The American Church in Paris
So you want to publicize your ACP event?

1. Create a PDF or JPG poster for your event (see guidelines) as well as a text advertisement.

2. If you have the time and resources, a short (less than a min) video or a vine can be a great way to spread the word too). This is just a tease, not an explanation of the whole event. Be creative and urge your audience to attend to learn more.

2. Send both along to communications@acparis.org so that the communications committee can approve your media. We promise an OK or changes required within 48 hours of submission.

3. Once your event poster/video is approved please send to:
   a) John Newman (connections@acparis.org) - for placement on Website (homepage placement is reserved for events requested by the Pastoral Staff only) and in the "What's On" email, website calendar and Spire calendar.
   b) Marta Hobbs (communications@acparis.org) - for placement on Social Media (Facebook, Twitter, Instagram, YouTube)
   c) Alison Benney (spire@acparis.org) - asking if she would like an article about your event included in the Spire - you must be willing to write one and have at least one photo to go along with it. We strongly encourage you to take the time and do this either BEFORE the event, or sharing the information about it AFTER it already took place. (or both!)
   d) Genie Godula (acptoday@acparis.org) - asking if the event is of interest to the ACP Today radio show (broadcast every first and third Monday of the month)
   e) Heather Walter (secretary@acparis.org) - for inclusion in the Church Bulletin (deadline of Monday for printing for the coming Sunday's services)
    f) John and Marta - for possibility of including in the ACP email blast (this requires Communications Committee and Pastoral approval and must fit within our schedule/calendar of promotions)

4. You may also print the poster and hang it in the reception area of ACP.
Guidelines for poster/flyer for your ACP event

Format: JPG or PDF

The poster must include:
- title of the event, activity or committee that’s meeting
- who is welcome (adults, kids, youth, families)
- when is it taking place (date in proper format 10 December 2014, time in proper format 15h30)
- where is it taking place
- any admission cost?
- a short description of what it is about
- who to contact for more information with email address
- ACP logo and address

General guidelines:
- Please plan ahead.
- Please provide start and end dates for the advertisement to begin.
- Please follow the style guidelines which can be found at acparis.org/communications
- Photographs — respect French privacy laws. Please do not put the ACP at risk.
  To post a photo with a child, please first send the photo to the parents. Get their written agreement to use the image on the ACP website (www.acparis.org). Scan this written agreement, and send it to communications@acparis.org. If the Webmaster does not have a consent form, the photo will not be posted.
  Photos from church members, or those purchased from stock photography sites such as istockphoto.com, are acceptable. Please do not use any photos from other websites without permission. Please do not use clip art.
- Please remember the size requirements for Instagram (if you wish to advertise there too). The image has to be square.