

Communication Guidelines

For Bulletin/Weekly E-mail Items:

- All Bulletin/Weekly Items are to be submitted to office@oushepherd.com
 - Please indicate if you'd like these included in the Bulletin, the Weekly e-Mail, or Both.
- Simple printed Bulletin/Weekly E-mail information can be printed in the body of the e-mail to be cut & pasted into the bulletin.
 - A good example would be: "The Generosity Team will be offering financial classes on Monday at 7 PM". This can simply be cut & pasted
 - A BAD example would be: "Will you post something about the Generosity Team class on Monday?" This can NOT be simply cut & pasted.
- Any Flyers to be put in the bulletin are to be in a landscape orientation and should be submitted as a JPEG file. If you need help, here is a short tutorial on how to create:
 - A JPEG from Word: https://youtu.be/1BerFAoZ7nc?si=jfg_JzH4VgWn8ObB
 - A JPEG from PowerPoint:
<https://support.microsoft.com/en-gb/office/save-a-slide-as-an-image-or-as-a-separate-presentation-file-58a32e76-2026-431c-9d2b-e8312e49dae7>
- All Bulletin/Weekly Items must be submitted to office@ourshepherd.com no later than the Wednesday prior to the Bulletin/Weekly being printed. If you would like this announcement run for more than one week, please indicate the time period you would like the Bulletin/Weekly item to run for.
- Every effort will be made to honor all Bulletin/Weekly requests, however all editorial decisions will be reserved by the office.

Slide Show Items:

- All Slide Show Items are to be submitted to office@oushepherd.com
- All slides should be submitted as either PowerPoint or Google Slides format.
- All slide fonts should be 30 Pt or larger.
- All slides must be submitted to office@ourshepherd.com no later than the Wednesday prior to the Sunday they are being displayed. If you would like this slide run for more than one week, please indicate the time period you would like the slide to run for.
- Every effort will be made to honor all weekly slide requests, however all editorial decisions will be reserved by the office.

Facebook/Website Items:

- Facebook post requests may be submitted at any time.
- Simple printed posts can be printed in the body of the e-mail to be cut & pasted into the to facebook post.
 - A good example would be: “The Generosity Team will be offering financial classes on Monday at 7 PM”. This can simply be cut & pasted
 - A BAD example would be: “Will you post something about the Generosity Team class on Monday?” This can NOT be simply cut & pasted.
- Attach any pictures you would like posted as well.
- If you would like an Event created, please provide all information about the event as well as any picture or graphics you would like included.
- Every effort will be made to honor all Facebook Post requests, however all editorial decisions will be reserved by the office.

Website Items:

- Website post or information requests may be submitted at any time.
- Simple printed posts can be printed in the body of the e-mail to be cut & pasted to the website.
 - A good example would be: “The Generosity Team will be offering financial classes on Monday at 7 PM”. This can simply be cut & pasted
 - A BAD example would be: “Will you post something about the Generosity Team class on Monday?” This can NOT be simply cut & pasted.
- Attach any pictures you would like posted as well.
- If you would like an Event for the calendar created, please provide all information about the event as well as any picture or graphics you would like included.
- Every effort will be made to honor all requests, however all editorial decisions will be reserved by the office.

Activity and Event Advertising Best Practices

These guidelines are meant to serve as a suggested template of “To Do” items and projected time frames for planning any activity or event. These are only suggestions. Your activity may require other items and time frames. These are only starting tools.

ASAP:

- Add event to the Website Calendar
- If you need space in the church, reserve the room – POC office@ourshepherd.com

4-6 Weeks Out: Create FB Event

4 Weeks Out:

Send out flyer in Weekly e-mail. Flyers should run every week until the event occurs.

If sign-ups are necessary post how and where to sign up (Bulletin Board, Sign Up Genius, etc...)

Create Slide for Sanctuary and Café Announcements

2 Weeks Out:

Submit information/flyer for the bulletin

1 Week out:

Make an announcement in church – See the Pastor

Week of:

Make last announcement in church – See the Pastor

