

St. Ignatius Catholic Church Communications Policy

The purpose of the St. Ignatius' Communications Policy is to:

- Ensure consistent, high quality, and appropriate communications to all parishioners, prospective members, and the community outside of St. Ignatius' walls.
- Ensure all communications are accurate and appropriate within the context of St. Ignatius' faith community
- Effectively utilize the limited budgeted resources for approved communications
- Protect the privacy of all church members

Scope of the Policy:

- Promotion of non-St. Ignatius events
- Church web site
- Weekly e-zine, *Parish, "the thought"*
- Ministry e-mail blasts
- Flyers
- Placards
- Bulletin board
- Announcements/presentations during Mass
- On-site and off-site printing
- Emergency communications
- Press release communications
- Privacy of church member and staff information/photos/videos

General Overview

Communications requests must be submitted no later one month prior to date of event - You certainly may do so earlier. Many ministries know of the dates, agendas, and topics months ahead of the event. It is preferable that as many future events, dates, and details as possible are submitted. This allows placement of them on the calendar. Details, if unavailable can be added closer to the date.

With exception of placing an event on the website calendar, an event will not necessarily be promoted earlier than three weeks before the event date. All promotion requests will be considered for announcement based on timeline, scope, space, and availability.

Promotion of non-St. Ignatius events

All promotion of non-parish events and organizations will receive consideration, understanding that parish activities will receive priority. Promotions about community events or focuses of other organizations will be considered based on content, timeline, scope, space, and availability.

Church web site

The church has one authorized web site, www.st-ignatius.net, to represent its ministries, events, activities, staff members, and membership. This is St. Ignatius' primary center of communication. It is important that all ministries see this as the beginning place of communicating about their ministry and events. All requests for changes, corrections or additions to the church's web site must be directed to and must be approved by the Director of Communications.

Weekly e-zine, *Parish, "the thought"* updates

The church provides a weekly email publication entitled, *Parish, "the thought"* to anyone who has submitted a functioning email address. Requests for announcements to be included in the update should be submitted at least 10 days prior to the issue desired to the Director of Communications. Announcements should be kept as concise and functional as possible, avoiding long narrative.

Ministry e-mail blasts

In addition to listing events on our website, and in *Parish, "the thought"*, ministry email blasts are available for use by St. Ignatius ministries. These must be written and submitted by ministry heads at least one-week prior to requested publication date. Event name, time, location, description of event, and contact person information must be included. Only one email blast per event will be allowed.

Flyers/placards/bulletin board

Flyers in compliance with church branding standards must be designed for St. Ignatius ministries in cooperation with the Director of Communications. It is important to note, however, that fliers are becoming less effective, whereas electronic communication is increasingly the best way to have events publicized. Uploading a flyer to the particular ministry's announcement on the website, or in *Parish, "the thought"* is preferential, allowing interested individuals to download and print flyers at home. All requests for flyers and pertinent details of event must be submitted at least three weeks before the scheduled event.

Placards

Permission for placards, displayed on easels, is occasionally granted for the promotion of an event. These are placed in the narthex of the church and or in Reeves Gallery. Permission is determined based on whether the event reaches a larger scope than the membership of St. Ignatius, or it is a collaborative effort with outside organizations.

Bulletin board

The bulletin board in the Reeves Gallery is a physical central display for announcements and upcoming events. Submit request to post your ministry event to the office at parish@st-ignatius.net.

Facebook Listings

Facebook listings of events must be consistent with the other information distributed by church for the given event. Event name, time, location, description of event, and contact person information must be included.

Announcements/presentations during Mass

Announcements at Mass are made by the Presider or someone he delegates. Announcements at Mass are brief, few in number, and pertain to events in the immediate future.

On-site and off-site printing

Printing of flyers/materials for ministries' needs can be coordinated through the Parish offices. Due to cost, all copies are normally done in black and white. All off-site printing must be coordinated through Parish offices.

Emergency communications

Emergency communications are sent by the Director of Communications in conjunction with the Pastoral Staff.

Press release communications

All press releases on behalf of St. Ignatius Church are to be designed and sent by the Director of Communications.

Privacy Policy Regarding Church Member and Staff Information/Photos/Videos

The purpose of this policy is to govern the use of photographs, videos and other personal information that may be used in print or web publications.

Personal Information Policy

We have several basic groups of people that might be listed or referred to in our communications: clergy & staff, pastoral council & ministry leaders, adult members & attenders, and youth & children.

1. **For clergy and staff**, we list names, office email addresses, and office phone numbers. No home phone numbers, home addresses, or mobile phone numbers are publicly available unless so chosen by that clergy/staff member
2. **For pastoral council and ministry leaders**, we list names and email addresses as permitted by the council member/ministry leader.

3. **For adult members and regular attenders**, we sometimes list names when a person is a contact for some group or activity. We will not list personal email addresses unless having been given permission. We will not list phone number unless having been given permission. We will not put adult members and regular attenders names in a caption to a photo or video without permission.
4. **For youth and children**, we will not list any personal information whatsoever. Any photos of children (which are posted only with parental permission; see below) will never have the children's names in the caption.

Image Use Policy

It is a privilege for us to include images of church members and guests at events at St. Ignatius in our print and web publications. We want to respect and honor that privilege when we share what's happening in our Parish.

Masses, meetings and other church-related activities may be photographed or videotaped and used in print or web publications. St. Ignatius uses photos and videos taken at church events so that members and attenders can celebrate God's grace at work and visitors can know what to expect.

However, because the dissemination of photographs and videos online cannot be tightly controlled, it is St. Ignatius' policy to protect the privacy of church members and attenders, their minor children, and other individuals whose images we publish. When using photos or video of St. Ignatius' events, we follow these guidelines:

1. If you are an adult, your image may be used for any print or web publication of St. Ignatius unless you fill out a [Media/Image Use Opt-Out Form](#). (Please contact the church office at 410-727-3848 if you have trouble accessing this online form.)
2. We will not put names as captions with photos, except for clergy, staff, or other adult members who have given expressed written consent.
3. We will not use images of any child outside of a group shot unless and until their parent or guardian fills out the [Media/Image Use Permission Form](#). The child's name will not be included with the child's image.
4. We will not knowingly use an image that would be embarrassing, objectionable or hurtful to anyone in the image.
5. We will gladly remove any image immediately upon request. If you see an image that includes you or your child and would like it removed, please contact the church office with the details, and it will be removed as soon as possible. (Please note that we cannot control images posted to sites that are not under the control of the St. Ignatius staff.) You'll be sent the opt-out form to keep your request on record so it won't happen again.
6. If you have opted-out and change your mind, you'll need to fill out the Image Permissions and Use form to opt back in.

7. If you submit images to be used by St. Ignatius, you are giving the church the right to use the photos in any kind of promotion for the church. These images must also not contain any copyrighted material for which permission has not been received.
8. We will gladly provide credit, if desired, to the person who took a particular photo, and we will gladly honor any copyright wishes or restrictions.
9. We will return any submitted physical photos when requested to do so.