



## OFFICE POLICIES AND PROCEDURES

<b>SUBJECT:</b>	<b>COMMUNICATIONS PROCEDURE</b>
<b>EFFECTIVE DATE:</b>	<i>February 8, 2017</i>
<b>DATE LAST REVIEWED:</b>	<i>April 27, 2018</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

- ❖ **Our new website is phenomenal, so take advantage.** 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.

## CONTACT

Submit all communications or promotional requests through our online form.  
Visit: [www.saintcecilia.org/communications](http://www.saintcecilia.org/communications)

If you have any questions please contact **Maribel Mendoza** ([bulletin@saintcecilia.org](mailto:bulletin@saintcecilia.org)).

## EXCEPTIONS

Must be approved by the Pastor or Director



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**RELATED POLICIES, PROCEDURES AND MATERIALS**

Bulletin Date	Bulletin Deadline	Bulletin Date	Bulletin Deadline
January 21, 2018	January 5, 2018	July 15, 2018	June 29, 2018
January 28, 2018	January 12, 2018	July 22, 2018	July 6, 2018
February 4, 2018	January 19, 2018	July 29, 2018	July 13, 2018
February 11, 2018	January 26, 2018	August 5, 2018	July 20, 2018
February 18, 2018	February 2, 2018	August 12, 2018	July 27, 2018
February 25, 2018	February 9, 2018	August 19, 2018	August 3, 2018
March 4, 2018	February 16, 2018	August 26, 2018	August 10, 2018
March 11, 2018	February 23, 2018	September 2, 2018	August 17, 2018
March 18, 2018	March 2, 2018	September 9, 2018	August 24, 2018
March 25, 2018	March 9, 2018	September 16, 2018	August 31, 2018
April 1, 2018	March 16, 2018	September 23, 2018	September 7, 2018
April 8, 2018	March 23, 2018	September 30, 2018	September 14, 2018
April 15, 2018	March 30, 2018	October 7, 2018	September 21, 2018
April 22, 2018	April 6, 2018	October 14, 2018	September 28, 2018
April 29, 2018	April 13, 2018	October 21, 2018	October 5, 2018
May 6, 2018	April 20, 2018	October 28, 2018	October 12, 2018
May 13, 2018	April 27, 2018	November 4, 2018	October 19, 2018
May 20, 2018	May 4, 2018	November 11, 2018	October 26, 2018
May 27, 2018	May 11, 2018	November 18, 2018	November 2, 2018
June 3, 2018	May 18, 2018	November 25, 2018	November 9, 2018
June 10, 2018	May 25, 2018	December 2, 2018	November 16, 2018
June 17, 2018	June 1, 2018	December 9, 2018	November 23, 2018
June 24, 2018	June 8, 2018	December 16, 2018	November 30, 2018
July 1, 2018	June 15, 2018	December 23, 2018	December 7, 2018
July 8, 2018	June 22, 2018	December 30, 2018	December 14, 2018

*\*Deadline to submit content might be impacted by holidays.*