

SOCIAL MEDIA BEST PRACTICES

Facebook, Twitter, and Instagram are the most popular platforms used today. If you don't have accounts created for your parish already, consider doing at least one of these this year (recommend Facebook first). Social media can be used as an important part of online evangelization when used correctly and has the power to reach an audience that we've never thought imaginable – it's a conversation between people.

SOCIAL MEDIA TIPS

- Be concise. Two or three sentences will almost always be enough.
- Get to the point. Keep it visual. Keep it interesting. Keep it short.
- Know your Archdiocesan Social Media policy by clicking [here](#)
- Pictures, Pictures, Pictures! They add incredible value to social media posts.
 - use personal ones over stock images.
- Ask questions to garner a response (inspire your audience to talk, engage, and converse).
- Keep the “social” in Social.
- Provide resourceful information to your audience.
- Lay out a weekly, monthly, or quarterly calendar on suggested content (see below)
- Commit to at least two posts a week.
- Actions that make people stop following you:
 - Too Many Promotional Messages
 - Information Not Relevant
 - They Tweet Too Much
 - Verbiage Used in Posts doesn't Fit the Brand of the Organization
 - Messages too infrequent
 - You Don't Reply to them

Finally, take some time to learn this media skill. If your time is limited or you are not comfortable doing it, ask another staff member or volunteer. They may be really excited about this task.

SUGGESTED CONTENT FOR YOUR POSTS

- a) Seasonal topics (Lent, Holy Week, Easter, Advent, Christmas, etc.)
- b) Holy Days (Epiphany, Assumption, etc.) and Feast Days (Ash Wednesday, Pentecost, etc.)
- c) Pope and Bishops
- d) Pastors and Deacons
- e) Saints
- f) Parish (history) and Parish/Community Life (what's going on in parish and your community)
- g) Catholic spotlight during the year (Schools week, CCS, Ordinations)
- h) Holidays (Veterans Day, Martin Luther King, Thanksgiving, etc.)
- i) Suggested books or movies list
- j) Catholic Faith in action (stewardship stories from your parish or around the Diocese)
- k) Inspirational messages (bible quote, Pope quote, short video)
- l) Unique topics (blessing of the animals, liturgical colors, fish on Fridays, fasting, etc.)
- m) Celebrations (annual picnic, priest ordination anniversary, debt pay-off, etc.)
- n) Weekly or monthly features (Ask Father, behind the scenes at the parish, etc.)

SOCIAL MEDIA INTEGRATION ON YOUR WEBSITE & MOBILE APP

Once you have your social media profiles setup, the most basic integration you can do is placing the profile links on your website and/or mobile app (some companies already have the integration built-in). This will eventually lead your users to following your respective pages, and then join the conversation.