

# St. Mark Communication Protocol

Director of Marketing & Communication: Dr. Valerie Mainguy  
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*Please keep in mind the 6 key components of information we always need to know!  
Who, What, When, Where, Why & How (call to action)?*

## *On the Website*

- Every ministry has a specific website page with almost unlimited space to post information and graphics about your ministry. Each ministry's website page is located alphabetically under the Ministry tab on our website's homepage.
- Information can be added, updated/changed or deleted at any time by the Ministry Leader or a designated member of the ministry once access is obtained.
- Contact the Director of Marketing ([vmainguy@stmarktampa.org](mailto:vmainguy@stmarktampa.org)) to secure your access to the website.
- Feel free to contact [support@ecatholic.com](mailto:support@ecatholic.com) for any help needed.
- If you are posting an event or sale which costs money, you must include full disclosure on how 100% of the proceeds will be used.

## *In the Bulletin*

**THE BULLETIN DEADLINE IS 5:00 pm ON WEDNESDAY  
to be published the following weekend.**

- Email all announcements to [bulletin@stmarktampa.org](mailto:bulletin@stmarktampa.org) by the required deadline.
- Submit a separate announcement each week you wish it to appear. Feel free to update the information as needed each week but be sure to use the word UPDATE in the subject line of the email.

- Submit your copy in plain, unformatted text only, in the body of an email only – not as an attachment.
- Please *do not* send text that has been scanned or PDF files.
- Photos and/or Graphics should be sent *as an attachment* to the email in .jpeg format ONLY.
- Bulletin space is limited. All submissions may be edited or not used depending on space, priority and management decisions.
- Watch for shorter deadlines during holiday weeks.
- Bulletin items which announce sales of items or ticket sales to planned events must include a full disclosure of how 100% of the proceeds will be used.

*On the Pre/Post Mass Big Screens*

**THE BIG SCREEN DEADLINE IS 5:00 pm ON WEDNESDAY  
to be published the following weekend.**

- All announcements and events **MUST** be advertised in the Bulletin and listed on the Website in order to be included in the Big Screen announcements.
- Email the announcement to [bigscreens@stmarktampa.org](mailto:bigscreens@stmarktampa.org) by the required deadline.
- Submit a separate announcement each week you wish it to appear. Feel free to update the information as needed each week but be sure to use the word UPDATE is in the subject line of the email.
- All announcements will use the generic burgundy Winged Lion background. Graphics will not be accepted.

- All announcements should be clear and concise.
- Format text only in the following way:
  - \*Be no more than 6 lines long
  - \* Be no more than 25 characters per line, including spaces and punctuation.
  - \*Be easy enough to read and understand in 11 seconds or less
 The program does NOT support bold, italics or underlines.
- All submissions may be edited or not used depending on space, priority and management decisions.
- Be sure all announcements which refer to sales of items or tickets to events include full disclosure of how 100% of the proceeds will be used.

*On Social Media (Facebook, Instagram, Twitter, Pinterest)*

**SOCIAL MEDIA DEADLINE IS 5:00 pm ON WEDNESDAY  
to be published the following weekend.**

- All announcements and events MUST be advertised in the Bulletin and listed on the Website in order to be posted to our social media.
- Email the announcement to [socialmedia@stmarktampa.org](mailto:socialmedia@stmarktampa.org) by the required deadline.
- Submit a separate announcement each week you wish it to appear. Feel free to update the information as needed each week but be sure to use the word UPDATE in the subject line of the email.
- All announcements should be clear and concise.
- Submit your copy in plain, unformatted text ONLY, in the body of an email only – not as an attachment.
- Please *do not* send text that has been scanned or PDF files.

- Photos and/or Graphics should be sent *as an attachment* to the email in .jpeg format ONLY.
- All submissions may be edited or not used depending on space, priority and management decisions.
- Be sure all announcements which refer to sales of items or tickets to events include full disclosure of how 100% of the proceeds will be used.

### **Signage/Banners at our Cross Creek Blvd. Entryways**

Ministries may be given permission to advertise a community event which is open to the public by placing a banner/sign at the front entry driveway to St. Mark the Evangelist, according to the following guidelines:

- Request permission for a banner/sign by emailing the information about the event that is happening and the dates being requested to *roomschedule@stmarktampa.org*. Do not purchase a sign/banner until you have received written confirmation approving your request.
- Permission will be granted in the usual St. Mark hierarchy:
  - \*Liturgical, Catechetical and Sacramental Preparation events
  - \*Parish Initiatives
  - \*St. Mark Ministries
  - \*St. Mark Organizations
- Only one banner may be in place at any time, unless special permission has been granted.
- Banners are ordinarily limited to placement for two weeks prior to an event.
- Ministry members are responsible for ensuring the banner is securely displayed and for overseeing its appearance throughout its placement.

- Ministry members are responsible for ensuring the banner is removed immediately following their event.

### ***Mass Emails***

- All mass emails (emails to more than 50 people) must be approved by the Director of Communications to make sure we are in compliance with the CAN-SPAM Act, to ensure our email domain is not applied to any SPAM blacklists and to reduce the overall number (quantity) of emails a parishioner of St. Mark receives on a normal basis.

### ***Pre/Post Mass Audio Announcements***

- Submissions are not accepted as these announcements are limited to the discretion of the Director of Communication.

### ***Offertory Good Works Videos***

- Submissions are not accepted as these announcements are limited to the discretion of the Director of Communication.

### ***Homepage Slider Announcements***

- Submissions are not accepted as these announcements are limited to the discretion of the Director of Communication.

### ***Media & eMedia Announcements***

- Submissions are not accepted as these announcements are limited to the discretion of the Director of Communication.
- All media should be directed to Dr. Valerie Mainguy 813-508-2735 (mobile) or [vmainiguy@stmarktampa.org](mailto:vmainiguy@stmarktampa.org)

### *Our Communication Tenets:*

We are a unified church working toward a common mission, not a federation of sub-ministries, therefore, everything will be evaluated and prioritized in the context of the church; not just a ministry audience.

Understanding that too much information can be just as dangerous as not enough, we will provide the basic information, simply and clearly, eliminating unnecessary fluff or complicated content in a language that is understandable to the first-time guest.

To be sustainable, we will not offer a mode or opportunity of communication if we don't have the systems and personnel to maintain it.

Communication initiatives will be prioritized by our St. Mark hierarchy. This means that "equal time" and / or "equal space" is not a consideration. It is also important to understand that we work under the authority of Canon Law, meaning our pastor can bump or disapprove your project or communication for a higher priority at any time.

Last update November 8, 2019