



OFFICE POLICIES AND PROCEDURES

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|----------------------------|---------------------------------|
| SUBJECT: | COMMUNICATIONS PROCEDURE |
| EFFECTIVE DATE: | <i>February 8, 2017</i> |
| DATE LAST REVIEWED: | <i>February 8, 2017</i> |

PURPOSE/OVERVIEW

Your Promotional Options: The bulletin, Flocknote, Facebook, 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 this is how we will utilize our methods of communication.

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 there is a deadline to meet. I have attached a guide with deadlines for your convince.)*
- ❖ **It is most appropriate to utilize the bulletin for upcoming parish programming.** Examples include upcoming events, service projects, retreats, speakers, schedule changes etc.
- ❖ **All submissions must be plain text, unformatted.** All photos and images must be submitted as high resolution jpegs, pngs, or gifs. Please do not submit posters or flyers. 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 and 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 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



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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.

- ❖ **Deadline for bulletin submissions is Friday at 12 p.m. (2 weeks in advance of publication date).**
- ❖ **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 2,500 members, is one of the best ways to reach people.

FACEBOOK

- ❖ **Photographs, post event pictures, flyers, upcoming events, announcements, and news are welcome. *Please, no selfies.***

WEBSITE

- ❖ **We are very excited for our new website, we will continue to update the parish as the project progresses.**
- ❖ **Our goal is so make our website as reliable, current and informative as possible for our parishioners to take advantage of.**
- ❖ **As soon as our new website launches, we would like to include updated information about our ministries, upcoming events, and major announcements.** We can't wait for your contributions.

CONTACT

All communication or promotional needs should be forwarded to **Maribel Mendoza** (bulletin@saintcecilia.org).

EXCEPTIONS

Must be approved by the Pastor or Director

RELATED POLICIES, PROCEDURES AND MATERIALS



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| Bulletin Date | Deadline (Submit Content) |
|-----------------------|--------------------------------------|
| February 19, 2017 | February 3, 2017 |
| February 26, 2017 | February 10, 2017 |
| March 5, 2017 | February 17, 2017 |
| March 12, 2017 | February 24, 2017 |
| March 19, 2017 | March 3, 2017 |
| March 26, 2017 | March 10, 2017 |
| April 2, 2017 | March 17, 2017 |
| April 9, 2017 | March 24, 2017 |
| April 16, 2017* | March 31, 2017 |
| April 23, 2017 | April 7, 2017 |
| April 30, 2017 | April 14, 2017 |
| May 7, 2017 | April 21, 2017 |
| May 14, 2017 | April 28, 2017 |
| May 21, 2017 | May 5, 2017 |
| May 28, 2017 | May 12, 2017 |
| June 4, 2017 | May 19, 2017 |
| June 11, 2017 | May 26, 2017 |
| June 18, 2017 | June 2, 2017 |
| June 25, 2017 | June 9, 2017 |
| July 2, 2017 | June 16, 2017 |
| July 9, 2017 | June 23, 2017 |
| July 16, 2017 | June 30, 2017 |
| July 23, 2017 | July 7, 2017 |
| July 30, 2017 | July 14, 2017 |
| August 6, 2017 | July 21, 2017 |

| Bulletin Date | Deadline (Submit Content) |
|----------------------|--------------------------------------|
| August 13, 2017 | July 28, 2017 |
| August 20, 2017 | August 4, 2017 |
| August 27, 2017 | August 11, 2017 |
| September 3, 2017* | August 18, 2017 |
| September 10, 2017 | August 25, 2017 |
| September 17, 2017 | September 1, 2017 |
| September 24, 2017 | September 8, 2017 |
| October 01, 2017 | September 15, 2017 |
| October 08, 2017 | September 22, 2017 |
| October 15, 2017 | September 29, 2017 |
| October 22, 2017 | October 6, 2017 |
| October 29, 2017 | October 13, 2017 |
| November 5, 2017 | October 20, 2017 |
| November 12, 2017 | October 27, 2017 |
| November 19, 2017 | November 3, 2017 |
| November 26, 2017* | November 10, 2017 |
| December 3, 2017 | November 17, 2017 |
| December 10, 2017 | November 24, 2017 |
| December 17, 2017* | December 1, 2017 |
| August 6, 2017 | July 21, 2017 |
| August 13, 2017 | July 28, 2017 |
| August 20, 2017 | August 4, 2017 |
| August 27, 2017 | August 11, 2017 |

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**DEADLINE TO SUBMIT CONTENT MIGHT BE IMPACTED BY HOLIDAY.*