FIRST CONGREGATIONAL UNITED CHURCH OF CHRIST, APPLETON

E-newsletter Guidelines

Midweek email

- For all announcements

DEADLINE **Noon on Monday**

- **Submissions: Noon on Monday**
- Proof: Emailed by 3 p.m. Monday
- Changes/Corrections: Return by 9 a.m. Tuesday
- Email scheduled to send: 3 p.m. Tuesday

Friday email

- Funeral service announcements
- Prominent link to Open Door
- Events / reminders for that weekend
- Any reminders for Monday and Tuesday events

DEADLINE **Noon on Thursday**

- **Submissions: Noon on Thursday**
- Proof: Emailed by noon Thursday
- Changes/Corrections: Return by 3 p.m. Thursday
- Email scheduled to send: 3 p.m. Friday

SUBMISSION GUIDELINES

Inclusion will be based on the topic, article length, and space accommodations, with priority given to First Congregational activities or church-sponsored events

- **Length:** 75-150 words is suitable. Consider editing down longer posts or including a link to more information on the website
- **Titles:** Clearly indicate the title to be used for any links or posts
- **Repetition:** To keep our content current, articles will generally be published two or three times
- **Links:** Include hyperlinks instead of QR codes

GRAPHICS / IMAGES

For readability and accessibility, images will be used to supplement text, rather than serving as the primary mode of communication

Graphic posts:

- Only one or two graphic posts will be included in each email
- Ideal size: 600 px wide and less than 600 px tall
- Should be simple with large and minimal text
- Submission of a graphic or previously created flyer does not guarantee placement

Images:

- Small images may be used inside a post in the e-newsletter
- Acceptable images: relevant logos, simple clipart/ stock images that reflect the content