

What is the
purpose of the
Church?



‘Go out to the *whole*
world; proclaim the
Gospel to *all* creation.’

Mark 16:15

Social Media: Making it Work for your Parish



“The great digital continent does not only involve technology, but is made up of real men and women who bring with them what they carry inside their hopes their suffering their concerns, their pursuit of truth, beauty and good. We need to show and bring Christ to others sharing these joys and hopes like Mary who brought Christ to the hearts of men and women”

*– Pope Francis address to Pontifical Council for Social Communications,
September 21, 2013*



Use of *Websites* for
parish communities



Passive vs. Active
Communication

Important elements of a parish website

- Contact **information** and address
- Parish **Bulletins**
- All **Sacramental** information, with mass and reconciliation (display clearly!)
- What is your parish all about? What is your **mission**?
What is unique about your parish community?
- A clear **invitation** for new members
- Pages for each parish **ministry** with relevant contact information
- Links to other important **Catholic Resources**
- How to **get involved**
- How to **donate**
- Introduce parish **staff**, have pictures

Other suggestions for your parish website

- Record and post Sunday's **homily**
- Tools for **families** to help delve into different liturgical seasons
- Parish **blog**
- Event **pictures**
- Mass **readings**
- Link to the parish's **social media** account(s)
- Events **Calendar**
- Information for your parish **formation** programs (catechism, RCIA, youth ministry...)

A Good Parish Website...

- Has CLEAR **navigation**
- Allows for information to be accessed **within 2 clicks**
- Is **fresh**
- Is **simple**
- Is **mobile-responsive**
- Has a simple **colour scheme**
- Only uses one or two **fonts**

RESOURCE:

The 7 Deadly Sins of Parish Websites

<https://blog.capterra.com/catholic-website-building/>


Great Parish Websites for your *Inspiration*

- St. Benedict, Halifax - www.saintbenedict.ca
- St. Clement, Chicago - www.stclementchurch.org
- Church of the Nativity, Maryland - www.churchnativity.com
- St. Anthony of Padua, Texas - www.ap.church

Tools for Website Creation and Content Management

- Wix- www.wix.com
- WordPress- www.wordpress.com
- And there are **MANY** more! Search for which service serves your needs the best at the best price. There are many other options.





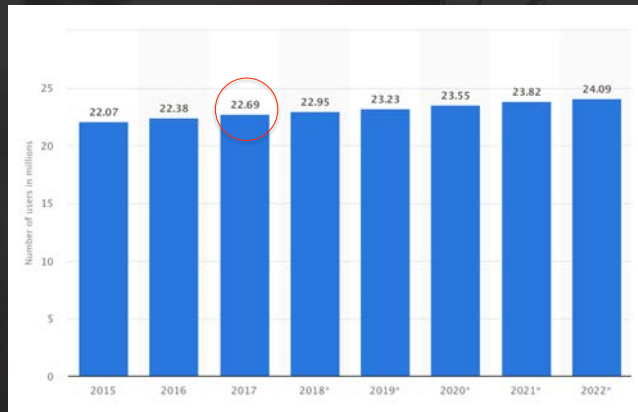
The Church can use *Social Media* to encourage respect, dialogue and honest *relationships* – in other words, true friendship.

(Pope Benedict, 43rd World Communication Day Message).



Let's break down the *numbers*...

Number of Canadians regularly using Social Media



7/10

Canadians regularly using Social Media!

Use of SM by age groups

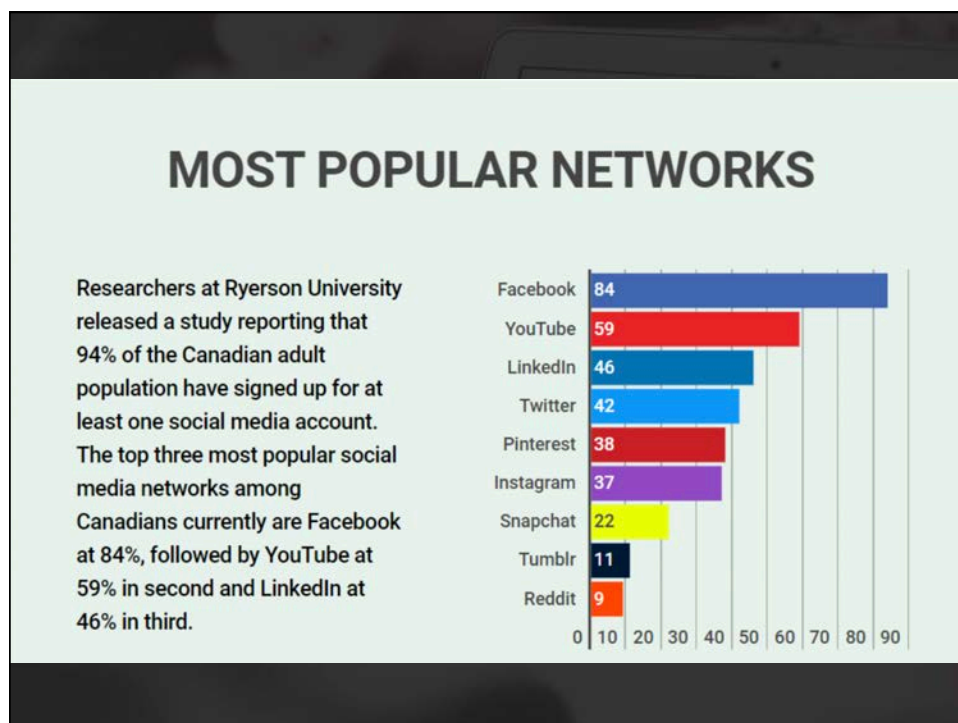
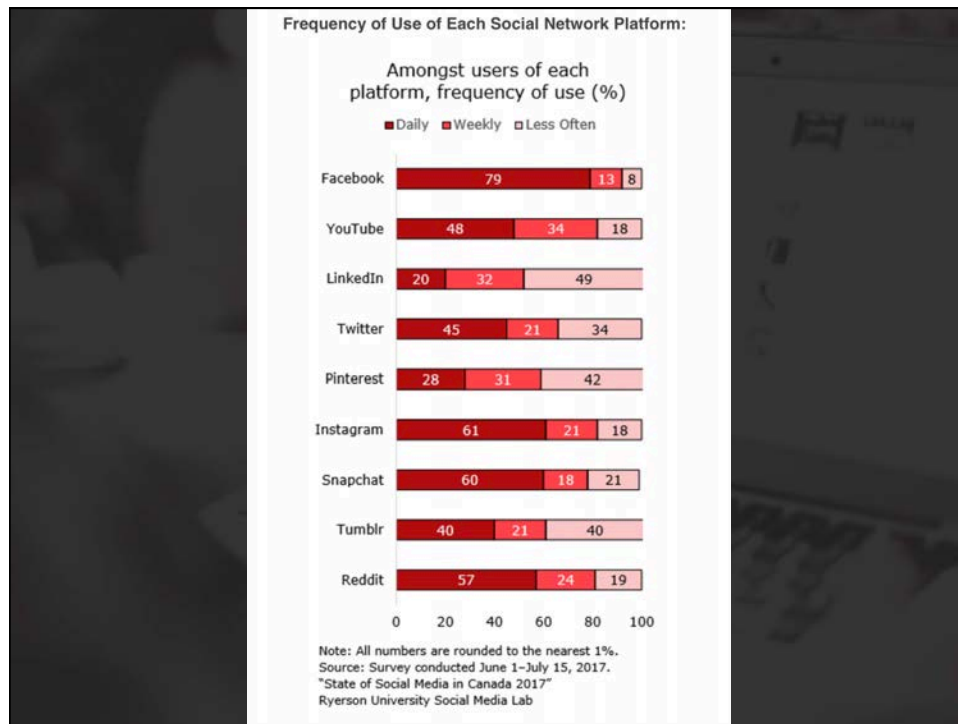
- **18-34 year olds (millennials):**
6 hours and 19 minutes per week
- **35-49 year olds:**
6 hours and 58 minutes per week
- **50+:**
more than 4 hours per week

SM Can Be Used to...

1. Call to prayer, reflection, meditation
2. Evangelize (reach out)
3. Communicate

Social Media does not replace meaningful and engaging dialogue that is best encountered through face-to-face communication.

Social Media: Making it Work for your Parish



Canadian SM Data

- Canadian users, on average, spend **40 minutes daily** on **Facebook** – by far the most preferred social network.
- **Facebook** has users from all age demographics, making it one of the most **diverse** social networks.
- **87%** of people aged **18-29** are using Facebook.
- **77%** of **Facebook** users are young **females**.
- **Twitter's** largest demographic is comprised of users aged **18-29**.
- **LinkedIn** is most popular social network among people aged **30-64** with a postsecondary degree.

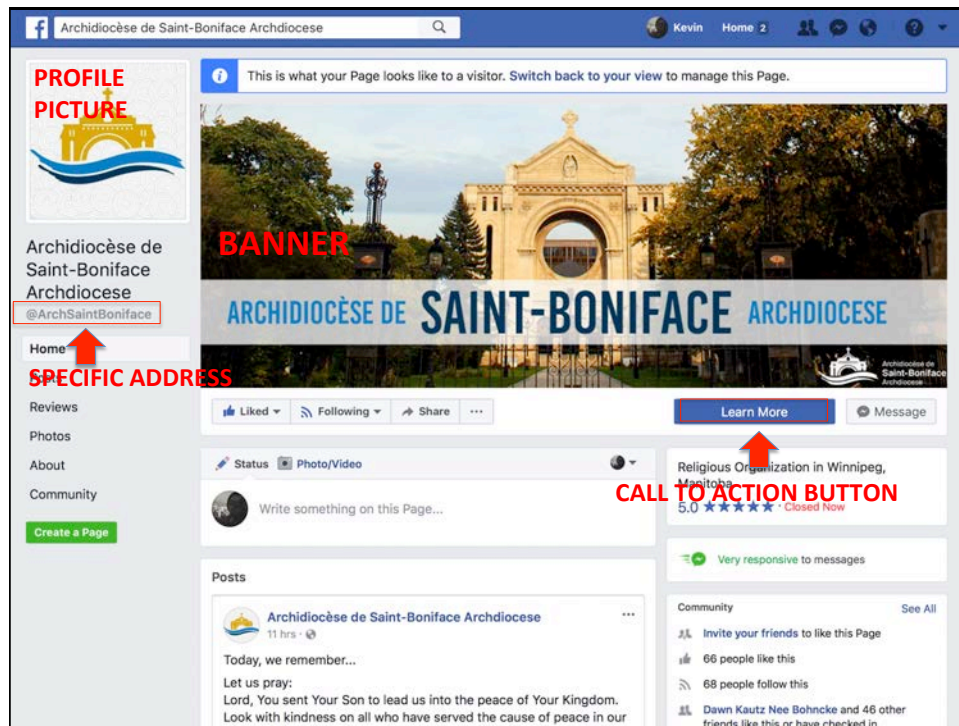
Source: http://www.ufcw.ca/index.php?option=com_content&view=article&id=31389:by-the-numbers-social-media-in-canada&catid=9820&Itemid=68

Starting your parish FB Page

- FB Pages run off of (but are not publicly linked) your personal account. FB policies prohibit the use of a personal account to represent a business or organization
- Ensure to have at least two people with full administrative privileges
- Choose a page name
- Choose an attractive and effective Profile Picture (logo) and Banner
- Post no less than once per week, and no more than twice per day
- Promote to your parish to start with as many likes as possible
- Ask parishioners to share your page and invite their friends to like
- EXPLORE!

HOW to create a Facebook page:
<https://www.facebook.com/help/104002523024878/> or video:
<https://www.youtube.com/watch?v=xqJLeIQRvgE>

Social Media: Making it Work for your Parish



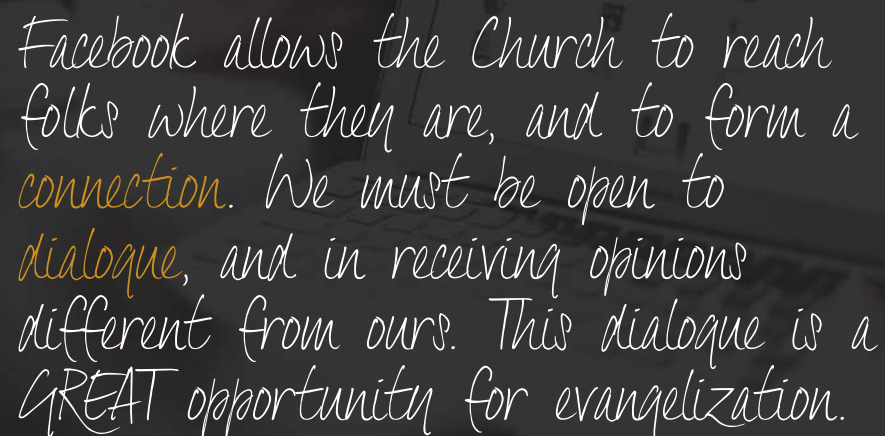
What type of *content* can be posted

- Photos & Images
- Videos
- Testimonials
- News
- Announcements
- Event information and promotion
- Job postings, paid or volunteer
- Any message that is important to communicate to the Church of St. Boniface be it because of its informational, inspirational, teaching, or evangelizing value.

Test different types of content to see what works best for your audience



Content with a *human* or *personal* component will *ALWAYS* get the most attention.



Facebook allows the Church to reach folks where they are, and to form a *connection*. We must be open to *dialogue*, and in receiving opinions different from ours. This dialogue is a *GREAT* opportunity for evangelization.

Tips and Tricks for use of FB

- Have an attractive Profile Image and Banner
- Turn on similar page suggestions (in settings)
- Verify your page
- Prioritize photos (well designed). Use services like Canva.com
- Use the scheduling feature
- Occasionally pin to top

Using Facebook Messaging:

- Allow people to send you messages
- Always be open to starting a dialogue
- Set an auto-response to your messages until you can respond
- Respond personally to EVERY message

Tips and Tricks for use of FB

- Add a link to your website for your FB page, and vice versa
- Make sure to use events, great way to promote them!
- Get people talking by asking questions in your status updates or by posting photos and videos.
- Personally respond to people who comment on your posts – your supporters will be thrilled to know that you're listening.
- Use hashtags (#hashtag)
- Follow good sources who you could share: LifeTeen, Word on Fire, Ascension Presents...
- Use Live Videos
- Use stories
- Have a social media team, not just one person (people who will like, share and comment)

Tips and Tricks for use of FB

CALL TO ACTION

Every post should be intentional. 'What do I want the audience to get out of this?' 'Who am I targeting?'

- In your post, ask viewers to 'like', 'comment', or 'share'
- Surveys (be creative, use these to get to know your flock)
- 'Share this video with a friend'
- Example: 'How did you celebrate Easter, share a picture'
- The more posts are acted upon, the more viral they become. The more likes, shares and comments, the better
- Highlight the **human** experience before events. Not 'here's what we did last weekend', but rather 'Here's what the Lord did through this amazing event'. **Testimonies** are most powerful!

Tips and Tricks for use of FB

- Text posted onto social media should always be short and to the point. Aim to keep posts between **50-100** words in length. But if you can say the same message in even fewer words, always use fewer.
- Always accompany text by a pertinent **image**
- **Videos** are even more powerful and effective

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Paid vs. Organic Views

Archdiocèse de Saint-Boniface Archdiocese shared Youth and Young Adult/Jeunesse et jeunes adultes Saint-Boniface's post.

Published by Mireille Grenier [?] · May 7 at 11:56am · 🌐

St. Marie of the Incarnation Award is to highlight a person that is a leader in excellence in Youth Ministry within the Archdiocese of Saint-Boniface. The person is described in having a youth minister's heart. They serve as a companion to young people and lead them in a spirit of love and trust as they journey towards Christ. This person encourages young people to strengthen their faith and to live an authentic Christian life. Who in your community has a youth minister's heart? Nominate them!
<http://www.archsaintboniface.ca/main.php?p=759>

These are people who are invited to make nominations for the award.

St. Marie of the Incarnation Award

PRIX SAINTE-MARIE DE L'INCARNATION
UN CŒUR POUR LA PASTORALE JEUNESSE

ST. MARIE OF THE INCARNATION AWARD
YOUTH MINISTER'S HEART

Youth and Young Adult/Jeunesse et jeunes adultes Saint-Boniface added 3 new photos.

Published by Mireille Grenier [?] · May 7 at 11:55am · 🌐 Like Page

Viewing: English ·

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Organic	Paid
95	901

963 people reached Boost Again

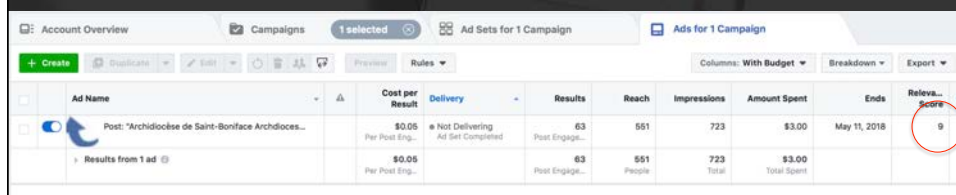
Content with a human or personal component will ALWAYS get the most attention.

How to increase Organic Viewership

- Garner Likes, Comments and Shares
- Evaluate often the success of your different posts and adjust
- Increase Page Likes
- Every post should have a specific purpose, with a specific target audience in mind

Using Paid Boosting Effectively

- Build a good audience (lookalike audience, Facebook pixel, or based on targeted demographics)
- Keep an eye on your campaign, and ensure to adjust if need be
- Keep an eye on your campaign's 'Relevance Score' (7-10 = very good)



Ad Name	Cost per Result	Delivery	Results	Reach	Impressions	Amount Spent	Ends	Relevance Score
Post: "Archidiocèse de Saint-Boniface Archdioces...	\$0.05 Per Post Eng...	Not Delivering Ad Set Completed	63 Post Engage...	551	723	\$3.00	May 11, 2018	9
Results from 1 ad	\$0.05 Per Post Eng...		63 Post Engage...	551 People	723 Total	\$3.00 Total Spent		

Getting started with Facebook Ads: <https://www.facebook.com/business/learn/facebook-ads-basics>

Using *Paid* Boosting Effectively

- Have a defined budget
- Be intentional in which posts you boost
- Depending on content, a \$2 campaign can be effective for reaching a few hundred people in a short time (24 hours).
- To reach a more critical mass of people, a \$20-\$30 budget is suggested
- Different campaign goals can include: video views, interactions with your post, event responses, page likes (and more).

Great Youtube Tutorials for using FB Ads:

<https://www.youtube.com/playlist?list=PL1DCB23F4A6FB9619>

1 in 3 members of our Work Force today are *millennials*. They are the single most largest age group represented in the workforce, and this will only *increase*.

