St. Margaret Mary
Catholic Parish & School

Encounter Christ. Live His Heart. Serve God's People.

Communications Request Guidelines

Thank you for helping us share the life and ministry of St. Margaret Mary Parish! These guidelines explain how to submit communications requests and help us share information effectively across our parish community.

How to Submit a Request

Please use the **Parish Communications Request Form** to submit requests for:

- Sunday bulletin announcements
- Bulletin board postings
- Website content and updates
- Social media promotions
- Weekly Parish Update consideration
- Event promotions, flyers, and posters
- Photos and graphics
- Other parish communication needs

If you are unable to use the online form, please email bulletin@smmomaha.org or contact the parish office for assistance.

Before submitting an event request, please coordinate with your ministry's staff liaison. Events requiring parish facilities must also follow the appropriate facilities request and approval process.

What to Include

Please provide the following information with your request:

- Event or announcement title
- Sponsoring ministry or organization
- Date, time, and location, if applicable
- Brief description that answers who, what, when, where, and how
- Contact information, including name, phone number, and email address
- Requested communication channels and publication dates
- Any supporting flyers, graphics, or photos

Submissions should be concise, complete, and ready for publication. Please submit requests as far in advance as possible to allow time for review and inclusion in the parish's overall communications plan.

Graphics and Promotional Materials

If you have a flyer, graphic, or image you would like us to use, please upload it with your request.

If you do not have promotional materials, the Communications Office may be able to assist with creating graphics for parish communication channels.

To ensure consistency with parish branding and the requirements of different communication platforms, submitted graphics may be edited, resized, reformatted, or redesigned before publication.

Please share photos in a clear, high-quality format and ensure that appropriate permission has been obtained before submitting identifiable photos for publication, especially photos of minors.

Bulletin Deadline

Bulletin requests must be submitted by **5:00 p.m. on Monday** for consideration in the following weekend's bulletin.

Holiday and special publication schedules may require earlier deadlines. Please watch for deadline notices in the bulletin.

- Bulletin items may be published for up to three consecutive weeks, depending on available space.
- Bulletin inserts are not accepted.
- Paid bulletin advertising is handled separately through the parish's advertising representative.

Submitting a request by the deadline does not guarantee publication.

Review, Approval, and Publication

All submissions are reviewed by parish staff before publication. Staff may determine the appropriate communication channel, publication timing, and frequency based on the nature of the request, available space, and parish priorities.

The parish reserves the right to edit submissions for clarity, length, style, accuracy, and design, or to decline a request.

Publication priorities generally follow this order:

1. St. Margaret Mary Parish and School
2. Archdiocese of Omaha
3. St. Cecilia Cathedral
4. Community prayer and fellowship events
5. Community fundraisers and other outside organizations

Parish events and ministries receive priority across communication channels. Requests should be submitted through the appropriate staff liaison when required.

Additional Communication Policies

Some communication channels have specific requirements:

- **Flocknote:** Use parish-moderated communications to support ministry and bring others into a closer relationship with Christ. Do not use Flocknote for private or personal messages or to promote political parties or political agendas. Coordinate with your ministry chairperson regarding communications originating at the standing committee level.
- **Presider announcements:** Announcements at the end of Mass are limited and require approval. Requests should be submitted at least one week before the intended weekend.
- **Yard signs:** Contact your staff liaison before ordering or placing signs on the parish campus. Signs from outside organizations are not permitted.
- **Bulletin boards and kiosks:** Space is limited, and postings may be rotated or removed as needed to accommodate higher-priority parish information.
- **Social media:** Parish Facebook and Instagram accounts are used to promote parish events, share community photos, and highlight appropriate liturgical seasons and feast days. Following and sharing parish posts helps extend their reach.

Thank you for helping us communicate clearly, welcome others, and support the mission of St. Margaret Mary Parish!