

# The webinar will start soon

## CATHOLIC SOCIAL+MEDIA



Archdiocese of Boston

*"Catholic Social Media is a tool I wish had been available when I was managing parish social media channels. Our Diocesan Essentials subscription lets us communicate more of what is happening across our archdiocese with more parishioners in more parishes. It has also been a great opportunity for various offices within our chancery to work together."*

– PATRICK KRISAK  
DIRECTOR OF FAITH FORMATION AND MISSIONARY DISCIPLESHIP

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## CATHOLIC SOCIAL+MEDIA



*"The content we receive from our diocese is educational and keeps people informed and connected. It evangelizes with little effort. The scheduling process is very simple and easy...Most lay people don't have a relationship with the diocese other than the annual appeal. To have the parishes push out diocesan information in this way has a positive impact."*

– CHRISTINE WHALEN  
ST. ANNE & OUR LADY OF LA VANG CATHOLIC CHURCH  
LANCASTER, PA | DIOCESE OF HARRISBURG

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# The webinar will start soon

## CATHOLIC SOCIAL+MEDIA



### Super user-friendly

"The content is very relevant and interesting. There is also great variety each week. It is super user-friendly."

**Mary Daugherty, CFO**  
Sacred Heart Catholic Church & School,  
Robbinsdale, MN



### I don't have to figure out what to post on social media every day

"The time and effort it saves because I don't have to figure out what to post on social media every day."

**Lenina Valle, Communications**  
Church of the Epiphany, Richmond, VA

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## Quick, Easy and Painless: Diocesan Communications in the Modern World



John Rogers



Nic Prenger



Mitch Fisher

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# Free 12-Month Social Media Calendar for Dioceses

150+ post ideas to supercharge your comms strategy



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Mosaic of St. Thomas Aquinas

## *The Prayer of St. Thomas Aquinas*

Grant, O merciful God, that we may **ardently desire**,  
**prudently examine**,  
**truthfully acknowledge**,  
and **perfectly accomplish**  
what is pleasing to you  
for the praise and glory  
of your name.

Amen!

6

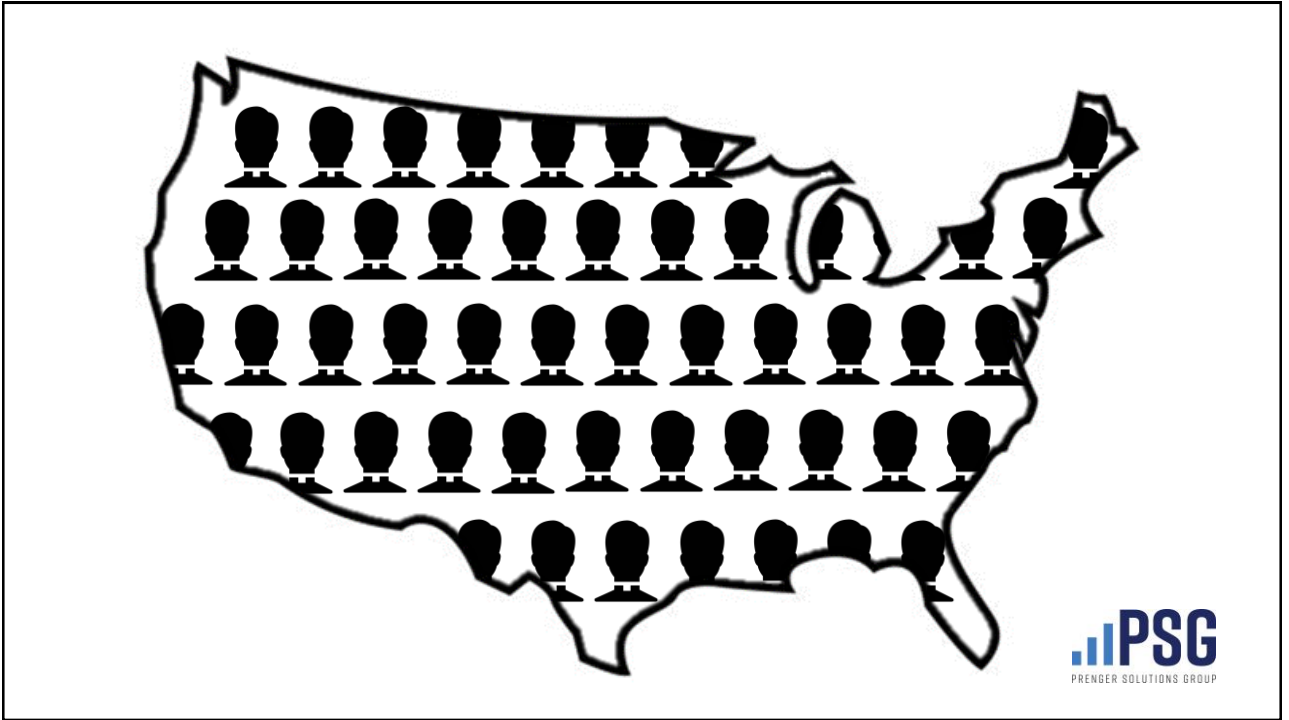
# Trends shaping our dioceses and our parishes

7

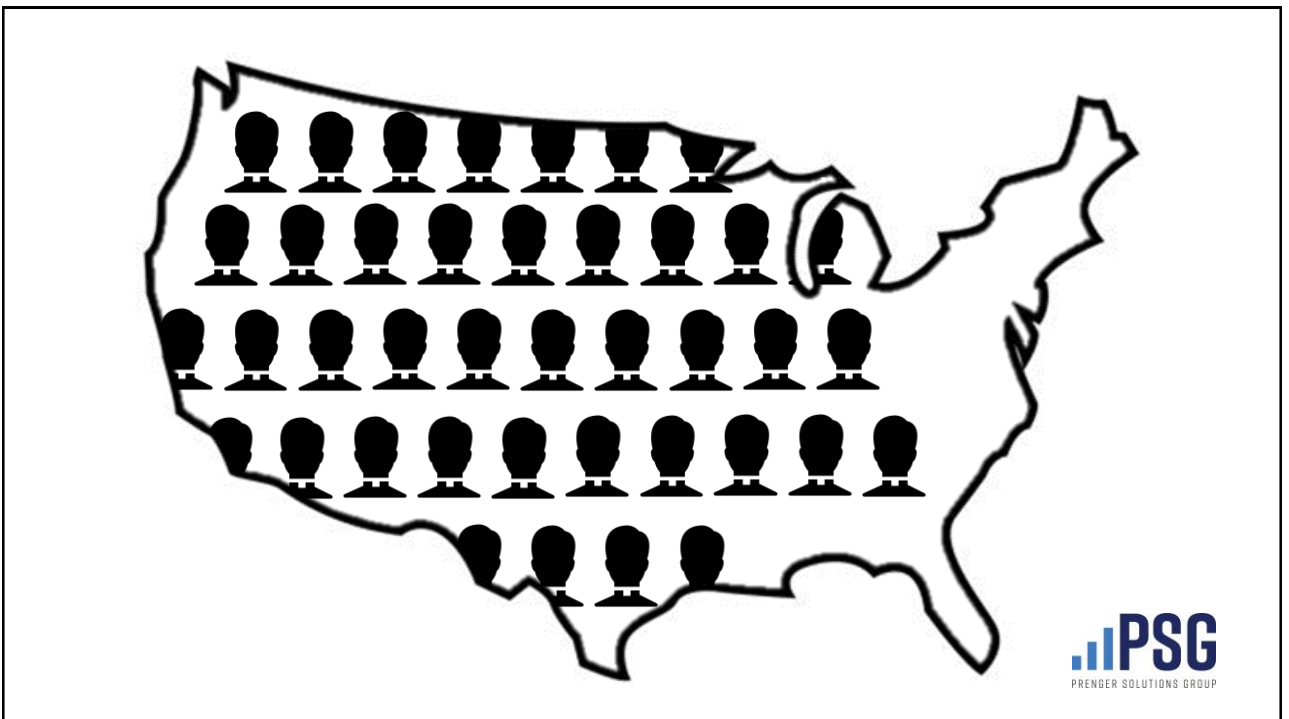
1

## Fewer priests

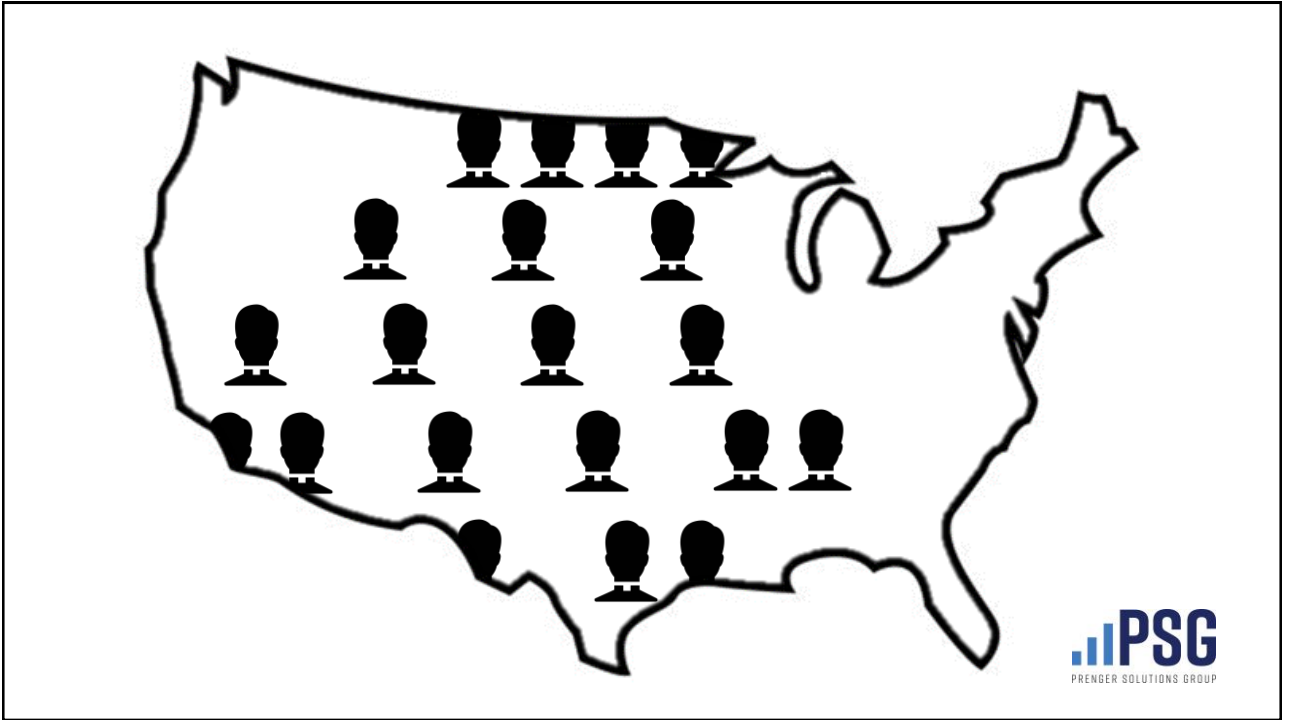
8



9



10



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**2**

## Parish clustering

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# Role of the diocese

14

A centralization and professionalization of services from the diocese to the parishes

15

centralized & professionalized



Accounting,  
HR & Finance



Fundraising



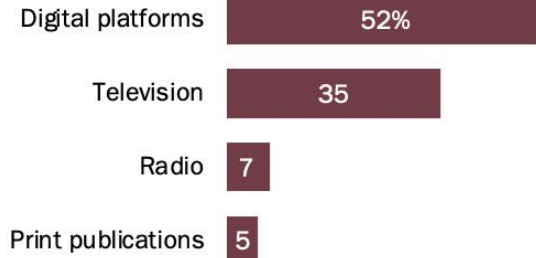
Communications

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## Dioceses

## Parishes

% of U.S. adults who prefer \_\_\_\_ for getting news



Note: Digital platforms includes respondents who said they prefer news websites or apps, social media, search, or podcasts.

Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

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## Dioceses

## Parishes



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## Dioceses

## Parishes



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## Dioceses

## Parishes

**Parishes that post daily on Facebook report higher giving and increased engagement**

**44%**  
higher giving per household.

PARISHES THAT  
DON'T POST DAILY

PARISHES THAT  
POST DAILY

20

## Dioceses

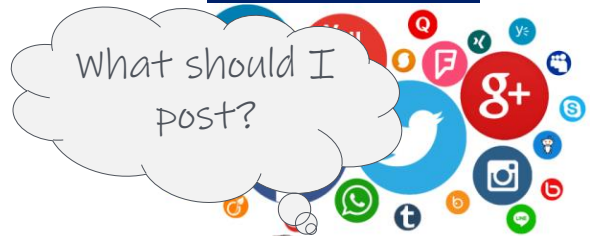
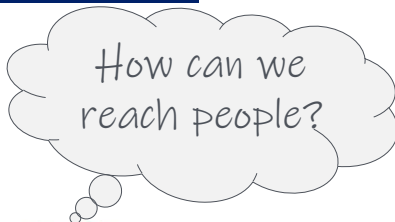
## Parishes



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## Dioceses

## Parishes

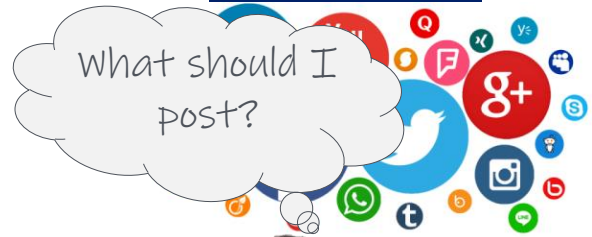


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## Dioceses



## Parishes



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## Dioceses

Communications

Stewardship & Development

Evangelization

Vocations

Catholic Schools

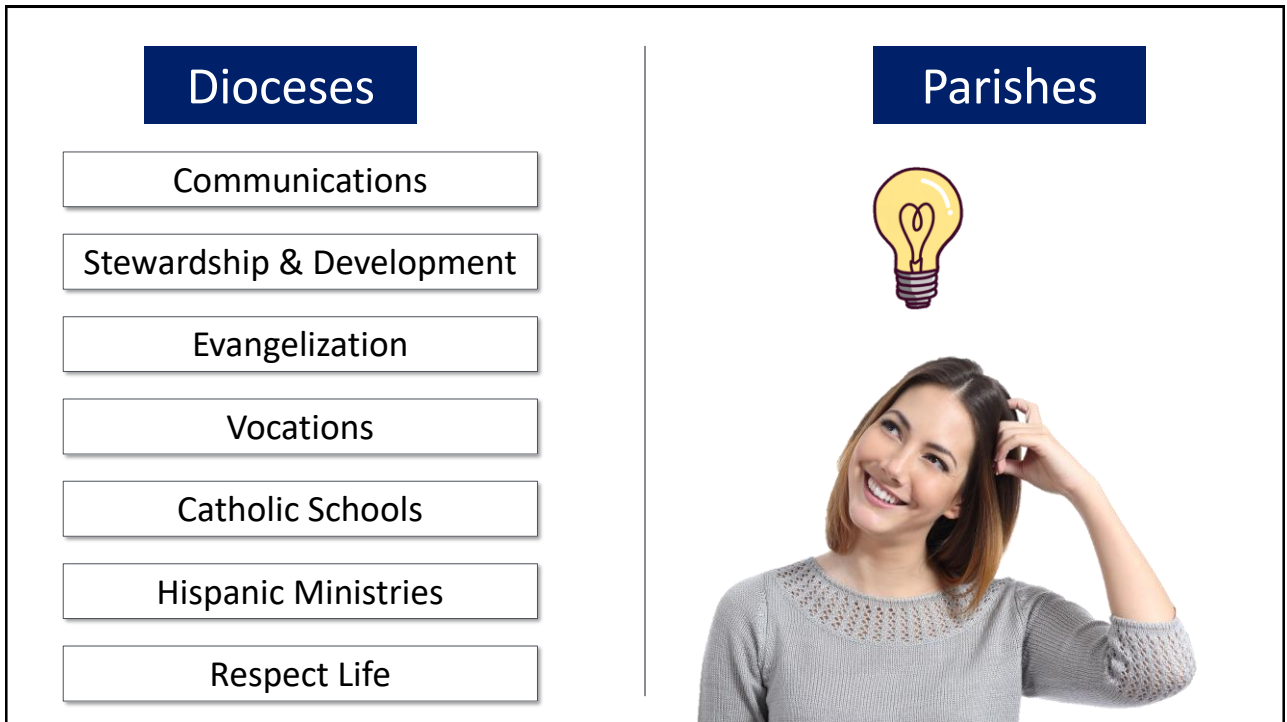
Hispanic Ministries

Respect Life

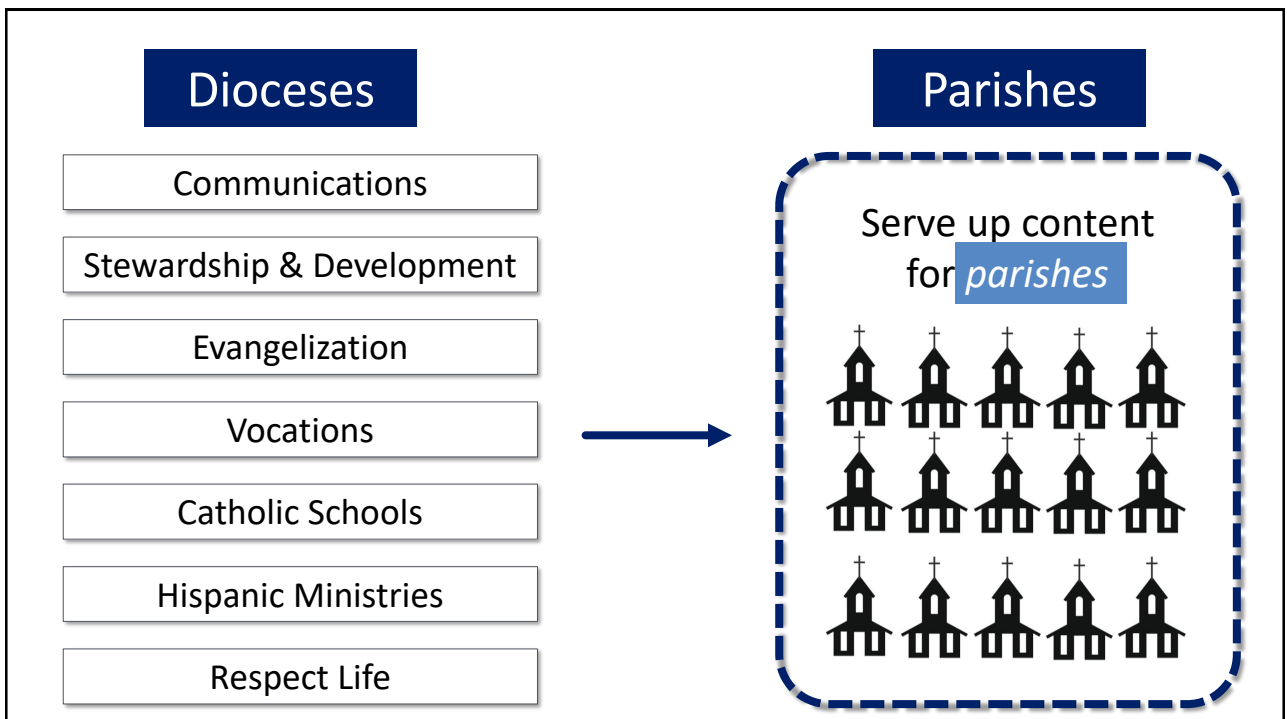
## Parishes



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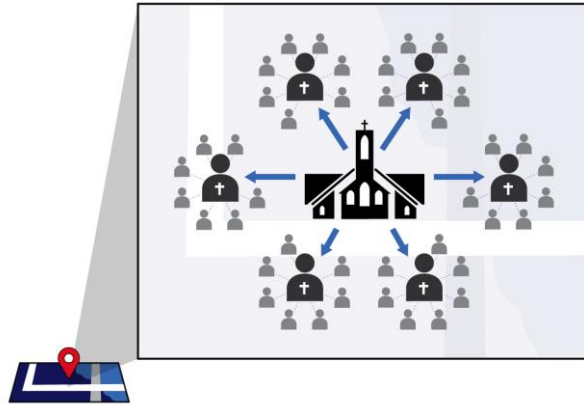


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Who then publish to their  
social media pages



27

**Dioceses**



**Parishes**

Help the parishes

Reach *way* more people  
with existing content

Have content to post

More likely to share  
diocesan messaging

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## Testing our idea

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Archdiocese of Boston



DIOCESE OF LANSING  
MICHIGAN



THE DIOCESE  
OF HARRISBURG



DIOCESE OF DES MOINES



CATHOLIC DIOCESE  
OF WICHITA



DIOCESE of LA CROSSE



ARCHDIOCESE OF  
DENVER



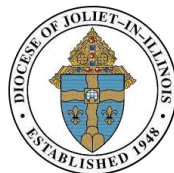
THE ARCHDIOCESE  
OF KANSAS CITY IN KANSAS



ROMAN CATHOLIC  
DIOCESE  
OF CHARLESTON

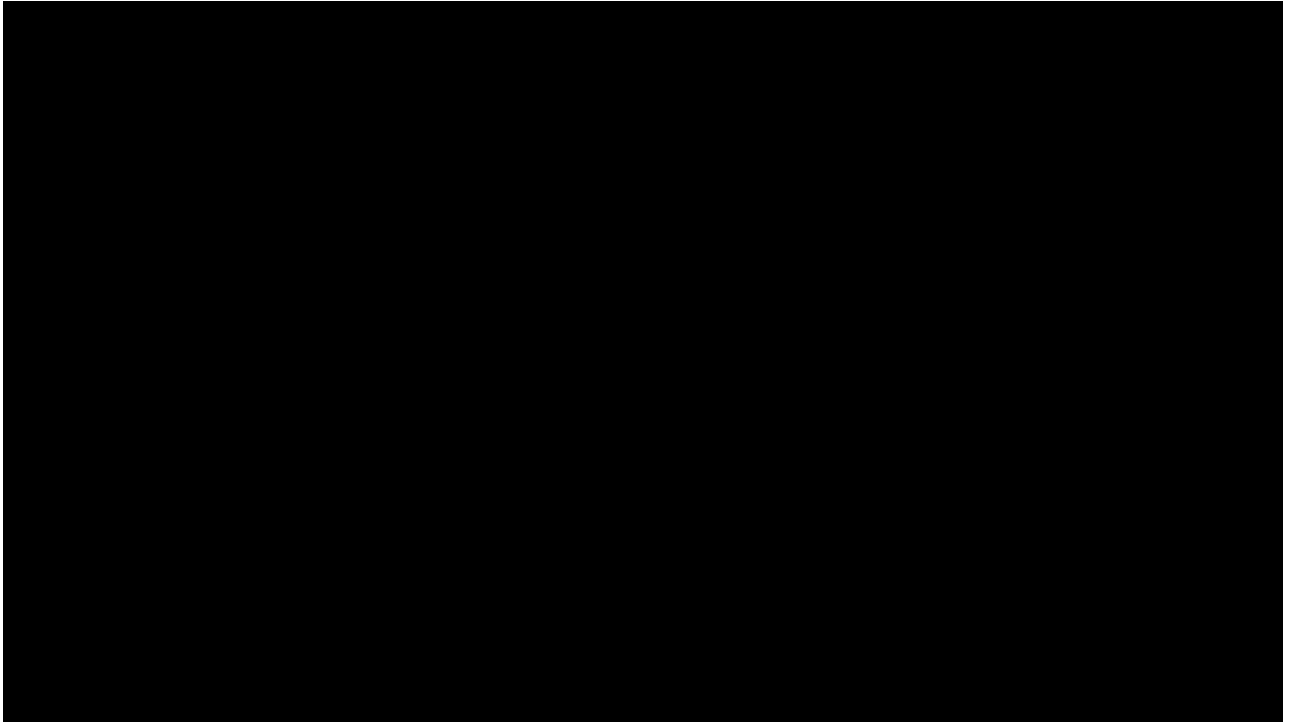


THE ROMAN CATHOLIC  
DIOCESE OF PHOENIX



Diocese of Gary  
dcgary.org

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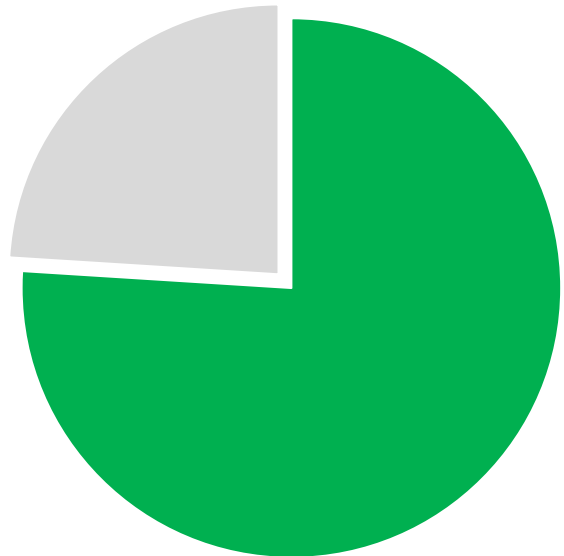


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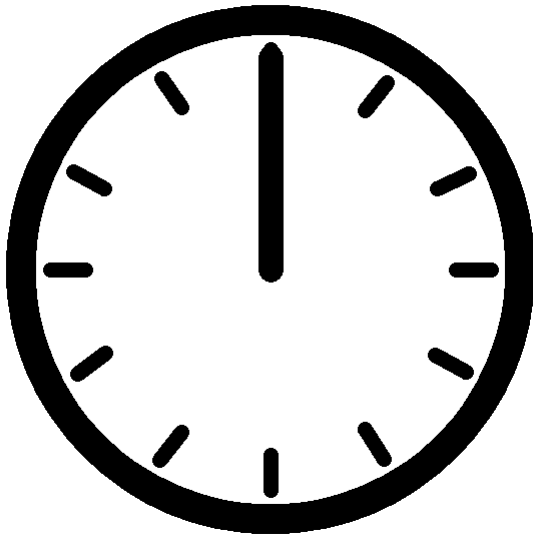
Stunning results

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Dioceses can  
reach about 76%  
of Catholics in  
their area



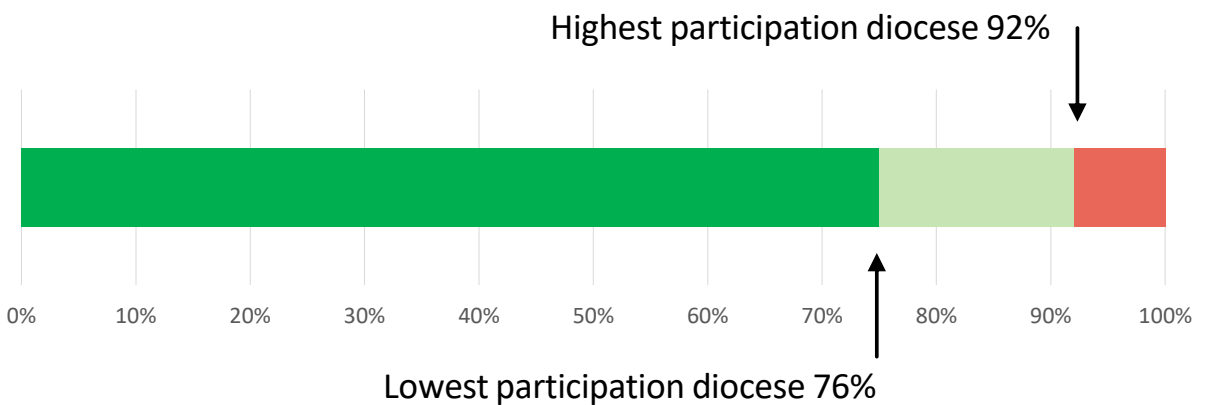
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Dioceses can save their parish staff a combined **13,500** hours each year

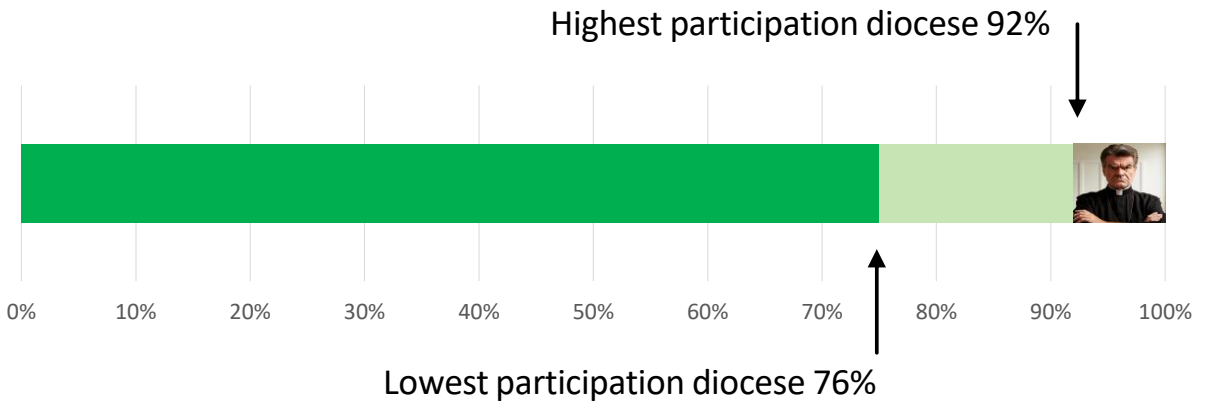
35

Once trained, about 80% of parishes use the service



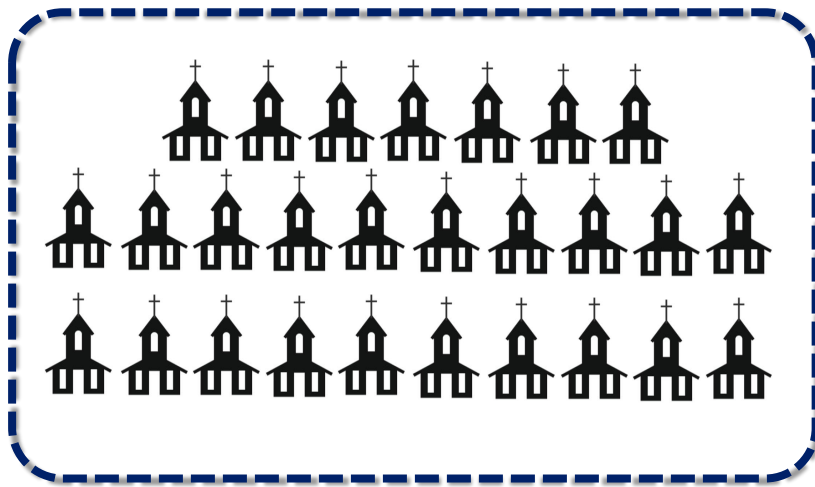
36

Once trained, about 80% of parishes use the service

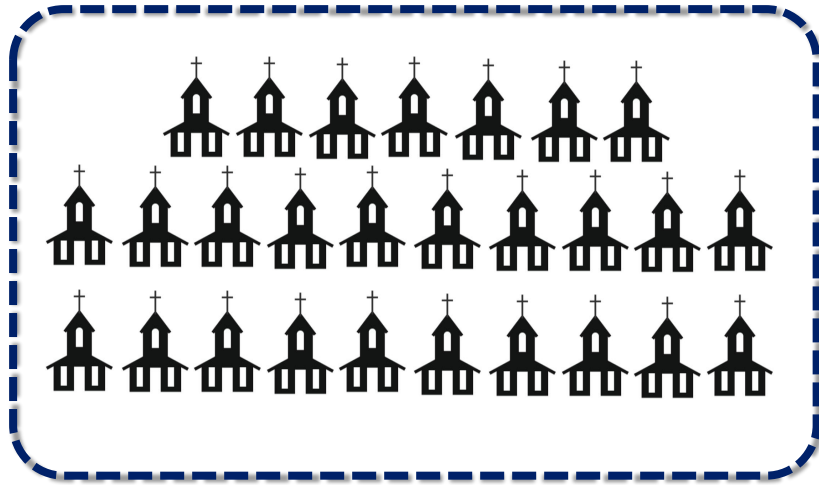


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Helped **27** parishes rescue “ownerless” accounts



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And helped another 18 *start using* social media

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## Key lesson #1

Parishes like this A LOT

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Large, busy  
parishes with a  
hungry audience



Clustered parishes  
with multiple sites,  
social channels



Small and medium  
parishes with limited  
staff & resources



Parishes with  
schools who need  
help with enrollment

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## Key lesson #2

The *method* of sharing is  
really important

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## Do parishes share diocesan posts?



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## Do parishes share diocesan posts?



Archdiocese  
of Boston



2.3 parish "shares"  
per post, on average

*out of 284 parishes*



DIOCESE OF LANSING  
MICHIGAN



1.8 parish "shares"  
per post, on average

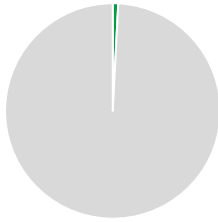
*out of 93 parishes*

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## Do parishes share diocesan posts?



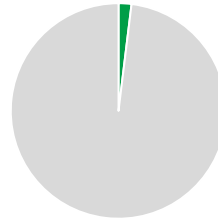
Archdiocese  
of Boston



0.8% of parishes share  
diocesan content



DIOCESE OF LANSING  
MICHIGAN



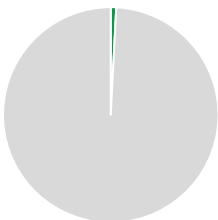
1.9% of parishes share  
diocesan content

45

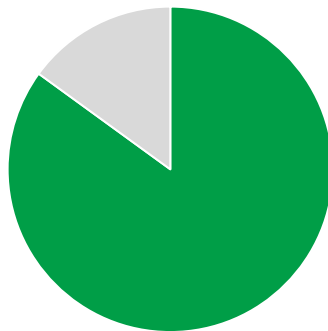
## Do parishes share diocesan posts?



Archdiocese  
of Boston



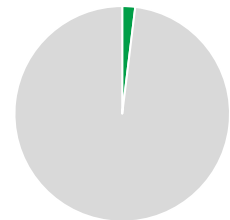
0.8% of parishes  
(old way)



> 80% of parishes  
are using the  
diocesan content



DIOCESE OF LANSING  
MICHIGAN



1.9% of parishes  
(old way)

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## Key lesson #3

# Unleashing diocesan creativity

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### View Post



#### Caption

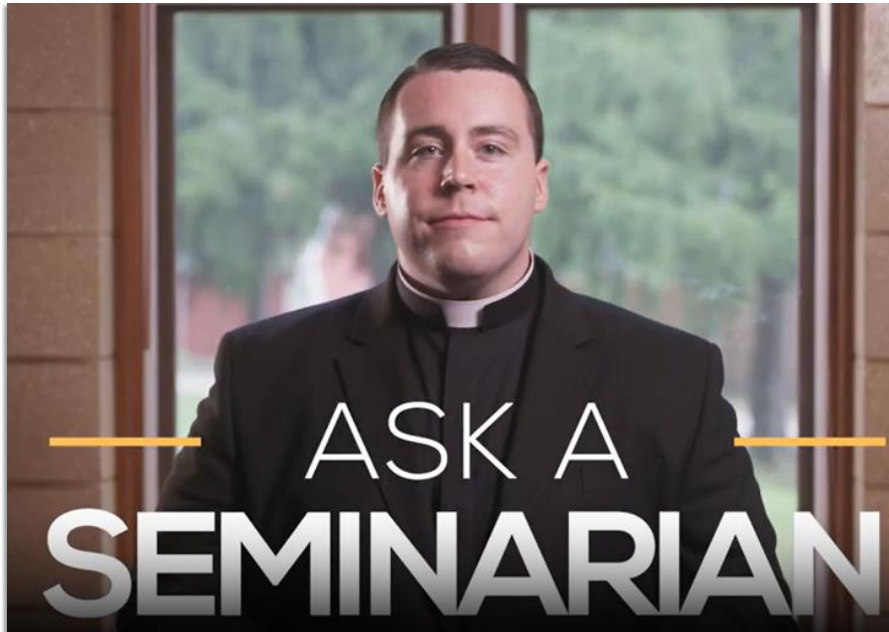
"Sports is one of those universal languages that overcomes cultural, social, religious, and physical differences and manages to unite people." (Pope Francis) Let's all unite around the Red Sox today – go, Red Sox! Happy Opening Day! #redsox #openingday #baseball #bostoncatholic

#### Editor's Notes

No editor's notes



Secretariat For Evangelization And Discipleship,  
Secular Holidays

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DOUBLE YOUR GIFT AND  
DIRECT SUPPORT OF  
**70+ MINISTRIES &  
LIFE GIVING PROGRAMS**  
IN OUR DIOCESE.

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## View Post



📌 Sacraments, Spanish / Español, Prayer

### Caption

<organizationInformalName>, únete a nosotros en oración por todos los que van a ser ordenados, ¡especialmente por nuestros futuros sacerdotes!

### Editor's Notes

No editor's notes

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## View Post



### Caption

READ: OUR LADY IS CROWNED IN FLINT: Catholic Charities of Shiawassee and Genesee Counties crowned the Blessed Virgin Mary as queen of their apostolate on Friday, May 12, 2023 in Flint. Ave Maria!

"May is the month that we give special honor to our earthly mothers, and rightly so, for the love and nurturing they give us – it is all the more important, therefore, that we should honor Jesus' Mother, the Mother of God," explains the charity's Chief Executive, Katie Baxter, May 16.

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## View Post



### Caption

You are invited to meet the men who are currently in seminary formation and recognize their gift of stewardship to our diocese, the gift of themselves. Join the seminarians and Bishop Kemme for evening prayer and a reception on May 22.

Register by May 15: [tinyurl.com/WichitaSems](https://tinyurl.com/WichitaSems)

### Editor's Notes

No editor's notes


Events , Seminarians, Vocations

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# CATHOLIC TRIVIA

**In this painting, who is the woman in the doorway?**

- A. The Virgin Mary
- B. The wife of St. Peter
- C. Jezebel
- D. Mary's sister Martha



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## Questions & Answers

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What does it cost?

When can we start?

Who trains the parishes?

Can we post to diocesan channels?

Does PSG provide content?

Which social platforms are included?

Can we create distribution groups?

What's coming next?

59

What does it cost?

\$300 per parish/cluster\*



\*Up to 100 parishes, then FREE

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**We're taking on 10  
more dioceses this year**

*First come, first serve*

**Preferential treatment**

- New Bishop announcement
- Capital campaign coming up
- Strategic plan roll-out
- Scaling back print production
- Diocesan Synod

