

Rocky Mountain Conference Visual Communication Strategy 2016



RoMoCo Newsletter:
Used to communicate essential and non-essential stories alike.

- Examples:**
- Pension Board News
 - Installations
 - Upcoming Events

How to Connect:
Subscribe at RMCUCC.org



Facebook:
A place for articles, quotes, pictures, blog posts, videos, and more. A forum in which we champion our churches.

- Examples:**
- Blog Posts
 - Quotes/Memes
 - Events Pictures

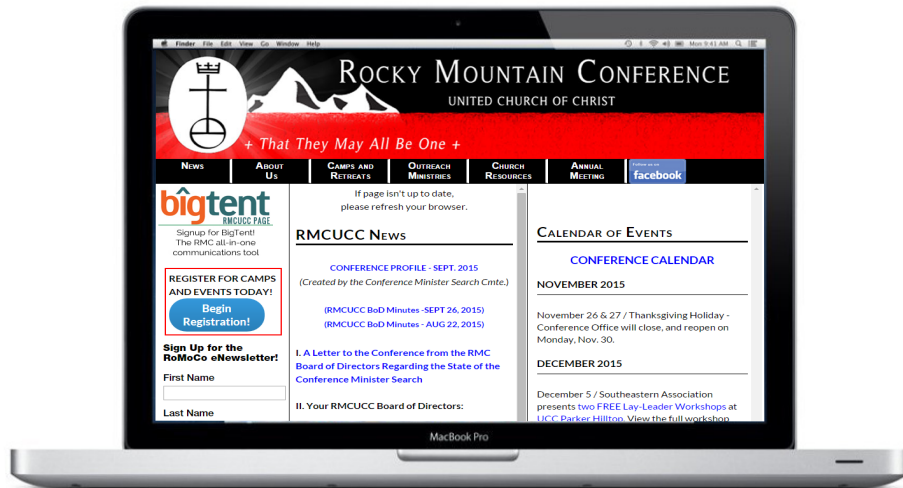
How to Connect:
Visit Facebook.com/RMCUCC



Email:
Used to communicate essential and individual pieces of Conference news through individual email distribution lists.

- Examples:**
- National UCC News
 - Event Promotion
 - Call for Prayers

How to Connect:
Email connect@rmcucc.org



Website:
RMCUCC.org is the definitive source for all Conference information. Also provides access to all other communications.

- Examples:**
- Church Directory
 - Camp Registration
 - Conference News

How to Connect:
Visit RMCUCC.org



YouTube:
Use to share short highlights and reports from around the Rocky Mountain Conference.

- Examples:**
- Event Videos
 - "RMC Scoop" Series
 - Promo Videos

How to Connect:
Visit YouTube.com and search for "Rocky Mountain Conference UCC"



Twitter:
A place to post articles and blogs; most useful for connecting with other organizations.

- Post Examples:**
- Blog Posts
 - Retweets/Shares
 - Current Events

How to Connect:
Visit Twitter.com/RMCUCC



Blog:
Used for long-form, engaging, but non-essential Conference news.

- Examples:**
- Personal Reflections
 - Guest Blogs
 - Event Highlights

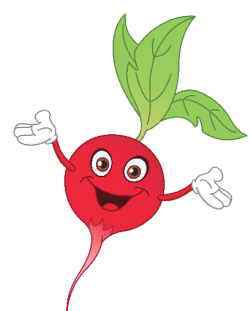
How to Connect:
Visit radicallyconnected.blogspot.com



BigTent:
Message-board forum used for discussion, debate, and news.

- Examples:**
- Theological Questions
 - Local Church News
 - Items for Sale

How to Connect:
Visit RMCUCC.org



Be
Radically
Connected!