

## Greater Detroit District News

### CONTENT SUBMISSION PURPOSE, SCOPE AND GUIDELINES

#### PURPOSE:

The Marketing & Communications Ministry is the official communication arm of the Greater Detroit District of the Michigan Area Conference within The United Methodist Church. We follow the same content submission guidelines as the Michigan Area Conference of The United Methodist Church. District News—website, eNewsletter and social media—exist to share information on behalf of the conference and district in support of equipping local churches for ministry.

#### PERSPECTIVE:

The selection and tone of content in the Greater Detroit District News is guided by: **1)** the Gospel of Jesus Christ; **2)** the United Methodist Book of Discipline and Social Principles; **3)** the Wesleyan understanding of Personal Piety and Social Holiness; and **4)** a commitment to strength in **the** community known as the United Methodist Connection.

#### SCOPE:

Content is presented in five basic categories:

1. News: stories about what is happening in United Methodist local churches in the Greater Detroit area. Reporting of news is limited to organizations, agencies, ministries and mission that are part of the official structure of The United Methodist Church.
2. Voices: blogs by Greater Detroit Area leadership; and “Other Perspectives” that share views on issues of importance within the church, culture and society, expressed within the context of personal experience and United Methodist beliefs and values.
3. Ministry: articles that share innovative approaches, resources and best practices with a focus on “how-to” and “it-worked-for-us.”
4. Discipleship: features about how individuals and groups of persons are acting out their faith as disciples, loving God and transforming the world.
5. Events: lists local events of interest and benefit to the readership. Local events that do not abide by the Book of Discipline or Conference rules will not be considered for publication.

#### SUBMISSION GUIDELINES:

Story leads, articles, and blogs may be submitted to the Greater Detroit District Executive Assistant and Web Master as Word documents. Action-based, high resolution photos submitted as email attachments preferred. Below are the publishing guidelines for local churches to submit content. **NOTE:** The Marketing & Communications Ministry of the Greater Detroit Districts reserves the right to choose what information we will include **on** the district’s website, social media, and eNewsletter channels.

- An original document can/should be submitted with final products to be posted or linked. This allows for easier incorporation of pertinent information into the post body and/or reformatting the graphics for readability.
- The district newsletter is currently published monthly around the first of each month; to ensure inclusion of your event, please submit your information by the 25th day of the month – prior to your event – to ensure your event is included in the following month’s edition.
  - Information received in the same month as the event after the newsletter is published will be considered for Facebook posting
  - Only district and conference events can be placed on the website – e.g., annual district conference or workshops, Conference listening session, Hands4Detroit
  - Local church events will ~~can~~ go into the district’s eNewsletter and on social media – i.e., Facebook

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- If you have additional details such as collateral documents that you want attached to your post, please submit Microsoft Office Suite products as Word, Publisher, PowerPoint documents in landscape or portrait orientation. We will reference your collateral pieces in the post as a link.
- Font size standards: Per MailChimp guidelines, we recommend setting the body text size within the 14-16px range, with 14px text appropriate for longer emails and 16px best for short ones (two or three sentences).
- Graphics:
  - The basics for posting graphics – 4 units wide to 3 units tall ratio with a wide, blank border
  - Avoid lots of text on your image; save this information for the body of the email or website post or flyer
  - If an image(s) is not included with your submission, we reserve the right to create and add image ~~the~~ that represents the theme of your submission.
- We will use content you submit – e.g., flyer, press release, etc. – to create eNewsletter and Facebook posts. Information published will be a concise summary with basic details including:
  - Who is the sponsor?
  - What is the event or benefit to me or society?
  - When will it be held, when **do** I need to act, or the deadline to commit?
  - Where would I go for the activity?
  - Why should one want to support this event?
  - How to purchase, reserve, respond, or whatever action is requested; how much is the cost or is it free; **how** to get more details?

### CONTACT INFORMATION:

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