



OFFICE POLICIES AND PROCEDURES

<u>SUBJECT:</u>	COMMUNICATIONS PROCEDURE
<u>EFFECTIVE DATE:</u>	<i>Jan 3, 2023</i>
<u>DATE LAST REVIEWED:</u>	<i>January 3, 2023</i>

PURPOSE/OVERVIEW

Your Promotional Options: The bulletin, Flocknote, Facebook, Instagram, and our website are all great forms of communication. However, in order to most effectively deliver your message, we must select the most efficient method of communication. Taking into consideration the message, content and timing determines how we will utilize our methods of communication. It is vital that you submit all communications or promotional requests through our online form: www.saintcecilia.org/communications

APPLIES TO

This policy applies to all employees, internal ministry leaders and outside groups.

POLICY

BULLETIN

- ☐ **The goal of the bulletin is to inform our parishioners about upcoming programming.**
- ☐ **Plan your communication strategy in advance.** Due to the space restriction of the bulletin, we strongly advise to plan communication strategies several weeks in advance. Your bulletin article may be subject to print delay if you do not plan your strategy effectively. *(Please keep in mind that our print vendor has an established deadline I have to meet)*
- ☐ **Deadline for bulletin submissions are listed below (8 business days in advance of publication date.)**
- ☐ **Please proof read** the content submitted (new content has to be submitted through the communications form) and email me any changes by Monday at 12 pm, unless specified above. It is the responsibility of the individual to review and approve their submissions. If there is no reply the assumption will be that the submission requires no further action.
- ☐ **All submissions must be plain text, unformatted.** All photos and images must be submitted as high-resolution jpegs, pngs, or gifs. Specify the dates you would like your announcement to run. *(There will be a place holder for reoccurring content such as Baptism, Mass Intentions, Stewardship, etc.)*
- ☐ **Parish related submissions take first priority, followed by St. Cecilia Catholic School content, which is then followed by local and Archdiocese related content.** While we would love to include many things in the bulletin, our space is very limited. Parish related content that meets the deadlines will always be our priority.
- ☐ **Bulletin articles can only run two to three consecutive weeks in a row.** We strive to give the same opportunity to publicize activities and events. The general rule for run time is two weeks of advertising for an event as "Save the Date," and two to three weeks of advertising immediately prior to the event. If space allows, we might be able to extend the time.

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- ❑ **There is no guarantee that your submission will be printed.** As much as we would like to be able to print every submission, everything is subject to final approval (based on size restriction, content and priority. If your submission is not approved, there are other promotional options available.

FLOCKNOTE

- ❑ **Events, announcements and flyers have a place here.** Our electronic newsletter, with more than 6,000 members, is one of the best ways to reach people. Our Flocknote goes out biweekly, announcements should be submitted before 12 pm the Wednesday of the week of publication date .

FACEBOOK/INSTAGRAM

- ❑ Photographs, post event pictures, flyers, upcoming events, announcements, and news are welcome.

WEBSITE

- ❑ Would you like to communicate more effectively with your ministry by creating a space where they can see updates on a daily basis? We can help you create your very own ministry page! Alternatively, promote your event by simply requesting a banner or putting your event on our calendar.

WEBSITE CALENDAR

- ❑ Our website calendar <https://www.saintcecilia.org/calendar> is updated once a month. If there is an urgent need to add it or you would like to add/edit details you may do so by logging in at <https://www.saintcecilia.org/?login>.

Inserts

We have successfully been able to eliminate inserts.

Flyer Creation

Please give me at least a week to complete your request.

Contact

Submit all communications or promotional requests through our online form. Visit:
www.saintcecilia.org/communications

If you have any questions please contact **Maribel Mendoza**
(mmendoza@saintcecilia.org).

Exceptions

Must be approved by the Pastor or Director of Community Life & Stewardship. Deadline to submit content might be impacted by holidays.

Bulletin Date	Deadline
September 24	September 13
October 1	September 20
October 8	September 27
October 15	October 4
October 22	October 11
October 29	October 18
November 5	October 25
November 12	November 1
November 19	November 8
November 26	November 15
December 3	November 22
December 10	November 29
December 17	December 6
December 24	December 13
December 31	December 20
January 7	December 27
January 14	January 3
January 21	January 10
January 28	January 17
February 4	January 24
February 11	January 31
February 18	February 7
February 25	February 14
March 3	February 21
March 10	February 28
March 17	March 6
March 24	March 13
March 31	March 20
April 7	March 27
April 14	April 3
April 21	April 10
April 28	April 17
May 5	April 24

May 12	May 1
May 19	May 8
May 26	May 15
June 2	May 22
June 9	May 29
June 16	June 5
June 23	June 12
June 30	June 19
July 7	June 26
July 14	July 3
July 21	July 10
July 28	July 17
August 4	July 24
August 11	July 31
August 18	August 7
August 25	August 14
September 1	August 21
September 8	August 28
September 15	September 4
September 22	September 11
September 29	September 18
October 6	September 25
October 13	October 2
October 20	October 9
October 27	October 16
November 3	October 23
November 10	October 30
November 17	November 6
November 24	November 13
December 1	November 20
December 8	November 27
December 15	December 4
December 22	December 11
December 29	December 18