

## **Purpose of the Cornerstone & Social Media Channels**

The purpose of the Communication channels at OHUMC is to get information out for time sensitive events and opportunities in the clearest manner possible. The best way to do this and make sure that information is not flooded into the channels we use is to limit the information to what is necessary for that week, or in certain cases 2-3 weeks out max for large gatherings.

To best handle the flow of information, please follow the rules set out below for each communications channel: email newsletter, social media, and website.

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### ***If you are interested in making a submission to the Cornerstone or to the Social Media Accounts, the rules for submissions are as follows:***

1. Post Limits: 2 posts max for regular, recurring events (per month). 3 post max for special events. For year long events/fundraisers: 1 post per month max.
2. Post Content: See information below for what information is necessary for each type of post
3. Scheduling: The Cornerstone is a weekly publication that is sent out on Wednesdays. There is no set schedule for Facebook, Instagram, or updating the website.
4. Submission Deadlines: To get a post in the Cornerstone, submissions must be made by Monday at 5 pm. There is no set submission deadline for Facebook, Instagram, or updating the website. With that being said, should a submission come in after 5 pm on a week day or on a weekend, it will not be addressed until the next working day of the Comms Director
5. Submission Format: See below sections for Cornerstone, Socials, and Website submissions

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## **Schedule**

The Cornerstone goes out on Wednesdays, in an effort to prevent things from slipping through the cracks, please have submissions sent in before **5:00 pm on Mondays**.

While we are currently publishing the Cornerstone every week that may be subject to change, if it does in fact change the biweekly schedule would move to the second and fourth Wednesdays of each month.

Social Media posting is more fluid and there is no true set 'schedule'; submissions for social posts can be made any time during the week as needed.

## **Contact Information**

Director of Communications is Emma Barkis.

The best way to get in touch with Emma is via email: [cornerstone@oakhillumc.org](mailto:cornerstone@oakhillumc.org)

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## **Cornerstone Submissions**

1. Email [cornerstone@oakhillumc.org](mailto:cornerstone@oakhillumc.org) with the subject line in this format
  - a. Subject Line: [Group Name] [Event Name] - For Cornerstone [MM/DD]
2. In the body of the email, include the following information at the top of the email
  - a. What
  - b. When
    - i. Date/Time Format: [Day of the Week], [Month] [Date] at [Time]
  - c. Where
3. Also include a short description of the event/class/gathering, preferably under 200 words
4. Attach any and all files, graphics, photos, or links
5. If there is a contact for the post, format as follows for either email or phone
  - a. Full Name: (555) 555-555
  - b. Full Name: [email@email.com](mailto:email@email.com)
6. Submissions will be edited as needed

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## **Social Media Submissions**

1. Email [cornerstone@oakhillumc.org](mailto:cornerstone@oakhillumc.org) with the subject line in this format
  - a. Subject Line: [Group Name] [Event Name] - For Social Media [MM/DD]
2. In the body of the email, include the following information at the top of the email
  - a. What
  - b. When
    - i. Date/Time Format: [Day of the Week], [Month] [Date] at [Time]
  - c. Where
3. Also include a short description of the event/class/gathering, preferably under 200 words
4. Attach any and all files, graphics, photos, or links

5. If there is a contact for the post, format as follows for either email or phone
    - a. Full Name: (555) 555-555
    - b. Full Name: [email@email.com](mailto:email@email.com)
  6. Submissions will be edited as needed
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### **Website Update Submissions**

1. Email [cornerstone@oakhillumc.org](mailto:cornerstone@oakhillumc.org) with the subject line in this format
    - a. Subject Line: [Group Name] [Event Name] - For Website Update [MM/DD]
  2. In the body of the email, include the following information at the top of the email
    - a. What page it will be going on in bold with the parent page before it
      - i. [i.e. Grow > **Preschool**]
    - b. What needs to be updated [Current text]
    - c. What needs to be placed in the page [Updated text]
    - d. When - have this separate if it is an event for ease of reading on the part of the Comms Director
      - i. Date/Time Format: [Day of the Week], [Month] [Date] at [Time]
    - e. Where will the event happen? If a location is not included OHUMC will be used as a generic location if one is necessary.
  3. Also include a short description of the event/class/gathering, preferably under 200 words
  4. Attach any and all files, graphics, photos, or links
  5. If there is a contact for the post, format as follows for either email or phone
    - a. Full Name: (555) 555-555
    - b. Full Name: [email@email.com](mailto:email@email.com)
  6. Submissions will be edited as needed
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