

UUCM Publicity Process

If your committee is offering/sponsoring an event or program, creating good publicity across many mediums is vital to its success.

New Publicity Procedure:

- 1) *Send an e-mail* with a short blurb, no more than 150 words, to communications@uuchurchmuncie.org.
- 2) *Select your medium(s)* – include in the subject line of your e-mail the mediums you would like your material publicized on. Options include: eBlast, Order of Service, Facebook, Twitter, and Instagram.
- 3) *Include a photo* – this is especially important for social media advertising. Photos for the most part will not be included in the eBlast or Order of Service, but they are **incredibly important** for effective advertising on social media. Please either send a link directly to the photo, or download it and attach it to the e-mail. If you need to locate a high quality photo with free-use copyright permissions, two great sites to try are www.pixabay.com and www.unsplash.com.

Reminders:

- Don't forget to also **request a pulpit announcement** if your program/event is happening soon: <https://goo.gl/n6gLAH>
- All submissions should be ready for publication, without a need for further editing of the content
- Check the Publication Guidelines for submission deadlines for the different mediums: <https://goo.gl/JDkhQY>
- Unigram submissions should still be sent to uucm@uuchurchmuncie.org