

Digital Media Client Guide Sheet

FCCLA Events is excited to work with you to promote your upcoming event on our in-house channels. The following guidelines are designed to simplify communication between all parties involved so we can promote your event efficiently and effectively!

*Unless otherwise directed, FCCLA Events may modify provided content or retrieve additional information from the client's online publications to fit the constraints of our channels. If you have any questions or concerns, please email us at: events@fccla.org.

Text Descriptions

100-word description of event including:

- *Ticket links*
- *Price*
- *Date/Time*
- *Program Description*
- *Performer Information*

To be posted on:

- *Online Calendar (fccla.org/calendar)*
- *FCCLA Events Social Media ([instagram.com/1stchurchlaevents](https://www.instagram.com/1stchurchlaevents))*
- *Sunday Order-of-Worship (OW) Print*
- *FCCLA Livestream Announcements*

Client Provided Graphics

Logos/Style Guides

- Any access to design documents the client wishes to be used.
- Format: *Adobe Suite/PNG/SVG*

Venue Hallway Monitors

- Size: *W:3240px / H:2160px*
- Ratio: *3:2*
- Format: *JPG/PNG*

Instagram/Facebook/Online Calendar/OW Print

- Size: *W:1080px / H:1080px*
- Ratio: *1:1*
- Format: *JPG/PNG*
 - *May reduce to a 50-word text description.*

YouTube Announcement

- Size: *W:1920px / H:1080px*
- Ratio: *16:9*
- Format: *JPG/PNG*

Sample Event Content

Client: Resonance Collective / Golden Threads Concert Series

100-Word Description:

May 6, 2022 / 7:00 PM PST

A Buddhist Life with Vicki Ray

Shatto Chapel, First Congregational Church of Los Angeles 540 S Commonwealth Ave, Los Angeles, CA 90020

Pianist Vicki Ray presents *A Buddhist Life*, a program of piano works that will explore different phases of a life to Buddhist thought. The program will feature works by Fay Kueen Wang, Frederic Rzewski, Sean Heim, Somei Satoh, and Walter Zimmermann.

Tickets: Pay-what-you-can

Link: <https://www.eventbrite.com/o/the-resonance-collective-34503434123>

Logo:



Official Poster:



1920x1080 Image:

