



SAINT JAMES PARISH
ARLINGTON HEIGHTS

PARISH PUBLICITY TOOLKIT



OCTOBER 2020

ST JAMES PARISH PUBLICITY TOOLKIT

Publicity is an important ingredient for the success of a program, event or ministry. There are five primary ways to publicize events and new ministries here at St. James:

- The weekly Parish Electronic Bulletin
- The St. James Website
- St. James Social Media Channels ([Facebook](#), [Twitter](#) and [Instagram](#))
- Mass Announcements

This publicity toolkit outlines the guidelines for submitting information for these channels.

PARISH BULLETIN

The weekly bulletin is a comprehensive source for news about St. James Parish and a great way to publicize your ministry, program or event. We have 56 active ministries in our parish, and we would like to give all a chance to share their good news in the bulletin. As a result, we ask that ministries limit their bulletin announcement to 1-2X per month. We suggest 1-2X prior to an event and/or 1 prior and 1 post event. Announcements that are not driven by an event should appear 1X per month. Questions about frequency can be directed to Katelyn Foehner at kfoehner@stjamesah.org.

Deadline

In an effort to streamline communication and efficiency for all things Marketing, any request for publications will go through our Parish Operations Ticketing System: <http://parishoperations.stjamesah.org/>.

Submissions for the bulletin are due to the Marketing Coordinator by **Wednesday at 3pm** prior to the date you wish to see your information in the bulletin. For example, if you wanted your submission included in the September 11th bulletin, you'll submit your content by Wednesday, September 9. Please keep this deadline in mind when preparing upcoming ads or information. **We are unable to accept late submissions.** In order to ensure that your information is published on time, please plan ahead and be sure to send your submission on the date it is due. We **cannot** accept late submissions.

To submit materials, you will click on the blue button that says, "Open a New Ticket." You'll enter your contact information then select a help topic. Please select which platform on which you would like your content placed, i.e. the bulletin, social media, or website. If you'd like it placed in more than one area, please specify in the details box. In the request summary box, you'll explain what it is you'd like the marketing department to complete and then select the date you need the submission completed by. After submitting your content, you'll receive a confirmation email with your ticket number. If you want to look up the status of your ticket, you'll select "Check Ticket Status." Please contact the Marketing Coordinator, kfoehner@stjamesah.org if you have any questions regarding the new marketing request site.

You will be contacted by a member of the marketing team if your submission cannot be fulfilled or if we believe another communication channel might be more effective.

Formatting guidelines

We ask that you adhere to the following guidelines: 125 word limit per submission, and if needed, one graphic or image no larger than a 1/2 page. If you need something immediately, please be advised we need 24 hours to post submissions and up to 48 hours to edit video or create graphics. We reserve the right to make changes to graphics but will work to collaborate with all parties. If you need help, the Marketing Coordinator will assist you with designing and creating your submission. Please also add any links that belong with your submission. If your submission needs to be approved by Fr. Matt, the Marketing Coordinator will alert you. Please note that we seek to promote Catholic values and the mission of St James with all marketing communications. The bulletin is our primary means to promote St James events and ministries.



All submissions will be reviewed by the Marketing Coordinator. Submissions must follow the guidelines in the St. James Style Guide. You must include the text, your ministry's logo and any accompanying items (photos, links, etc.) If you need help creating a submission, the Marketing Coordinator will assist you. The Marketing team will determine if your submission is print ready. We reserve the right to make changes to bulletin submissions but will make every effort to collaborate with all parties.

Please send your page or submission in a **PDF or JPEG version**, so it can be placed directly in the bulletin in the form and style you have prepared. If you have a word file, it can be converted to the file correct format on our end after you submit it. **Please be sure your original submission is correct.** If you are sending **text only** in a **Word** document, please be sure to check spelling before sending. If you are including a photo to go along with the Word text, please send as a **JPEG or PNG file format**.

A note about copyrights. Even though we are a Church, i.e., not-for-profit, we are still bound by copyright laws. Our Archdiocese has established specific guidelines in order to avoid legal liability or having to pay for unauthorized use of material. **As a general rule, you should not print for public distribution any poem, story, photograph or other artistic work, or even a part of it, without obtaining permission from the author.** "Giving credit" to the copyright owner does not excuse the need to obtain permission to reprint the item. If you are quoting from the BIBLE, most versions of Catholic Bibles are copyrighted. Please check the copyright policy for the Bible you are referencing.

PARISH WEBSITE

St. James also shares news about events, new programs, and ministries on our website: www.stjamesah.org.

If you have any website updates, please submit your website request via the Parish Operations Request form: <http://parishoperations.stjamesah.org/>. Please give 2-3 business days after submission for completion.

If you need to talk through your ministry plan or content placement on the website, please contact the Marketing Coordinator, Katelyn Foehner, kfoehner@stjamesah.org to schedule a Zoom call. The Marketing Team is here to support our ministries in any way we can.

You will be contacted by a member of the marketing team if your submission cannot be fulfilled or if we believe another communication channel might be more effective.

PARISH SOCIAL MEDIA

St. James shares news about events, new programs, and ministries via the parish social media accounts.

Each ministry is limited to **1 post per week** on Facebook, Twitter, and Instagram. We cannot promise any specific days the content will be posted. Please follow the following guidelines: 50 word limit per submission, and if needed one photo or graphic no larger than a 1/2 page, include ministry logo. The Marketing Coordinator can help you design and create your submission. We reserve the right to make changes to graphics but will make every effort to collaborate with parties. If needed: Please also add any links that belong with your submission. Please allow 24-48 hours for posting. If your submission needs to be approved by Fr. Matt, the Marketing Coordinator will alert you. Please note that we seek to promote Catholic values and the mission of St James with all marketing communications. The bulletin is our primary means to promote St James events and ministries.

Please submit your content via the Parish Operations Request form: <http://parishoperations.stjamesah.org/>. It is the same process as creating a ticket for bulletin content. You will select the "Parish Social Media" option in the dropdown menu.

You will be contacted by a member of the marketing team if your submission cannot be fulfilled or if we believe another communication channel might be more effective.

MASS ANNOUNCEMENTS

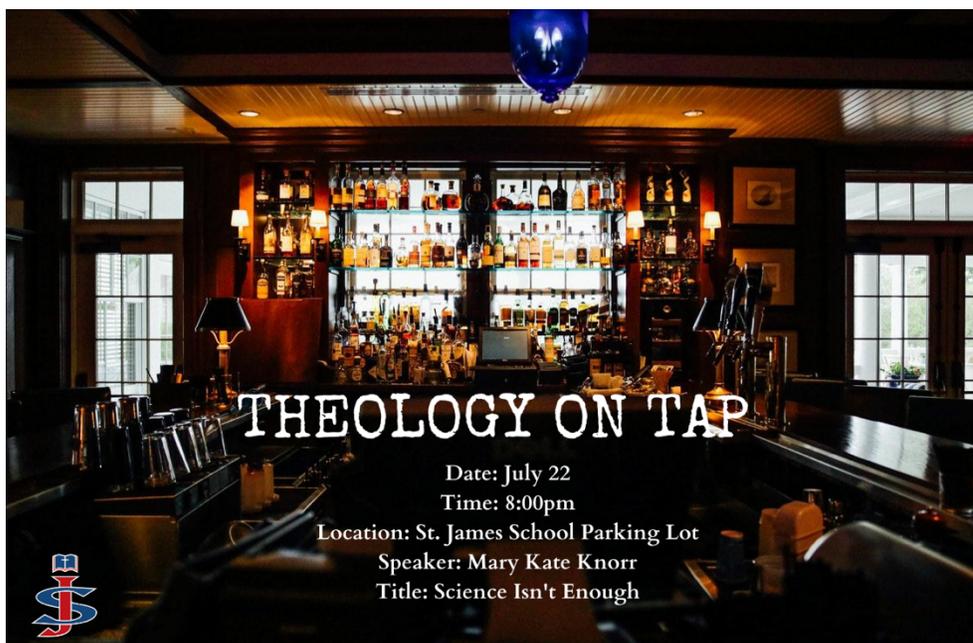
There is a limited amount of time for podium announcements at weekend masses. Please submit your mass announcement using the Parish Operations Request form: <http://parishoperations.stjamesah.org/> if you would like a short announcement to be read before weekend masses. We ask that announcements be a short paragraph that is no longer than 20 seconds.

Please email your announcement request no later than 7 days (1 week) prior to the weekend you would like it announced.

PARISH WEBSITE, BULLETIN, AND SOCIAL MEDIA EXAMPLES

Here is an example of the different elements to be submitted via a website ticket for the Website Events calendar, bulletin and social media.

Date: 07/22/20xx
Logo: Please include your ministry logo provided by the Marketing Coordinator
Event Name: Theology on Tap
Event Location: St. James School Parking Lot
Event Description: Why science isn't enough when discussing abortion
Event contact person: Person to call for questions or ministry hosting event
Event website links: (i.e. Signup Genius, links to webpage for more information, registration, etc.)
Event files attached: PDF, WORD DOC, PNG or JPEG formats used for all media type. JPEG and PNG file types are used for pictures.



Example Event jpeg (poster, ad for bulletin) – All advertisements/articles need to be half page size for the bulletin because space is limited.

Need JPEG or PNG format to post on website and social media. The Marketing team can convert your files if needed.

Make sure these files are the FINAL copy and proofed because the submitted files cannot be edited. If the Marketing team finds an error, we will contact you to edit your submission.



SOCIAL MEDIA PHOTO SPECIFICATIONS

Facebook: 1,200 x 630 pixels

Instagram: 1,080 x 1,080 pixels

Twitter: 440 x 220 pixels

PowerPoint (Mass Announcements): 1280 x 720 pixels

The marketing coordinator can resize your images if needed.