



# Social Media Best Practices

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“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.”

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*Pope Francis, Message for World Communications Day, 2014*


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# WHAT IS SOCIAL MEDIA?



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# WHY IS SOCIAL MEDIA IMPORTANT ?



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## 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

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## “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.

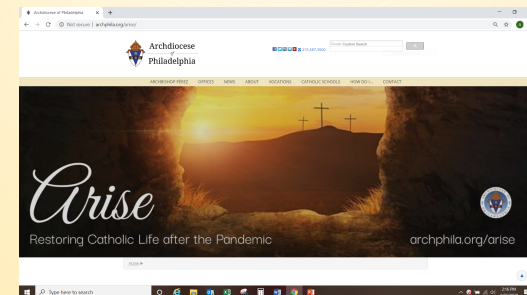
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## “RULES OF THE ROAD” CONTINUED

- 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.

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## RESOURCE MATERIALS FOR SOCIAL MEDIA



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### FACEBOOK PROFILE



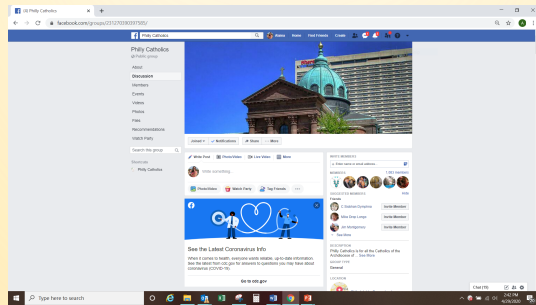
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### FACEBOOK PAGE



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### FACEBOOK GROUP

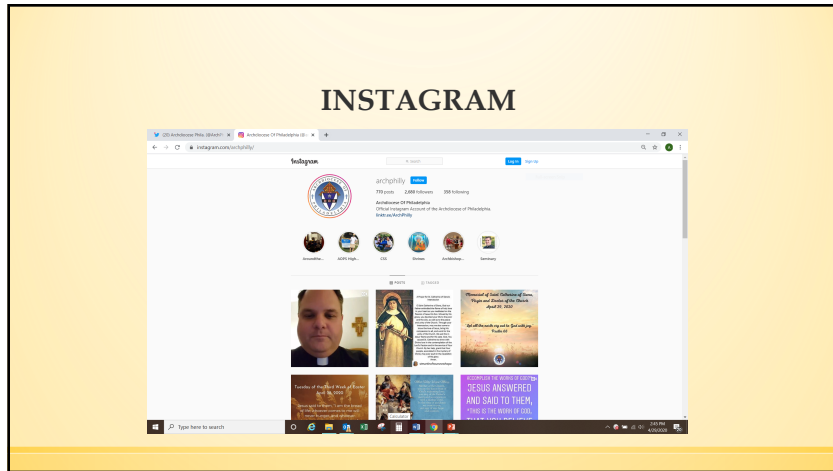


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### TWITTER



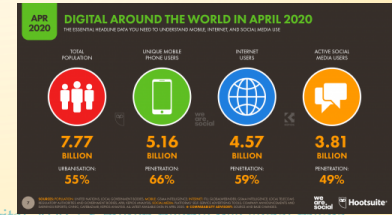
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## WHY SOCIAL MEDIA MATTERS... For Parish Advancement/Outreach

- 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-use-social-media>
  - (As of January 2020 – 3.8 Billion People Globally are using social media!)
- Inexpensive (often FREE!) Advertising and easy to use



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## 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

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## SAMPLE - THUMB NAIL/COVER PHOTO



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### SAMPLE - THUMB NAIL/COVER PHOTO #2



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### SAMPLE - WEBSITE SOCIAL MEDIA LOGOS



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### Hashtags, Tags, and Trending Topics, Oh My!

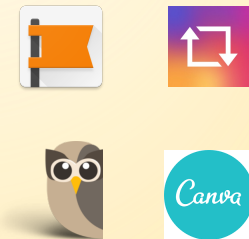
A **Hashtag** is just a word or collection of words, without spaces, preceded by the “#” symbol! It helps categorize common topics being talked about in one place. Hashtags being “talked about” or used the most on social media platforms become “TRENDING” topics.

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

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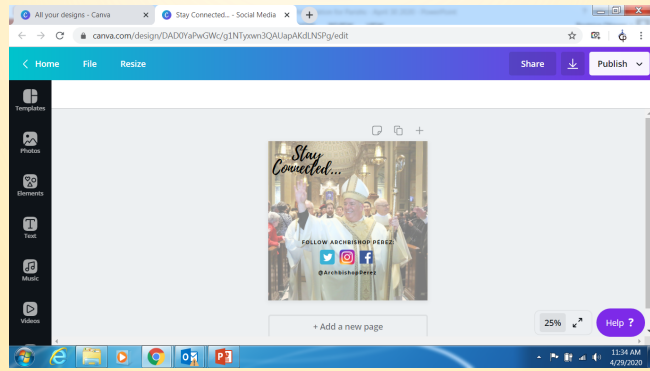
### Free Apps to the Rescue!

- Repost (Instagram)
- Pages Manager App (Facebook)
- Hootsuite (Facebook, Twitter, Instagram)
- Canva



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## CANVA SAMPLE VIEW:



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## 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/>
      - (Helpful link 4): Using Periscope to Broadcast Live to Twitter: <https://help.twitter.com/en/using-twitter/periscope-broadcast>
      - (Helpful link 5): Link on How to Share Video on Twitter: <https://help.twitter.com/en/using-twitter/twitter-videos>

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## THANK YOU!

### You made it to the end



Time for:  
Questions & Collaboration

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