

PARISH COMMUNICATION “HOW TO’S”

HOW TO PUBLISH AN ANNOUNCEMENT IN THE BULLETIN, FLOCKNOTE, PARISH SOCIAL MEDIA, PARISH WEBSITE OR MASS ANNOUNCEMENT

How to add an announcement in our weekend bulletin:

1. In a concise way, create an announcement you would like printed in the bulletin. Be sure to include (as applicable):
 - a. *Where:* Location of event
 - i. If the event is at St. Maria Goretti, first confirm space availability with Jen Downing, jen.downing@smgonline.org.
 - b. *When:* Date and time of event
 - c. *How:* Specifically how parishioners can get involved
 - d. *Who:* Name and contact of person parishioners should contact with questions.
2. Send this announcement, as well as any relevant images to Kimberly Travis, k.travis@smgonline.org, no later than 3:00pm two Fridays before the bulletin date. Please indicate what weekend(s) you are requesting the announcement to appear.
 - a. Example: If you are requesting an announcement to appear on Sunday, September 20, the announcement is due by 3:00pm on Friday, September 11.

Note: Based upon space, timing and other considerations, an announcement may be edited prior to publication or may not appear every date in which you requested. However, we do our best to include as much as we're able given space and time restrictions.

How to add an announcement to a Flocknote message:

1. In a concise way, create an announcement you would like to be have included in a Flocknote. Be sure to include (as applicable):
 - a. *Where:* Location of event
 - i. If the event is at St. Maria Goretti, first confirm space availability with Jen Downing, jen.downing@smgonline.org.
 - b. *When:* Date and time of event
 - c. *How:* Specifically how parishioners can get involved
 - d. *Who:* Name and contact of person parishioners should contact with questions.



2. Send this announcement, as well as any relevant images to Kevin Muller, k.muller@smgonline.org.

Note: Currently, Flocknotes are sent out on an as needed basis. There is no set schedule; however, you can send announcements anytime requesting they be added to an upcoming Flocknote. A few weeks of lead time is helpful, as it allows us time to incorporate into a message, while also avoiding an excessive number of Flocknotes sent to parishioners.

How to include an announcement as a post on the official St. Maria Goretti Facebook page:

1. Similar to bulletin announcements and Flocknote messages, create a Facebook post you would like the parish to post on its official page. We suggest a very concise message. If extensive details are needed, it's helpful to have these posted on a website (see below for how to include content on website) that followers can click on if interested.
2. If the event is at St. Maria Goretti, first confirm space availability with Jen Downing, jen.downing@smgonline.org.
3. We highly recommend good photos to accompany posts whenever possible. Pictures of the ministry in action, and with close ups of individuals, are ideal.
4. Send this information to Kevin Muller, k.muller@smgonline.org, with a date range of your ideal day of posting.

How to include an announcement on the St. Maria Goretti website:

1. Send the following information to Kevin Muller, k.muller@smgonline.org (as applicable), requesting that it appear on the website:
 - a. *What:* A detailed description of event and any relevant images
 - b. *Where:* Location of event
 - i. If the event is at St. Maria Goretti, first confirm space availability with Jen Downing, jen.downing@smgonline.org.
 - c. *When:* Date and time of event
 - d. *How:* Specifically how parishioners can get involved
 - e. *Who:* Name and contact of person parishioners should contact with questions.

St. Maria Goretti...Pray for us!



2. Please also email Kevin Muller if and when you would like the information removed from the website due to an event being at capacity or any other reason.

Note: Generally, the above information will be added to the individual ministry page, NOT the website homepage, due to space restrictions. However, including the information on your ministry page allows you to share the direct link either personally or through one of the communication methods noted above. Additionally, pdf documents are also able to be linked on our website, and can therefore also be provided to Kevin Muller if needed.

How to have an announcement read with weekend Mass announcements:

1. Create a one or two sentence announcement which you would like to request be read during the Mass announcements at the end of Mass.
2. If the event is at St. Maria Goretti, first confirm space availability with Jen Downing, jen.downing@smgonline.org.
3. Send this announcement to Jen Downing, jen.downing@smgonline.org, no later than the Monday before the applicable weekend. Please indicate what weekend(s) you are requesting the announcement be made.
 - a. Example: If you are requesting an announcement to appear on Sunday, September 20, the announcement is due by Monday, September 14.

Note: We try to limit the number of Mass announcements as much as possible; therefore, depending on the circumstance, it may not be possible to have it included.

St. Maria Goretti...Pray for us!