

HOW TO GET YOUR MESSAGE OUT: St. Matthew's Communication Tools

Internal Communications

	<i>Parish Notes</i>	<i>Midweek Messenger</i>	<i>Circuit Rider</i>	<i>Alerts</i>
Publication Schedule	Weekly - Sundays	Weekly – Thursdays	Monthly (goes out by 1 st of the month)	As needed
Submission	admin@stmatthews-bowie.org	enews@stmatthews-bowie.org	circuitrider@stmatthews-bowie.org	alerts@stmatthews-bowie.org or call Church Office
Deadline	Tuesday at Noon	Wednesday at Noon	15th of each Month	As needed
What to Submit	Brief announcements about worship and activities at St. Matthew's <i>(subject to space available)</i>	Announcements about activities at St. Matthew's, requests for help or offers to help,	News of worship and activities at St. Matthew's—announcements, short follow-up with photos	Prayer requests, urgent news about worship or programs at church
Max Size	80 words	6-8 lines of text	250 words*	Case-by-case
Frequency	Announcements should be limited to 3 times —either 3 weeks in a row or spaced out over a month or two	Announcements should be limited to 3 times —either 3 weeks in a row or spaced out over a month or two	An event should be generally submitted no more than 3 times : <ol style="list-style-type: none"> 1. (optional) a short announcement in the month prior to the event 2. an article with details for the month of the event in accordance with new format* or link to longer article 3. (optional) a recap following the event, ideally with photos 	One-time with possible updates (e.g., prayer requests, weather emergencies) personal information must be requested/approved by family member
Compiler/ Editor	Melissa Hauer (Office Administrator)	Pat Layfield <i>(backup: Lorri Meadows)</i>	George Huffman and Lorri Meadows	Melissa Hauer (Office Administrator) <i>(backup: Lorri Meadows)</i>
Target Audience	Congregation (remote and in-person)	Members and friends of church with email access	Members and friends of church (email and printed)	Members and friends of church with email access
Copy	<i>All copy should be submitted in a “ready-to-use” format of appropriate length; however, the compiler/editors reserve the right to edit to achieve clarity and brevity.</i>			

External Communications

	<i>Website</i>	<i>Facebook</i>	<i>Twitter</i>	<i>Electronic Sign</i>
How to Find	www.stmatthews-bowie.org	https://www.facebook.com/stmbowie	@STMUMCBowieMd	St. Matthew's UMC lawn
Submission	webmaster@stmatthews-bowie.org Ray Halleran, George Wood	facebook@stmatthews-bowie.org George Wood	twitter@stmatthews-bowie.org George Wood	Jane Thessin
What to submit	Information on any activities that your team is organizing Updates to the current descriptions for your team Add descriptions for your team if not currently on website Photos from activities that your team organized or in which they participated— <i>be sure to include a description of the event and, ideally, each photo</i>	Information on any activities that your team is organizing		Information on any activities that your team is organizing
Target Audience	Members and friends of SMUMC Visitors and potential visitors who are “shopping” for a church	Members and friends of SMUMC Visitors and potential visitors who are “shopping” for a church	Members and friends of SMUMC	Those local to our church
<p><i>There is a common communications address: communications@stmatnews-bowie.org</i> <i>Emails sent here are forwarded to webmaster, enews, CircuitRider, church office, and social media</i></p>				