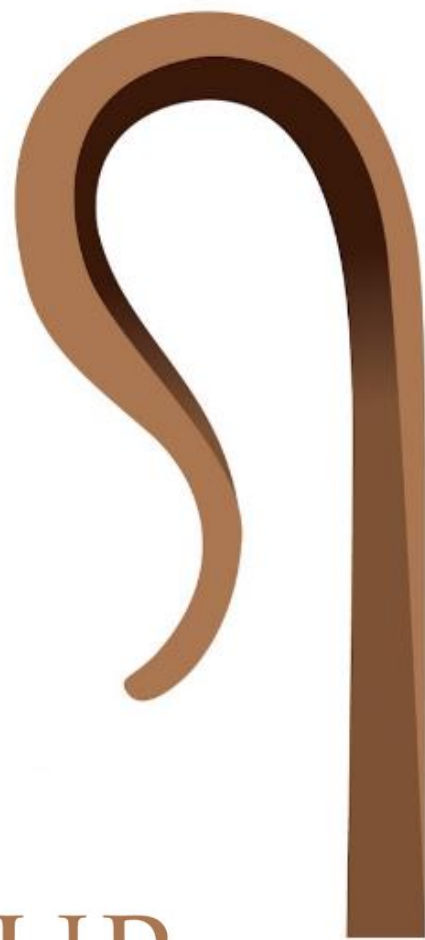




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THE +  
GOOD  
SHEPHERD

LE +  
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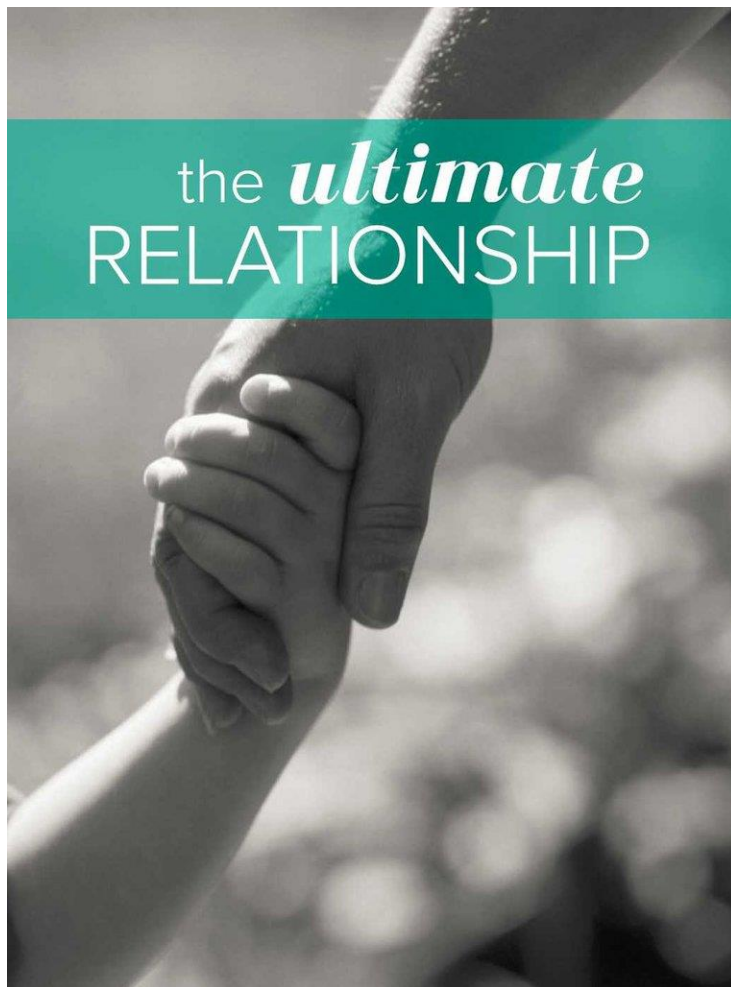


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# ***Communications***



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***Catholic Christian Outreach  
(CCO Canada) <https://cco.ca/>***



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# Communications

## The Body of Christ - the CHURCH



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# Pope Francis, Message for the 48<sup>th</sup> World Communications Day 2014



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## Old !!! Media St. Paul

***Colossians 4:16 And when this letter has been read among you... have it read also in the Church of the Laodiceans; and see that you read also the letter from Laodicea.***



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**‘DIGITAL CONTINENT’**  
-a term coined by Pope Benedict 43<sup>rd</sup> WCD 2009 to define the world of social media that has transformed patterns of communication and human relationships.

***‘The Catholic Church is a universal church – it can and should be the world’s largest social network, connecting parishes across the globe.’***



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# New Media

\*email, websites, text messaging, Youtube, Facebook, Twitter... +++

Primary characteristic =  
*dialogue*

allows and fosters conversation,  
people are talking,  
participating, sharing,  
networking, connecting online –  
grounded in an *interactive community*



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# CANADIAN STATISTICS

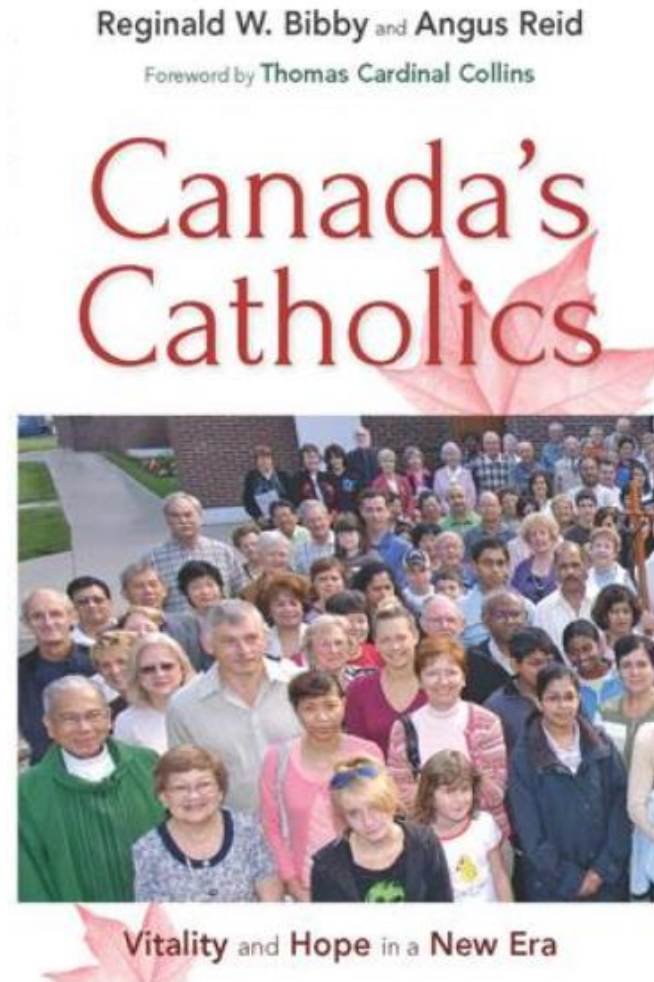
## Overall reports:

- **1 in 3 Canadians check their social media feeds every day.**
- **Canadians visit [Facebook](#) about 9x each week**



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# Demographics & Culture



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# Where is the opportunity for evangelization?

**Comes down to the efforts of ordinary parishioners  
(each one of us)**

***'The Church exists to evangelize and  
the **parish** is the chief venue  
where that activity must take place.  
It can and must be the center of the  
New Evangelization of the 'digital continent' and  
beyond.'***

***(Cardinal Sean O'Malley, OFM Cap. Archbishop of Boston)***



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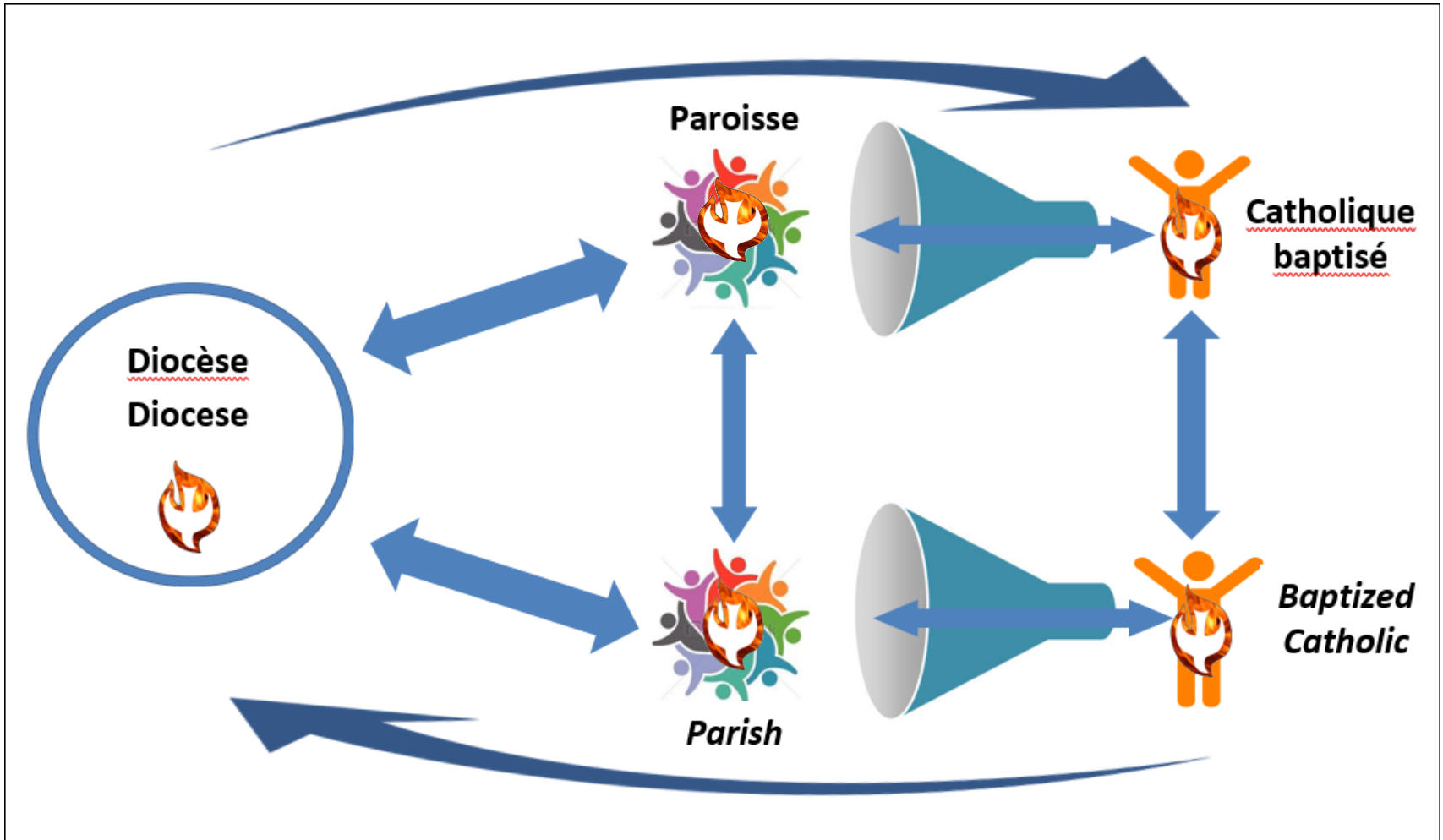


***Where  
do I  
start?***



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# Diocesan Communications



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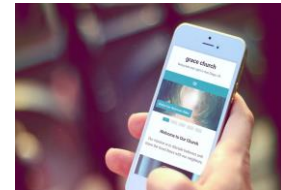
## Parish Communications

**\*The parish pastor & secretary, the PPC, the finance committee & all other parish leaders commit to collaborating & communicating with each other, with their parishioners... and with the diocese.**

**1- Parish Communications Inventory**

**2- Identify a Parish Communications Liaison Person**

**3- Email Registration & Distribution**



**4- Website**



**5- Social Media**



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***We are blessed to have been given the  
biggest net known to man – the Internet.***

***Pope Benedict XVI***



***Let us cast  
into the deep.***

***Pope Francis***



***NEW MEDIA  
OUTREACH***



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## Acts 1:8



***But you will receive power  
when the Holy Spirit comes  
on you; and you will be  
my witnesses... to the ends of the earth.”***



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