



Communications Guidelines

As St. Michael parish creates new programs and events, clear communication through our media channels will get the message accurately to our parishioners.

Our communications vehicles include: bulletin, website, weekly email, flyers, emails, Facebook,

How do we ensure that our communications are clear, objective and measurable?

When creating your message, please make sure it includes these elements:

1. **Goal** – What am I trying to convey with this ad? Am I educating about a new program, informing about an event?
2. **Audience**- Who do I want to reach with my message? Parents, youth, singles, young mothers, etc.
3. **Messaging** – What words am I going to use to convey my message? What is the “personality” of my message? Am I carefully choosing words that speak to the audience I’m reaching – is the language clear, concise and does it convey the St. Michael brand appropriately. Have I answered the questions: **who, what, when, where and why?**
4. **Creative**: What logos, photos, or art have I chosen to draw interest to my ad? Does my creative match my messaging and audience? Is it dynamic, educational, or thought-provoking?
5. **Communication vehicle**: Have I picked the correct vehicles to reach my audience? Is my message consistent throughout? Have I chosen a variety of vehicles so my message is seen in more than one place?
6. **Measuring response**: Am I gauging response to my ads? Do I know what is working and what isn’t? How am I calculating responses? Am I asking people “how did you hear about our program?”

Deadlines for St. Michael communications:

Bulletin: Monday at 9 am. Include copy and art. If you need help with creating these, please ask for help the week prior.

Weekly email: Monday at 9 am

Video boards: Monday at 9 am

Creating campaigns:

If you are launching a new initiative and want to create an entire campaign – one month or more is needed to fully create all elements of a full campaign. Example: Lent, Easter, Parish Mission, etc.