

Temple Beth-El Information Submission Sheet

A guide for all who are helping to publicize events, services and programs

**All entries need to be approved by either Tom or Rabbi.

Be sure to make one or (better) both of us aware of the request for entry to avoid delays.**

The Weekly:

What is it? Our Weekly emailed Temple goings-on. Goes out live every Wednesday.

Deadline and send to: *Copy and graphics must be sent by the end of the day on Monday.* Copy goes to Bob Kahan, our Office Manager at admin@betheljc.org

- **Headline** (is also the TOC)
- **Subheadline/tag line** (optional)
- **Include basics:** (75-100 words): What/who/when/where/how to follow up, join, sign-up, etc. Avoid long narratives; rather opt for quick reads and bullet points.
- **Graphics** are encouraged. Bob can help, if needed to find one. (jpg preferred, 300 dpi. Other formats acceptable.)
- Include a link for more information, links to the website, a form to fill out, contact, etc.
- Send to Bob as an email attachment in word, but he can work with text attachments too.

Newsletter

What is it? Our Monthly Newsletter. Goes live the first of every month.

Deadline and send to: *Copy and graphics deadline is due the 25th of each month to Karen Cuttler -* kscuttler@gmail.com

- This is the place to give more details, write a review of an event and showcase photos!
- We often combine the July/August editions into one summer edition. Think Ahead
- If your event is scheduled for the first week of the month, consider running your piece in the prior month's issue as well.
- We do sell ads for our Newsletter. Rates range from \$150-\$1500/year, depending on size. For details, contact Nancy Sambul at nancy.sambul@yahoo.com
- For graphics, JPEG preferred, but we can work with most file types
- **Basics to Include:** (No Maximum Word Count)
 - who - Who is putting on event
 - what - Blurb about the event. Let Karen know anything to be emphasized
 - where - location or online
 - when - day, date, time (start/finish)
 - Photos - preferred file type is jpg at any file size
- This is also the place to write about new initiatives we are taking. Just submit copy or talk to Rabbi, Tom or Karen if you're unsure.
- **FORMATS Accepted** - Word document attachment or JPEG preferred. No PDFs please.

Website:

Send to Bob Kahan at admin@betheljc.org and **cc: Rabbi, Tom**

For more complex adjustments or if forms people need to fill out or if collecting money is involved, cc: Deborah Lipp Deborah@DeborahLipp.com, Jeff Tartikoff Jeff.Tartikoff@gmail.com, Suzanne Goldstein-Smith Suzanne@betheljc.org

- **EVENTS** for the Homepage of our website need:
 - **Headline** - 36 characters is best (1 line). Maximum is 72 characters.

- Graphic - JPG, 800 x 600
- Date - include day, date, time (start/finish)

Homepage events are limited to this

For an additional information on other pages of the website or to change/add copy to your page:

- Indicate on what page of the website you want it to appear. (It will be linked)
- Submit specific copy:
 - Headline: No word limit but the first 36-72 characters will be the Title on the homepage.
 - Graphics/photo (Bob may be able to help with graphics) JPG, 800 x 600
 - Use concise language with bullet points.
 - Avoid long narratives or "letter writing" Stick to "What, when, where, why." Opt for bullet points over narrative.

Facebook and Twitter:

Deadlines: For event pages and posts, ideally 2 weeks before the event, with follow up reminders.

Our Facebook Team—all have admin roles:

- Karen Seemen Pinn- karen.j.seemen@gmail.com
- Robin Schkrutz- robin.schkrutz@gmail.com
- Jennifer Strong Mentha- jstrongmentha@gmail.com
- Alex Schkrutz- aschkrutz@gmail.com
- Indicate which of our 3 Facebook pages/Twitter you want to appear on.
 - *Temple Beth-El Facebook Public page*- Centralized posting
 - *Temple Beth-El Facebook Private Members Only Page*- Members can post
 - *Temple Beth-El Facebook Families Page*- Centralized posting
 - *Temple Beth-El Twitter page*- (Robin & Alex)
- Indicate if you want this to be an event page or a post on the Temple Beth-El feed. (*There is no budget for "boosts"*)

For Event pages include these basics:

- Headline - 36 characters is best (1 line). Maximum is 72 characters.
- Graphic - JPG, 800 x 600 - no pdf's - (but often I just take a picture of the Newsletter Events posts and post a photo of that.
- Info: include day, date, time (start/finish), location, blurb
- Cost Free/Donation, include email or link if requiring rsvp.
- Any Relevant links or "tags" to other relevant FB Groups (e.g. PJ Library)
- Outside (non-Temple) "Events" need approval to share, and can be reshared in either FB "Group" ("Members" and/or "Families) or Temple Page after an invitation is sent. To create an "Events," send a graphic and all the details of date, time, brief description, and ideally permission to Create it on the Temple PAGE, so it can be easily shared into either FB Group, with the private zoom details separately.
- For Twitter - specific copy of how you want it to read (limit to Twitter character count of 280 that includes spaces) and provide any links needed in the post.