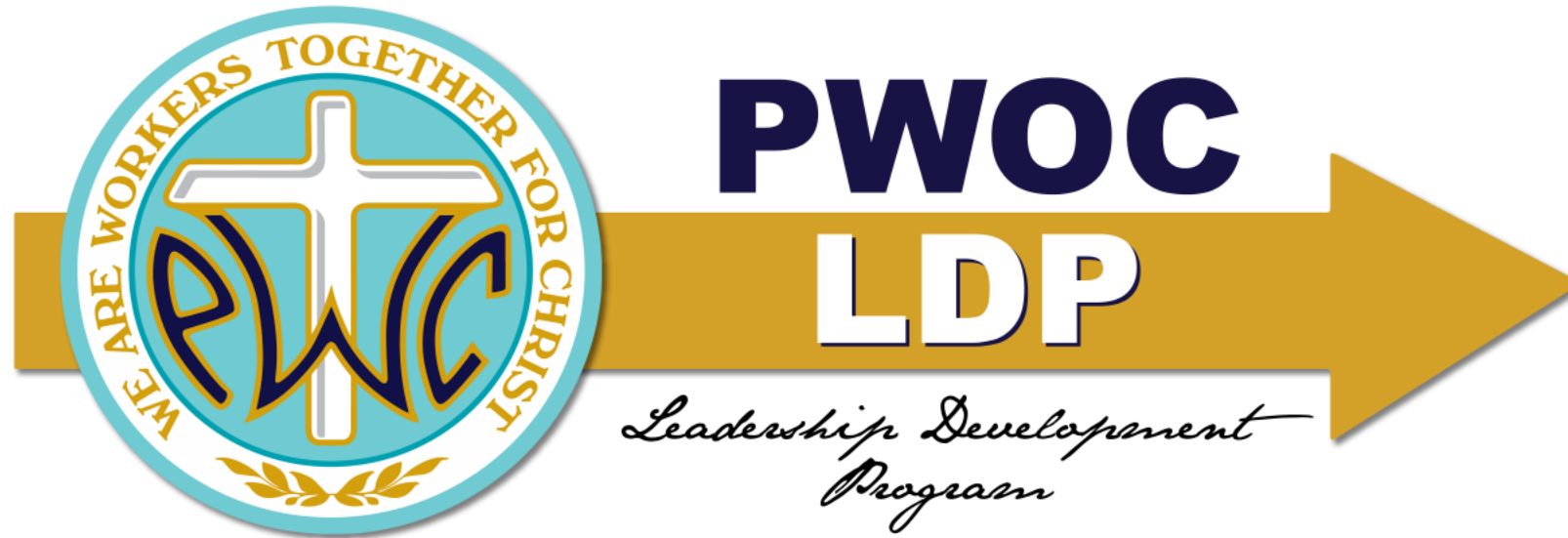


POSITION TRAINING



Publicity

Welcome Leader,

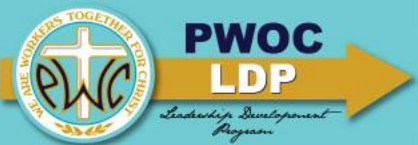
Working on a PWOC Board can be such a delight!

This training is designed to set the correct trajectory for your position to set you up for success. Take the time to think through each element. Consider how the information applies to you and to your military installation. Ask questions! Track down answers. Be proactive.

As you are making plans for the year, be sure to include self-care. Put God and your health first—take care of yourself and your family! Your service in PWOC should be a blessing to your other areas of responsibility—if it is not, step back and make adjustments. Course corrections will be needed throughout the year.

May God bless you and direct your steps,

Your PWOC Sisters in Christ



Summer Homework

READ [the PWOC Ministry Manual](#): This will give you a great overview of the ministry of PWOC along with helpful tools and information.

CHECK OUT [theHubPWOC.net](#) for great resources and specifics for your position.

ASSEMBLE a [support team](#): Ask 1-2 women to cover you in prayer throughout the year. It is helpful to ask non-local women so they can be objective in giving advice as needed.

COMPLETE [task items such as](#): 1) Registering in a volunteer hours system, 2) Completing a Background Check for working with children, or 3) Taking a Food Handler's Course.

WATCH [the Personality Module](#) in this Leadership Development Program, unless your Board plans to do this training together.



PWOC
LDP

*Leadership Development
Program*

A note about your Board Position Notebook:

In an ideal PWOC world, you were handed a super helpful position notebook (sometimes called a “continuity binder”) filled with everything you need to know, specific to your Board position, at your local installation. If you are one of the lucky ones, make your notebook even better by including all you learn this year. Add your own notes and resources to those of your predecessor.

If you do not have a position notebook, begin creating what you wish you would have received. Collect contact information for your key people. Record local protocol. Create event AARs. Write great Board Reports. Give the advice you wish you would have had. At the end of your term, you will have a valuable resource to hand over to your successor.

Position notebooks can be hardcopy, digital, or a hybrid. For more information and a list of items to consider including, see the section: **Keeping a Position Notebook** in Chapter 1 of the PWOC Ministry Manual.



Publicity

The Publicity position creatively publicizes PWOC through all lines of communication in the Chapel Community and greater Military Community. You are the holder of the megaphone for your local PWOC! Use it wisely and loudly to promote such a beautiful and life-changing ministry. And be encouraged that you will be used by the Lord in a mighty way in your PWOC and your community!

The following slides will help you “unpack” your position. The first line item on each slide comes directly from your position description in the PWOC Ministry Manual, followed by suggestions, questions, and comments to help you see how each element may play out at your installation. Text that appears in gold refers to resources in the PWOC Ministry Manual (PWOC MM) or the PWOC Leadership Development Program (PWOC LDP).



PWOC
LDP

*Leadership Development
Program*

Publicity

1. Assembles a Publicity Ministry Team to accomplish her position responsibilities—involving and developing women from the PWOC body who understand technology and advertising.

- This position allows you to have a diverse and creative team working together to effectively promote PWOC in the community. Do you have ladies who are skilled in photography, tech, A/V, design, or social media? Begin to ask around for these talents in the PWOC body and involve them! Do not hesitate to use social media to market “job openings” on your team such as “Looking for Someone Skilled in Graphic Design or Video Production.”



- As you work with your team to complete practical tasks be mindful to invest in them spiritually. What might that look like? How can you let them see your relationship with God? How can you help them grow in theirs?



PWOC
LDP

Leadership Development Program

Publicity

2. Coordinates with the Administrative Coordinator to determine which position handles the various social media outlets (i.e., define position boundaries).

- Meet with the Administrative Coordinator position ASAP to decide which social media outlets will be monitored by her as opposed to you. It is wise to have both of you with administrative rights on social media accounts to aid in monitoring and posting.
- Once the boundaries are determined, set your notifications to alert you when a message, post, or information arrives to the account. If it is a concerning notification, contact the Administrative Coordinator and President as necessary.
- Social media is a powerful tool and oftentimes where the ladies get their information. Utilize it to your benefit in promoting events, changes, cancellations, and other announcements.



PWOC
LDP

*Leadership Development
Program*

Publicity

3. Keeps the President informed, allowing her to preview publications, since she is ultimately responsible for publicized information regarding PWOC.

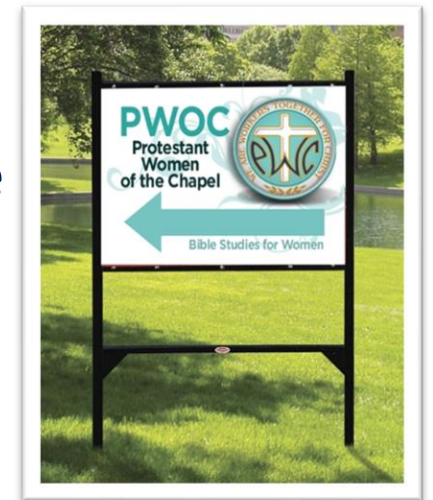


- The President is accountable for everything that is promoted and goes out on behalf of PWOC. As she reviews materials, she is a second set of eyes to catch any errors on the publications. Be gracious with her feedback.
- Keep the President informed in a timely manner. As you build rapport and trust, many items on social media can be posted after a quick check-in by text.
- Be open and flexible to changes that come from the President on promotion materials. She sees the overall vision and all the elements that make up PWOC.

Publicity

4. Coordinates with other Board members to publicize PWOC activities. For clarity, spells out “Protestant Women of the Chapel” on all publicity releases.

- Keep an eye on the PWOC Calendar. Check in with other Board members as you see events approaching. Do they need a flyer, an announcement on Facebook, a slide, an email? How can you help? Show them samples of what can be done on Canva or other free apps to create stunning promotional materials/videos.
- Since PWOC is an acronym, take the guessing game out for those who are unfamiliar with this amazing ministry. Always add *Protestant Women of the Chapel*, even if it is a subtle accent to the logo.



Publicity

5. Uses grammatical and editorial skills to ensure the quality of information posted online.



- Nothing is quicker to be pointed out than a grammatical error on promotional materials. Utilize online tools or set your standards in your software to catch misspellings and grammatical errors.
- Ask someone with strong writings skills to preview materials before they are sent out to the PWOC body/community, even if you are confident they are correct!
- Be especially vigilant on items such as a flyer, trifold, or postcard that will be printed in mass quantity!



PWOC
LDP

*Leadership Development
Program*

Publicity

6. Follows Installation and Chapel guidelines as well as OPSEC (Operational Security) guidelines when posting online.

- We must be vigilant to keep our service members and their families safe! Monitor posts and comments on social media that could jeopardize OPSEC and remove immediately. Watch for posts that mention specific locations, dates, deployment plans, or any other critical information that could be used against our military force or their families. Be cautious about innocent posts, such as, “praying for _____,” that could inadvertently reveal information.
- Aside from OPSEC, what are the rules for posting online? Meet with your President and PWOC Chaplain Sponsor to set up parameters as to what can and cannot be posted on social media.



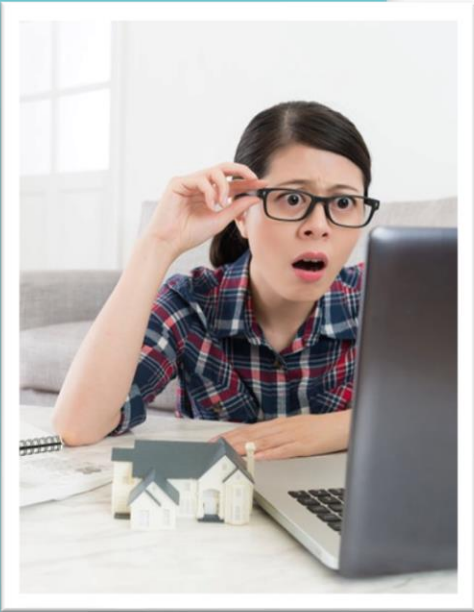
PWOC
LDP

*Leadership Development
Program*

Publicity

7. Monitors social media outlets. Removes inappropriate content as necessary.

- With the help of the Administrative Coordinator position, Publicity Team members, and perhaps other representatives on the Board, diligently monitor your social media accounts. It is wise to require an administrator to review/accept posts from the PWOC body (or general public) before they are published.
- Ensure that you have given trustworthy individuals administrative rights to your social media accounts to help remove anything or anyone that is not appropriate. Be cautious of adding unknown people to the Facebook closed groups for your PWOC. Set up security questions that must be answered to officially join the group.
- Remove angry comments, anything that might cause alarm, anything that could jeopardize OPSEC, along with anything else that seems inappropriate in representing a women's ministry.
- When necessary, consider setting your social media posts to not allow comments.



Publicity

8. Ensures information flow to Protestant Chapel services regarding current Bible studies, upcoming Programs, Retreats, and other PWOC events.

- Keeping in mind that we are the women's ministry of all Protestant Chapel services on the military installation, make good contacts in each Chapel service (with their promotional team and the lead Chaplain) so slides, videos and PWOC items can be sent for advertising to the women in their Chapel congregations.
- Ask for the Chapel services to promote the PWOC events on their social media pages and by word of mouth to their congregants.
- Use hashtags to tag Chapel services on your social media posts.



PWOC
LDP

*Leadership Development
Program*

Publicity

9. Considers advertising (to the PWOC body) relevant events within the Chapel Community as well as other ministries available on the military Installation (e.g., Teens of the Chapel, Club Beyond, Men of the Chapel, MOPS, Cadence, CRU, Navigators, OCF, Planting Roots, etc.).

- It is a courtesy for PWOC to advertise for Chapels and other Chapel ministries, just as it is a courtesy for those organizations to advertise for PWOC. Be a team player! Proactively watch for events posted by the Religious Support Team, Chapels, and Chapel ministries. Consider reposting those events through PWOC channels. Make sure your President agrees.
- Be a Point of Contact (POC) for women who inquire about the other ministries. Have contact information for other ministries ready to share.



Publicity

11. Considers advertising for PWOC on the military Installation in ways that are locally relevant (i.e., social media, banners, flyers, newspaper, Newcomers' Brief, digital announcement screen, etc.).

- Be creative in finding avenues to promote PWOC. Ask if you can post flyers in housing areas, Chapel bulletins, announcement boards at installation entries, medical building waiting rooms, briefings, etc. Can you produce materials for the Chaplains to utilize during their unit events?
- What has been done in the past? Does your position notebook have any good ideas? Does the Board or your team have other ideas? Are they cost effective? If funds are available, consider investing in large banners or table runners to look professional at community events.



PWOC
LDP

Leadership Development Program

Publicity

12. Works with the Financial Liaison to purchase necessary supplies, working within budget constraints.

- Is there money allotted to Publicity? How much?
- Are you able to make photocopies for free? Where? Do you need to provide paper or ink? Can you acquire paper from the Chapel to print at home? Can you purchase ink with a Purchase Order for your personal printer?
- Does your PWOC need to invest in outdoor banners/signs? What else can you think of that may be a budget item for your PWOC?
- Find out how long the Purchase Order Request process takes and start early.



PWOC
LDP

*Leadership Development
Program*

Final thoughts...

*The Publicity position involves a lot of creativity—
have fun with it!*

*Use the artistic gifting that God has given you.
Help get the word out about PWOC.*

*Be an avenue for women to encounter Christ.
You will be such a blessing to the Board this year.
Let everything you do be for the glory of God!*