

Communication Policy

St. Patrick Catholic Community - Revised 9/27/2018

1. Introduction and Vision

Communication is a key aspect of both informing an audience and building relationships between groups. At St. Patrick we will use communication as a tool to inform, encourage, and inspire disciples of Jesus in our community. One of the levels in which we collectively commit to excellence in the areas of communication will directly reflect our dedication to the mission of St. Patrick. Therefore, we are instituting the following guidelines for Communication practices at St. Patrick.

This document is a “living” work that is designed to be adjusted periodically for the sake of effectiveness. Notification and a lead time for implementation will be provided in the event of modifications.

1.1 Leadership

Processes for submission, approval, implementation, and review are outlined in this document. Final approval of materials submitted for promotion is contingent upon the discussion of the Pastor, the Director of Pastoral Activities and the Coordinator of Communications. Specific processes are outlined whenever possible in Platform Specific Guidelines.

1.2 Questions and Concerns

Questions and concerns about the content of this document should be directed to the Coordinator of Communications. Training will be provided in the areas outlined in this document whenever possible.

Coordinator of Communications and Social Media:

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2. The St. Patrick Brand

2.1 Name, Logo, and Colors

The following guidelines must be observed at all times when referring to St. Patrick Catholic Community. Any document, graphic, or communication that does not follow these guidelines will be returned for corrections:

- **Name:** St. Patrick Catholic Community is the only acceptable title for the community. Using the possessive apostrophe “s” on Patrick is not appropriate in most cases.
 - Incorrect: “Come to the dinner at St. Patrick’s Catholic Community tonight!”
 - Correct: “Come to the dinner at St. Patrick Catholic Community tonight!”

- **Full Name:** Use the full title whenever possible, and avoid any shortened titles specifically on public facing communications. This builds and establishes the brand in an appropriate manner that helps the public correctly identify the parish:
 - Incorrect: “Come to the dinner at St. Pat’s tonight!”
 - Correct: “Come to the dinner at St. Patrick Catholic Community tonight.”

- **Parish vs. Catholic Community:** Use “Catholic Community” in any public-facing communications. Parish is usually appropriate in discussions or informal documents after the full title has been used:
 - Incorrect: “St. Patrick parish is in Scottsdale on Shea Blvd. It serves many families!”
 - Correct: “St. Patrick Catholic Community is in Scottsdale on Shea Blvd. The parish serves many families!”

- **Logo:** The following logos are the only appropriate iterations of the branding approved for use at St. Patrick. They may be used in three colors: Green (preferred), black (for bright backgrounds), and white (for dark backgrounds.) Either the stacked or standard may be used. These files are found on both the staff resource page and the website.
 - **Sizes / Formats:** PNG files are best for web and print uses. EPS files are best for screen printing, printing logos on glass or wood, or for any vector uses. Using a 600x size or greater is recommended for printing flyers or making graphics. All sizes/ formats are included in the shared folder and online.

Stacked:



Standard:



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- **Colors:** The official logo color for the St. Patrick Catholic Community is green. If you wish to duplicate this color in titles or other graphics, the color can be found as #026937 in HEX color programs (such as Photoshop or Illustrator) and as Pantone 349 C for print.
- **Fonts:** There is no “official” font that must be used for publications and graphics. The following font displays well in a range of uses: Open Sans (available free). This font has a variety of weights (very thin to very bold) and a scheme of Bold fonts for headlines and thin/regular fonts for body copy works very well. Lora is a great choice for copy as well. To acquire these fonts please submit a ticket to the IT department and they can be installed on your computer. They are also available on Google Docs, Sheets, and Slides.

Examples:

Open Sans Bold - A Heading

Open Sans Regular, for Body Copy

Open Sans Bold Heading

Lora font (Italicized) for Copy Text

3. Parish Wide Communications

3.1 Website

Our parish website is located at stpatcc.org. It is managed and updated in-house by the Coordinator of Communications. The primary purpose of the website is to provide a portal into the life of the parish.

Additions and changes must be submitted by Tuesdays by 12 PM Noon to be made for the following week. Emergency edits will be evaluated on a case by case basis.

- **Submitting Changes for Staff:** To submit a change or modification to the website please use the interactive form at stpatcc.org/request. Changes will be evaluated and made at the discretion of the Coordinator of Communications and the Director of Pastoral Activities.
- **For Ministry Leaders:** Please use the Ministry Change form found in your binder or at the office. These changes cannot be made through the online form.

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3.2 Connection Email

Each Thursday an email will be sent to every registered family of the parish. This email is created by the Coordinator of Communications and the Director of Pastoral Activities. The following guidelines should be followed when submitting content:

- The Connection email has limited space each week, so please submit content early. The content will only be included in the connection email scheduled before your event or activity. Connection items can only be included for 1-2 week unless the event is ongoing.
- The length of each submission should be no more than a few sentences.
- A flyer or “action” link is preferred for Connection email content. Please include the flyer or link in which people can learn more or sign up for the event.
- To submit information for inclusion (due Tuesday by 12 PM for the following week) please use the form located at stpatcc.org/request or email astein@stpatcc.org

3.3 Social Media

Social media is an important tool to reach a diverse audience at the parish. The methods, schedule, and content presented on social media is congruent with a strategic plan created yearly by the Coordinator of Communications. Final approval and subsequent posting is subject to this plan.

- **Official Accounts:** All accounts affiliated with St. Patrick Catholic Community are to be administered by the Coordinator of Communications. Additional staff members and ministers may be enlisted to assist in managing these pages. There should be only one official account per social media channel.
- **New Accounts:** New social media accounts must be created under the official affiliation of St. Patrick Catholic Community and must be approved by the Coordinator of Communications and the Director of Pastoral Activity. Please note, typically new accounts should not be created in order to draw unity to the official social media pages, but in rare cases an exception may be made.
- **To submit** articles or events for inclusion (due Tuesday by 12 PM for the following week) please use the form located at stpatcc.org/request or email astein@stpatcc.org.

3.4 Bulletin Articles

Staff and ministry leaders are encouraged to use the parish bulletin to publicize meetings, projects and events.

- Articles are due no later than the Tuesday at 12 PM Noon, 9 business days days prior to the weekend you wish your article to appear. Please submit copy single-spaced, 11 pt. Arial Condensed. Please contact bulletin editor if you have questions.
- Any article not received by this deadline cannot be guaranteed to be included in that bulletin.

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- Email your request to **bulletin@stpatcc.org** or Fax your material to the attention of the Bulletin Editor.

We will incorporate as much material as possible each week, given the space and format of our bulletin.

Our priorities are:

1. Liturgy
 2. Parish Formation (youth and adult)
 3. Parish Stewardship
 4. Social Justice
 5. Parish Ministries/Organizations
 6. Diocesan Information
 7. Neighboring Parish Events (if not in conflict with our own)
 8. Secular Community Information
- Articles can appear in the bulletin for two (2) consecutive weeks and then must take one week off. This process can be repeated, space allowed, one more time.

3.5 Bulletin Flyers

Flyers may be placed in the bulletin for events that affect the entire parish. There is a schedule of insert dates available from the Office Manager.

- Please have your staff liaison calendar your flyer with the Office Manager as soon as possible beginning July 1 of the current fiscal year, as they are scheduled on a first come first served basis. Flyers will appear in the bulletin one time only for the same event.
- There is a limit of three (3) back-to-back flyers per bulletin, with the exception of holiday weekends where there is a limit of two (2) back-to-back flyers.
- Prior to submitting your flyer to your staff liaison, please make sure:
 - Your dates, times and contacts are accurate
 - Your event has been scheduled and approved through Facilities Scheduling
- **NEW DEADLINE:** Approved flyers are due no later than Tuesday, 12 noon, **9 days prior** to the weekend you wish the flyer to appear. Any flyer not received by the deadline, cannot be guaranteed inclusion in that bulletin. Please contact your staff liaison if you have any questions.
- Flyers can only be submitted with permission to edit.
- The preferred format is shared from **Lucid Press** with edit abilities. Additional formats include Word, Canva, Publisher. Please no PDF's.
- Please note: The week a flyer appears in the bulletin, no article for the same event will appear in other places in the bulletin.

Please email your request to **twinn@stpatcc.org**. There is limited space for flyers each week. A schedule is kept by the Office Manager and a priority list is established in case of space conflict. All flyers placed in either the Narthex of the Church or Chapel, Fenlon Hospitality Center or the Parish Office must be done so through the Office Manager by the staff liaison.

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3.6 Pulpit Announcements

- Pulpit announcements must be submitted to the liturgist on Wednesdays by 3:00 pm for the upcoming Sunday.
- Announcement will run for one week and the event must take place in the upcoming week.
- Pulpit announcements are to be one sentence in length.
- If possible, the pulpit announcement should be directed to a majority of the parish.
- Liturgist reserves the right to edit for length and clarity.
- All questions and submissions should be made to Kevin McGloin, Director of Liturgy and Youth Ministry at kmcgloin@stpatcc.org

3.7 Video Announcements and Projects

Videos production services are available for select projects, events, and initiatives. Submission, Approval, and production will be carried out by the Coordinator of Communications in collaboration with the Coordinator of Video and Audio Production.

- Projects intended for liturgical showings must be approved by the Director of Liturgy and the Director of Pastoral Activities.
- Projects intended for website, social media or private events must be approved by the Coordinator of Communications and the Director of Pastoral Activities.

The process of video production begins by submitting a form online at stpatcc.org/request or email astein@stpatcc.org. The Coordinator of Communications will follow up with the submission to fully assess the project and seek approval.