



LWML

Lutheran Women *in Mission*

**Branding & Style
Guidelines 2017**



LWML

Lutheran Women *in Mission*

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LWML Brand Vision

The goal of the LWML brand is to attract a broader audience and convey the characteristics of the organization that make it so unique. This new identity aims to re-engage existing members, connect local units with national, illustrate a unified vision, and capture the passion represented by current members of the LWML.

Logo + Usage

Our logo is the center of our brand. It embodies our organization. How it is used and applied plays a critical role in how the organization is perceived.

Logo Meaning

Through this identity, the hope is to empower members through deeper connections, tradition, and the desire to serve God. The symbol was created with this in mind; one that represents the members of both the LWML and the church. A **heart** to represent the love and giving nature of the members; a **drop** to symbolize the blood of Christ and tear of compassion; and a **cross** above all else to proudly show purpose behind the efforts of the LWML.

Clarity was a goal for the primary text, LWML. A clean, rounded font was selected that provides a timeless representation of the organization.



Our Logo

primary LWML logo mark



stand alone icon



vertical stacked secondary logo



horizontal secondary logo



Logo Usage

Clear Space

To ensure our logo stands out clearly it must maintain minimum clear space on all sides. This is essential when space is limited.

When composition allows, more space should be added to increase visibility.



Minimum Size

Horizontal logos must not be reproduced smaller than two (2) inches wide due to the Lutheran Women in Mission subtext. When logo is smaller, the legibility is greatly decreased.

The heart icon may be used on its own in certain applications, however this must not be applied smaller than one-half (.5) inches tall.



Logo Color

The colors for the primary two color logo are Pantone 267 (purple) and Pantone 110 (gold) and they should be used whenever possible. In instances where one color usage is needed, Pantone 267 may be used on its own. The logo may also be used in black and white or reversed out of the purple.



Incorrect Use



1



2



3



4



5



6



7

- 1 Do not: Alter the order of the color sequence
- 2 Do not: Outline any portion of the logo
- 3 Do not: Change the scale or orientation of the type
- 4 Do not: Add any special effects to the logo
- 5 Do not: Use color outside of the specified palette
- 6 Do not: Change the scale of the primary logo
- 7 Do not: Skew or stretch the logo

Typography + Color Palette

The following fonts were chosen because of their unique visual characteristics and their supportive quality to the overall look of the brand.

The color palette is comprised of primary and secondary color palettes. The primary palette includes the historic purple with a gold accent to create dynamic contrast.

The secondary color palette is used to differentiate various groups within the LWML organization.

Main Typeface

Suggested Use

Gotham is the typeface used in the LWML primary mark and is based on simple geometric forms. The varied weights in the type family make it versatile for various applications. As a sans-serif typeface, it is easily legible at large sizes.

Gotham may be used in many instances but is particularly useful in headings, quotes, numeral treatments, and all caps.

Avoid Using

Gotham may be used as body copy although Mercury is preferred.

Alternative:

When Gotham is not available, Helvetica may be substituted. This should only be used when absolutely necessary.

Aa

GOTHAM

GOTHAM medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

GOTHAM light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

GOTHAM bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typefaces

Suggested Use

Mercury is a serif font and is easily legible for smaller size type such as running text. The rounded characters help to support the rounded forms in the primary mark and heart icon. Pairs well with Gotham.

Avoid Using

Mercury should not be used in headlines or other large scale instances.

Aa

Mercury

Mercury Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Mercury Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Mercury Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typefaces

Suggested Use

Klinik slab is an industrial but approachable slab serif that works well in specific instances such as email signatures and phrases such as “Serve the Lord with Gladness”.

Avoid Using

Klinik Slab should be used sparingly as it has similar characteristics to Mercury and will clash when used too frequently together.

Aa

Klinik Slab

Klinik Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Klinik Slab Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Klinik Slab Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

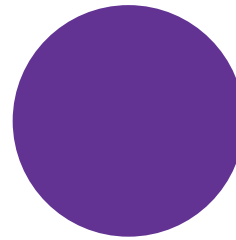
abcdefghijklmnopqrstuvwxyz

0123456789

Color Palette

Color Usage

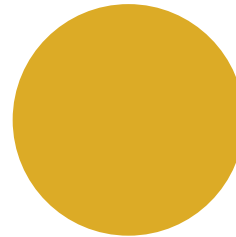
Color is vital in the visual representation of LWML. The correct color usage should be reflected throughout all communication and applications.



PMS 267
CMYK 82/87/0/0
RGB 95/37/159
WEB #5F259F

Purple and Gold

Purple (Pantone 267) is the predominant brand color and should be used whenever possible. The gold accent should be incorporated when contrast and dimension are needed. The gold should always be in support of the purple and not overpower.



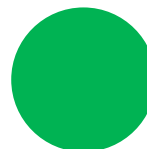
PMS 110
CMYK 4/17/98/7
RGB 207/166/82
WEB #CFA652

Supporting Color

Purple is a powerful color, but it deserves supporting colors that compliment it when used. Pantone 1655 and Pantone 7841 provide a range of colors that allow you to populate various media with sophistication and boldness, while maintaining the feel of the existing LWML brand.



PMS 1655
CMYK 0/84/100/0
RGB 252/76/2
WEB #fc4c02



PMS 7481
CMYK 82/0/86/0
RGB 51/170/102
WEB #33AA66

Supporting Marks

While the primary mark is versatile, the LWML organization has many facets that require designation. These supporting marks provide emphasis and customization for the unique subsets within the organization.

Supporting Marks

Type Only Logo

In some cases the primary mark will need to be condensed. When space is limited and the LWML acronym is necessary, the type only logos can be used.

Both the horizontal and stacked orientation allow for instant recognition but must be used with the specified color palette.

Lutheran Women in Mission Script

Lutheran Women in Mission is an additional sub mark that can be paired with the stand alone icon or the primary mark. This is not editable text and should always be treated in the same manner across all applications. For flexibility, a horizontal and stacked option is provided.

horizontal type only



stacked type only



Women in Mission Script

Lutheran Women in Mission

*Lutheran Women
in Mission*

District Marks

District

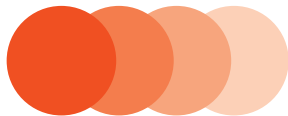
Because of the many districts of LWML, there was a need to create a specific visual personality for each local organization. This is an optional mark to be used as each organization sees fit, however the more unified the voice, the stronger the brand.

Orientation of district marks

When possible, the LWML primary district logo should be used. The simplified horizontal and stacked vertical options may be used if space is limited.

Just like the primary mark, the district marks have various orientation options that can be used accordingly.

Additionally, each region must use the PMS1655



PMS 1655

CMYK 0/84/100/0

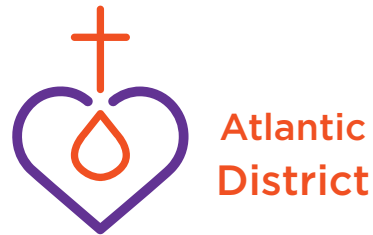
RGB 252/76/2

WEB #fc4c02

LWML primary logo horizontal district



horizontal district



stacked vertical district



Committee Marks

The committee marks are meant to be used in moderation and only as a way to differentiate the various committees within the LWML organization.

Pantone 784, seen below must be used in order to remain separate from the primary mark and the district logos.

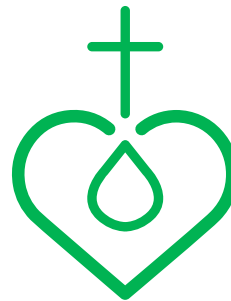


PMS 7481

CMYK 82/0/86/0

RGB 51/170/102

WEB #33AA66



**Women
of Vision**
Zone



**Heart to
Heart Sisters**

Transparency Effect

In some instances, the stand alone heart icon may be added in the background of a design at 10% opacity. The results should be subtle and resemble a watermark. If needed, type can be placed on top of the icon to create dimension within the design.

This effect should be used sparingly and always in conjunction with another logo at 100% opacity. This is not meant to be the only logo mark on an application.

Additionally, when the icon is used as a transparency it may be cropped so that it bleeds off the edge of the design. Be sure not to crop more than a quarter of the icon as seen below.



Do Not: crop more than 25% of the icon



File Types

Due to the variety of merchandise and the volume of applications, it is imperative that proper files are rendered and shared with participating vendors.

The following page describes the various file types and the best scenarios for their use.

File Types

.AI/.EPS

Any file with an .ai or .eps is saved as vector artwork. This can be scaled to any size without concern for pixelation. Use this version whenever possible.

These files are specifically useful for cutting signs, vinyl, laser cutting, etching, screen printing, and embroidering.

.DWG

This should only be sent to fabricators or sign shops. Certain fabricators using routers or laser cutters require this file for fabrication specifications.

.TIFF

A .tiff is a high resolution CMYK raster file. Use this when printing large files and when vector is not an option.

.JPG/.PNG

Best uses are embroidery, Web, Word documents and emails. These file types should avoid resizing as much as possible.

.PDF

A pdf should be saved and transmitted for viewing/proofing only.

Style Guide

The LWML follows The Official Stylebook of The Lutheran Church—Missouri Synod and The Associated Press Stylebook. The following exceptions and organization-specific additions supersede any with which they are in conflict. These styles are to be used in all LWML publications and communications. Terminology specific to the LWML is included throughout this document.

Please direct any style questions to the LWML VP of Communication at depcom@lwml.org

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2-Minute Tuesday — 2-Minute Tuesdays are an effort to encourage women to share the Good News of Jesus and about LWML in short, non-threatening “pep talks” via email. Each recipient gets an email with helpful tips that take only a short while to read and are sent every other Tuesday.

A

a or an —When using an acronym preceded by “a” or “an,” be guided by the sound of the first letter of the acronym. For example, LCMS sounds like it starts with an “e” so use the article “an” in front of it. Example: Rev. Smith is an LCMS pastor. A CHI staff member joined the meeting. (LCMS Stylebook)

Adviser — not advisor (AP)

Audio Visual Director — As a formal title, capitalize directly preceding the full name. Following the name, it's lowercase. (AP) Examples: Audio Visual Director John Doe. The audio visual director is Pete Smith.

Archivist-Historian — In AP Style, a hyphen is preferred when linking a job description.

B

biennial, biennium — Lowercase unless using the official name of a biennium or biennial convention. For example: The 37th Biennial Convention of the LWML was held in Albuquerque. But: We approved 18 grants this biennium.

board of directors — Capitalize Lutheran Women's Missionary League Board of Directors or LWML Board of Directors. The abbreviation BOD is acceptable on second reference. Do not capitalize board when not used as part of the official title: The board met to discuss the budget.

bylaws — Capitalize bylaws when referring to the official name: the Bylaws of the Lutheran Women's Missionary League. Use lowercase when using general terms: Our bylaws need to be revised.

C

capitalization — Capitalize district, zone, society, committee, etc., only when part of a proper name. Always capitalize LWML committee and department names. For example:

The LWML Ohio District hosted the event.

Sally attended the district convention.

The Christian Life Committee will meet in January.

Each committee should submit a report on its progress.

Refer to individual style entries for capitalization of various terms. See also **titles**.

catalog — Lowercase unless using the official name: LWML Catalog or Lutheran Women's Missionary League Catalog. But: I can't wait to order from the catalog.

comma in a series — Comma (in serial lists) - the comma will be used in all lists of three or more before the conjunction. Ex. The LWML's focus is on growth in the Word, missions, mites, and fellowship.

composition titles — **See italics.**

convention — Lowercase except when using the official name. For example: The convention is in June. But: The 36th Biennial Convention of the LWML was held in Des Moines. Put convention themes in quotation marks.

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D

dates — Spell out all months and days of the week. When writing a month, day, and year, place a comma after both the day and the year: The zone rally was held on October 9, 2016, in the sanctuary. When writing only a month and a year, do not separate with commas: The convention will be in June 2017. When writing a weekday and date, use commas after both: Bring donations by Sunday, March 12, in order to meet the deadline. Do NOT use ordinal numbers (i.e. 23rd) in dates. Updated LWML Video

district — Each district is a subordinate organization of the Lutheran Women's Missionary League. When referring to a specific district of the LWML, write "LWML" or "Lutheran Women's Missionary League" preceding the district name (see below). The full title of a district president should be written in the following order: LWML Kansas District President Jane Doe. Following are the legal names of the LWML districts, which should be preceded by "Lutheran Women's Missionary League" in official documents.

LWML Atlantic District
LWML California-Nevada-Hawaii District
LWML Carolinas District
LWML Central Illinois District
LWML Chesapeake District
LWML Eastern District
LWML English District
LWML Florida-Georgia District
LWML Gulf States District
LWML Indiana District
LWML Iowa East District
LWML Iowa West District
LWML Kansas District
LWML Louisiana-Mississippi District
LWML Michigan District
LWML Mid-South District
LWML Minnesota North District
LWML Minnesota South District

LWML Missouri District
LWML Montana District
LWML Nebraska North District
LWML Nebraska South District
LWML New England District
LWML New Jersey District
LWML North Dakota District
LWML North Wisconsin District
LWML Northern Illinois District
LWML Ohio District
LWML Oklahoma District
LWML Oregon District
LWML Pacific Southwest District
LWML Rocky Mountain District
LWML SELC District
LWML South Dakota District
LWML South Wisconsin District
LWML Southern Illinois District
LWML Texas District
LWML Utah-Idaho District
LWML Washington-Alaska District
LWML Wyoming District

Please note: In official documents, the legal names of the LWML districts should be preceded by the words "Lutheran Women's Missionary League."
See also capitalization.

E

email — Lowercase except at the beginning of a sentence (also applies to ebooks, ejournals, cellphones, smartphones, etc.). Written italicized but not underlined: *lwml@lwml.org*; may be underlined as well as italicized in digital copy.
eNews — The subscription-based electronic newsletter produced by the LWML. Note the capitalization of the letter "N."

events — Capitalize only the official name of an event but not general terms like "zone rally" or "spring workshop." For example: The zone rally is on Sunday. But: The Mid Coast Zone 2017 Spring Workshop is tomorrow.

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eQuarterly — electronic version of the Lutheran Woman's Quarterly is written without italics.

F

fonts — Because some source file font choices do not print correctly in PDF documents, these recommended universal fonts should be used in Microsoft Word and Excel documents: Arial, Verdana, Helvetica, Times New Roman, Georgia.

flier, flyer — Flier is the preferred term for a person flying on an aircraft or for a handbill. Flyer is the proper name of some trains and buses: The Western Flyer.

G

Graphic Design — Include credit to graphic artist on work; ie. Graphic Design: Jane Doe

Gifts from the Heart — The name for in gatherings at LWML-related events. Do not set off with quotation marks or italics.

H

Heart to Heart Sisters — Do not set off with quotation marks or italics.

I

Interdepartmental (ID) — Annual meeting of the LWML department committees, task forces, and special teams.

Internet — Beginning June 1, 2016, lowercase internet and web. Use the following guidelines for capitalization of other internet-related terms: webcam, webcast, webmaster, webpage, webfeed; the web,

web address, web browser.

When writing out a website, do not include the "http://" protocol unless that particular site does not use the "www" prefix. For example: www.lwml.org but <http://example.com>. If an address breaks between lines, split it directly before a slash, dot, or an appropriate word break; do not insert a hyphen. Web addresses are written italicized but not underlined. Web addresses may be underlined and italicized in digital copy.

See also email, eNews.

italics — Italicize titles of publications such as books, Bible studies, devotions, plays, essays, pamphlets, tracts, and periodicals (including magazines and newspapers). Do not italicize titles of events or organization-specific terms.

When quoting Scripture, the verse is in italics, no quotation marks. The quote marks are used for a quote within the verse. The Scripture verse and version other than ESV are in parentheses with closing period outside of parentheses. For example: And they realized they had been with Jesus. "For we cannot but speak the things which we have seen and heard" (Acts 4:13b, 20 NKJV). The Bible reference is regular font, in parentheses, within the final punctuation of the sentence. The Book of the Bible can be written out if there is space to do so. See also quotation marks.

L

live-stream (n.) and live-streaming (v.) — Broadcasting live events. Livestream is the name of a service that enables organizations to share experiences through live video.

LWML Office — Capitalize when using the official name of the LWML Office in St. Louis.

LWML Store — Capitalize when referring to the official

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name.

Lutheran Church—Missouri Synod, The — The organization's full name should always be written properly, including The and an em-dash, with no spaces, between the words Church and Missouri: The Lutheran Church—Missouri Synod. The Missouri Synod, the Synod, and the LCMS are acceptable short forms for the church body's name.

Lutheran Women in Mission — The words "Lutheran Women in Mission" may be used to describe in spoken and written form who we are and what we do.

Lutheran Women's Missionary League — Use on first reference to the organization in official correspondence and news releases. LWML is acceptable on subsequent references or on first reference only in internal communications. The Lutheran Women's Missionary League is an integrated auxiliary of The Lutheran Church—Missouri Synod.

Lutheran Woman's Quarterly — Italicize name of official publication of the LWML. Quarterly or LWQ are acceptable on second reference. Note that "Woman's" is singular. The plural form would never be "Quarterlies." One could say Lutheran Woman's Quarterly magazines, or issues of the Lutheran Woman's Quarterly, or Lutheran Woman's Quarterly subscriptions. If one wants to use the magazine's informal name, the plural could be written as LWQs or perhaps Quarterly's. (Please note, in those cases, the letter "s" would not be italicized, but the other letters would be.)

LWML Conventions —The Convention Programming Committee plans the program. Working as a team, the convention Host Committee are the

arms and feet that carry out the program.

M

mission grants — Capitalize only when preceded by "LWML": LWML Mission Grants, Lutheran Women's Missionary League Mission

Grants: The LWML Mission Grants have been selected.
But: The district prays for mission grant recipients.

Mite Box — Capitalize in all instances. No longer a registered trademark of the LWML.
mites — Lowercase in all instances.

multicultural — of, relating to, or representing several different cultures or cultural elements. Use this term rather than ethnic.

Mustard Seed Devotions — Name given to the daily devotions received through email. Mustard Seeds is an acceptable second reference. Capitalize in all instances. Do not set off with quotation marks or italics.

N

news release — Use instead of "press release."

numbers — Write out the numerals one through nine; use figures for 10 and above. Spell out any number at the beginning of a sentence. Consult The Associated Press Stylebook for rules on ordinal and cardinal numbers.

O

Official Publication Staff — Official name of the committee that produces Lutheran Woman's Quarterly.

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(LWML Bylaws) Quarterly Staff also acceptable.

P

punctuation — Use one space between sentences and after colons.

Put one space on each side of an ellipsis (...) and an em dash (—).

Place a period outside a closing parenthesis if the material inside is not a sentence (such as this fragment). (An independent parenthetical sentence such as this one takes a period before the closing parenthesis.) When a phrase placed in parentheses (this one is an example) might normally qualify as a complete sentence but is dependent on the surrounding material, do not capitalize the first word or end with a period. — AP

A hyphen is used to hyphenate two words, never to separate two phrases in a sentence. To separate phrases, an “en” dash — must be used. If the — cannot be located on the keyboard, then a double hyphen -- is acceptable as an alternative. En dashes are used between numbers, as in Luke 2:1–3, which looks different from Luke 2:1-3, and between dates, as in June 1–15, 2016.

hyphen -

“en” dash – (ALT+0150)

“em” dash — (ALT+0151)

See also italics, quotation marks. The Associated Press Stylebook has an extensive Punctuation Guide for additional reference.

Q

quotation marks — Use a comma to introduce a complete one-sentence quotation within a paragraph: The pastor said, “Please turn to the insert in your bulletin.”

Do not use a comma at the start of an indirect or partial quotation: Ruth said she was “fit as a fiddle.”

The period and comma always go within quotation marks. The dash, semicolon, question mark, and exclamation mark go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence. For example: Mary asked, “Where is the party?” But: Who said, “This is most certainly true”?

Put quotation marks around convention themes.

The Associated Press Stylebook has an extensive listing on quotation marks for additional reference.

The name of a magazine never uses “quotation marks.” If italics are not available, the old school way to indicate a magazine’s title is with all caps: LUTHERAN WOMAN’S QUARTERLY.

S

society — See capitalization.

scripture — When quoting Scripture, the verse is in italics, no quotation marks. The quote marks are used for a quote within the verse. The Scripture verse and version other than ESV are in parentheses with closing period outside of parentheses. For example: And they realized they had been with Jesus. “For we cannot but speak the things which we have seen and heard” (Acts 4:13b, 20 NKJV).

The Bible reference is regular font, in parentheses, within the final punctuation of the sentence. The Book of the Bible can be written out if there is space to do so.

states — When using a state name only, spell out the state. When used with a city name, states should be abbreviated in body copy as follows: (postal code abbreviations in parentheses) See LCMS Stylebook at www.lcms.org for further details.

Ala. (AL) Md. (MD) N.D. (ND)

Ariz. (AZ) Mass. (MA) Okla. (OK)

Ark. (AR) Mich. (MI) Ore. (OR)

Calif. (CA) Minn. (MN) Pa. (PA)

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Colo. (CO) Miss. (MS) R.I. (RI)
Conn. (CT) Mo. (MO) S.C. (SC)
Del. (DE) Mont. (MT) S.D. (SD)
Fla. (FL) Neb. (NE) Tenn. (TN)
Ga. (GA) Nev. (NV) Vt. (VT)
Ill. (IL) N.H. (NH) Va. (VA)
Ind. (IN) N.J. (NJ) Wash. (WA)
Kan. (KS) N.M. (NM) W.Va. (WV)
Ky. (KY) N.Y. (NY) Wis. (WI)
La. (LA) N.C. (NC) Wyo. (WY)

These are the postal code abbreviations for the eight states that are not abbreviated in datelines or text: AK (Alaska), HI (Hawaii), ID (Idaho), IA (Iowa), ME (Maine), OH (Ohio), TX (Texas), UT (Utah). Also: District of Columbia (DC).

Use the two-letter Postal Service abbreviations only with full addresses, including ZIP code.

T

times — Use figures except for noon and midnight. In a list or schedule, always use figures. Use lowercase letters and periods for a.m. and p.m. Use a colon to separate hours from minutes, but do not include a colon and two zeros if the time is on the hour: 11 a.m. and 3:30 p.m.

titles — Capitalize LWML positions of office in all references. When referring to non-LWML positions, capitalize titles only when preceding the name. For example:

She has served as Recording Secretary,
Christian Life Committee Chairman,
and a Bible study leader.

The Vice President of Communication
will speak at the LWML convention.

Ron Jones is our congregational president.

See also district. Consult the LWML Bylaws for proper spelling and capitalization of LWML offices

and standing committees.

U

underscore — The use of underscore is discouraged except with a URL; underscore of a URL is optional. (URL – Uniform Resource Locator is the global address of documents and other resources on the World Wide Web.)

W

Web, website — See internet.

Y

Young Woman Representative — Note that “Woman” is singular. YWR or YWRs is acceptable on second reference.

Z

zone — The full legal name of a zone is preceded by “Lutheran Women’s Missionary League” and the district name. For example, Lutheran Women’s Missionary League Atlantic District Triune Zone.

See also capitalization.

Social Media Terms

Facebook

Social networking website on which content from the Internet is shared between friends. The LWML's Facebook page is: facebook.com/TheLWML

Common terms:

Friend - Your Facebook Friends are the people you connect with (or "Friend") and share content and updates with on Facebook. You can send Friend requests to other Facebook members. You also receive Friend requests from other members which you can accept, decline, or ignore.

Like - You can click the Like link on any Facebook update to show that you like the content. When you Like something, the action appears as an update on your Facebook Wall (see "Wall" below). You can also Like any piece of content that you find across the Internet whenever it's accompanied by the Facebook Like button (see "social plugins").

Messages - Your Facebook Messages are similar to private email messages. They appear in your Facebook Inbox and can include text messages, chats, emails, and mobile messages from your Facebook Friends.

News Feed - Your Facebook News Feed is the continually appended feed of status updates that appears on your Facebook Profile home page. It shows the most recent activities from your Facebook Friends and Facebook Pages that you follow.

Notifications - You can set up your Facebook Profile so you receive email, mobile, or onsite updates when certain activities happen on Facebook. For example, you can be notified when an update is made to a Group you belong to or when someone accepts your Friend request.

Profile - Facebook refers to your Profile as your complete picture and story on Facebook. It includes your Profile picture, biography, personal information, and more. Your Profile can be public or private. It's your personal piece of "real estate" on Facebook.

Timeline - Your Facebook Timeline shows all of your Facebook updates and activities in reverse chronological order.

Group - Facebook Groups can be created by any Facebook member and provide a space where smaller groups of people can come together to discuss specific topics. Groups can be public or private.

Page - A Facebook Page is a space on Facebook for brands, businesses, organizations, and entertainers.

Tags - You can tag another Facebook member in photos and posts that you publish on Facebook.

Twitter

Social networking website on which users share content from the Internet in posts of 140 characters or less. The LWML's Twitter page is: twitter.com/TheLWML

Common terms:

Tweet - A message sent via Twitter, visible to all followers.

Tweeter - A person who has a Twitter account and tweets.

Follower - A person who follows your page on Twitter and sees your tweets in their news

Handle - Username tweeter has selected (@TheLWML)

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and the accompanying URL, like so:
<http://twitter.com/TheLWML>

Retweet (RT) - A Retweet is a repeated tweet. It is sometimes used in a reply to allow everyone to see the original tweet. It is also used to forward a message onto one's own followers.
LWML Social Media Terms

Mention - When you want to "tag" someone in a tweet or direct message on twitter, you can do so by mentioning them using their Twitter username/handle (like @theLWML). This is used to have conversations with people on Twitter.

Hashtag - The community-driven practice of tagging an individual tweet by using a hash in front of the tag. Example: Putting #dallascowboys in a tweet about the Dallas Cowboys. Hashtags allow the community to easily stream a particular subject.

Direct Message (also referred to as DM) - A private message between two Twitter users. It's different than a public @mention because in order to send a DM, the recipient must follow you.

Trend or Trending Topic - Any person, place, thing, or idea that a lot of people are tweeting about at once is considered a trend. You can find trends on the left side of your Twitter homepage, and you can even tailor what trends you see based on your location and who you follow. Using a hashtag (like #LWMLSunday) is a great way to start and track a trend.

Pinterest

Social networking website on which users share visual content from the Internet on virtual "boards" using "pins" which link back to the webpage of origin.

Common terms:

Pin – an image or video added to a Pinterest Board

Pinterest Board – a set of themed based pins

Pinning – the act of adding pins to Pinterest

Pinner – a person who is on Pinterest and pinning

Repin – pinning something another pinner as already pinned

Pin It Button – a button that can be added to your website that helps ease pinning your content to Pinterest. This button also adds a link back to the site they came from.

Like – to like a pin

Comment – to comment on a pin

Technical Terms

cellphone, smartphone – one word

email – lowercase except at the beginning of a sentence

home page – two words

internet - lowercase except at the beginning of a sentence

login, logon, logoff – one word when used as an adjective, but two words in verb form

For example: I will log in to my login account.

online – one word

password – one word

PowerPoint presentation

username – one word

website, webmaster, webservant, webcast, webpage, World Wide Web, the web, web address, web browser



Primary Focus

For the 2017-2019 Biennium

Lutheran Women in Mission

Focus On:



MISSION STATEMENT OF THE LUTHERAN WOMEN'S MISSIONARY LEAGUE:

The mission of the Lutheran Women's Missionary League is to assist each woman of The Lutheran Church—Missouri Synod in affirming her relationship with the Triune God so that she is enabled to use her gifts in ministry to the people of the world.

VISION STATEMENT OF THE LUTHERAN WOMEN'S MISSIONARY LEAGUE:

The LWML, the leading group for LCMS women, is the place where each woman is welcomed and encouraged to use her unique God-given gifts as she supports global missions and serves the Lord with gladness.

www.lwml.org