



Publicizing Your Eliot Event

Eliot Chapel has many communication vehicles available for publicizing an Eliot event. The key is to get the information written and submitted in time to meet deadlines. This is a brief overview of the options available to you. The best approach is to consider all options upfront and formulate a plan using multiple vehicles on various dates. The plan, including requested publications and dates and verbiage for announcements, should be submitted to Communications Specialist Terri Burtin at news@eliotchapel.org. **You can use the online Event Publicity Request Form found at <http://www.eliotchapel.org/eventpublicityrequestform>.**

General Publication Guidelines (see below for specifics to each publication)

- Text for announcements/articles must be submitted in final form, along with requested publishing date and publication(s) to news@eliotchapel.org.
- All submitted items are subject to editing by Eliot Chapel staff.
- If an item is to run more than one date, an alternate version must be submitted for each publishing date.
- In order to ensure congregant safety and safeguard personal contact information, **we will not publish personal phone numbers or email addresses online.** In most cases, an Eliot Chapel email address can be provided as an alias. Please contact Terri Burtin at news@eliotchapel.org to make arrangements. The publication guidelines can be found on the Eliot website any time at <http://www.eliotchapel.org/policiesandbylaws>



Monthly Newsletter

Circulation: Nearly 750 contacts receive email notice of posting online. Additional hard copies available at Eliot.

Deadline: the 18th of each month, unless otherwise noted in communications

Word limit: 250 words

This Week at Eliot (TWAE) - Weekly Email

Circulation: Over 700 contacts receive the weekly email, with an open rate of about 40% ; also posted online on Eliot website each week and a link goes on the Eliot Facebook page and Twitter feed.

Deadline: Thursday at noon

Publication date: every Friday

Longer announcements are included under “The Week Ahead” and shorter reminders are listed under “Down the Road.” **Word limit:** 125 words; items will be edited as needed.



Invitation to Sight:



September 13, 2015
Eliot Unitarian Chapel
Kirkwood, Missouri

Order of Service and Insert

Circulation: average weekly service attendance is 275; large print version available

Deadline: Wednesday at noon

Publication date: printed Friday morning; distributed at Sunday service

Word limit: 125 words

Note: Insert announcements are subject to availability and approval.

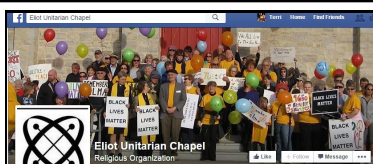
Bulletin Board Flyers/ Sign-up Sheets

Event flyers and sign-up sheets can be provided upon request.

Deadline: Tuesday at 4:00 pm for a flyer/sign-up sheet to be posted for the following Sunday service.

Eliot Social Media

Events can be publicized on the Eliot Facebook page and the Eliot Chapel UUsers group page. It is helpful to include a photo or image to be posted with the announcement. To maximize reach, it is recommended that the event sponsor also post notices on the Eliot Chapel UUsers group page. Brief announcements can also be posted to Eliot’s Twitter feed.



Eliot Chapel Website

Events can be publicized in multiple ways on the Eliot website—a featured spot in the home page slide show, a static image on the appropriate page that links to a page or pdf flyer with details, or an article or feature on an inside page. The best application will be discussed when request is received. **Deadline: Requests should be submitted to Terri Burtin with a minimum one week lead time.**