



# Faith Formation Promotion Cheat Sheet 2017



Promoting camps, retreats and training events is a team effort! Help promote all our 2017 events through social media, email and personal invitations to people you know who want to come enjoy our programming! Here are the ways you connect with our online promotion as well as 6 Promotion Tips. Questions? Contact Nicole Havelka ([nicoleh@ocucc.org](mailto:nicoleh@ocucc.org))



Outdoor Ministries Information Page: [ohioucc.org/outdoor-ministries](http://ohioucc.org/outdoor-ministries)  
Online Registration: [ohioucc.campbrainregistration.com/](http://ohioucc.campbrainregistration.com/)



Ohio UCC eNews (1st Tuesday of each month)  
Ohio UCC Events newsletter (2nd Tuesday of each month)  
Camp of the Week Email promotion (Each week Feb. 1 - May 15; when needed in fall)



[facebook.com/OutdoorMinistriesOCUCC](https://facebook.com/OutdoorMinistriesOCUCC)  
[facebook.com/OhioConference](https://facebook.com/OhioConference)



[@Journeythehills](https://twitter.com/Journeythehills)  
[@ohioucc](https://twitter.com/ohioucc)

## 6 Promotion Tips

1. **Follow us** on Facebook and Twitter
2. **Invite** your friends to the event on Facebook
3. **Tweet<sup>1</sup>** about using your event **hashtag** and other hashtags such as #churchcamp #faithformation #ohio #ucc #youthmin #fammin #stumin
4. **Share** and **retweet** our social media posts on Facebook and Twitter;
5. **Forward promotional emails** to people who might be interested in the event;
6. **Print and hand out** 2017 Camp Catalogue.

## Event Hashtags

Love is Love #LoveisLoveRetreat2017  
 Junior High Youth Event #JHYouthOH2017  
 Spring Lantern: #SpringLantern2017  
 Floating with the Spirit #FloatingSpirit2017  
 Love the Pool #LovethePool2017  
 GPGC (All) #Grands2017  
 MMADD #MMADD2017  
 Finding You #FindingYou2017  
 Sportscamp #SportscampOH2017  
 Circle of Friends #COFCamp2017  
 Hand in Hand: #HandinHand2017  
 Choir Camp #ChoirCamp2017  
 Our Whole Lives: #OWLOH2017  
 Labor Day Camp #LaborDayCamp2017  
 Fall Lantern: #FallLantern2017  
 Environmental Justice: #JusticeEarth2017  
 Jewels of the Bible #JewelsRetreat2017  
 Fall Youth Event #FYEOH2017

## For Event Leaders

1. **Create a Facebook group** to build community and spread information about your event (Please include a conference staff person in the group; Delete any separate Event Facebook pages, Twitter or Instagram accounts to reduce participants' confusion about where to get information.)
2. **Create personalized emails** sent to your target audience with conference staff.
3. **Partner with outside organizations** who might be interested in your event.

<sup>1</sup> Please see 2017 Promotion Plan for Note About Using Photos.