



St. Michael the Archangel Parish

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Long Range Plan: Communications

St. Michael the Archangel Parish | Updated: May 2018

I. OVERVIEW

After surveying the Parish, St. Michael the Archangel Church added a dedicated communications role to effectively communicate to parishioners via all channels of communications in the Parish. Since dedicating a part time resource to this role, there has been an increased awareness to faith programming, daily/weekly and future events in the Parish, and increased social media presence.

II. CHANNELS OF COMMUNICATION

Channels of communication serve to successfully reach each demographic represented as parishioners at St. Michael the Archangel Parish. Each demographic communicates differently, and not all will find the same way of communicating to be helpful. To reach each group, we use a mix of different channels to effectively keep all groups apprised of all that happens here at St. Michael. Current channels of communication can be broken down into three categories: Digital, Traditional, and Social Media.

DIGITAL COMMUNICATION

Digital communication for the Parish includes the Parish website, mobile app, email from the pastor/staff, and digital displays in the church. Our Parish website serves as the hub of where all information for the Parish resides. Ministry details, Faith Formation information, Parish announcements, Parish pictures and videos, Mass times, and other pertinent information also exists on the website. Both the St. Michael Preschool website (new) and St. Michael School website are also linked to the Parish website as they are both extensions of the mission of the Parish. Both of those websites are managed by each school and provide information to their current and prospective students/parents. The website is updated as needed and is checked on a daily basis. Emails to parishioners from the pastor are sent on an as needed basis, and are reserved for special circumstances. Digital displays in the church serve to inform parishioners about upcoming programs and important dates. These displays also Livestream Mass as it is being said for parishioners in the lobby areas.

TRADITIONAL COMMUNICATION

Traditional communication for the Parish includes our weekly bulletin, reporting (Stewardship reports, Long Range Plan, etc), messages from the pulpit, Mass announcements, and quarterly newsletters. Each of these communications are available both as collateral (printed communication) and digital (located on the Resource page on the Parish website), and all announcements from the pulpit are included in the bulletin, on the website, and on social media.

SOCIAL MEDIA

Social media channels for the Parish include Facebook (Parish Page, Hispanic Ministry Group Page, Preschool Group Page), Twitter, Livestream, YouTube, Pinterest (ministry boards, liturgical calendar boards, inspirational quotes/Bible verse boards, recommended resource boards - to name a few), and Instagram. The mobile app serves as an “at your fingertips” extension of the information on the Parish website and with that also allows for push notifications to users for important announcements. In the ever-changing landscape of social media, it is important that an organization maintains consistent “touch” with it’s followers. Each of these social media channels are updated as needed, with Facebook and Twitter updated on a daily basis. Social media is growing and shifting

technology, and as more and more people use social media on a daily, hourly, or even minute-by-minute basis, it is important for the Parish to extend it's reach to parishioners and potential visitors. Social media also serves as an avenue to extend the message of our Parish to parishioner's networks based upon organic "sharing" of information, thereby exposing the mission of our Parish to the community at large.

III. TIMING

In order to effectively communicate, timing is essential. Each ministry leader has been asked to share information for upcoming programs and events with the Communications group (Larry McAnallen and Ana Jansen) with ample time to promote and disseminate information for each program or event. Below is the recommended checklist to use when getting information to the Communications group, as well as the Bulletin contact and Liturgy contact.

Parish Communications Checklist
Event Promotions
St. Michael Catholic Church

- Bulletin – 30 days prior (Norma Powers)
- Mass Announcement – 30 days prior (Diane Williams)
- Website – 30 days prior
- Facebook
 - Event Sign up (when appropriate) – 30 days prior
 - Facebook posts – Bio bits/talking points/videos/resources *etc.*
 - Boosted posts – Big budget events (Parish Ministry *etc.*)
 - Reminders - 1 week out
- Twitter – timing in conjunction with FB
- Digital Displays in Church – 30 days prior
- Livestream/YouTube
- Pinterest
- Instagram
- Mass Mail + Emails from Msgr. Doug
- Newsletter
- Mobile App

General event promotion provisions:

- With the busy calendar at St. Michael, we should not promote events any longer than 30 days prior to the event.
- We should use every channel at our disposal that makes sense for each event we promote.
- Tag team proofreading before submitting
- When submitting information to promote to Parish, please email the following:

IV. FUTURE

Communications channels are as ever changing as the demographics that use them, therefore there is always room to improve, change and grow. To measure the efficacy of our communication efforts, our plan is to continue to survey our parishioners on an annual basis.

Digital communication can be continuously leveraged, as well as changed, easily. Social media and technology fluctuates on a daily basis, as is the way that groups use it, so it is important to stay on top of trends and updates through research and use. Web, like social media, can always be leveraged and changed. Recommendations for improvement in digital communication would be to continue to leverage all digital communication, increase social media usage by parishioners, increase ministry involvement in web and social media presence, and continual streamlining of website(s).

Through our Parish-wide survey we found that traditional communication is the channel that is most used by parishioners. As we continue to leverage our digital assets, we should also streamline the usage and efficacy of our printed communication. The bulletin is a great point to start. As our oldest way of conveying messages to the Parish, the bulletin has not changed much over the years. The Parish continues to grow, the parishioner demographics change, and as we bring more programs, announcements, and events to our parishioners, we should consider streamlining and re-design the bulletin to be a communications piece that people love to look at, as well as are able to get concise and useful information. Recommendations for improvement are to re-design and streamline the bulletin as well as consider making all printed communications digital, and making the campus paperless by 2021 (save the weekly bulletin).

V. CURRENT/WORKING

MISSION STATEMENT REVISION

Recently, parishioners were asked to vote on possible mission statements. These mission statements were developed by a committee to revise and revamp our current one. The top 2 mission statements, which will be presented to our pastor for his selection, all include keywords that support a strategic future messaging plan. This plan uses consistent messaging to highlight St. Michael Parish as a “Catholic Community focused on Family Life and Social Action”.

Possible Mission Statements:

- We are a **community** called to be **disciples**, celebrate the **Sacraments**, share God’s word and **serve** all in need.
- We are a **community** called by God to be **disciples** and minister to all through **prayer, liturgy, education** and **service**.

PARISH MESSAGING PLAN

Objective: Create a messaging strategy that highlights/identifies the core values of St. Michael Parish, which focuses communications efforts, brands our community, and provides a clear vision and direction to our clergy staff and parishioners.

Implementation: Using the theme of a Catholic *Community* with a focus on *Social Action* and *Family Life*, develop a consistent messaging campaign (in conjunction with our newly revised Mission Statement) to continually focus on the core values of our parish community.

Rationale: Our focus on creating a vibrant parish community has, at its core, some primary areas of interest, activity and concern, namely Family Life and Social Action. Our central belief is that a strong family unit is essential to create strong communities and a meaningful society. We seek to develop that strong family unit through a community environment that stresses the importance of faith formation and developing a personal relationship with Jesus Christ. In concert with that faith journey is a dedication to living a life of love and everyday stewardship using the example of Christ dying on the cross to save us all. Following His ultimate act of love, we seek to take care of the poor through a dedication to Social Action and caring for the poor in our parish and local community.

Our 75 ministries form somewhat of a heartbeat for our parish and are broken up into 4 broad categories:

1. Social Action
2. Faith Formation
3. Liturgical Ministries
4. Parish Outreach

The central theme of *Community* with a focus on *Social Action* and *Family Life* encompasses all of St. Michael Parish ministry groups, and through consistent messaging will drive home a simple, yet compelling vision of a parish community with a plan to go forward.