

BSC COMMUNICATIONS TEAM

Ministry Publicity Guidelines v2



BSC COMMS TEAM

Who we are:

- 1. A group of nine volunteers with various backgrounds, including communications professionals, as well as students*
- 2. Co-ordinated through June (BSC Comms Lead)*
- 3. Oversight by Margaret & Jeanne (EXCO Chair & Vice-Chair)*
- 4. Under the authority of Fr Johan (Parish Priest)*
- 5. Contact us at bsc.comms@catholic.org.sg*

HOW TO PUBLICISE MY MINISTRY'S EVENT - 2

D-42 days

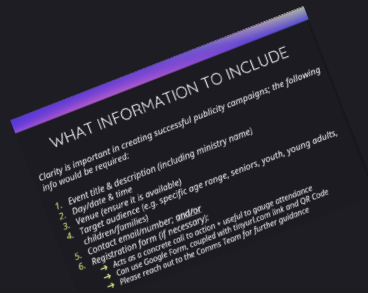
Start preparing to publicise event by:

1. Checking this guideline
2. Getting approval from your spiritual director



D-35 days

Gather and finalise all relevant information to be included in publicity collateral (slide 6)



D-28 days

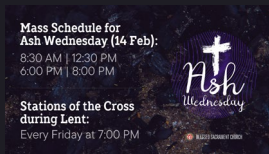
Design publicity collateral following specifications stated in this guideline (slides 7-8);
OR request Comms Team to design for you (slide 9)



HOW TO PUBLICISE MY MINISTRY'S EVENT - 3

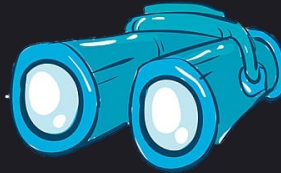
D-21 days

Send your collateral to relevant contacts (slide 10); request made **after Wednesday** will be published two weekends later



D-14/7 days

Monitor publicity as it's launched and feedback to relevant contacts if amendments need to be made; monitor registration form



D-Day

Have a blessed and fruitful event!



HOW TO PUBLICISE MY MINISTRY'S EVENT

- *NOTE: There is a large number of announcements from within and outside the parish, so parish-wide events and Archdiocese urgent announcements will be prioritised. Your event may be bumped into the following weekend.*
- *Timeline is for illustrative purpose; the earlier, better*

WHAT INFORMATION TO INCLUDE

Clarity is important in creating successful publicity campaigns; the following info would be required:

- 1. Event title & description (including ministry name)*
- 2. Day / Date & Time*
- 3. Venue (ensure it is available)*
- 4. Target audience (e.g. specific age range, seniors, youth, young adults, children/families)*
- 5. Contact email/number; and/or*
- 6. Registration form (if necessary):*
 - Acts as a concrete call to action + useful to gauge attendance*
 - Can use Google Form, coupled with tinyurl.com link and QR Code*
 - Please reach out to the Comms Team for further guidance*

COLLATERAL GUIDELINE - 1

Visuals must include BSC's official logo

How to get:

1. Go to <https://www.bsc.org.sg/>
2. Right click on the logo
3. Click "Save Image As"



COLLATERAL GUIDELINE - 2

MEDIA ASSET	SPECIFICATIONS
Announcement board	Small - A4 landscape (297mm x 210mm) Big - A3 portrait (297mm x 420mm)
Mass announcement (slides) / digital signage at the lift lobby	16:9 aspect ratio Minimum 1280 x 720 pixels Minimum font size 48 for Arial or equivalent Include a QR code need there's a link for registration/Zoom Provide a write up for your event for Mass announcement
Social media - TG, IG, FB	1:1 aspect ratio Minimum 800 x 800 pixels No QR code, customised URL links (e.g. tinyurl.com) can be added to the blurb instead

HOW TO GET HELP TO DESIGN

1. Make sure you have ALL information required to publicise event (slide 6)
2. Send your request to Comms Team bsc.comms@catholic.org.sg
3. Request made less than three weeks (D-21 days) before event may not be accepted

MEDIA CONTACTS

MEDIA	CONTACT
Print - monthly newsletter (Spotlight)	Patricia (Spotlight Editor) - anghweeshen@gmail.com
Announcement boards	Parish Secretary - bsc.secretariat@catholic.org.sg
Print - weekly parish bulletin	June (Comms Team) - bsc.comms@catholic.org.sg
Mass announcement (read by the priest)	
Mass announcement (slides)	
Digital signage at the lift lobby Website Social media - TG, IG, FB	

FOLLOW US

- *Telegram: Blessed Sacrament Church SG / @SGbsc*
- *Facebook: Blessed Sacrament Church, Singapore*
- *Instagram:*
 - *@blessedsacrament.sg*
 - *@bscyouth*