



Diocese of San José Internal eBulletin & Web Calendar FAQs

Updated May 2025

1. What is the Monday eBulletin?

Every Monday at **3 p.m.**—or **10 a.m.** on a Tuesday that follows a chancery holiday—the Department of Communications sends a brief but essential eBulletin to all clergy and staff in our chancery, parishes, and schools.

- **What you’ll find:** time-sensitive messages from the Bishop, HR updates, formation opportunities, and a curated roundup of diocesan, parish, and school events and initiatives.
- **Why it matters:** a quick skim tells you what the Bishop is asking, which deadlines are approaching, and what resources you can copy-and-paste into local bulletins, websites, or social feeds—keeping our diocesan family on the same page and saving you time in your inbox searching through multiple emails.

2. How do I submit an item?

Step 1 — Post on *TheVine*

1. Create a **News** post in your department’s *TheVine* site with the announcement or introducing the resource or event
2. If the item is an event, **also add it to *TheVine* Calendar.**
3. Include the full description, attachments, and one lead image (see specs below) in the *TheVine* Calendar event or the news post
4. Publish the post and copy its URL.

Step 2 — Complete the Internal eBulletin Form

1. Open the “Internal eBulletin Submission” form (linked on the *TheVine* homepage).
2. Paste *TheVine* news post URL, add the title, run date, and contact person.
3. Click **Submit.**

That’s it. Submitting the *internal* form automatically:

- places your item in the next Monday eBulletin, **and**
- publishes your event to the **public Web Calendar** at dsj.org.
Do not complete the external “Make an Announcement” form for chancery items.



3 How long will my item run?

- **Week 1:** Your item appears in **NEW ANNOUNCEMENTS**.
- **Weeks 2-3:** It moves to **Reminder: Chancery Announcements of Past 2 Weeks**.
- **After Week 3:** It drops off the eBulletin.
- You may **resubmit** an item after it has been off the eBulletin for **at least one full week**, following the same submission process.

4. Event promotion lead time

- **Events:** submit **at least four weeks** before the event date to allow promotion across the website calendar, eBulletin, and social channels.
- **Non-event items** (HR reminders, resource sharing, etc.) must still reach us by **Friday 12 p.m.** for the next eBulletin.

5. Deadlines & Production Schedule

Step	Day / Time (PT)
Final day to submit new items for the next eBulletin	Friday 12:00 p.m.
Layout & copy-edit	Friday noon – Monday 9 a.m.
Test eBulletin emailed to Chancery contributors	Monday by 10 a.m.
Corrections due	Monday noon (hard stop)
eBulletin sent	Monday 3 p.m.

Edits after 1 p.m. Monday are accepted only for crisis communications or at the Bishop's request.

6. Image & Copy Requirements

Field	Requirement
Primary Image	4 : 5 aspect ratio, 1280 × 960 px min (1920 px max), ≤ 10 MB, JPG/PNG. If none supplied, a DSJ placeholder is used.
Title	Keep under 65-70 characters to avoid truncation on mobile.
Description	≤ 500 characters. Provide English first, Spanish second in the same paragraph when possible to serve bilingual readers. Avoid ALL CAPS.
Target Audience	Choose one or more: Children (< 12), Youth (12-17), Young Adults (18-35), Family, Married Couples, Men, Women, Seniors. BUT NOT ALL . If the event is not targeting any particular lifestyle or gender, then just leave blank.



Field	Requirement
Event Type	Choose one or more: Episcopal or Special Mass, Retreat, Speaker, Workshop, Pilgrimage, Training, Fair/Fundraiser, Social, Faith Formation, Prayer, Listening Session / Town Hall.
Additional Images	Up to 3 files (JPG pr PNG), total ≤ 10 MB.
Alt-text	<i>Recommended</i> one-sentence description of the images (English and, when possible, Spanish) for accessibility.

Photo Permissions: If minors appear in your images, you are responsible for securing the appropriate permissions per diocesan Safe Environment policies.

7. Content Standards & Exclusions

- Announcements and events must be sponsored by local parishes, schools, or approved Catholic ministries or organizations, or located within the Diocese of San José.
- No partisan political activity or commercial advertising.
- Communications reserves final editorial discretion.
- Sensitive clergy only or HR directives should be emailed directly to the intended group, **not** through the eBulletin.

8. Editing & cancellations

- To update a recurring item, edit your original Vine post and resubmit the eBulletin form by Friday 12 p.m.
- To cancel an event, email communications@dsj.org with the original event title and date.

9. How do parish bulletin editors get content?

Parish and school bulletin editors can pull items directly from the Monday eBulletin, TheVine, and/or the public Web Calendar.

10. Contact

Questions? Email communications@dsj.org —we're glad to help.