



ST. MICHAEL
The Archangel
ROMAN CATHOLIC CHURCH

*Communications
Policies*

2022

GOALS

The goal of communications at St. Michael the Archangel Church is to tell people about Christ and about the parish, with a particular focus on worship, service, and education.

Communications take on two levels: internal communications (to current, active parishioners) and external communications (to prospective/inactive parishioners).

For our internal audience, the goal is to share parish happenings, encourage faith, and offer opportunities for community building.

For our external audience, the goal is to convince them to become parishioners and evangelize.



QUICK GUIDE TO PLATFORMS

When you submit your communications request, the Communications Coordinator will work with you to ensure placement in the best outlet for your goals and target audience, but here is a quick overview of places where promotions can be placed

- Bulletin: Events, announcements
- Wednesday update: Events, volunteer requests, ministry/group invitations, announcements
- Social media: Events, volunteer requests, ministry/group invitations, announcements
- Website: Events
- Blog: Editorial-type content (ie. promotion of a group or theme as a whole)



HOW WE CAN HELP

The Communications Coordinator is happy to assist you in promoting something to the St. Michael's parish family. Here are just some of the ways we can assist:

- Placement of event or ministry promotions in our communications
- Strategizing on event or ministry promotion, including timing and best placement for intended audience/goals
- Creation of flyers or graphics to promote your event or ministry

Communications Request Form:

stmichaelcary.org/Communications-Request

Communications Coordinator:

Christina Miller

cmiller@stmccary.org or bulletin@stmccary.org



COMMUNICATIONS POLICIES

These policies are in place to ensure fairness to all in event promotion as well as ensure consistency across parish communications:

- Inclusion in parish communications is subject to space availability and alignment with our communication goals.
- Any content submitted to the communications coordinator may be edited to match our style guide and/or cut for length if necessary.
- Any posters or graphics submitted may be redesigned to fit our branding guidelines.
- Any graphics or photos must be royalty free for commercial use, purchased stock photos, or used with permission. We cannot use photos copied from Google images.



- Event planning and promotion policies:
 - Due to the number of events at St. Michael's, events will only be actively promoted (bulletin, newsletter, social media) for 30 days prior to the event and/or registration deadline.
 - I.e. If your event is being held November 5, but registration is due by October 31, then it can begin to be promoted October
 - Events may be placed on the website earlier than 30 days prior.
 - To provide fair promotion to all events and keep content up to date, promotions will not run for more than 4 consecutive weeks in the bulletin.



- Events must be submitted no later than the Friday before the weekend in which you'd like it to appear in the bulletin (ie. Friday, October 23 is the deadline for the Sunday, November 1 bulletin). Earlier submission is greatly appreciated.
- Outside events (events not held at or sponsored by the parish or a parish group) will be included in communications as space permits, with priority given to STM events.
- Opportunities for placement (at the discretion of the communications coordinator/pastor and space availability):
 - Events (website, bulletin, Wednesday update, social media)
 - Editorial content/articles (blog, social media)
 - Announcements (website, bulletin, Wednesday update, social media)



Thank you for all you do! We look forward to sharing the news about your event, ministry, and more with our parish family.

