



## Using Social Media to Promote Stewardship

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*Do your parishioners know what their offerings support?*

**Social media is a powerful tool, in any season, to communicate and engage with your parish and to promote stewardship.**

**Start Asking “How,” Not “Why”**

We live in a digital world. That was true before COVID-19, and it is even more apparent now.

This webinar was an invitation to action. An invitation to stop asking why social media is important and to start making it a key part of your parishes’ communication plan. In 60 minutes, it can help you assess how you’re currently leveraging social media. Then, you can start putting a plan in place to reach your members, engage them throughout the week, and promote stewardship.



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### Join Tommy and Jared as they:

- walk through common mistakes and best practices to assess your current social media strategy
- discuss the different social media channels and the purpose for each one
- show lessons that your parish can learn from on how businesses are using social media
- and much more!