

Manatee River Garden Club

Event Communications & Promotion Procedures

To help streamline communications and promotions for club events, please follow the procedures below for all upcoming events and activities.

Event Approval & Classification — Board of Directors

Once event details are finalized, please confirm whether the event is:

- Public Event
- Members Only / Member & Guest Event

This classification determines how the event will be promoted and which communication channels will be used. This is to be determined by the Board of Directors per approved event.

Calendar Reservations — Stacy Brown

As soon as any event date or time is confirmed — or if changes are made — please text or call Stacy directly so the club calendar can be updated promptly. (941) 809-1318

Applies to all events including outside groups & events.

Please do not assume Stacy is receiving updates through other sources or word of mouth.

Bulletin Deadlines — Carol Friedman

Please note the following Bulletin schedule:

- Bulletin submissions are due to Carol by the 20th. Email friedymom@aol.com
 - The finalized Bulletin is completed and sent to Stacy by the 25th
 - Bulletin distribution to members and “friends” occurs on the 1st of the month
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Member, Member Guest Events & Visitor Events

Examples include workshops, wine & cheese socials, bingo, and similar club activities.

Promotional support may include:

- Club Bulletin listing

- Email notice to the member database
 - Facebook and Instagram posts presented as Member events
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Public Events

Examples include the Flower Show, Summer Fair, community programs, and other public-facing events.

Public events require the most advance planning and may include:

- Website homepage banner
- Event registration landing page
- Club Bulletin listing
- Email notices to members and “friends”
- Facebook public event page and promotion
- Instagram promotion

Advance notice is extremely important for effective public event promotion.

Social Media Coordination

Facebook — Rita Mixer

Instagram — Lucinda Jane Chastain

Rita and Lucinda will continue managing regular social media content and posting as they see appropriate. However, planned club events, programs, fundraisers, and causes should be coordinated in advance with Stacy to ensure timely, consistent, and organized promotion across all platforms.

Please provide finalized event details early so promotional graphics, captions, and scheduling can be coordinated and prepared appropriately.

Post event photos & captions should be text to Lucinda (941) 744-7162 and Rita (203) 981-0247.

Planning Ahead & Important Information

- Promotional requests often require preparation time. The more advance notice provided, the better the final promotion materials and overall coordination will be.

- Whenever possible, please provide complete event information, finalized details, and any specific promotional needs as early as possible.
- Graphics may require different formatting and sizing depending on the platform being used, especially when AI-generated graphics are involved. Examples include Facebook Events or Posts, Instagram graphics, flyers, newsletters, and website banners or headers.
- If an event fills up, changes, or is canceled, please notify Stacy immediately so communication efforts can be updated accordingly.
- Social media shares should originate from the club's official social media pages or website whenever possible, ensuring all engagement ties back to the club. Please avoid posting event graphics exclusively to personal pages without linking back to the club.
- Please keep in mind that multiple events may be promoted within the same month. Social media posts are scheduled strategically with appropriate spacing to keep content engaging, organized, and effective.