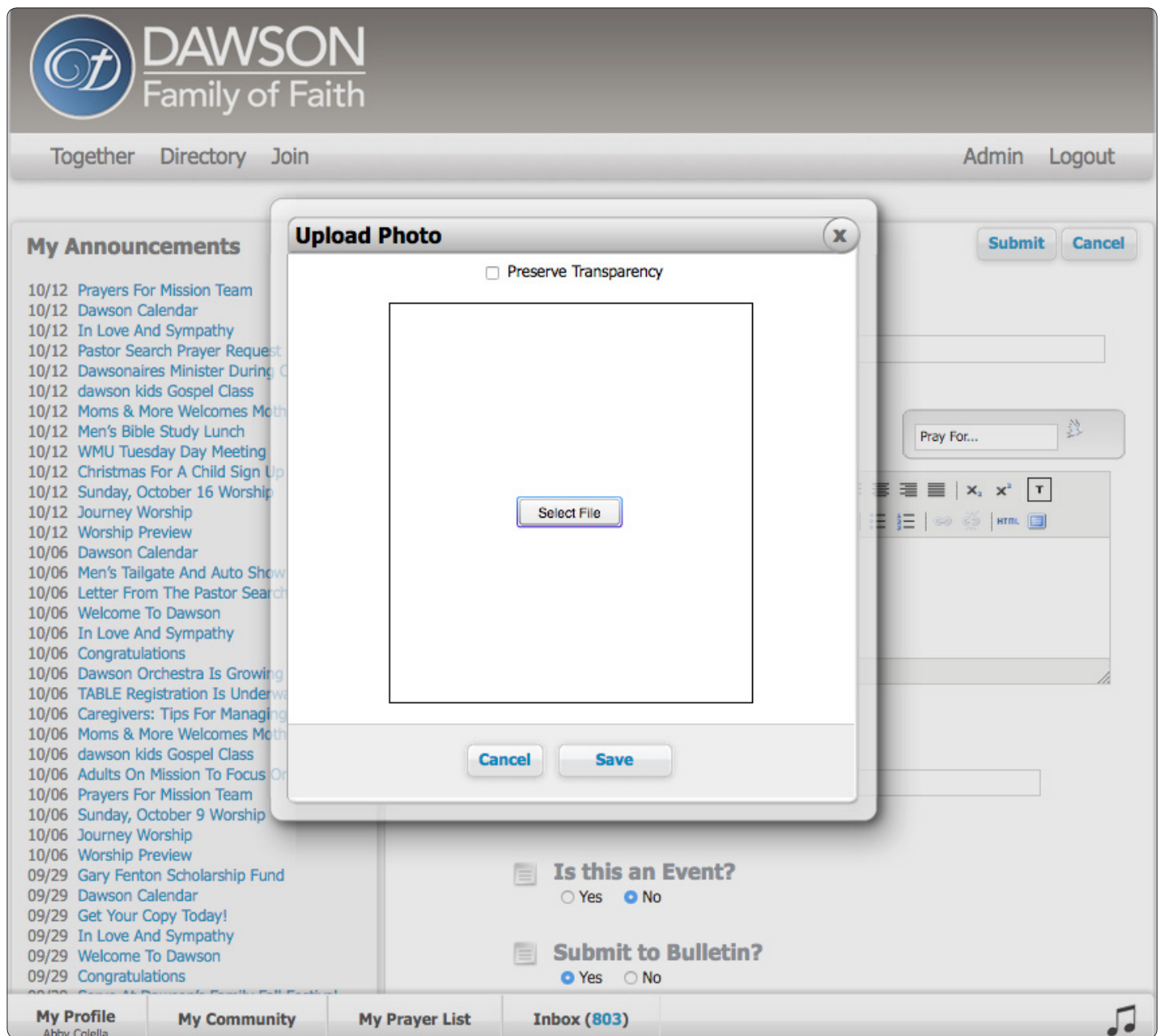
Reminders/Tips:

Do not use ALL CAPS in your headlines but please capitalize the first letter of each word in your headlines. (This includes prepositions and the letter "A".)

Please always type the "contact line" this way:

Full Name at 871-7324 or name@dawsonchurch.org. (Note that there is no area code.) The contact line will always be listed this way for uniformity.

Do not mark as an "event" even if it is one.



Please include your ministry's logo or image with your submission. The quality of the image will be taken into account prior to going to print. A logo or image should fit the size of the thumbnail without distorting the picture (Image Size: 180 x 200 pixels, RGB, 72 DPI). A distorted logo or picture will be discarded. If the image is specific to the article (i.e. a person's picture) please also email the original image.

Submit to Bulletin?

Yes No

Notes to the Editor (optional)

Publish: ?

Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec
23	30	6	13	20	27	4	11	18
Sun	Sun	Sun	Sun	Sun	Sun	Sun	Sun	Sun
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Run Continuously This announcement has been published **0** Times

Website Banner Headline?

Yes No

Include Prayer Registry 1 Prayed

Mark the weeks that you would like for your article to run. The goal is for every article to run for at least two weeks, however that timeline is fluid. Please note the current *Together* “week” you are in before marking a box. (See *Together* timeline.)

Upon submitting your article online, please email any original images that will be used.

To submit an article, please follow these instructions:

Go To: prayer.dawsonchurch.org

Enter the following if prompted:

E-mail: Your Dawson E-mail Address

Password: dawson1 (or the e-mail/password you have chosen)

Helpful Tips For Easy Article Submission:

- Please turn in your articles by the 20th of each month for the following month. (Online and e-mail)
- Please do not use ALL CAPS in your headlines.
- Please capitalize the first letter of each word in your headlines. (This includes prepositions and the letter "A".)
- Please use your spell check. (You'd be surprised.)
- Please include your logo or image for your article if you have it readily available.
- Please always type the "contact line" this way: Full Name at 871-7324 or name@dawsonchurch.org. (The contact line will always be listed this way for uniformity.)
- If you have a recurring monthly event, please make sure to submit it online 12 times and not just one time with 12 dates listed in the body of the article. Otherwise the article falls off after the month is over and will not populate the online program for the months to come.
- Please do not make a "poster" out of your article when submitting them, due to space constraints. The day, date, time, and location will always be listed on one line instead of four.
- When listing units of time, please use the lowercase format with periods: "a.m." and "p.m."

Reminders/Tips:

- Leave off the year unless needed.
- Please use "please" when making a request. (Please visit the Welcome Desk on Sunday...)

Inserts For The *Together*:

- *Together* inserts must be scheduled 2 weeks prior and not conflict with another scheduled insert.
- Inserts should be a quarter sheet or half sheet size and have the Dawson logo and boiler plate.
- Your insert must be delivered to Room 204 West by 11:00 a.m. on the Wednesday prior.

TOGETHER: *Together* Timeline

Sample Timeline For The *Together*: (Reference Date - January 31, 2017 Edition)

Step 1: Layout created on Tuesday, January 17.

Step 2: Proof sent to staff on Wednesday, January 18.

Step 3: Changes or corrections are due back from the staff on Thursday, January 19.

Step 4: Finalize changes and add pictures on Friday, January 20.

Step 5: Add new member names and send to printer on Monday, January 23.

Step 6: *Together* is delivered to Dawson for “Insertion Team” by noon on Wednesday, January 25.

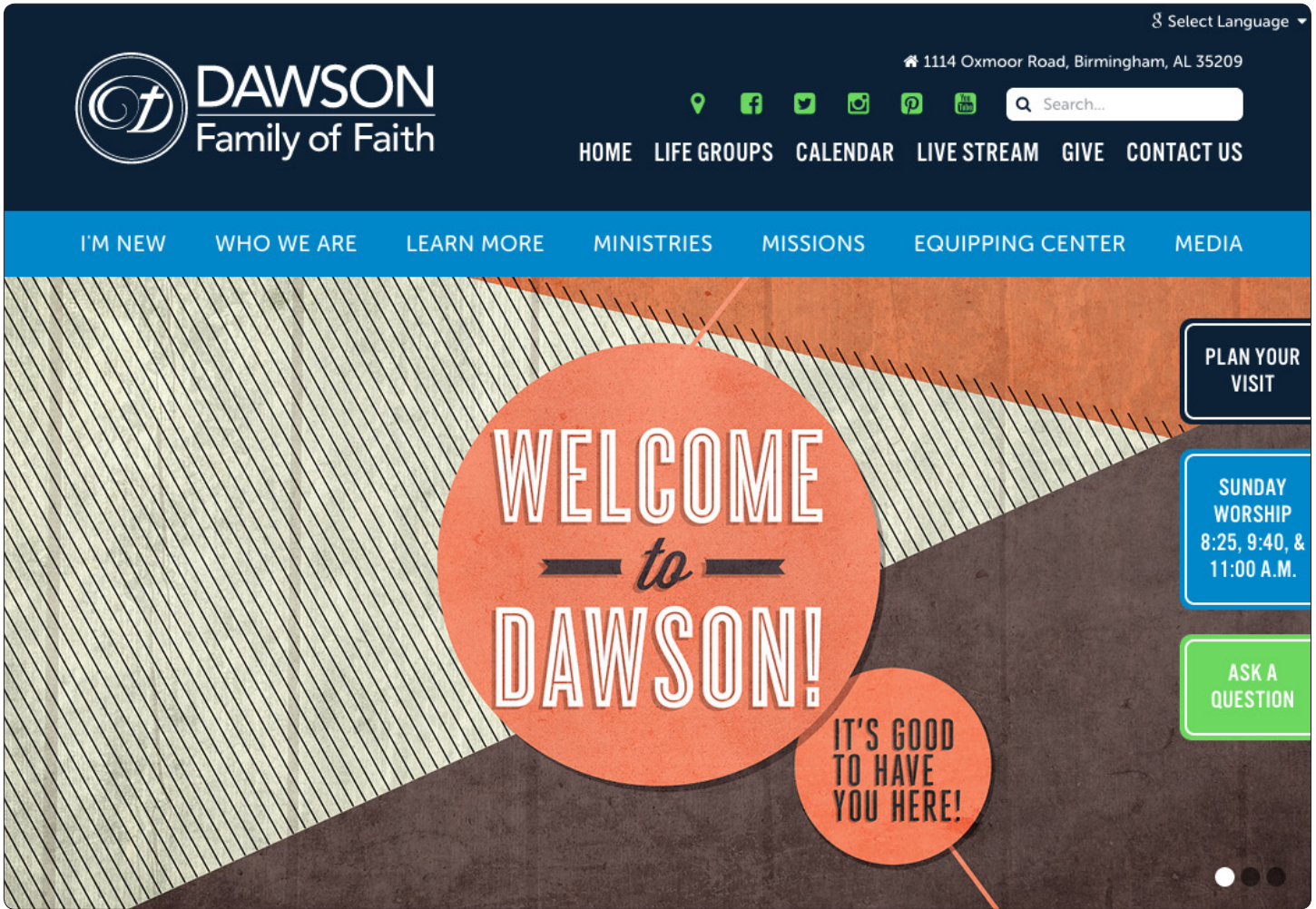
Step 7: Mailed out to recipients from printing house on Thursday, January 26.

Step 8: *Together* Online finalized and emailed to recipients on Thursday, January 26.

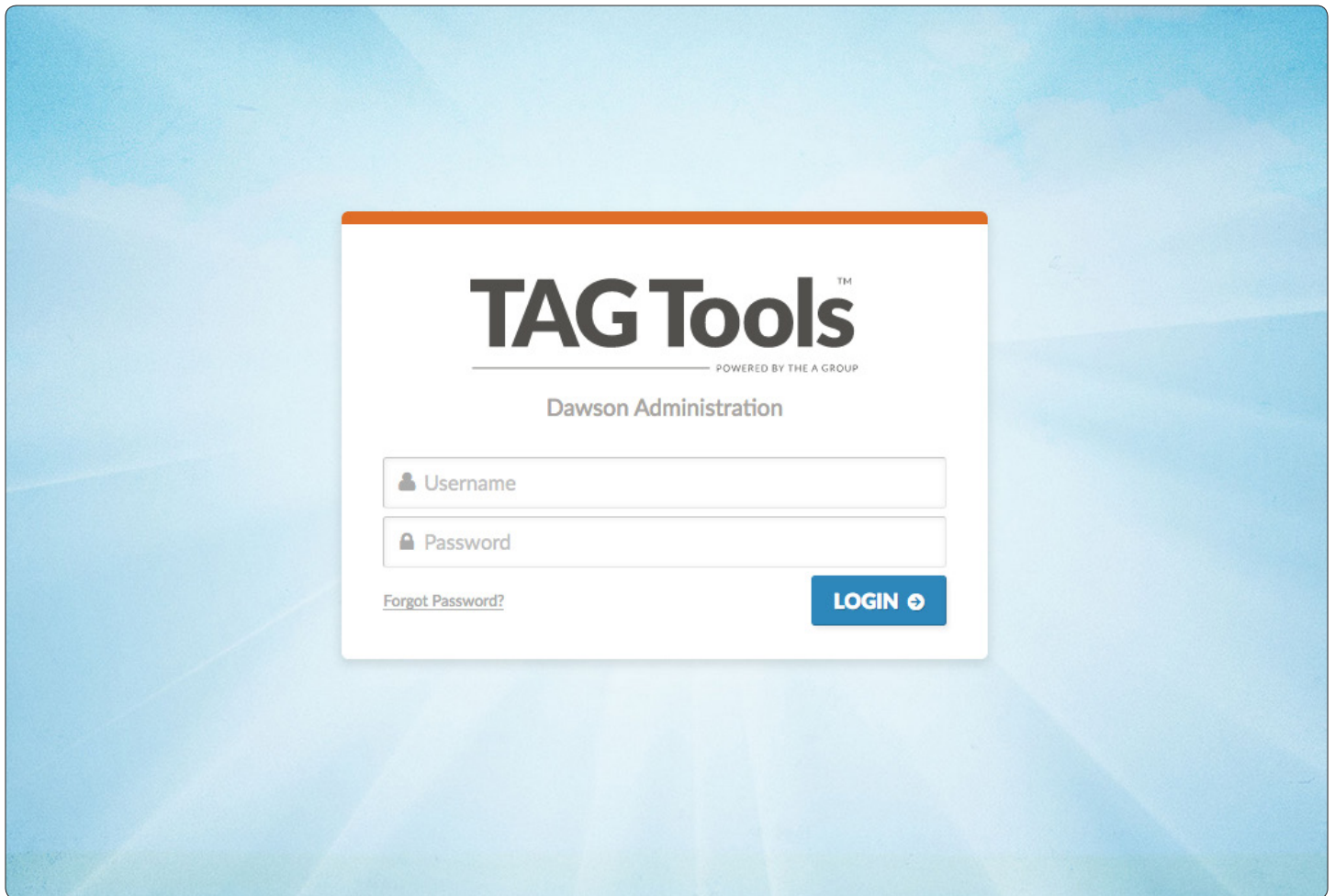
Step 9: *Together* handed out by greeters during worship on Sunday, January 29.

JANUARY 2017						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 Layout created	18 Staff Draft sent to staff members	19 Changes and/or corrections from staff are due	20 Finalize changes	21
22	23 Add new member names & send to printer	24	25 Delivered to Dawson for “Insertion Team”	26 Printed version mailed Online version emailed	27	28
29 Handed out during worship services by greeters	30	31				

WEBSITE



Dawson Website
URL: dawsonchurch.org



TAGtools: Dawson's Website Content Management System (CMS)

To log onto TAGtools, please follow these instructions:

Log-On: admin.dawsonchurch.org

Username: First Name (first letter capitalized)

Password: Last Name (first letter capitalized)

You will be able to change this when you log on for the first time. Click on your name in the top right-hand corner and then click "Your Account."

What is TAGtools?

TAGtools is the content management system (CMS) created by The A Group, the web development company that created Dawson's website. The content management system is a web application designed to make it easy to add, edit and manage select parts of Dawson's website.

What are the editable portions of Dawson's website?

The editable portions of Dawson's website are the following:

- Carousels
- Program & Events Feeds
- Campus Classes, Bible Studies, & Life Groups

The screenshot shows the top navigation bar of the Dawson Family of Faith website. The header includes the logo, address (1114 Oxmoor Road, Birmingham, AL 35209), social media icons, a search bar, and main navigation links: HOME, LIFE GROUPS, CALENDAR, LIVE STREAM, GIVE, CONTACT US. A secondary blue navigation bar contains: I'M NEW, WHO WE ARE, LEARN MORE, MINISTRIES, MISSIONS, EQUIPPING CENTER, MEDIA.

MUSIC & WORSHIP AT DAWSON

Ministries ▶ Music & Worship ▶

something EXTRAORDINARY

IT MATTERS.

- MUSIC & WORSHIP
- MUSIC & WORSHIP AT DAWSON**
- WORSHIP IN THE SANCTUARY
- SANCTUARY CHOIR
- DAWSON ORCHESTRA
- CHAPEL CHOIR
- CHAPEL ENSEMBLE
- MIDDLE SCHOOL CHOIR
- COLLIDE CHILDREN'S CHOIRS
- PRESCHOOL MUSIC & MISSIONS


What are Carousels?

Carousels rotate pictures and videos at the top of individual ministry webpages. Images and videos may be added to your ministry's carousel library (in TAGtools) and used when needed.

Dashboard Listing ▾

Carousels

161 Records



RightNow Media (960x540)
Active







TABLE (960x540)
Active




Preschool (960x540)
Active




Preschool (960x540)
Active





Preschool (960x540)
Active



Preschool (960x540)
Active







All ▾ Filters ▾ Sorting ▾ + Add New Carousel

Reminders/Tips:

To make an addition to your ministry's carousel select **“Add New Carousel.”**

Please utilize the highest quality, clear, and crisp color photos.

Carousel Image Size: 960 x 540 pixels per inch (or 7.681 inches x 4.319 inches), RGB, at 72 DPI

← Carousels

New Carousel

Start Showing On
ⓘ Leave blank to start showing immediately

Stop Showing On
ⓘ Leave blank to show indefinitely

Categories


<input type="checkbox"/> Adults (960x540) *	<input type="checkbox"/> Adults 55+ (960x540) *	<input type="checkbox"/> Arabic Fellowship (960x540) *
<input type="checkbox"/> Baptism (960x540) *	<input type="checkbox"/> Bham (960x540) *	<input type="checkbox"/> Bible Studies (960x540) *
<input type="checkbox"/> Camp Dawson (960x540) *	<input type="checkbox"/> Chapel Choir (960x540) *	<input type="checkbox"/> Chapel Ensemble (960x540) *
<input type="checkbox"/> College (960x540) *	<input type="checkbox"/> Collide Choirs (960x540) *	<input type="checkbox"/> DSM Curriculum (960x540) *
<input type="checkbox"/> Dawson Day School (960x540) *	<input type="checkbox"/> Dawson Foundation (960x540) *	<input type="checkbox"/> Dawson Kids (960x540) *
<input type="checkbox"/> Dawson Kids Worship (960x540) *	<input type="checkbox"/> Dawson Library (960x540) *	<input type="checkbox"/> Dawson Orchestra (960x540) *
<input type="checkbox"/> Dawsonaires (960x540) *	<input type="checkbox"/> Discover Dawson (960x540) *	<input type="checkbox"/> Early Worship Team (960x540) *
<input type="checkbox"/> Estate Planning (960x540) *	<input type="checkbox"/> Giving (960x540) *	<input type="checkbox"/> Go Love Tell (960x540) *

Reminders/Tips:


- No more than five carousels are allowed per webpage.
- Please update your pictures on a regular basis.
- You can load videos to a carousel.

I'M NEW WHO WE ARE LEARN MORE MINISTRIES MISSIONS EQUIPPING CENTER MEDIA

EVENTS


 [View Calendar](#)

All Categories




Go Love Tell: Dawsonaires partner with Living Church Ministries in Titusville
February 5, 2017

We invite you to join us for a unique worship experience involving the Dawsonaires and the senior adults of Living Church Ministries in Titusville on Sunday,... [read more](#)



Men's Monday Morning Bible Study
February 6, 2017

This semester, the Men's Monday Morning Bible Study will focus on the book of Hebrews. This Bible study meets in the Social Hall and begins at 7:00 a.m. with... [read more](#)



RENEW Bible Study
February 8, 2017

RENEW is the new adult Bible Study on Wednesdays in the Social Hall. Through RENEW, we will Read the Bible, Engage in a study of that passage, Notice where it... [read more](#)

What is an Events Feed?

An Events Feed populates the website calendar with the specifics on your ministry's event (date, time, location, and details).

Note: Events Feeds do not function dually with ServiceU. You must use both programs for your event.

[Dashboard](#)


Events

[Listing](#)

1 [2](#) [3](#) [4](#) [5](#) [6](#) [>](#) [»](#) 1 to 100 of 587

<input type="checkbox"/> TITLE	DATE	STATUS	ACTIONS
<input type="checkbox"/> Northeast Africa Mission Trip	November 11, 2017	Active	Edit Delete
<input type="checkbox"/> Haiti, Hypertension Clinic	October 7, 2017	Active	Edit Delete
<input type="checkbox"/> Northeast Africa, Medical Trip	September 1, 2017	Active	Edit Delete
<input type="checkbox"/> Southeast Asia Trip	August 25, 2017	Active	Edit Delete
<input type="checkbox"/> centrikid camp 2017	July 25, 2017	Active	Edit Delete
<input type="checkbox"/> Nicaragua- Father/Son Project	July 22, 2017	Active	Edit Delete

[Filters](#) [Sorting](#) [+ Add New Event](#)



Reminders/Tips:

To add an event select **“Add New Event.”**

[← Events](#)

New Event

Title *

Virtual URL *

Status *

Feature on Homepage *

Start Date *

Start Time

End Date
ⓘ If different from Start Date or event spans multiple days.

End Time

Recurrence *

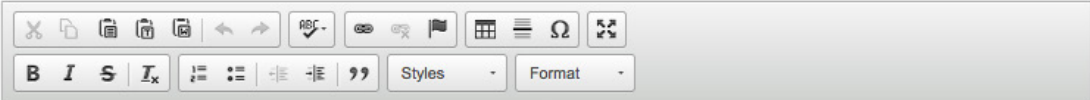
(Screenshot continued on the next page.)

Recurrence Exclusions

Thumbnail
Final size is 340x340.

Media
Final size is 960x540. Dimensions: 960x540

Content *



body p

Categories

<input type="checkbox"/> Adults	<input type="checkbox"/> Adults 55+	<input type="checkbox"/> Arabic Fellowship
<input type="checkbox"/> Children Special Needs	<input type="checkbox"/> College Ministry	<input type="checkbox"/> Collide

Reminders/Tips:

- Please do not use All Caps in the heading.
- Always capitalize the first letter of each word in your heading.
- Always include a Thumbnail Image and Media Image/Video for each event you add to the website.
- Always include a description for an event.
- Do not mark "Show on Homepage" on the events page.
- Do not put your event on someone else's webpage without their permission.

CALENDAR

[View Events List](#)

< January 2017
March 2017 >

February

2017

> GO TO MONTH


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">29</div> <p>Dawson Orchestra lead in Worship</p> <hr/> <p>Discover Dawson</p> <hr/> <p>Go Love Tell Maine - Missions Information Meeting</p> <hr/> <p>DPM Family Night: Family Worship Night</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">30</div> <p>Men's Monday Morning Bible Study</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">31</div>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">01</div> <p>RENEW Bible Study</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">02</div>	<div style="text-align: center; background-color: #0070c0; color: white; padding: 2px;">03</div>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">04</div>
<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">05</div> <p>Go Love Tell: Dawsonaires partner with Living Church Ministries in Titusville</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">06</div> <p>Men's Monday Morning Bible Study</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">07</div>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">08</div> <p>RENEW Bible Study</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">09</div> <p>The Latest On Controlling Your Blood Pressure</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">10</div>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">11</div>
<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">12</div> <p>BLOOD DRIVE</p> <hr/> <p>DPM: Jesus Loves Me Parties</p> <hr/> <p>Master Ringers play for Worship</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">13</div> <p>Men's Monday Morning Bible Study</p> <hr/> <p>DPM Play Day: Preschoolers on Mission</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">14</div>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">15</div> <p>RENEW Bible Study</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">16</div> <p>Men's Bible Study Lunch</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">17</div> <p>DPM Puppets & Popcorn PLUS</p>	<div style="text-align: center; background-color: #f0f0f0; padding: 2px;">18</div>

Clicking a link shown above will take you to Events Feed for the specified event.

I'M NEW WHO WE ARE LEARN MORE MINISTRIES MISSIONS EQUIPPING CENTER MEDIA

PROGRAMS


All Categories



DPM SPRING UNIT 2: JESUS LOVES

"Let us love one another for love is of God." 1 John 4:7 In order to continue conversation at home about praising God and learning our unit Bible verse,...


[read more](#)



FEBRUARY MEMORY VERSE

They devoted themselves to the apostles' teaching and to fellowship, to the breaking of bread and to prayer. (Acts 2:42) Enjoy your free printable! Print...

[read more](#)



KIDLIFE VOLUNTEERS FOR 1ST-5TH GRADE NEEDED

Dawson's kids is in need of over 100 adult volunteers to help with 1st-5th grade KidLife, June 5-9. Please click here to volunteer. This is for adult...

[read more](#)

What is a Programs Feed?

Programs Feeds are different from Events "feeds" as they do not populate the calendar. They do, however, give you the option to upload PDFs and other documents.

[← Dashboard](#)

Programs

[Listing ▾](#)

1 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [>](#) [»](#) 1 to 100 of 685

<input type="checkbox"/> TITLE	START DATE	END DATE	STATUS	ACTIONS
<input type="checkbox"/> May 2017 Menus	April 28, 2017	June 1, 2017	Active	Edit Delete
<input type="checkbox"/> DPM Spring Unit 5: Good News for Everyone	April 27, 2017	December 30, 2017	Active	Edit Delete
<input type="checkbox"/> April 2017 Menus	March 30, 2017	May 1, 2017	Active	Edit Delete
<input type="checkbox"/> DPM Spring Unit 4: Jesus Lives	March 30, 2017	December 30, 2017	Active	Edit Delete
<input type="checkbox"/> DPM Spring Unit 3: Jesus Teaches	March 2, 2017	December 30, 2017	Active	Edit Delete

[Filters ▾](#) [Sorting ▾](#) [+ Add New Program](#)

Reminders/Tips:

To add a PDF, video, or audio clip to your ministry's webpage, select **"Add New Program."**

[← Programs](#)

New Program

Title *

Virtual URL *

Status * Inactive

Start Date *

End Date *
ⓘ If different from Start Date or program spans multiple days.

Thumbnail
ⓘ Final size is 400x400.

Media
ⓘ Final size is 960x540. Dimensions: 960x540


Downloads

Reminders/Tips:

If you want your program to stop running on a specific day, set that day as the End Date. If you would like your program to run continually, chose a date far into the future. For example: 01/01/3000.

Always add a Thumbnail Image (400x400) and Media Image/Video (960x540) to programs.

Content *



body p

Categories

<input type="checkbox"/> Adults	<input type="checkbox"/> Adults 55+	<input type="checkbox"/> Arabic Fellowship
<input type="checkbox"/> Chapel Choir	<input type="checkbox"/> Chapel Ensemble	<input type="checkbox"/> Children Special Needs
<input type="checkbox"/> College Ministry	<input type="checkbox"/> Collide	<input type="checkbox"/> DSM Curriculum
<input type="checkbox"/> Dawson Day School	<input type="checkbox"/> Dawson Kids (Grades 1-5)	<input type="checkbox"/> Dawson Kids Worship
<input type="checkbox"/> Dawson Music Academy	<input type="checkbox"/> Dawson Orchestra	<input type="checkbox"/> Dawson Young Professionals
<input type="checkbox"/> Dawsonaires	<input type="checkbox"/> Discover Dawson	<input type="checkbox"/> Equipping Center
<input type="checkbox"/> Go Love Tell	<input type="checkbox"/> Health and Wellness	<input type="checkbox"/> Health and Wellness - Recipes
<input type="checkbox"/> Health and Wellness - Tips	<input type="checkbox"/> High School Sundays	<input type="checkbox"/> High School Underground
<input type="checkbox"/> Hispanic - English/Spanish	<input type="checkbox"/> International	<input type="checkbox"/> Journey
<input type="checkbox"/> Kids Connection	<input type="checkbox"/> Library	<input type="checkbox"/> Life Groups
<input type="checkbox"/> Marriage and Weddings	<input type="checkbox"/> Master Ringers	<input type="checkbox"/> Media
<input type="checkbox"/> Men's Ministry	<input type="checkbox"/> Middle School Choir	<input type="checkbox"/> Missions
<input type="checkbox"/> Moms & More	<input type="checkbox"/> Music and Worship	<input type="checkbox"/> News and Notable
<input type="checkbox"/> Prayer	<input type="checkbox"/> Preschool	<input type="checkbox"/> Preschool Music & Missions
<input type="checkbox"/> Questions About Faith	<input type="checkbox"/> Recreation Ministry	<input type="checkbox"/> Sanctuary Choir
<input type="checkbox"/> Senior Adults	<input type="checkbox"/> Stephen Ministry	<input type="checkbox"/> Stewardship
<input type="checkbox"/> Students Ministry	<input type="checkbox"/> Technical Ministry	<input type="checkbox"/> WOVEN Women's Ministry
<input type="checkbox"/> Weekly Menus	<input type="checkbox"/> What Happens at Dawson	<input type="checkbox"/> Worship Team & Band
<input type="checkbox"/> Young Adults		
<input type="checkbox"/> Select All		

Select All

Save

Reminders/Tips:

The category corresponds to the page where it will appear. If you need to add a program feed to a page, please contact the Communications Department.

SOCIAL MEDIA

Social Media

The Dawson Family of Faith is very active on multiple social media platforms. Social media serves as a way to inform Dawson members about upcoming events and missions endeavors, and provides reminders and encouragement through Scripture. Dawson's social media accounts also serve as a melting pot of information for non-members. Below are the social media platforms Dawson is active on, as well as a brief description.



FACEBOOK **DAWSON FAMILY OF FAITH**

Facebook is an **informative** social platform that enables users to connect with friends, family, and organizations by sharing status updates, personal photos and other items of interest. Dawson's page and other ministry pages are set up as Group pages, which is a type of page that people Like. The more Likes, the more Facebook users you reach!



TWITTER **@DAWSON_CHURCH**

Twitter is an **interactive** social platform in which users can post messages (with a 140 character limit), pictures, and videos. Users can Follow other accounts and Favorite or Retweet Tweets.



INSTAGRAM **@DAWSONCHURCH**

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take and edit pictures and videos to share with their followers. It confines photos to a square and users can apply a filter. Users can Favorite other users' photos.



PINTEREST **@DAWSONCHURCH**

Pinterest is a unique social media platform that allows users (Pinners) to organize digital content (Pins) into relevant categories (Boards) that reflect individual interests. Pinners can follow other Pinners to see what they are "pinning" and can "repin" their pins.

- Be as clear and concise as possible.
- Consistency is key.
- Keep the number of admins for accounts between **2 and 3**. Too many admins for one page can create inconsistency and overlap.
- Don't overcrowd a newsfeed. Each social media platform is very different. You could get away with tweeting 10 times a day. However, Instagram has an unspoken "**quality verses quantity**" rule. You will annoy your followers if you post 10 pictures in a row. Facebook is somewhere in the middle. However, for ALL platforms, don't post everything all at once. Space content out throughout the day.
- Use bitly.com to shorten and customize long, ugly links. Bitly turns this: **<http://www.dawsonchurch.org/events/608/2015-06-10/adult-wednesday-bible-study/from,calendar>** into this: **<http://bit.ly/AdultBibleStudy>**.
- Engage your audience. There's no shame in asking for Likes or Retweets!
- Use the hashtag symbol "#" before a relevant keyword or phrase (no spaces) in your Tweet to categorize your Tweets and help them show more easily in Twitter Search. Create your own and encourage your followers to use them. Example: **#KidLife17**
- The **best times to post** on each social media platform varies based on your audience and following. There are many ways you can measure the best time to post for your specific account. You can schedule a time to meet with Dawson's Social Media Coordinator for more information on these helpful analytic tools specific to your ministry.
- Dawson uses the **NIV 84 (New International Version)** for Scripture references. To keep everything consistent, it is helpful to use that version when quoting Scripture on social media.
- Schedule posts when possible. Facebook allows users to schedule posts directly from the page. For Twitter, you can use either **Hootsuite (hootsuite.com)** or **TweetDeck (tweetdeck.com)**. You can use Hootsuite to manage both Facebook and Twitter. TweetDeck will just schedule Tweets. If you want to schedule a picture to be posted on Twitter, use TweetDeck instead of Hootsuite. TweetDeck will post the actual picture, Hootsuite will post a link to the picture.
- It's important that each message is unique to each social media platform. Therefore, it is recommended that you do **not** link your accounts together. Composing a different message for each platform takes more time but it will be more effective.
- With permission, tag people in your pictures, especially on Facebook. The picture will show on the newsfeeds of all their friends, expanding the reach of the post.
- Please retweet and share posts from other Dawson accounts and make sure you are following other Dawson accounts. We can work together to make sure everything is promoted!

Here's more information on each platform:

- Facebook basics: <http://on.fb.me/1QtUMJx>
- Twitter basics: <http://bit.ly/1I9AgEr>
- Instagram basics: <http://bit.ly/1MPKGgD>
- Pinterest basics: <http://bit.ly/1fFXw5B>



FACEBOOK

Cover photo 851 x 315

Profile photo 180 x 180

Tab 111 x 74

Link image 1200 x 627

Shared image 1200 x 1200



TWITTER

Header 1500 x 1500

Profile photo 400 x 400

Shared photo 1024 x 512

In-stream photo preview 220 x 440



INSTAGRAM

Profile photo 161 x 161

Image viewed on desktop in lightbox as 612 x 612

Image feed 510 x 510



PINTEREST

Profile photo 600 x 600

Board Thumbnail 222 x 150

Pin 600 x infinite

MISCELLANEOUS

When Drafting & Sending E-mails:

- ALWAYS include a subject line.
- Use discretion when forwarding e-mails (internal only).
- When attaching files please make note in your e-mail of the attachment.
- The attachment file size limit is 20 MB.
- Use “Out Of Office Assistant” when needed.

Out of Office Assistant

Account: Dawsonchurch

Do not send Out of Office messages
 Send Out of Office messages

Reply to messages with:

I will be out of the office Tuesday, December 23 until Monday, December 29. For assistance, please contact the Church Office at 871-7324.

Thank you and have a Merry Christmas!

▼ More options

I am out of the office between:

Start date: Mon, Dec 22, 2014 5:00 PM
End date: Mon, Dec 29, 2014 7:00 AM

Send replies outside my company to:

Address Book contacts only
 Anyone outside my company

Reply once to each sender outside my company with:

I will be out of the office Tuesday, December 23 until Monday, December 29. For assistance, please contact the Church Office at 871-7324.

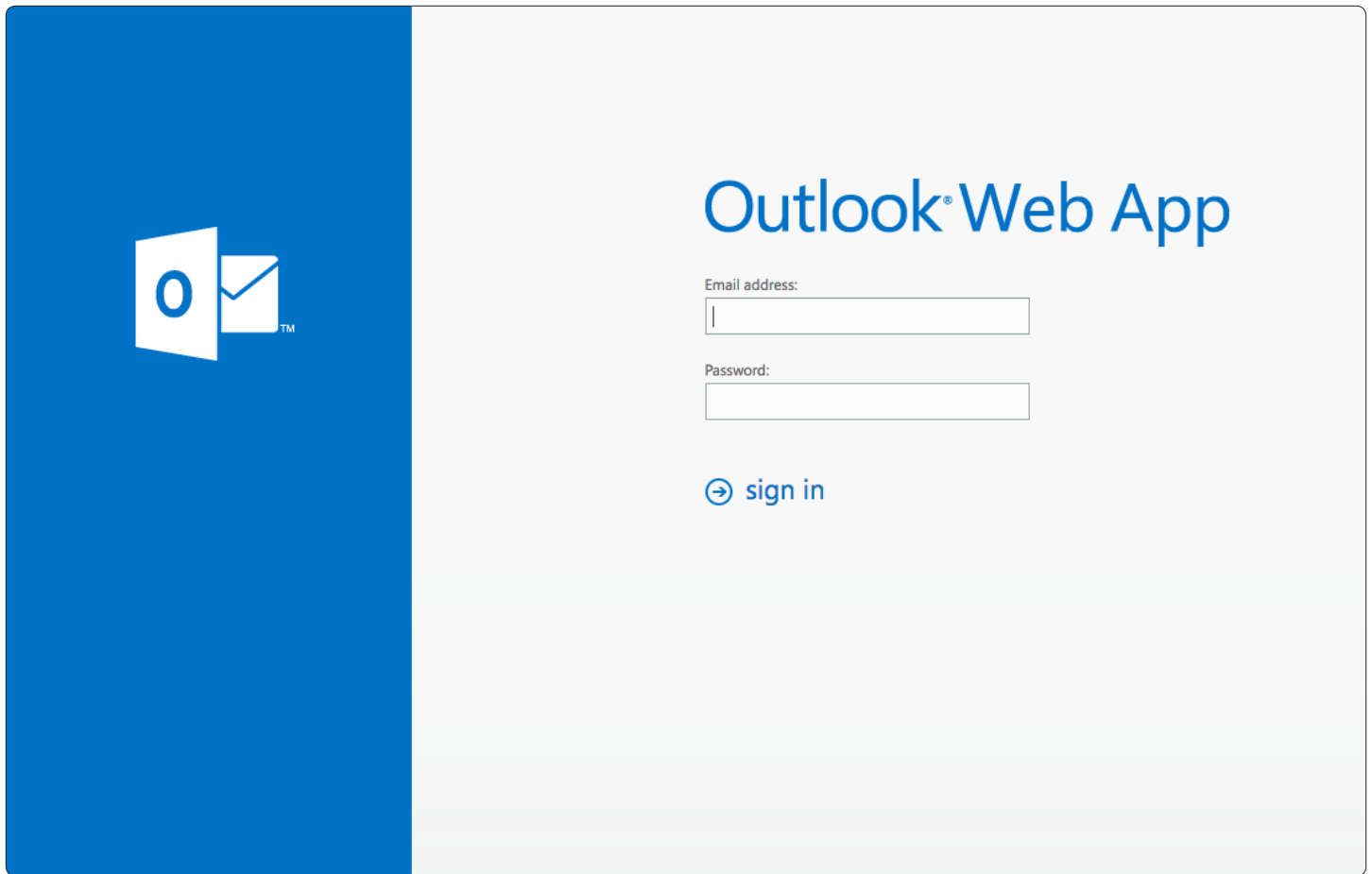
Thank you and have a Merry Christmas!

Cancel OK

- Use Spell Check!
- Include a signature at the end of your e-mails (see sample below).

E-mail Signature Recommendation:

Missy Wright
Director of Encouragement and Joyfulness
Dawson Family of Faith
1114 Oxmoor Road
Birmingham, AL 35209
(205) 871-7324
dawsonchurch.org



Dawson Webmail
URL: webmail.mysetup.io
Username: Your Dawson Email Address
Password: Your Teklinks Email Password

MISCELLANEOUS: Important URLs

Dawson Website

URL: dawsonchurch.org

Dawson Webmail

URL: webmail.mysetup.io

Together Online Submission

URL: prayer.dawsonchurch.org

TAGtools

URL: admin.dawsonchurch.org

ServiceU

URL: my.serviceu.com

IT Help Desk

URL: ithelpdesk.dbc.local

THANK YOU

Thank you for reading the Dawson Communications Manual. We hope you will take advantage of these resources and helpful style tips. If you have any questions, please don't hesitate to contact someone on our Media Team. We welcome any comments, critiques, or new ideas on how to improve our current operations in our Communications Department.

Thank you and God Bless!



1114 Oxmoor Road • Birmingham, AL 35209
(205) 871-7324 • Prayer Line: 795-PRAY
dawsonchurch.org