

ST. MICHAEL'S CHURCH COMMUNICATION PROTOCOL

St. Michael's Church requires dependable and multiple ways to communicate. To help St. Michaelites and staff stay connected and informed, the Staff has created a Communications Protocol.

MONTHLY COLOR NEWSLETTER

Announcements related to church-wide events, major ministry events, preaching series, Bible-class series, etc. will be made in *The Messenger* Newsletter. Please provide announcements in electronic form by **the third Wednesday of each month** for publication the following month. Submit articles and ads for upcoming events two months in advance. Submissions will be included based on The Messenger Guidelines and depending on available space and time limits.

Internal Staff: Submit to GOOGLE DRIVE: Messenger Submissions
CONTACT: Vicki Vazquez, Director of Communications
publications@stmichaelschurch.net

SUNDAY BULLETIN

Announcements in the Sunday Bulletin will come directly from the monthly newsletter. No submissions necessary unless you missed the Messenger deadline then submissions accepted **every Wednesday**.

Internal Staff: Submit to GOOGLE DRIVE: Bulletin Submissions ~ Ad Request if room folder or Weekly Update: Looking Ahead Back of Bulletin Google Doc
CONTACT: Vicki Vazquez, Director of Communications
publications@stmichaelschurch.net

VERBAL ANNOUNCEMENTS

Announcements from the pulpit will be minimized. Pulpit announcements should pertain to the entire congregation. Service planning leaders will ensure that submitted announcements apply to the whole church. Any announcement made from the pulpit must also be supported with further information made available in the Welcome Center or information table at ALL services during the weekend the announcement is made. Submit regular announcements **on or before the Wednesday prior to the announcement Sunday**. Announcements handed in on the morning of service will NOT be made except for special circumstances.

CONTACT: Nancy Hardwick, Director of Alpha and Connections
nancy@stmichaelschurch.net

WELCOME CENTERS

(Posters, flyers, handouts, brochures)

The Welcome Center helps distribute critical ministry news that impacts the St. Michael's community. Ministry teams are encouraged to develop handouts with the Communications Director that promote specific events or their ministry in general. There are also generic Welcome Center brochures that cover basic ministry opportunities that are modified seasonally. **Do not place anything in the Welcome Centers without prior approval.**

CONTACT: Vicki Vazquez, Director of Communications
publications@stmichaelschurch.net

BULLETIN BOARDS

The large bulletin boards located throughout the Belser Building will display ministry event information. Only campus-wide promotionals are accepted. Ministries are responsible for posting & removing dated flyers.

*****Posters and flyers are not to be taped to glass doors or windows. Anything taped to the glass will be removed by the custodial staff*****

ST. MICHAEL'S WEBPAGE

www.stmichaelschurch.net offers announcement capabilities beyond providing information regarding major church-wide or large ministry events. Ministers, Staff, and Ministry Assistants may have access rights to the content management system to create web posts. Training is provided and then a user name and password is assigned. For assistance creating ministry specific web pages, news posts, or to have an event posted to the St. Michael's webpage please send an e-mail to...

CONTACT: Vicki Vazquez, Director of Communications
publications@stmichaelschurch.net

Internal Staff: Log in to www.stmichaelschurch.net/wp-admin

CONSTANT CONTACT WEEKLY EMAIL NEWSLETTER

A weekly "This Sunday at St. Michael's & Looking Ahead) e-newsletter providing ministry event information is sent to *The Messenger* by e-mail subscribers. A brief description of the event is included in the email with a link to our website for additional information. Announcements will come directly from the Sunday bulletin & The Messenger Newsletter. No submissions necessary unless you would like something special in the side bar or under your ministry.

Internal Staff: Submit to GOOGLE DRIVE: Bulletin Submissions ~ Sunday date ~ Constant Contact
CONTACT: Vicki Vazquez, Director of Communications
publications@stmichaelschurch.net

SOCIAL MEDIA

Ministries may communicate upcoming opportunities via Facebook, Twitter, Instagram, YouTube, or other social media outlets. Submissions will be included based on St. Michael's Social Media Guidelines and depending on available space and time limits. Please do not create a social media account for a ministry of St. Michael's without contacting the church first.

CONTACT: Vicki Vazquez, Director of Communications
publications@stmichaelschurch.net

CONSTANT CONTACT CHURCH WIDE E-MAILS

All church wide e-mails must be pre-approved. Church-wide e-mails are strictly reserved for information pertaining to the ENTIRE congregation. These e-mails include people who have unsubscribed from the church e-news but still want to receive church-wide communications.

Ex. Church Office Closed due to Ice Storm

CONTACT: Vicki Vazquez, Director of Communications
publications@stmichaelschurch.net

BULK MAIL-OUTS

Although a direct mail-out can be an effective means of reaching the entire congregation, it remains the most costly and time-consuming method of communication. Please consider utilizing the other communication tools prior to using this method. Typically mail-outs are reserved for large ministry events. Prior to development of any postal piece, please consult with Vicki to ensure compliance with the latest US Postal regulations. The Bulk Mail Office is located on Cross County Road. It takes about three days to end up in the recipient's mailbox.

CONTACT: Vicki Vazquez, Director of Communications
publications@stmichaelschurch.net