

# Keep spreading the news

## Communications to St. Ann parishioners and beyond

The Communications Department at St. Ann is here to help the church's ministries, affiliates, departments and parishioners market the fantastic events and innovative programming on campus.

### **But where do I start?**

We have a one-stop shop for your communications needs. This portal lives on the bulletin page at [st-ann.org](http://st-ann.org). No matter what media you'd like to use, just start there! We will determine the avenue best-suited to deliver your message and assist you in implementing it. Please designate one person from your ministry (it can be you) to be the liaison to the communications department.

### **Bulletin**

The weekly bulletin is handed out at Mass to St. Ann's 15,000 parishioners and posted on our website each Thursday. Submissions:

- Must come from ministries. Whether the item is specific to a ministry or just something the ministry supports, the item must have the backing of a recognized St. Ann's ministry.
- This category usually provides enough information for all the other channels. For example, if you submit info for a bulletin item, that will suffice for a digital sign request, too.
- Must be an event that has not yet happened.
- With high-resolution photo illustrating the event (such as a photo from the last gathering) are most helpful.
- Will run only two weeks in a row.
- Deadline is Thursday, 10 days before the bulletin publication date (except for holidays).
- For the "On the Horizon" feature, event must be occurring six weeks in the future.

### **Faith in Action e-newsletter**

The weekly newsletter, Faith in Action, is emailed Thursdays to 5,500 subscribers. Ministry leaders, event chairs and department heads can submit items to be considered for the newsletter. Submissions:

- Must be an event that has already happened.
- Must provide a photo of the event. Please name the photos (ex. Bake Sale 1, etc.).
- Are due Monday at noon.

### **Website**

The St. Ann web site reaches thousands of people and showcases the things we do best. It provides our 15,000 parishioners with a detailed calendar and points of contact for further involvement. Every ministry has a page on the site that should be kept current. Ministry heads should:

- Appoint someone from your ministry to ensure the page is up to date.
- Not create web sites beyond the st-ann.org domain without approval from the communications department.

### **Facebook, Twitter, Instagram (@ccofstann)**

The St. Ann social media pages are updated constantly and reach more than 4,000 people. What? You're not following St. Ann's on social media? This is an effective channel to use for reminders about approaching events. Submissions:

- Must be 40 words or less.
- Should have a photo illustrating the event/meeting.

Please do not create a Facebook page representing a St. Ann ministry or department without approval from the communications department. If you already have one, someone from the communications department should be made an administrator on your page.

## **Signs**

St. Ann's has two types of digital signs on campus. No other signs are allowed on campus (staked in ground, taped to building, etc.) without approval from the communications department.

- Digital signs within buildings

We display electronic signs on monitors around campus and on the screens in church. These messages pertain to just our community and are built off the communications submission form.

- Digital sign on Roswell Road

The digital sign on Roswell Road is a form of evangelization and is great for letting the outside community know about our activities.

## **Videos**

The communications department is working to ensure that all ministries have an updated feature photo or video (created in the last five years) on their St. Ann web page. In addition, special event videos sometimes are needed (ie the launch of a new ministry).

Videos are not allowed to be shown in the church during or after Mass without prior approval.

## **Large-distribution emails**

Many of you have developed your own, extensive mailing lists. This is a great way to spread news of interest to only your ministry. We ask that before sending an email intended for more than 25 recipients, you allow the communications department to edit it. Because messages reflect the parish as a whole, they should be professionally structured and grammatically sound.

## **Flyers/brochures/promotional materials**

If you need help designing, creating or just polishing promotional materials, we are happy to help. Please plan ahead. Due to the number of ministries we support, we require up to eight weeks' lead time. If you are making your own promotional materials, you must have them proofed by the communications department before distributing.

**For all your communications needs, contact Susyn Ahern,  
communications director, [sahern@st-ann.org](mailto:sahern@st-ann.org), ext. 6022**