

# FUMCLR COMMUNICATION GUIDELINES

**8-12 Weeks Out**  
SPECIAL PROMOTION

**6 Weeks Out**  
PRINTED NEWSLETTER  
PRINTED FLYER  
REGISTRATION

**3-4 Weeks Out**  
NEWSLETTER  
EVENT ON SOCIAL MEDIA  
CHURCH APP

**2 Weeks Preceding**  
SOCIAL MEDIA PROMOTION  
PUSH NOTIFICATION  
IN-SERVICE ANNOUNCEMENT

**Week Preceding**  
DEDICATED EMAIL  
TEXT

## PRINTED FLYER **UNLIMITED**

Flyers for events need to be designed and displayed at least 6 weeks preceding event and/or registration deadline, 6 weeks minimum of possible. There are always exceptions.

## NEWSLETTER **UNLIMITED**

Tidbits need to be submitted 4 weeks in advance when possible. Normal publication would be in the three weeks preceding the event and/or registration deadline. There are always exceptions.

## PRINTED NEWSLETTER **UNLIMITED**

Tidbits need to be submitted 6 weeks in advance when possible. Normal publication would be in the newsletter or two preceding the event and/or registration deadline. There are always exceptions.

## EVENT ON SOCIAL MEDIA **ONE PER DAY, NO MORE THAN 4 PER WEEK**

Events need to be submitted 4 weeks in advance when possible. Normal publication would be in 3-4 weeks preceding the event and/or registration deadline. There are always exceptions.

## DEDICATED EMAIL **NO MORE THAN 1 PER WEEK**

In the week preceding the event and/or registration deadline. There are always exceptions.

## SOCIAL MEDIA PROMOTION **ONE PER DAY, NO MORE THAN 4 PER**

Promotional posts for events and registrations will be scattered across Facebook and Instagram. If registration is required, posts will be made promoting in the few weeks before the event and/or registration deadline. Frequency will be determined by other happenings, if you have special requests - please see me in person.

## TEXT **ONE PER WEEK**

Promotional texts for event and/or registration will be sent week of event and/or registration deadline.

## CHURCH APP **NO MORE THAN 4 PER MONTH**

Promotional tiles will be displayed on the church app in the month preceding the event and/or registration deadline.

## PUSH NOTIFICATION **NO MORE THAN 1 PER WEEK**

Promotional notification from app will be sent in 2 week prior to event and/or registration deadline.

## REGISTRATION **UNLIMITED**

Registration for events need to be promoted for at least 6 weeks before deadline.

## SPECIAL PROMOTION **UNLIMITED**

Some events need a special video or another creative avenue. These will need to be requested 8-12 weeks in advance. There will be some circumstances where a personal video from you may be requested for a personal touch. When that happens, I will request 1-2 weeks in advance on when I need it if at all possible.

## IN-SERVICE ANNOUNCEMENT **2-3 PER WEEK**

Some events and announcements may be included in worship services. Determination of announcements will be made by presiding pastors.