

## The 3 IMPORTANT FORMS OF NEW MEDIA



*'The individual behind every email address or Facebook profile  
is a soul deeply loved by God.'*

### 1. EMAIL REGISTRATION & DISTRIBUTION

- **The Email address: this is the first place to start and grow your communications outreach. Why?**
  - is efficient, effective, free or inexpensive
  - provides a wider outreach
  - reduces cost of printing & postage
  - extends beyond Sunday Mass - maintains contact with parishioners throughout the week; reminds them of parish events, diocesan events, and opportunities in the parish and diocese
  - facilitates follow-ups
  - provides the opportunity to do Parish Surveys to get parishioners' input of their needs, opinions, participation and preferred choice to communicate with the parish
  - provides delivery and outreach of the **Diocesan Weekly News Bulletin**. When the parish includes the diocesan news bulletin **WITH** the emailing of the parish bulletin, this allows more space in the parish bulletin for the parish's own news; in doing this, the parish collaborates to inform & evangelize its parishioners about all the pastoral services, events, etc. which could meet the various needs of families. The parish bulletin should include the link to the diocesan weekly news bulletin posted on the diocesan website: <http://www.archsaintboniface.ca/main.php?p=13>
- **DIOCESAN SUPPORT: 1- Tip sheets to update the parish contact list of parishioners 2- Software to store the parish database 3- Training 4- New software Donor Perfect**

### 2. The WEBSITE is a DESTINATION - A BULLETIN BOARD

- **The parish website matters! Why?**
  - it is often the first impression a visitor will have. Think of it as your **new parish doorway!**
  - Increases parish visibility and access to the parish; provides information to connect the parish with its parishioners; allows posting of inspirational videos (& photos), testimonies/stories; fosters participation and community involvement
- **CONCRETE SUGGESTIONS**
  - regularly project the parish website at weekend Mass
    - **Before Mass:** project inspiring content, a collage of photos from a past or upcoming event, a bible verse, a sentence or two of a testimony

- **During Announcement Time:** rather than keeping people ‘hostage’ at the end of Mass – project the upcoming event, financial report, special projects AND invite people to visit the parish website at home for more details, provide their feedback, their participation, etc. – this fosters *dialogue* with your parishioners
- **DIOCESAN SUPPORT:** 1- the *diocesan webmaster* is willing to supply, free of charge, a website template to parishes who wish to have a website 2- ‘*Resources*’ **handout** to feed a website

### 3. SOCIAL MEDIA: Facebook, Twitter...

*‘I already have a website, why do I need social media?’*

- **Social media is a GATEWAY to bring people to the website**
  - creates dialogue - provides all the parishioners an easy, safe forum to share their voice; to feel part of a community and want to be part of it
  - strengthens intergenerational relationships
  - empowers each parishioner to evangelize - once parishioners are established on the digital continent, they can learn how to use it for outreach on behalf of their church community
  - fosters networking with other parishes and their parishioners. Parishes can receive quality posts, blogs, articles and redistribute them to parishioners who are connected with them on social media
- **Tip** - try one network at a time; pick one ministry to try it out on a single site
- **DIOCESAN SUPPORT:** *Diocesan Social Media Coordinator, Kevin Prada*