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Communications Elder, Class of 2020
First United Presbyterian Church

April 2019

Communications Process

(subject to change)

In an effort to streamline communications channels, promote the mission of our congregation, and facilitate the increased community engagement that is one of our goals, the following process should be followed when generating event announcements and content.

1. Email both of these addresses with all relevant details for the event, program, or announcement:
 - a. info@firstonfourth.com
 - b. communications@firstonfourth.com
2. The church administrator and pastor are copied on the “info” address and the communications elder is copied on the “comms...” address.
3. The church administrator and pastor will include your event, program, or announcement in the upcoming bulletin and newsletter.
 - a. NOTE: Be sure to provide details again to info@ for each week you want it announced. You should also respond with the details when the administrator sends out a call for newsletter content.
4. The communications elder will take your event, program, or announcement details and generate a poster and social media banner as appropriate and post to the church website and social media accounts:
 - a. A ‘Post’ in Wordpress will be created on the site and will show up under Events and on the front page of the site.
 - b. The website post will automatically post to Facebook.
 - c. An event will also be created in Facebook if the event, program, or announcement is meant to include the downtown or Loveland community.
5. The church sidewalk sandwich boards can be utilized as appropriate for your event, program, or announcement. Reach out to the communications elder for pricing and arranging of poster printing.
 - a. NOTE: Some recurring events will already have generic date posters created and on hand. Please reach out to communications for these.

Thank you,

Laura