



## Tips for Submitting Content for any Communications

There are a few options if you are looking to advertise events, keep the community updated about your group's activities or share important news. **A few tips:**

- Keep in mind your target audience
- While being brief make sure you use language that engages people (a call to action, to come out or similar)
- Use more than one means of reaching out to everyone as not everyone will have access to a single method
- These communications do not replace one-on-one communication perhaps engaging people during Coffee Sunday to make use of the word of mouth
- Give your message a proofread or have others in your group give feedback before sharing
- Whenever possible provide a picture or two to help draw attention! Please ensure you have permission to use or share the image publicly (it is not copyright and there is consent)!

**\*\*Please ensure there are no privacy issues with names or photos included in your submissions as communications will be done publicly to a wide audience. All communications other than announcements are published on the Web.**

### Contact Us

Please contact the Communications Committee if you have questions or suggestions at **stbasilcomms@gmail.com**. Keep in mind we only monitor this e-mail very occasionally and it is not for posting materials.



**Getting your  
message out  
@StBasilsParish!**

Web: <https://stbasilsparish.ca/>

Facebook: <https://www.facebook.com/St-Basils-Church-433446706719443/>

Twitter: [@stbasilsparish](https://twitter.com/stbasilsparish)



## Choose your method(s)!



### Website

For committees you can post meeting minutes, your tombstone text (text that does not change much over time) or add a News item with a write-up and pictures. The Google Calendar is on the website but your event won't be that visible if it only shows in the calendar.



### Facebook

Facebook is kept updated by Fr. Daryold who posts items of interest to the community and typically schedules the posts on Sundays. Have a short item ideally with a picture and use language and an image that encourages people to engage with the post. Facebook is visible on our website's homepage.



### Twitter

A short message not exceeding 280 characters that will be placed on the feed of followers (including organizations) of the Parish. Tweets can be seen on our website too on the main landing page but not as prominently. Good for advertising upcoming events.



## Choose your method(s)! /2



### Newsletter

The Newsletter comes out once every few months and is for material that has a few pictures available and just a small amount of text. Typically used to show events or activities that have occurred and show the community of St. Basil's (not typically for advertising events as it is not timely).



### Bulletin

The bulletin is the mainstay of communications and is available both on paper and on the website as a PDF file. Messages have to be fairly short and may at times compete with the limited space available in the bulletin because it is printed. The best place for advertising!



### Announcements

Announcements are given verbally and should be used in conjunction with other methods. Announcements are limited to 2 minutes total at most for all of them with no single announcement typically lasting more than 25-30 seconds.





# Website

## Who to contact:

Aaron Ludmer

## How to contact:

By e-mail at [ajludmer28X@gmail.com](mailto:ajludmer28X@gmail.com)

## Restrictions:

Typically would be posting minutes of meetings, tombstone information or New items.

## Number of Days to Post

Typically, should be reviewed and posted within 5 days.

## Approval

Typically, items posted by committee chairs for their committees is fine. A dedicated page may need to be approved as we have a limited number of pages.

## Required Information

Include information such as: \*What committee is posting, \*A Proofread message, \*Image or photo (that you own or copyright free), \*Where to put the material (tombstone information (relevant for longer periods) can be updated or there is a News section for temporary announcements), \*When to post by (keeping in mind # days for posting)

## Notes

Not many Parishioners visit the website each week and one of the biggest hits would be the Bulletins page. If you are posting to promote an event be sure to include the bulletin and you can use the website to supplement that. **You're encouraged to review your committee's text on the site every 6 months.**

Website



# Facebook

## Who to contact:

Fr. Daryold

## How to contact:

By e-mail at [fatherdaryold@gmail.com](mailto:fatherdaryold@gmail.com)

## Restrictions:

Posts are generally to promote evangelization or awareness of events in the Parish in a positive way. Avoid politics and negative messages.

## Number of Days to Post

No specific advance notice required. However, if it is regarding a time-sensitive message on an event please give Fr. Daryold sufficient notice as otherwise it may not get posted in time.

## Approval

Fr. Daryold makes final decision of what is posted.

## Required Information

Include information such as: \*What committee is posting, \*A Proofread message, \*Image or photo (that you own or copyright free), \*When to post by (keeping in mind # days keeping in mind sufficient notice)

## Notes

Posts are usually scheduled on Sundays over the week.

Facebook



# Twitter

## Who to contact:

Aaron Ludmer

## How to contact:

By e-mail at [ajludmer28X@gmail.com](mailto:ajludmer28X@gmail.com)

## Restrictions:

Twitter is limited to 280 characters and you can include one image. Images cannot be used if copyright (you must have the rights to it or have taken it).

## Number of Days to Post

Typically, should be reviewed and posted within 4 days.

## Approval

Material from a Parish Committee chair, about Parish events and similar are fine. Items that may be controversial or may not be appropriate for the feed may be forwarded to the office. If the Tweet exceeds 280 characters it may be edited.

## Required Information

Include information such as: \*What committee is posting, \*A Proofread message not exceeding 280 characters, \*Image or photo (that you own or copyright free) if available, \*When to post by (keeping in mind # days), \*Any #tag or @person you want included

## Notes

If you know others with Twitter accounts you can encourage them (or a school community etc.) to Re-Tweet your message! For instance, we can also request it to be shared with a school community through their Twitter accounts to reach families.

Twitter



# Newsletter

## Who to contact:

Communications Committee

## How to contact:

By e-mail at [stbasilscomms@gmail.com](mailto:stbasilscomms@gmail.com)

## Restrictions:

Lots of pictures and limited text please! Pictures should show community at St. Basil's doing various events.

## Number of Days to Post

Images and short write-ups are collected and compiled every few months.

## Approval

Material reviewed by Communications Committee and edited before inclusion in Newsletter.

## Required Information

This is a graphical medium so be sure to include multiple photos that can be shared without concern. Also include: \*What committee is posting, \*A short message about the event that the images are for, \*Any captions to include

## Notes

This is to have a record of some of the events that have gone off to show off what is happening at the Parish. It is not meant to advertise upcoming events usually because it is shared infrequently.

Newsletter



# Bulletin

## Who to contact:

Parish Office

## How to contact:

By e-mail at [stbasilsparish@gmail.com](mailto:stbasilsparish@gmail.com)

## Restrictions:

The space in the bulletin is limited so images are not as appropriate and messages should be edited for length and be relevant for the community.

## Number of Days to Post

Material must be submitted by 9 am Tuesday for the coming weekend.

## Approval

Fr.Daryold has final approval before printing it in the bulletin.

## Required Information

A proofread message is required. Ideally the message would come from a committee chair (where appropriate) so that the message is an approved communication.

## Notes

Pictures cannot typically be used for the Bulletin



# Announcements

## Who to contact:

Parish Office

## How to contact:

By e-mail at [stbasilsparish@gmail.com](mailto:stbasilsparish@gmail.com)

## Restrictions:

Must be less than 25 seconds in length to read the announcement. Keep it simple.

## Number of Days to Post

Material must be submitted by 9 am on Friday for the coming weekend.

## Approval

Fr. Daryold has final approval before weekend Masses.

## Required Information

A proofread message is required. The message must be 25-30 seconds at most and just a few lines of interest to the community.

## Notes

A limited number of announcements are made at each Mass. To be sure yours is one of them make sure it is relevant and concise and consider discussing with Fr. Daryold so he is aware before submitting one (if appropriate) or including a few lines of context if you submit without talking to Fr. Daryold.

