

# RESOURCES - NEW MEDIA OUTREACH in COMMUNICATIONS

## Archidiocèse de Saint-Boniface Archdiocese

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## MUST READS



### **1. Transforming Parish Communications: Growing the Church Through New Media**

Scot Landry

2014

207 pp.

19.95\$ Cdn

Scot Landry book store:

1. <http://www.scotlandry.com/>

or 2. [www.amazon.ca](http://www.amazon.ca)

or 3.

[www.osv.com/Shop/Product?ProductCode=T1434](http://www.osv.com/Shop/Product?ProductCode=T1434)

In this book, you'll discover:

How to embrace the Church's vision of evangelization in new media;

How entire parishes can become hubs of digital evangelization - and how to overcome obstacles;

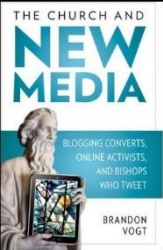
Specific strategies for implementation;

How to create a consistent digital identity online;

Best practices for parish websites;

The nuts and bolts of Facebook, Twitter, email, blogging and more.

Consider this book your entry into an important - and urgent - call to each of us as Catholics. To bring the warmth of the Gospel to the "lost" and bring them back to the Church.



### **2. The Church and New Media: Blogging Converts, Online Activists, and Bishops Who Tweet**

Brandon Vogt

2011

223 pp.

Our Sunday Visitor Publishing

\$18.26 Cdn

1. Our Sunday Visitor Publishing: <https://www.osv.com/>

or 2. [https://www.amazon.ca/s/ref=nb\\_sb\\_noss/147-](https://www.amazon.ca/s/ref=nb_sb_noss/147-1496706-3528750?url=search-alias%3Daps&field-keywords=church+and+new+media+)

[1496706-3528750?url=search-alias%3Daps&field-](https://www.amazon.ca/s/ref=nb_sb_noss/147-1496706-3528750?url=search-alias%3Daps&field-keywords=church+and+new+media+)

[keywords=church+and+new+media+](https://www.amazon.ca/s/ref=nb_sb_noss/147-1496706-3528750?url=search-alias%3Daps&field-keywords=church+and+new+media+)

or 3.

[https://www.amazon.ca/Church-New-Media-Blogging-](https://www.amazon.ca/Church-New-Media-Blogging-Activists/dp/1592760333/ref=sr_1_1?ie=UTF8&qid=1491786489&sr=8-1&keywords=the+church+and+new+media#reader_1592760333)

[Activists/dp/1592760333/ref=sr\\_1\\_1?ie=UTF8&qid=1491786489&sr=8-1&keywords=the+church+and+new+media#reader\\_1592760333](https://www.amazon.ca/Church-New-Media-Blogging-Activists/dp/1592760333/ref=sr_1_1?ie=UTF8&qid=1491786489&sr=8-1&keywords=the+church+and+new+media#reader_1592760333)

Recommended by Monsignor Paul Tighe (the Head of Vatican Social Communications for 10 years), this book demonstrates how New Media is already impacting the Church and outlines many practical steps for dioceses, parishes, and individual Catholics to embrace it more broadly... *Everyone involved in communications and evangelization ministries for the Church should read it.* Cardinal Sean O'Malley, OFM Cap., Archbishop of Boston

 <p><b>3. The Parish Guide to Social Media</b>  <b>How social networking can recharge your ministry</b>  Clarissa Valbuena Aljentera  2013  72 pp.  Twenty Third Publications  \$11.98 Cdn  <a href="http://www.amazon.ca">www.amazon.ca</a></p>	<p><b>Contents</b>  Being Present and Accountable in a Busy World.  What Makes Social Media Important for Parish Ministry.  Familiarizing Yourself with Social Media: A Social Media Primer.  Integrating Social Media into Parish Ministry.  Putting Social Media to Work in Your Parish.  Pitfalls and Possibilities.</p>
 <p><b>4. Canada's Catholics: Vitality and Hope in a New Era</b>  Reginald Bibby and Angus Reid  2016  Novalis Publishing Canada  \$19.95 Cdn  <a href="https://en.novalis.ca/">https://en.novalis.ca/</a></p> <p><b>New study shows thriving parishes engage people</b>  Michael Swan, The Catholic Register  <a href="http://www.catholicregister.org/michael-swan">http://www.catholicregister.org/michael-swan</a></p>	<p>The Catholic Church in Canada experienced seismic shifts in the 20th century. Once a stronghold of national and provincial culture and life, the Church underwent a dramatic transformation, with decreased participation and a loss of social prominence.  However, according to Bibby and Reid, there's evidence that we ought not despair. Rather, the Church is in a period of transformation, and there is hope. Drawing from a new cross-Canada survey of 3,000 Catholics, Bibby and Reid offer an insightful look into what lay Catholics believe and what draws women and men to the life of the Church.</p>
<b>WEBINAR</b>	
 <p>Webinar 1 h:58 min.  (Includes: <i>What is social media and why do we care about it?</i> by Scot Landry; <i>Creating social media sites for your parish</i>, by Dom Bettinelli; <i>Guidelines for using social media safely</i>, by Steve McDevitt)</p> <p>On February 8, 2012, Pilot New Media presented a Media Forum for staff from parishes within the Archdiocese of Boston on the topic of <i>Effective Social Media for Parishes and Ministries</i>. Parishes learned how to set up Facebook, Twitter, and Google+ accounts as well as best practices for content and management and guidelines from the US Conference of Catholic Bishops and the Archdiocese of Boston on the use of social media.  <a href="https://www.youtube.com/watch?v=NGb36mtz4cE">https://www.youtube.com/watch?v=NGb36mtz4cE</a></p>	<p><b>The Parish Website</b></p>  <p>This presentation to diocesan clergy and parish staff titled <i>The Parish Website – An Essential Tool for Ministry</i> is available for free online.  <a href="http://www.diocese-sacramento.org/website">www.diocese-sacramento.org/website</a></p>

## LINKS - Statistics

### Two in three Canadians use social media

Facebook is king but Twitter, LinkedIn grow  
The Canadian Press  
April 29, 2013

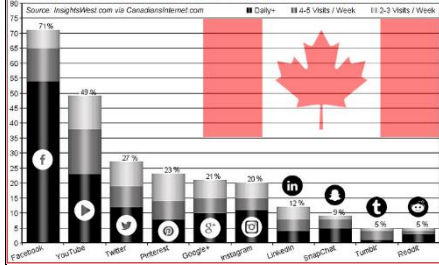
One in three anglophone Canadians won't let a single day go by without checking into their social media feeds, suggests a new report by the Media Technology Monitor.

The report is based on telephone surveys with 4,001 anglophone Canadians in the fall and found almost seven in 10 Internet users declared they were regular social media users, logging on at least once a month. That figure was up by about six per cent compared to 2011.



[www.macleans.ca/education/uniandcollege/two-in-three-canadians-use-social-media](http://www.macleans.ca/education/uniandcollege/two-in-three-canadians-use-social-media)

### 2016 CANADIAN SOCIAL MEDIA USAGE



<http://canadiansinternet.com/2016-canadian-social-media-use-online-brand-interaction-statistics/>

## LINKS - 'to feed' Website & Social Media



When it comes to apologetics, one of the best informational resources is the *Catholic Answers* website.

[www.catholic.com](http://www.catholic.com)



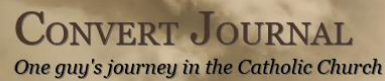
Everyone has a story. Here you will find authentic Catholic conversion stories from all walks of life.

[www.whyimcatholic.com](http://www.whyimcatholic.com)



*Catholics Come Home* have made it their mission to reach those who have left the faith.

[www.catholicscomehome.org](http://www.catholicscomehome.org)



People who are exploring Catholicism can find others with similar

backgrounds and struggles.

[www.convertjournal.com](http://www.convertjournal.com)



Fr. Robert Barron's global, non-profit media ministry reaches millions of people by utilizing emerging technology to draw people into or back to the faith.

[www.wordonfire.org](http://www.wordonfire.org) : Proclaiming Christ in the Culture



[www.bustedhalo.com](http://www.bustedhalo.com)

Supported by the Paulist Fathers religious order, *Busted halo* has become an expert New Media linguist, attracting, connecting with, and forming the spiritual lives of young adults.



[www.calledtocommunion.com](http://www.calledtocommunion.com)

We believe that Christ is calling His Church to be one, as He and the Father are one. Our aim is to effect reconciliation and reunion between Catholics and Protestants, particularly those of the Reformed tradition.

We believe that genuine unity comes through truth and never by forsaking or compromising the truth.

 <p><b>Enter the Digital Continent of Preaching</b> (article in the <i>Homilistic &amp; Pastoral Review</i> Magazine) Fr. Fred Gaglia</p> <p><a href="http://www.ncregister.com/daily-news/enter-the-digital-continent-of-preaching-no-one-wants-to-talk-about-the-mor">http://www.ncregister.com/daily-news/enter-the-digital-continent-of-preaching-no-one-wants-to-talk-about-the-mor</a></p>	<div> <h2>Top Catholic Blogs  </h2> <p>Catholic Bloggers   All in One Place</p> </div> <p>Catholic Bloggers – All in One Place. <a href="http://topcatholicblogs.com/">http://topcatholicblogs.com/</a></p> <div> <h2>Catholic Blog Directory</h2> <p>For a comprehensive list of clergy blogs. <a href="http://catholicblogs.blogspot.ca/">http://catholicblogs.blogspot.ca/</a></p> </div>
 <p>Lisa M. Hendey is the founder and editor of CatholicMom.com. She writes and speaks nationally on faith, family and Catholic New Media topics. <a href="http://catholicmom.com/">http://catholicmom.com/</a></p>	<div>  <p><b>FATHERS FOR GOOD</b> AN INITIATIVE FOR MEN BY THE KNIGHTS OF COLUMBUS</p> </div> <p>Welcome to <i>Fathers for Good</i>, an initiative for men by the Knights of Columbus. Whether you are a seasoned dad, a new dad, a dad to be, or a single guy wanting to know more about fatherhood, this Web site is for you. There is a role only a father can fill and gifts only a father can give. In a culture that often does not favor fatherhood or masculine virtue, we wish to highlight the unique contributions of men, husbands and fathers. The world would be lacking without them. We also welcome wives who want to support their husbands in becoming the best fathers they can be. <a href="http://www.fathersforgood.org">www.fathersforgood.org</a></p>
 <p><b>Pope iPhone App.</b> The Facebook application allows users to read the pope's messages, to follow his travels and speeches. <a href="http://www.pope2you.net">www.pope2you.net</a></p>	<div>  <p><b>THE HOLY SEE</b></p> </div> <p><b>World Communications Day: Messages of the Holy Father</b> <i>French:</i> <a href="http://w2.vatican.va/content/francesco/fr/messages/communications.index.html">http://w2.vatican.va/content/francesco/fr/messages/communications.index.html</a> <i>English:</i> <a href="http://w2.vatican.va/content/francesco/en/messages/communications.index.html">http://w2.vatican.va/content/francesco/en/messages/communications.index.html</a></p>
 <p><b>Archidiocèse de Saint-Boniface</b> Archdiocese</p> <p><b>Diocesan website</b></p> <p><b>Know Your Faith</b> List of links to resources: <a href="http://www.archsaintboniface.ca/main.php?p=621">www.archsaintboniface.ca/main.php?p=621</a></p>	

## EN FRANÇAIS



Archidiocèse de  
**Saint-Boniface**  
Archdiocese

**Site Web  
diocésain**



**KTO** est une chaîne qui entretient des liens de fidélité avec l'Église catholique, et en particulier la

### **Connaître notre foi**

Liste de liens à des ressources en français :

[www.archsaintboniface.ca/main.php?p=628](http://www.archsaintboniface.ca/main.php?p=628)

Conférence des évêques de France. Elle a été fondée afin de donner à l'Église les moyens d'annoncer le message de l'Évangile par tous les médias modernes, c'est-à-dire la télévision, Internet, et aujourd'hui les téléphones mobiles, tablettes, TV connectée... La chaîne est complémentaire de l'émission du dimanche matin "Le Jour du Seigneur" sur le service public (un partenariat a été créé en 2007 entre le CFRT et KTO). KTO s'adresse non seulement aux catholiques, mais à tous les « chercheurs de sens », croyants ou non.

<http://www.ktotv.com/>

**KTO sur Youtube** – témoignages catholiques/chrétiens

<http://www.ktotv.com/emissions/visages-de-l-eglise/rencontres/un-coeur-qui-ecoute>

## SOCIAL MEDIA GUIDELINES

**United States Conference of Catholic Bishops**

[http://usccb.org/search.cfm?site=newusccb&proxystylesheet=newusccb\\_frontend&q=social+media+guidelines&lang=eng](http://usccb.org/search.cfm?site=newusccb&proxystylesheet=newusccb_frontend&q=social+media+guidelines&lang=eng)

**How Marketers are Using Social Media to Grow Their Business**, May 2016, Published by Social Media Examiner

<https://www.socialmediaexaminer.com/wp-content/uploads/2016/05/SocialMediaMarketingIndustryReport2016.pdf>