ARCHDIOCESE OF ST. LOUIS MEDIA RELATIONS AND USAGE PROTOCOL

Responding to Media Inquiries

Newspaper, television, radio, and other reporters may approach or contact Archdiocese of St. Louis employees to ask questions about our organization(s) or seek our perspective on issues affecting the community, our faith, or our line of work.

These inquiries should be treated with the highest priority. If you receive such an inquiry by phone or email, please be courteous and ***ask the reporter for his or her name, company name, deadline, phone number, and email address.***

After collecting this information, ***please let the reporter know you are not authorized to speak on behalf of the Archdiocese (or, if applicable, your ministry) and that you will have someone call them back***.

Then ***immediately contact the Archdiocese of St. Louis Office of Communications,*** copying your direct supervisor and, if applicable, your ministry's designated communications specialist. ***Please do not provide the reporter any additional information or respond to any questions.***

The Office of Communications will help your ministry leaders and designated communications specialist coordinate a response to the reporter. This coordination helps ensure that the information provided is accurate, up-to-date, and consistent. This protocol applies to all employees, board members, agents, and volunteers.

A Note about Soliciting Media Coverage: We welcome story ideas. Rather than directly engaging media members, however, please discuss story ideas with the Office of Communications and your designated communications specialist.

Responding to Online Activity

To ensure delivery of appropriate messaging and avoid misinformation, the Archdiocese of St. Louis and many individual ministries have designated specialists authorized to communicate with anyone who engages us through our official websites, social media, and other online sources. These specialists are also responsible for regularly monitoring online activity.

Everyone is encouraged to report to these specialists any items they see online that involve questions, comments, or issues related to the Archdiocese or its ministries. ***Please do not respond directly to online comments on behalf of the Archdiocese or your ministry unless you have been authorized to do so by your supervisor and your designated social media specialist. The Office of Communications can provide additional guidance as needed: communications@archstl.org.***

Other Business Use of Social Media

Ministry communications leaders should review, approve and document any employee use of social media for business purposes beyond the ministry's official accounts. (Examples: creating a blog or social media account to promote ministry programs or objectives, including fundraising or cause advocacy.) If you wish to use social media in this way, please share with your ministry communications leader which platforms you wish to use, the audience(s) you hope to reach, and your overall objectives.

Key Contact for Office of Communications
Lisa Shea, Director of Community & Media Engagement
314-792-7633, lisashea@archstl.org