



# St. Catherine of Siena

Catholic Church

## Communications Plan

### MISSION

**Parish Mission:** We are a Eucharistic community of disciples guided by the Holy Spirit to “Courageously Live the Gospel,” where we all are welcome to come and encounter Christ.

**Parish Communications Mission:** The Communications team uses communication forums and digital media to make transparent the life of our Eucharistic community as well as welcome people to encounter Christ. In order to meet the vision/mission and the needs of parishioners, non-practicing Catholics, and non-Catholics we will focus on 2 components: **Information** and **Inspiration**

**Objectives:** We want to increase awareness.

For Strategy 3 of Goal 1 the parish has identified to have a full-time Communications individual in our Parish Action Plan of “Courageously Living the Gospel”. The strategy’s progress milestones:

1. Establish a communication plan for the resourcing of photos, events and other information pertinent to the parish community by ~~August 1, 2019~~. **October 1st, 2019. Status: Presently writing Communications Plan. New Communication Request Form has been created and distributed to ministry leaders and parish staff. This new Communication Request Form is a more efficient way for individuals to request announcements through any of the parish's communication forums (bulletin, website, mass announcement slides, and social media)**
2. Establish a committee of volunteers to assist in the dissemination of photos and information for the various ministries of the parish by January 30, 2020. **Status: In Progress. The SCOS Communications Advisory Committee has 1 member who assisted in writing the Communications Plan. We are presently recruiting in order to expand the committee by January 30<sup>th</sup> 2020.**
3. Establish a “featured family/parishioner” program to run at various times throughout the year beginning ~~October 2019~~. **November, 2019. Status: In Progress. The goal for the featured family/parishioner program is included in the Communication Plan. We are planning to have various parishioners featured, including new and seasoned veterans of the parish. We are building a photography team within our Communications Advisory Committee to take the photos of all the highlighted parishioners. We are planning to get photos and quotes from them at the same time; Our team will then disseminate the highlights through our social media channels over the course of the following 8 or 12 months.**
4. Increase social media presence of the parish by August 2020. **Status: Complete. Presently making weekly posts on Facebook, Instagram, and Twitter. Every monthly meeting, the Communications Advisory Committee will analyze our social media and website analytics to notice trends and statistical data; looking at our statistics will continue to give us a sense of direction as to which direction we need to go in as we increase our online presence.**

## MESSAGE & COMMUNICATIONS

- A. Our Target audience is **disassociated parishioners and non-Catholics within our parish boundaries** in the Largo/Clearwater area.
- B. We want to share the deep love and mercy of Jesus Christ. **Opportunities of worship as well as participation in our programs/ministries can help each of us individually encounter a relationship with our Lord in order to courageously live the Gospel.** We will convey this message through **inspiration and information.**
- C. We use written, photo and video media through various communication forums: **Weekly Bulletin, Mass Announcement Slides, Social Media (Facebook, Instagram, Twitter), and Website.**

## IMPLEMENTATION

A. **Implementation** will be done by the Communications Coordinator with the assistance of the parish staff and members of the advisory committee.

### B. Tactics of Communication:

- **Weekly Parish Bulletin:** Our bulletins are a source of communication for our parish ministries/organizations as well as many organizations within the Diocese of St. Petersburg. The information is provided to the Communications Coordinator by the clergy, staff, ministry leaders, and other organizations within the diocese. Requests for information to be submitted in the bulletin are made through our **SCOS Communication Request Form.**
- **#SundayGospel Social Media post every Sunday:** A quality graphic with text from any verse from the Gospel reading. These are scheduled to be posted on all social media with a text caption to encapsulate an aspect of the message, ending with a prompt for readers to apply it to their lives.
- **Social Media:**
  1. **We will do a monthly Parishioner Highlight,** specified in the Parish Action Plan to feature new families, families that have been active for a long time, parish volunteers, staff members, and other members of our community to highlight. This will include a brief story about who they are and the ways in which they are involved in our local area and in our parish life.
  2. **Follow and repost photos from other Catholic entities within our deanery and diocese,** such as the local Catholic Young Adults group and Spirit FM. Not only do we want to promote their events/ministries but want to strengthen our relationships with them.
- **Photography of Parish Events:** We will take photographs of parish events, including but not limited to: Parish fundraisers/events, liturgies (such as the Easter Vigil), and activities in Faith Formation.
- **Dissemination of Photographs:** All photos that either the communications team takes themselves or receives from ministry leaders will be posted to our Facebook page. When there are 5 or more photos from the event, they will be posted on Facebook and have their own album created, which can be viewed in our website photo galleries page.
- **Videography:** The Communications Team will commit to **parish-wide video projects, no more than 4 every year.** These are featured videos that are approved by the Parish Management Team to fulfill priority goals specified in our Parish Action Plan for "Courageously Living the Gospel". These videos can include, but are not limited to: video interviews with clergy/religious/parishioners, highlight the active life of the parish, and invite viewers into a parish-wide event or initiative.
- **Dissemination of Videography:** All videos will be uploaded to our parish Vimeo account (Vimeo.com/scosparish) and our Facebook page (St. Catherine of Siena Catholic Church).

**C. Monitoring and Coordinating:** All efforts will be monitored by the Parish Management Team. The Communications Coordinator is responsible for coordinating all implementations in our Communications.

## **EVALUATION**

**We will evaluate the success of our Communication efforts once a month** by the traffic and interaction to our website and social media. This is provided by analytics and insight which is generated by these channels.

We will evaluate on our progress and initiatives through **the monthly Communication Advisory Committee Meetings** . Additionally, evaluation and feedback for potential initiatives will be given based on feedback from the **Parish Management Meetings**, which is comprised of clergy and parish staff.