

Procedures for Social Media Posting & Gathering Area Screens

To increase and diversify our social media presence, it is important for us to be active on our accounts. We run a Facebook page and an Instagram account. We also have our screens in the gathering area that tell the story of what goes on at our vibrant parish. Posts & Screens should advertise events, promote ministries and the parish at large, encourage discipleship, and share memories of recent events after the event has taken place.

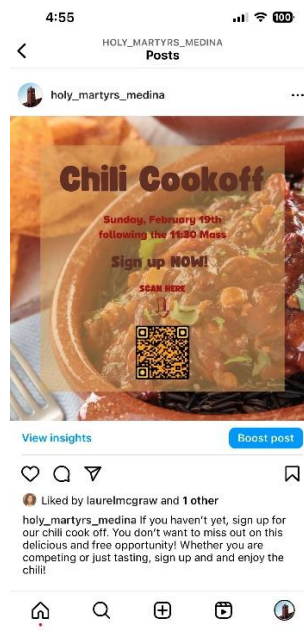
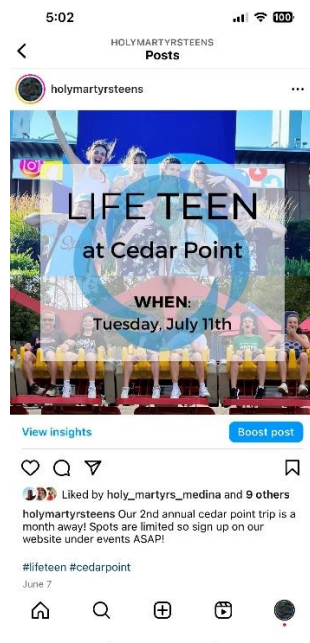
Social Media:

Making sure there is a balance between what is posted and when, all social media requests will be given to our communications person, Alyssa Nadin (anadin@holymartyrs.net).

Posting about events and needs should start about 2 months before the event or desired date for a goal to be reached (i.e. recruitment, registrations). All **post requests** are to be submitted at least 2 weeks prior to when you would like them to be posted.

- Requirements for Post Submissions:
 - o Must strive for text to be 30 words or less
 - o An image must be provided (downloaded as a PNG File)
 - *Note: you can use resources like Canva to create images with information in them to keep your post text short.*
 - o Must provide a timeframe when you would like your post to be on our platforms. We will most likely start posting on Mondays, Wednesdays, and Fridays

Here are some examples of how a post should look:



Gathering Area Screens:

Scheduling content that will go on our gathering area screens is somewhat more flexible as to when it is submitted. However, the sooner the content starts running the more likely you'll have a successful promotion. You can run slides for up to 2 months prior to an event.

- Requirements for slides:
 - o Must contain image and event details (i.e. date & times, needs like supplies/helpers etc.) This should answer the questions of What, When, and Where.
 - *Note: you can use resources like Canva to create images with information*
 - o Must be submitted, **at the latest**, the Wednesday before the weekend you want them shown.
 - o You must submit 2 variations of each slide to match our horizontal and vertical screens. Here are the dimensions for each:
 - Horizontal: 1920 x 1080 px
 - Vertical: 1080 x 1920 px
 - o Images must be downloaded as a PNG file

Here are some examples of slides:



HOLY MARTYRS
Choir

Info for you...

Meets every
Wednesday at 7

Sings every **SUNDAY** at
9:30am Mass

JUST SHOW UP
All voices needed (especially men)

The
CHOSEN

Wednesdays - 7:30pm-9:00pm
Thursdays - 1:00pm-2:30pm

Starting Wednesday, July 26 OR Thursday, July 27

Cost is \$20 per person

