Communication Guidelines

Purpose

This document outlines all current Communication Guidelines in place at St. Ann Parish.

Definition of Audiences

- **Outsider** – People outside of the St. Ann Community. They may or may not be Catholic or Christian.
- **Guest** – People who may have attended a Mass, an Alpha Course, a New Member Event, or some other event designed to be a first step and welcome to the St. Ann Community, but they are still unsure of where they fit and are looking for next steps.
- **Member** – People who have registered with St. Ann Parish.
    - **Engaged** – Members who are deeply involved in and committed to a Ministry and the St. Ann Community.
    - **Non-Engaged**– Members who regularly attend Mass, possibly give and/or have attended an event, but currently are not engaged in the Discipleship Pathway.

Content for Each Audience

Outsider

Content for Outsiders must be relevant and attractive. Designs should follow contemporary trends. Content should be easily digestible and messaging simple. Insider language should be avoided. It should be assumed that people viewing this content don't know words like "Eucharist," "Sacrament," or other Catholic language.

Guest

Because it is assumed Guests are familiar with St. Ann Parish and have attended something in our Community, content intended for Guests should detail first steps of involvement for your ministry, like applications, introductions to leadership and mission, and information on upcoming meetings.

Member

Content for Members should be similar to that of First-Time Guests because it is assumed that they are familiar with St. Ann Parish and already involved in a Ministry in our Community. If you are a ministry trying to recruit Members, you should describe First Steps of engagement and involvement. If you are communicating to Members who are in your Ministry, see "Engaged Members" below.

Engaged Members

Engaged Members are people who are already involved and committed to your Ministry. As such, information communicated to Engaged Members can be as detailed and specific as you would like. This may include schedules, bylaws, or contact information on substitutes and other Members.

Web Guidelines

Purpose

The website is the "digital home" for St. Ann Parish. All information relevant to Outsiders, Guests, and Members should be published somewhere on the website. Information that is reserved for "insiders" should be communicated elsewhere in a more private and focused channel like My St. Ann.

Website Organization

There are two main tools of communication on the Website:

1. Web page
2. Calendars

Each of those have different capabilities and different levels of discovery. As such, they are utilized for different types of content.

Web Page

A Web Page is a dedicated page on the website with a specific, easy to remember URL. A Web Page has nearly unlimited possibilities in customization, but Web Pages will mostly be static, only changing a few times a year. Thus, content on a Web Page should only be included if it will remain relevant for an extended amount of time. Web Pages will be organized into the following categories:

1. Connect
2. Grow
3. Serve
4. Care & Support
5. Worship

Connect

The Connect category is reserved for introductory information about our parish and community-focused activities or activities that serve as a point of entry for our parish. For the most part, this section is open to Connect Groups. Most ministries will live elsewhere.

Grow

This category is reserved for Ministries that are a source of formation. Grow Ministries are into one of the following sub-categories:

- Studies – formation and education
- Women – groups and programs dedicated to formation or developing relationships and community for women
- Men – groups and programs dedicated to formation or developing relationships and community for men
- Marriage – groups and programs dedicated to the formation or development of community for married couples
- Retreats – experiences designed to be an intensive time of prayer and formation, usually over a full day or a weekend

Serve

This category is reserved for Ministries whose purpose is to perform some kind of service, whether at St. Ann or beyond. Serve Ministries are organized into one of the following sub-categories:

- Care & Support – serve others through prayer and pastoral care
- Children – serve our Children at St. Ann through the Children's Ministry
- Youth – serve our Youth at St. Ann through our Youth Ministry
- Liturgical – serve during Sacramental Events such as Funerals and the Sunday Experience at St. Ann
- Outreach – serve the broader community and world

Care & Support

This section is for groups and programs dedicated to providing prayer or counseling for those experiencing loss, grief, or despair.

Worship

This section is for groups dedicated to prayer.

Web Page Technical Requirements

To have a Web Page, you need the following:

- A banner image with a resolution of no less than 1920px by 1080px
- A short description of what your ministry does and when you meet (if you meet regularly. If you do not meet regularly, we will put your meetings on the calendar and include those events on your page)
- A thumbnail image with a resolution of no less than 1000px by 1000px that only contains the name or logo of your ministry. Any other information (e.g. descriptions, times, dates, etc.) will be included in the Web Page.[1]

Optional features of Web Pages include:

- Other images, whether single or in a gallery
- Videos
- Forms

Web Page Submission

If you would like a Web Page and can have the above required media ready, go to www.stannparish.org/mlr, click on the "Web Page Design Request" Button, and fill out the form.

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[1] A great tool to help create these images is Canva. It's easy to use and has thousands of templates to start with. The Communication Department is also available to create any needed materials for your ministry.]

Event Calendar

The Web Calendar is an event-based communication tool organized though our event scheduling process with the Scheduling department at St. Ann. The Calendar will be populated with information provided during the Event Scheduling process.

Sabbath Guide (Bulletin) Guidelines

Purpose

The Sabbath Guide is a weekly publication available in printed form after all Weekend Masses or digitally through email subscription from LPi or for download on the website. Because of the availability of the Bulletin, audiences range from Guests to Members.

Sabbath Guide Content Organization

Content published in the Sabbath Guide should be easy and quick to comprehend and should direct to the Website for more information, registration, etc.

Content will be organized into the following sections:

1. Contact: This section contains key contact information for St. Ann. These pages remain the same week to week and feature the Contact Card, contact information to Key Contacts with a link to our full directory, Office Hours, and links to our Website and Social Media Profiles.
2. Sabbath Guide: This section is the main portion of the weekly publication. The Sabbath Guide helps parishioners carry prayer on from Sunday throughout the week.
3. Worship: This section contains information relevant to our Masses, Adoration, and Confessions, as well as a Parish Prayer List.
4. Connect: This section contains information about community-focused activities or activities that serve as a point of entry for our parish.
5. Grow: This category is reserved for Ministries that are a source of formation.
6. Serve: This category is reserved for Ministries whose purpose is to perform some kind of service, whether at St. Ann or beyond.
7. From Our Ministries: This section serves as a catch-all for content that doesn't fit in other sections whether due to space or ministry category. Information from Non-Parish Based Organizations will live here.

Promotion in the Sabbath Guide may begin 6 weeks prior to either the beginning of the event or the end of registration. Event Content will be published at least 2 times each month.

Sabbath Guide Submission

Any content for the Bulletin must be submitted via the online [Communication Submission Form](#) found at www.stannparish.org/mlr. The form walks the submitter through all necessary information for publication. Any event must have approval from St. Ann Scheduling before any promotional content is submitted.

Copy should be submitted via the "Ad Copy" field of the Communication Submission Form. Copy attached via a Word Document will not be included.

For submitted photographs and event banners, please only submit as a .png, .jpeg, or .pdf file. We cannot open Publisher files. If a Publisher file is submitted, we will ask you to provide one of the approved file types in a follow-up email.

Submission dates are available at www.stannparish.org/mlr.

Sabbath Guide Content Technical Requirements

All content submitted is subject to edits by the Communication Department. Graphics submitted must follow content guidelines as established in the Brand Guidelines, found at www.stannparish.org/mlr. If graphics are not within these published guidelines, it will either be replaced or omitted and any copy will be included as plain text.

Images included in the Bulletin should be at least 300 pixels per inch. Anything less may be pixelated in printing and become illegible to readers. Any images that appear pixelated during the editing process will not be included in the final publication. All images should be 3" wide to span the full Bulletin column and no more than either 2" tall if paired with copy or 4" without.

Any photographs or artwork used must be either royalty-free stock content or be used with permission of the original artist or publisher. Links should be provided to the stock content and proof of permission should be submitted with the content. Any content submitted via the form that is not royalty-free stock content or used without permission from the artist will not be published. Please note, Google Images rarely provides royalty-free images and, thus, is not a good source of images or artwork.

Newsletter Guidelines

Purpose

The Newsletter is the primary hub of communication to Members. Due to its opt-in requirement, any information communicated through the Newsletter will be reserved for Members..

Newsletter Organization

The Newsletter is published weekly on Thursday. Posts are organized chronologically by date. The only exceptions are Church-Wide, strategic messages and important, time-sensitive announcements, which will be given preference and placed at the top of the Newsletter.

Event promotion in the Newsletter begins 6 weeks prior to the beginning of the event or the end of registration and at least 2 times per month.

Newsletter Submission

Any content for the Newsletter must be submitted via the online Communication Submission Form found at www.stannparish.org/mlr. The form walks the submitter through all necessary information for publication. Any event must have approval from St. Ann Scheduling before any promotional content is submitted.

Copy should be submitted via the "Ad Copy" field of the Communication Submission Form. Copy attached via a Word Document will not be included.

For submitted photographs and event banners, please only submit as a .png, .jpeg, or .pdf file. We cannot open Publisher files. If a Publisher file is submitted, we will ask you to provide one of the approved file types ina follow-up email.

Submission dates are found at www.stannparish.org/mlr.

Newsletter Content Technical Requirements

All content submitted is subject to edits by the Communication Department. Graphics submitted must follow content guidelines as established in the Brand Guidelines, found at www.stannparish.org/mlr. If graphics are not within these published guidelines, it will either be replaced or omitted and any copy will be included as plain text.

Images included in the Newsletter should be at least 300 pixels per inch in a 3x4 aspect ratio. Any images that appear pixelated during the editing process or do not match the aspect ratio will not be included in the final publication.

Any photographs or artwork used must be either royalty-free stock content or be used with permission of the original artist or publisher. Links should be provided to the stock content and proof of permission should be submitted with the content. Any content submitted via the form that is not royalty-free stock content or used without permission from the artist will not be published. Please note, Google Images rarely provides royalty-free images and, thus, is not a good source of images or artwork.

Social Media Guidelines

Social Media Purpose

Social Media provides an ancillary communication tool to information on the Website. Due to its discoverability and flexibility, Social Media should be used to reach Outsiders, First-Time Guests, and Members.

Social Media Content Organization

St. Ann Parish currently uses Instagram and Facebook to communicate brand, lifestyle, upcoming events, and announcements. Where our other media uses copy to tell others about events, Social Media is used to show people what life at St. Ann is like. Because each channel has different capabilities, uses of each differ.

Facebook

Facebook offers two ways to communicate, and each will be leveraged for its strengths.

Facebook Page Events

With the ability to create sub-communities and full-featured posting capabilities, Facebook Events is the primary tool to promote upcoming events on Facebook. Information on a Facebook Event should mirror what is available on a Web Calendar Event and link to that event on the Website.

Facebook Page Posts

Facebook Page Posts are the standard way to communicate to the audience on Facebook. Because these posts are immediately available to Outsider searches, Facebook Posts will largely be reserved for the Outsider and First-Time Guest audiences and those activities that open to participation from a majority of parishioners.

Instagram

Instagram's platform is less designed to generate event attendance and more for portraying lifestyle through lifestyle images and video. As such, Instagram content will be highly curated images and videos from the St.

Ann Communication Department. Because Instagram is highly discoverable, intended audiences are Outsiders and First-Time Guests and for activities that could be considered first steps into our community.

Social Media Submission

Any content for the Social Media must be submitted via the online Communication Submission Form found at www.stannparish.org/mlr. The form walks the submitter through all necessary information for publication. Any event must have approval from St. Ann Scheduling before any promotional content is submitted.

Submission dates are found at www.stannparish.org/mlr.

Social Media Content Technical Requirements

All content submitted is subject to edits by the Communication Department. Graphics submitted must follow content guidelines as established in the Brand Guidelines, found at www.stannparish.org/mlr. If graphics are not within these published guidelines, it will either be replaced or omitted and any copy will be included as plain text.

Images included in Social Media should be at least 300 pixels per inch. Anything less may be pixelated in publishing and become illegible to readers. Any images that appear pixelated during the editing process will not be included in the final publication.

Any photographs or artwork used must be either royalty-free stock content or be used with permission of the original artist or publisher. Links should be provided to the stock content and proof of permission should be submitted with the content. Any content submitted via the form that is not royalty-free stock content or used without permission from the artist will not be published. Please note, Google Images rarely provides royalty-free images and, thus, is not a good source of images or artwork.

My St. Ann Guidelines

My St. Ann is the perfect platform to communicate to your ministry members. Member Only Pages offer the opportunity to host documents and post as much information as you'd like. The Communication Department is available to help get pages set up.

Best Media Channel to Reach Specific Audiences

Media Channel	Website	Social	Bulletin	Newsletter	My St. Ann
Audience	Outsider & Guest	Outsider, Guest, & Member	Guest, Member, & Insider	Member & Insider	Insider

Ideal Content for Media Channels

Media Channel	Website	Social	Bulletin	Newsletter	My St. Ann
Content Type	Long Form Writing, Events, Web Pages	Links to Website, Shareable Images & Videos	Short Form Writing, Images	Links to Website, Short Form Writing, Images, Video	Documents, Images, Videos