

Communication Guidelines
Good Shepherd Catholic Community
Last Revised July 1, 2022

Purpose:

Communication is an integral part of what we do at Good Shepherd Catholic Community. This document outlines all current Communication Guidelines in place at GSCC. Communication includes publicizing & promoting through media, marketing, and advertising, GSCC parish activities and events to a variety of target audiences. Communication extends to print, radio, television, the internet, the Chambers of Commerce, various community bulletin boards, and GSCC communication vehicles, including its website, online Church Management tool, weekly bulletin announcements, flyers, posters, and mailings.

Who can make a communications request?

Staff Liaison or Ministry Leader

How to make a request

Go to www.gsc.net/leaders

You must book your room first. Once your room has been approved, you will receive the link to send us your event details.

What should be included in the request? This is step 3

Send all text with details in the Communication Form. Images will be made by the Communications Team, unless specifically sent from the Diocese.

Checklist before request is made:

- 1** Has your event or announcement been approved & the room secured?

 - Nothing can be communicated until it is scheduled on the Church calendar and the room is secured (if needed.) Contact your Staff Liaison or make a room request at www.gsc.net/leaders to secure a room. This is step 2 on the website under "Book!"
- 2** Who is your Audience?

 - Who are you trying to reach in your communication?
 - Some category types may include:
 - Catholic seekers or guests, engaged parishioners, non-parishioners who may not be Catholic or Christian
 - Age groups considerations may include:
 - Seniors, youth, young children, families with children etc.
- 3** Have you given enough time?

 - 4-8 weeks advance notice for the bulletin, registrations, e-newsletter, flyers, banners (8 weeks), yard signs (8 weeks), website and social media posts is needed.
 - Prioritization is considered due to volume of requests received compared to space available. See below for more on prioritization & best communication channel usage.
- 4** What communication channel is most appropriate?

 - Knowing your audience and which channel they are most likely to view will help decide where the announcement should be shown.
 - Some requests may only be seen in (ie e-newsletter) due to time constraints or prioritization considerations.

Priority Considerations for the Bulletin:

As a parish community, we are very blessed and challenged with over 60+ ministries and therefore need to consider prioritization of requests that come our way. To effectively meet as many needs as possible, the following prioritizations have been established and are specific to the Bulletin:

- ⇒ Priority #1 - Items submitted by Parish Clergy & Staff and ministries directly related to Parish operations and activities
- ⇒ Priority #2 - Items submitted by outside organizations in direct support of parish ministries and activities
- ⇒ Priority #3 - Items submitted by the Diocese
- ⇒ Priority #4 - Items submitted not directly related to the parish or from organizations outside of the parish scope of operation

Important Note: All content is subject to editing by the editors and corrections by the proofreaders.

Best Communication Channel to Reach Specific Audiences

Communication Channel	Website	Social	Bulletin	E-newsletter	Planning Center Online (PCO)
Audience	Non-Parishioner/Guest /Parishioner	Non-Parishioner/Guest /Parishioner	Guest/Parishioner	Parishioner	Parishioner

Ideal Content for Communication Channels

Communication Channel	Website	Social	Bulletin	E-newsletter	Planning Center Online (PCO)
Content Type	Longer written content, events & web pages	Links to website, shareable images & videos	Short written content, images	Links to website, short written content, images, video	Short messages to ministry groups, events, shareable resources & registrations

Information You Should Include in Your Communication (details):

- Please follow the submission form provided at www.gsccl.net/leaders.
- **Your Name** - First & Last name (may be pre-populated)
- **Email Address** - your email address (may be pre-populated)
- **Ministry** - Name of your ministry
- **Staff Contact** - name of your GSCC staff contact/liaison
- **Room you have reserved** - Room secured for your event
- **Contact Number** - your contact phone number
- **Event Name** - this will often be what will be shown as the title of the promotion.
- **Date of your event** - event date
- **Time of your event** - event time
- **Desired Forms of Communication** - pick from list of Bulletin, E-newsletter, Social Media, Chair Announcement, Yard signs, Banner or Outside space to pass out flyers
- **Cost of your event** - list the cost to get into your event if applicable or cost for food like Fish Dinner
- **Will you need an online registration?** - if your event requires sign ups or RSVPs, please select yes
 - If so, what registration information that needs to be collected included? (Name, email, phone number etc.)
 - Registration start and end date.
- **Have you reserved childcare?** - is childcare needed and have you already planned that?

- **What is your announcement?** Please include Who, What, When, Where and Why:
 - o **Who** - Tell whom the event is intended to reach (youth, seniors, young children, the entire parish community, etc.).
 - o **What and Why** - Tell about the event. What will happen at the event, and why is it important? What are some of the goals of the event? Are there special requirements to attend the event and what do attendees need to bring?
 - o **When** - Tell when the event will take place (date, times).
 - o **Where** - Be specific, especially if the event is at GSCC (main church, hall, Room D, etc.). If the location is elsewhere, provide an address and phone number.
 - o **Other** -anything else
- **If you have a promotional image/logo that you would like us to springboard off of, as we create an image for you, please email to communications@gsc.net.**

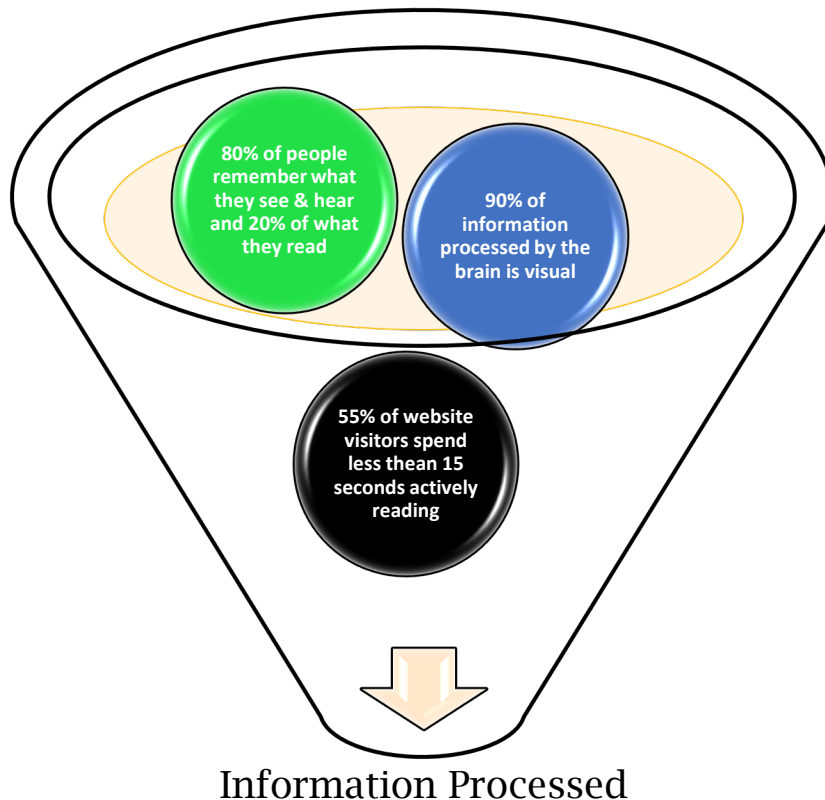


Content Guidelines (What content is accepted?)

- ⇒ Content must be GSCC ministry related and reflect the teachings and practices of the Catholic faith as detailed in the Catechism of the Catholic Church.
- ⇒ Good Shepherd Communications Team seeks the following types of communications: ministry success stories, upcoming events, spiritual and faith formation resources, volunteer recruitment needs and opportunities for people to connect and engage in life of the parish.
- ⇒ Personal business, sales, services, community events or charitable giving not sponsored by Good Shepherd Catholic Community will not be promoted through GSCC communication channels except for bulletin advertising sponsorships and those fundraising events sponsored by our parish school, Holy Trinity Catholic School.
- ⇒ Images can only be submitted as .png, .jpeg, or .pdf files. Any photographs or artwork used must either be royalty-free stock content or be used with the 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 that Google rarely provides royalty-free images and thus, is not a good source of images or artwork.

General Considerations:

- All requests must be submitted on the Communications Request Form located on our website at www.gsc.net/leaders.
- All communication pieces (flyers, brochures, press releases, mailings, websites, signs etc.) must be reviewed and approved by GSCC Communications team and is subject to change.
- All communications should have the current Good Shepherd logo to ensure proper branding. The parish reserves the right to publish only items that will support our current Catholic beliefs. Any item in question as the appropriateness of its content will be reviewed by parish staff and returned to sender for editing.
- Keep in mind that short and visually based communications are looked at and retained better by humans according to "Moveableink.com"



Specific Guidance - Plan Ahead!

Bulletin

- Event/announcement approval and room assignment (if needed) must be secured prior to Communications Request form being used. You can do so at www.gsccl.net/leaders
- Submission deadline timeframes are listed on the Leader webpage. Please visit www.gsccl.net/leaders for details. Any group wishing to publish in the GSCC Bulletin should factor in these deadlines.
- The deadline for most bulletin submissions is 4-8 weeks prior to requested bulletin date. Special deadlines go into effect throughout the year to accommodate Holidays.
- Content published in the Bulletin should be easy and quick to comprehend and should direct parishioners to the Website for more information, registration etc.
- Promotion in the Bulletin may begin 6 weeks prior to either the beginning of the event or the end of registration. Event content is published at least once, perhaps more given the time, space and priority level of the request.

Website/Flyers/Yard Signs/Event Information

- Submit information for website 4-8 weeks prior.
- Submission deadline timeframes are listed on the Leader webpage. Please visit www.gsccl.net/leaders for details.
- A web page on our GSCC website 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 for ministries are currently categorized under the 5 characteristics of a Disciple – Welcome, Encounter, Grow, Serve & Share.
- If you have an idea for a new ministry, please use the “Ministry Application” form on our Ministry Lead Resource page on our website. www.gsccl.net/leaders.
- It is prudent to request bulletin flyer space as early in advance as possible. Allow 4-8 weeks for a flyer to be created and 4-8 weeks for registration creation.
- If you create a flyer, allow one week for it to be reviewed and approved.
- Yard signs need to be created through the Communications Team. 4 yard signs are allowed per event and no more than 2 events will be displayed at the same time (2 events x 2 signs for a total of 4).

E-newsletter & Social Media

- The Communications team generally determines social media posts, announcement screens on the TVs, and YouTube videos. Contact your Staff Liaison for further information on these channels if needed.
- If space and time is short for your request, often the E-newsletter is where the content will be shown.
- The E-newsletter is published weekly on Wednesday. Posts are currently organized by the 5 characteristics of a Disciple – Welcome, Encounter, Grow, Serve & Share. Church-wide strategic messages and important, time sensitive announcements from the Pastor are placed under Welcome and are given preference at the top of the Newsletter. Event promotion in the E-newsletter begins 2 weeks prior to the beginning of the event or the end of the registration and at least 2 times per month.

Planning Center Online (PCO) / Church Center Mobile App

- The Ministry Leader maintains most functionality in PCO. Changes needed to Church Center, as part of the PCO suite of products, should be coordinated with your Staff Liaison.

Chair Announcements

- Chair announcements are limited in number and should be sent to your Staff Liaison for review.

Press Release

- If you are interested in publicizing your event through the media, please give as much advanced notice regarding an event as possible.
- The GSCC Communications staff will advise on the best way to secure media coverage. In some cases, a press release is written, while other times the media is contacted directly to secure coverage of the event. Depending on the event and/or circumstances surrounding the event, there also may be instances where media outreach is not recommended.

What can I expect?

- ⇒ You will receive an email confirmation within 48 hours indicating the receipt of your request.
- ⇒ A member of the communications team will contact you to advise of how your request will be handled. You may be asked to provide additional information.
- ⇒ If your website request meets the guidelines and is received within the allotted timeframe, you can expect your content to be updated to the website on your ministry page within 7-10 days.
- ⇒ Events that meet the guidelines may be shared via social media during the month preceding the event, at the discretion of the Communications Team and staff.
- ⇒ The E-newsletter has a bit more flexible timing and therefore may be the channel chosen to communicate the content if timing is short.

2 months Advanced Notice	
Includes:	Which will appear in/on:
Content Creation & Graphic Design	Bulletin, E-newsletter, Website, Social Media, Flyer, Campus TVs, Mobile App, Registration. Yard Signs & Banner
4-week Advance Notice	
Content Creation & Graphic Design	Bulletin, E-newsletter, Website, Social Media, Flyer, Campus TVs, Mobile App, Registration
2-week Advance Notice	
Content Creation & Graphic Design	E-newsletter, Website, Social Media, Campus TVs, and Mobile App

Good Shepherd Communications Team looks forward to collaborating with you to connect and engage parishioners in the life of our parish community!

Got More Questions? Please contact:

The communications team at : communications@gsc.net | 817-421-1387

The Communications Team consists of:

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Barbara Bergez
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