



OFFICE POLICIES AND PROCEDURES

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

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

EXCEPTIONS

Must be approved by the Pastor or Director

Bulletin Date	Bulletin Deadline	Bulletin Date	Bulletin Deadline
January 20, 2019	January 4, 2019	July 14, 2019	June 28, 2019
January 27, 2019	January 11, 2019	July 21, 2019	July 5, 2019
February 3, 2019	January 18, 2019	July 28, 2019	July 12, 2019
February 10, 2019	January 25, 2019	August 4, 2019	July 21, 2019
February 17, 2019	February 1, 2019	August 11, 2019	July 26, 2019
February 24, 2019	February 8, 2019	August 18, 2019	August 2, 2019
March 3, 2019	February 15, 2019	August 25, 2019	August 9, 2019
March 10, 2019	February 22, 2019	September 1, 2019	August 16, 2019
March 17, 2019	March 1, 2019	September 8, 2019	August 23, 2019
March 24, 2019	March 8, 2019	September 15, 2019	August 30, 2019
March 31, 2019	March 15, 2019	September 22, 2019	September 6, 2019
April 7, 2019	March 22, 2019	September 29, 2019	September 13, 2019
April 14, 2019	March 29, 2019	October 6, 2019	September 20, 2019
April 21, 2019	April 5, 2019	October 13, 2019	September 27, 2019
April 28, 2019	April 12, 2019	October 20, 2019	October 4, 2019
May 5, 2019	April 19, 2019	October 27, 2019	October 11, 2019
May 12, 2019	April 26, 2019	November 3, 2019	October 18, 2019
May 19, 2019	May 3, 2019	November 10, 2019	October 25, 2019
May 26, 2019	May 10, 2019	November 17, 2019	November 1, 2019
June 2, 2019	May 17, 2019	November 24, 2019	November 8, 2019
June 9, 2019	May 24, 2019	December 1, 2019	November 15, 2019
June 16, 2019	May 31, 2019	December 8, 2019	November 22, 2019
June 23, 2019	June 7, 2019	December 15, 2019	November 29, 2019
June 30, 2019	June 14, 2019	December 22, 2019	December 6, 2019
July 7, 2019	June 21, 2019	December 29, 2019	December 13, 2019

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

Forward all communication or promotional needs to Maribel Mendoza (bulletin@saintcecilia.org)