

## HOW TO MAKE A COMMUNICATIONS REQUEST

*Last updated 1/15/24*

### Definition of Communications Request

A “Communications Request” is a request to add an announcement or article to the bulletin, website, Facebook, Instagram, or Flocknote email, or a request to create/assist with a graphic design project for an event or ministry such as logo, flyer, poster, etc.

### Directions and Tips for Submitting a Communications Request

1. Email your request to [parishcomm@hanb.org](mailto:parishcomm@hanb.org).
2. Have your announcement or article already written and ready to use.
3. Please send as many details as possible in your request including which modes of communication, which days you prefer, etc.
4. Send images we can potentially use along with your announcement or article.
5. Add contact information or a sign-up link so people can reach out to learn more.
6. Note that just because you sent the request does not automatically mean we are able to fulfill the request.
7. Note that your article or announcement may be edited or adjusted to better fit the layout or due to strategic planning purposes.

### Deadlines

1. The normal request deadline for Bulletin and Flocknote is Friday at noon the week before the Bulletin is published/Flocknote email is sent. For example, if you want your announcement in the 2/11/24 Bulletin, send in the request by Friday, February 2 at 12pm.
2. Other modes of communication do not have as strict of a deadline. Expect at the very least 2-3 business days depending on the request.
3. Some deadlines in the year will be earlier due to holiday schedules, staff off days, etc.
4. There are no exceptions for the deadline unless properly communicated and agreed to ahead of time or if it is a matter of urgency or emergency. For example, an urgent request could be communication about an event being canceled due to the weather.

### Frequently Asked Questions

1. **What are the main reasons why a communications request may be rejected or adjusted?**
  - It is past the deadline.
  - There is no space left in the layout.
  - It does not support the mission.
  - Priority always goes to parish and school activities over outside activities.

**2. Why didn't you add my announcement on social media earlier?**

- Social media offers insights on which times our audience is most active. Scheduling posts during these times means more people will see it. Sometimes posts are scheduled later or earlier than anticipated due to following these suggested times.
- Social media posts are normally planned and scheduled hours or even days in advance. It is better for us to be more strategic rather than overload social media with posts all in one day.

**3. Why isn't my announcement exactly as I requested?**

- During the editing process, some announcements are shortened or reworded due to improving the layout or making it more readable/understandable.
- Each mode of communication has its own audience and language. The same message or topic could be communicated in a variety of ways, with different images, etc to better connect with the specific audience.

**4. Why is the deadline so early?**

- The Bulletin editing process involves 3-4 people every week and it takes many hours to plan, create, edit, and proofread before we submit to our publisher. Having an early deadline allows us to be organized and unrushed.

**5. Why is my announcement only on one mode of communication? (For example, it is on social media but not in the Bulletin.)**

- We do not automatically publish your announcement in all the modes of communication unless specifically requested and agreed upon ahead of time.
- Sometimes due to strategic planning purposes, we choose only some modes of communication because of which audience to target, space availability, etc.