Social Media Best Practices

“Communication is a means of expressing the missionary vocation of the entire Church; today the social networks are one way to experience this call to discover the beauty of faith, the beauty of encountering Christ. In the area of communications too, we need a Church capable of bringing warmth and of stirring hearts.”

Pope Francis, Message for World Communications Day, 2014

WHAT IS SOCIAL MEDIA?

WHY IS SOCIAL MEDIA IMPORTANT?
BEST PRACTICES FOR ESTABLISHING A PAGE

• Site administrators must be trusted adults
• There should be at least two administrators for each site
• Do not use personal sites for diocesan or parish programs
• Register passwords and logins with central office
• Train site administrators

“RULES OF THE ROAD”

• Abide by diocesan/parish guidelines.
• Know that even personal communication by church personnel reflects the Church.
  Practice what you preach.
• Write in first-person. Do not claim to represent the official position of the
  organization or the teachings of the Church, unless authorized to do so.
• Identify yourself. Do not use pseudonyms or the name of the parish, program,
  etc., as your identity, unless authorized to do so.

“RULES OF THE ROAD” CONTINUED

• Abide by copyright and fair use regulations.
• Do not divulge confidential information about others. Nothing posted on the
  Internet is private.
• Don’t cite others, post photos or videos of them, link to their material, etc.,
  without their approval.
• And lastly, Practice Christian charity.

RESOURCE MATERIALS FOR SOCIAL MEDIA
WHY SOCIAL MEDIA MATTERS...
For Parish Advancement/Outreach

• Extension of the parish website, bulletin, etc.
• Virtual glimpse/connection into parish life every day, think of it as an “Open House” Opportunity for followers.
• Connect with the larger Catholic family outside your parish bubble and/or local county – state, national, international!
  • https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-globally-are-using-social-media/
  • (As of January 2020 – 3.8 Billion People Globally are using social media!)
• Inexpensive (often FREE!)
  Advertising and easy to use

NUTS & BOLTS (Facebook, Twitter, and Instagram)

AFTER YOU’VE CREATED THE ACCOUNTS... WHAT NEXT?
• “Decorate” –
  • Thumbnail (FB, IG, Twitter)
  • Cover Photo (FB and Twitter)
  • THINK BRANDING!
  • Cohesive across platforms!
• Complete Bio & Contact Info!
• Have multiple postings ready for DAY 1 (for new users!)
  • No one wants to invite loved ones over to a house with no where to sit or blank white walls
• Keep Page Active
• Start following other similar accounts (i.e. Archdiocesan official accounts, USCCB, other parishes, CatholicPhilly.com, etc.)

IMPORTANT!!!
• EMBED LINKS on Social Media on:
  • YOUR PARISH WEBSITE
  • ONLINE BULLETIN
Hashtags, Tags, and Trending Topics, Oh My!

A hashtag is just a word or collection of words, without spaces, preceded by the “#” symbol. It helps categorize common topics being talked about in one place. Hashtags being “talked about” or used the most on social media platforms become “TRENDING” topics.

- SAMPLES:
  - #InThisTogether
  - #COVID19
  - #ARCHDIOCESEOFPHILADELPHIA
  - #MONDAYMOTIVATION
  - #CATHOLICTWITTER
  - #Philadelphia

Free Apps to the Rescue!

- Repost (Instagram)
- Pages Manager App (Facebook)
- Hootsuite (Facebook, Twitter, Instagram)
- Canva
Have a Smartphone?
You’re all set for lights, camera, ACTION!

- VIDEO CONTENT
  - Facebook, Instagram Live/IGTV, & Periscope (Twitter)
    - LIVE-STREAM: Followers invited to watch in real-time.
    - PRE-RECORDED: More Environment Control/Editing
      - (Helpful article 1): Facebook LIVE: https://blog.hootsuite.com/facebook-live-video/)
      - (Helpful article 2): IGTV vs. Instagram Live: https://sachsmarketinggroup.com/igtv-instagram-live-heres-how-pick/)
      - (Helpful article 3): Instagram Video: https://blog.hootsuite.com/instagram-video/)

THANK YOU!
You made it to the end

Time for:
Questions & Collaboration