



THE
CATHOLIC COMMUNITY
OF HOPEWELL VALLEY

| **St. Alphonsus**
Hopewell, NJ

| **St. George**
Titusville, NJ

| **St. James**
Pennington, NJ

Communication Guidelines for Publication

Priority in all communications (Websites, Bulletin, E-Mail, Social Media) is given to the following, in order:

1. **Communications directly associated with the three parishes** that constitute The Catholic Community of Hopewell Valley and their committees and ministries.
2. **Diocesan communications**, subject to proximity to our Community and space limitations.
3. **Communications of the Universal Church** subject to appropriateness to our Community and space limitations.

Any committee, group or individual who wishes to communicate with the Community through any medium should submit requests to Publicity Liaison, Michelle Galik (publicity@stalphonsushopewell.org).

Communications of activities and events should be coordinated in a timely fashion. The following deadlines define possible communication activity based on when requests are submitted to the Communication team through the Publicity Liaison:

- * **4 weeks prior to event** will allow for: Bulletin “save the date” & 2 weeks of posting / Facebook “save the date” and 2 reminder posts / postings on all three Websites, and two email blasts
- * **3 weeks prior to event** will allow for: 2 weeks of Bulletin posting / 2 Facebook posts / postings on all three Websites, and one email blast.
- * **2 weeks prior to event** will allow for: one Bulletin post / 2 Facebook posts / postings on all three Websites, and one email blast.

All requests

- **Are subject to the above priorities and to space constraints**
- **Must be made to the Publicity Liaison at least 2 weeks prior to the event**

While we will make every effort to accommodate requests, we cannot guarantee inclusion in any medium for events submitted with less than 2 weeks notice.

The final decision of whether or not to include or proceed with communication (based on content or timing) is at the sole discretion of the Director of Communications.

Exceptions:

* Broadcast Emails

Only Catholic Community of Hopewell Valley events are eligible in order to encourage open rates and limit opt outs.

* Social Media

May be used to publicize events and causes not directly associated with our Community but associated with other Catholic organizations.