

Bryn Mawr Presbyterian Church Communications

Submission Guidelines & Deadlines

(revised August 2017)

These guidelines are intended for internal use by staff and volunteers who need to communicate to the church community. Bryn Mawr Presbyterian Church publicizes information about programs and events that are connected to its ministries and does not accept submissions from outside groups or agencies.

All submissions are subject to approval by the BMPC Communications Department and in some cases, head of staff/senior pastor. Deadlines and lead-times reflect this need.

If you have something to communicate and are not sure of the best method to reach your constituents, contact the Communications Department for assistance.

How to get the word out:

We publicize information about BMPC and our activities in *The Messenger* (quarterly mini-magazine that is both printed and sent electronically), eNews (weekly electronic newsletter), Sunday worship bulletins, our website (www.bmpc.org), our social media pages (Facebook, Twitter and Instagram), occasional ministry-specific eBlasts, occasional press releases, and on specialized printed materials and flyers for placement on bulletin boards, kiosks and info tables.

Suggestions before you submit:

- Read the corresponding guidelines below before writing copy.
- Send submissions to the support staff for your ministry area, council, or committee before the due date.
- Keep in mind that copy will be proofread and edited by Communications Department according to church guidelines, style/standards, and word count/space constraints.

BMPC Communications Vehicles:

Electronic Media

Website

- Purpose: Promotes BMPC to external audiences and potential members; provides timely information to members about programs, church resources, and events; provides space for ongoing pastoral connection (Pastors' Column); provides ability to make electronic payments and reservations for selected programs

- Updating: Ongoing
- Submissions: Email new content to the appropriate BMPC support staff for placement in our internal drop box > “Website Updates” folder

BMPC eNews

- Purpose: Provides timely updates about church news, events and activities to all subscribers. On a rotating basis, content may include “Save-the-Date,” “Ongoing Activities,” and “Caring and Sharing.”
- Frequency: Weekly (typically sent on Thursday afternoons)
- Distribution: Those who opted in to the BMPC email subscriber list (members and friends)
- Source: The upcoming worship bulletin. Information is chosen according to broadness of appeal and may be condensed.
- Links: To a contact person and/or a webpage within our website, bmpc.org, or an external URL
- Deadline: Thursday, 10 days in advance of distribution date
- Word count: Maximum 30 words, including a contact name and email

Ministry-Specific eBlasts

- Purpose: Provides timely updates about church events and activities to targeted audiences, e.g., Presbyterian Women, Children and Families, Youth, Senior Adults, or to the broad subscriber base in exceptional circumstances
- Frequency: Sent typically once a month to each targeted audience according to a pre-established schedule (except in special or emergency circumstances)
- Distribution: Those who opted in to each ministry-area email subscriber list
- Source: Ministry area support staff
- Links: To a contact person and/or a webpage within our website, bmpc.org, or an external URL
- Deadline: Thursday, 10 days in advance of distribution date (see ministry-area support staff for exact distribution dates)

Social Media

- Purpose: Information about upcoming church events; recent photo highlights; timely news and updates (closings, response to national event, etc.); inspirational material; sermon recaps; etc.
- Frequency: Goal is to post two to three times per week
- Distribution: Facebook “fans,” and Twitter and Instagram “followers”
- Source: Content derived from website and bulletin but may be unique (e.g. a photo album not published elsewhere)
- Links: To a contact person and/or a webpage within our website, bmpc.org, or an external URL
- Scheduling: Intention to submit content should be provided at least a week in advance. Submissions should include a 30-word description of the event.

Press Releases

- Purpose: To inform the greater community of our major events/accomplishments
- Frequency: Produced as needed based on scope of community appeal
- Distribution: Local media
- Submissions: Submit the idea, timeframe and rough draft/major points to the Communications Department at least six weeks prior to event (since it will typically be sent to the local media a few weeks prior to the event taking place)
 - Editing and formatting are at the discretion of the Communications Department

Visual Media

Bulletin Boards/Kiosks

- Purpose: Provide visual information about BMPC programs/ministries at designated locations across campus. Flyers with photos are encouraged.
- Frequency: Weekly and monthly review/update/removal
- Submissions: Submit updates via support staff for your program/ministry

Flat-screen TV with scrolling video

- Purpose: Post upcoming events, photo recaps, or timely videos about ministry activities and initiatives
- Source: Video or PowerPoint content
- Frequency: Ongoing

Video

- Approved postings may be shared via BMPC's Vimeo account or on the BMPC website, www.bmpc.org
- Submissions: Send to Communications Department

Lawn Banners/Other Signage

- Produced at the discretion of the Communications Department in special circumstances based on scope of appeal

Print Publications

Sunday Worship Bulletin and *The Messenger* guidelines are posted at www.bmpc.org > Member Resources.

Questions? Contact [Elena Perri](#), Manager, Communications and Public Relations