

Holy Apostles Bulletin, Email Newsletter, and Social Media Submissions

BULLETIN AND EMAIL

All items submitted for publication in the Holy Apostles bulletin and email newsletter are subject to editing.

All bulletin items must be submitted no later than 3pm Thursday, 10 days before the Sunday in which they appear. This schedule is truncated around federal holidays and major liturgical seasons (Advent, Lent).

All email newsletter items must be submitted no later than 3pm Wednesday for Thursday emails.

All items must be submitted to bulletin@holypostles.net or mhumkey@holypostles.net

Monthly ministry meetings will get a bulletin notice the Sunday before the meeting.

Monthly ministry meetings will be included in the calendar section of the weekly email newsletter.

Bulletin items will run twice — more than that as space permits.

Whole-page and half-page bulletin space will be reserved for events geared toward the whole parish. Exceptions will be made at the bulletin editor's discretion and as space permits.

Text may be submitted via Word doc, Google doc, or in the body of an email. Graphics and images are best as jpg or png format, but pdf will also work.

If you would like help with your graphics or text, Megan is more than happy to help with that! Just keep in mind that you will need to email Megan (mhumkey@holypostles.net) with your ideas at least a week before the deadline so there is time to create something.

BULLETIN INSERTS

If you would like to have a bulletin insert (a separate paper placed loose inside each bulletin), you need to email bulletin@holypostles.net as soon as possible to coordinate this. You must have your own team of bulletin stuffers and be prepared to stuff as many as 2,000 bulletins.

If approved, bulletin stuffing will happen on Friday afternoon or Saturday morning as determined by Sandra Carranza and/or Megan Humkey.

SOCIAL MEDIA

Holy Apostles posts Monday–Friday on Facebook and Instagram, occasionally on weekends as determined by the Communications Manager.

Social media content calendar is planned out a month at a time.

All items submitted for social media are subject to editing.

All items must be submitted one month in advance.

Since social media attention spans are short, most items will be posted 1–2 days before the event. Sometimes as much as a week, but that is rare.

If your event requires registration, it can be posted as soon as the registration is open to build enthusiasm, and then again to remind people close to the date. This will be determined by the Communication Manager.

Posting more than once in a day (aside from the livestream of Mass and the scheduled post) hurts the algorithm — the algorithm helps new people find our pages. So the content calendar is especially important.

Likes, comments, and shares help the algorithm, so feel free to interact with the posts. The more interaction we have, the more people will see your post!

Ministry Spotlight posts will be on Mondays with the Ministry Spotlight graphic. Usually they will be the Monday before that ministry is meeting.

If you have something specific you would like people to know about your ministry, please email the Communication Manager mhumkey@holypostles.net.

If you are submitting photos, please keep in mind that Instagram photos are square, so things might be cropped out of your photo.

If you have an upcoming event and would like to have pictures posted after the fact, please let the Communications Manager know ahead of time so it can be added to the content calendar.