

CATHOLIC
SOCIAL+MEDIA



Hosted by: **Nic Prenger,**
John Rogers, and
Mitch Fisher

● WEBINAR

Life After Your Diocesan Newspaper: Case Studies and Innovative Ideas



May 2
11:00 am CT

Why are you here?

1. You're a leader in your diocese
2. You're wondering about the future for your diocesan newspaper (and diocesan communications in general)
3. You'd like some **fresh ideas** *that work*

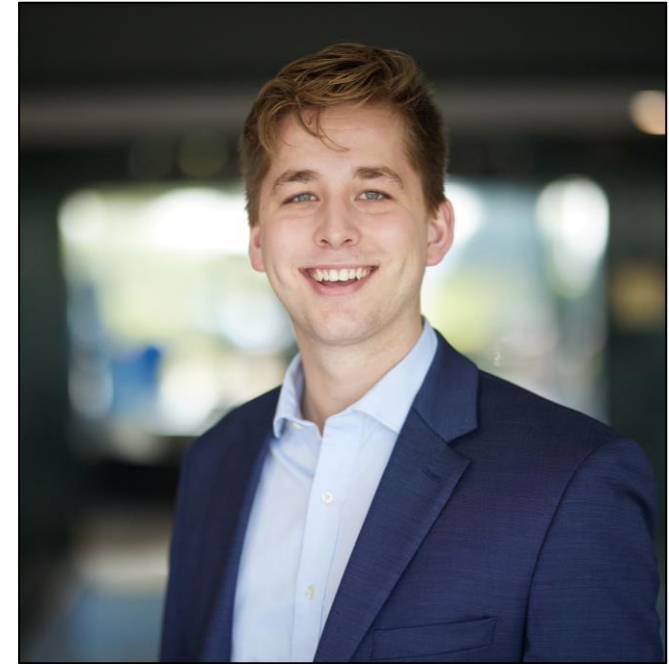
Today's Presenters



Nic Prenger
Founder and CEO



John Rogers
Vice President of Parish Services



Mitch Fisher
Director of Customer Experience



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!

Mosaic of St. Thomas Aquinas



Fundraising Consulting
Annual Appeal Management
Raiser's Edge Database Administration
Digital + Automation Services



DIOCESE OF PHOENIX



ARCHDIOCESE
OF
DENVER



Catholic Diocese
of Cleveland



DIOCESE OF YAKIMA
THE ROMAN CATHOLIC CHURCH IN CENTRAL WASHINGTON



ROMAN CATHOLIC
DIOCESE of ORANGE



CATHOLIC
DIOCESE of RALEIGH



Diocese of
KNOXVILLE



DIOCESE OF
NASHVILLE



THE ARCHDIOCESE
OF KANSAS CITY IN KANSAS



Catholic Diocese
of Richmond



CATHOLIC DIOCESE
of SALINA



Archdiocese
of Omaha



CATHOLIC DIOCESE
OF WICHITA



ARCHDIOCESE
OF
DENVER



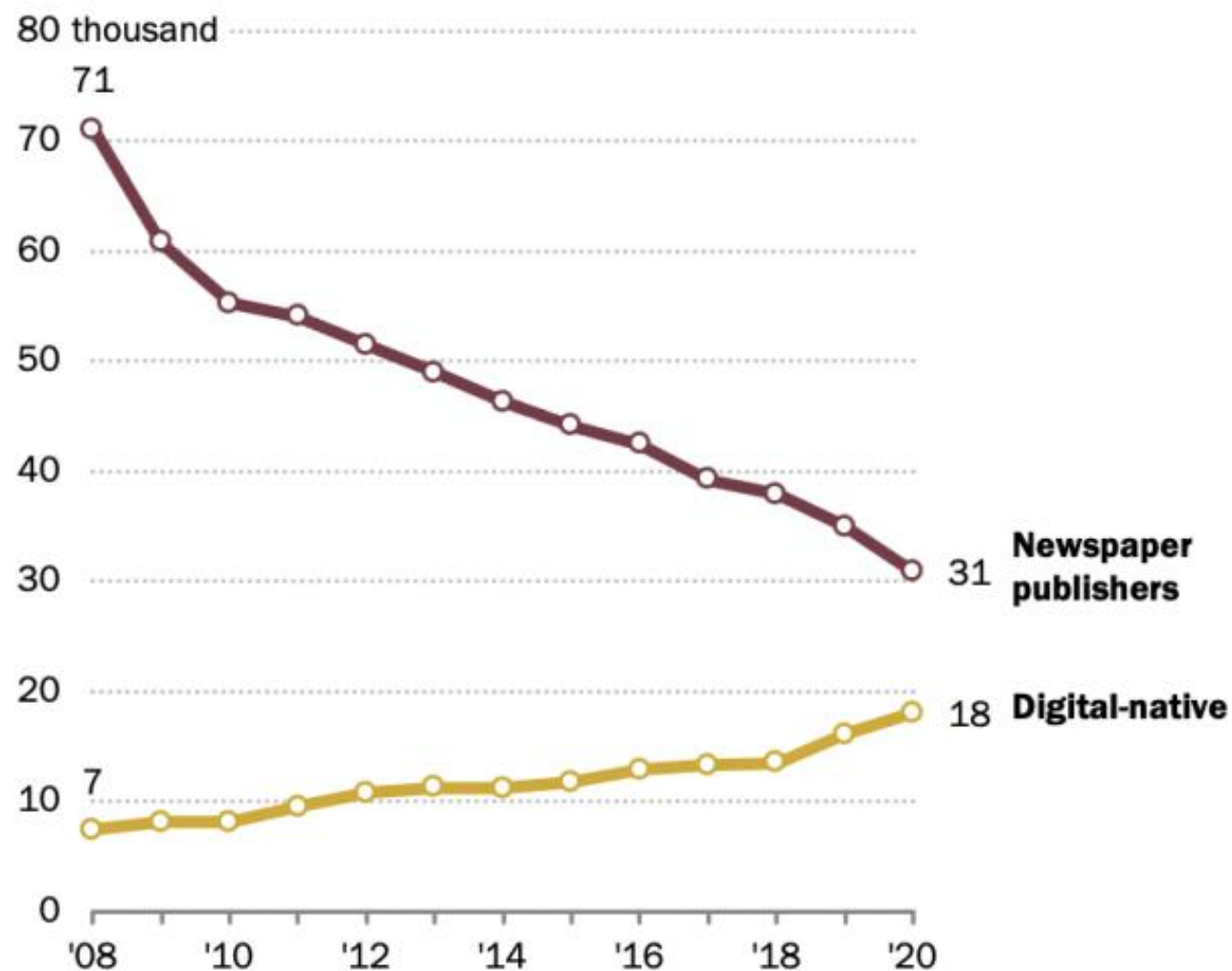
ROMAN CATHOLIC
DIOCESE of
WORCESTER



Where things stand

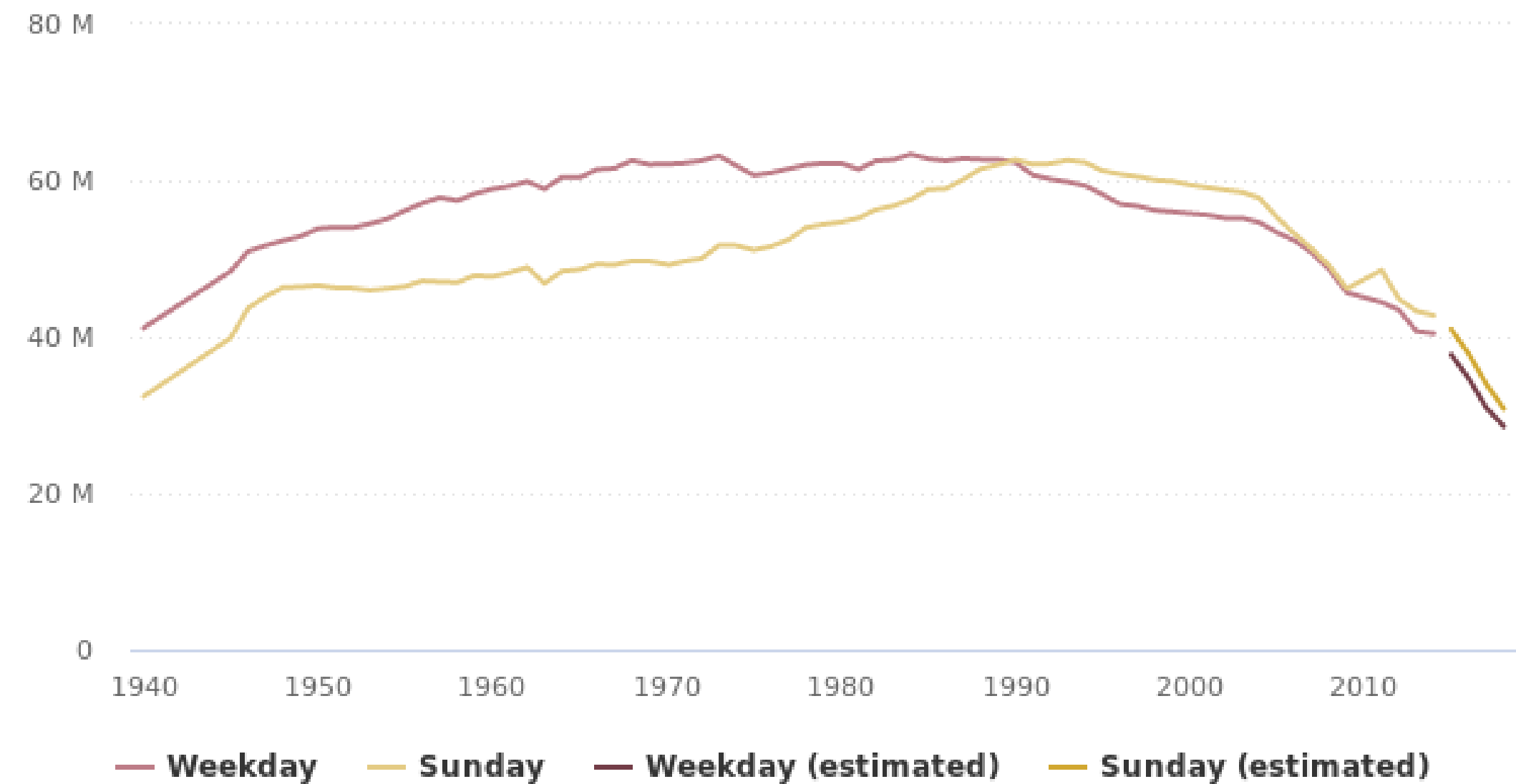
Newsroom employment at U.S. newspapers has plummeted since 2008 but grown at digital publishers

Number of U.S. newsroom employees by news industry, in thousands



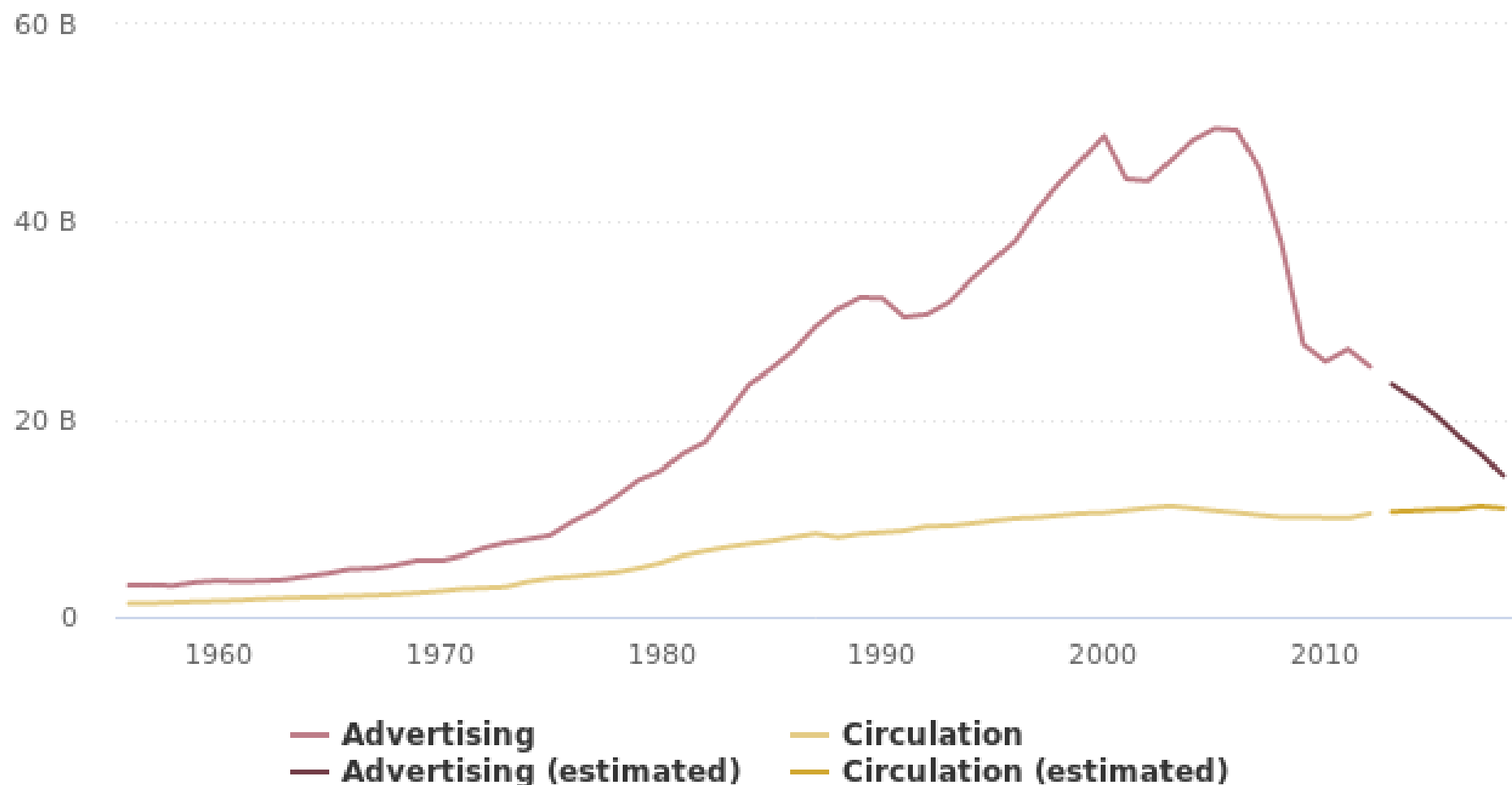
Total estimated circulation of U.S. daily newspapers

Total circulation of U.S. daily newspapers



Estimated advertising and circulation revenue of the newspaper industry

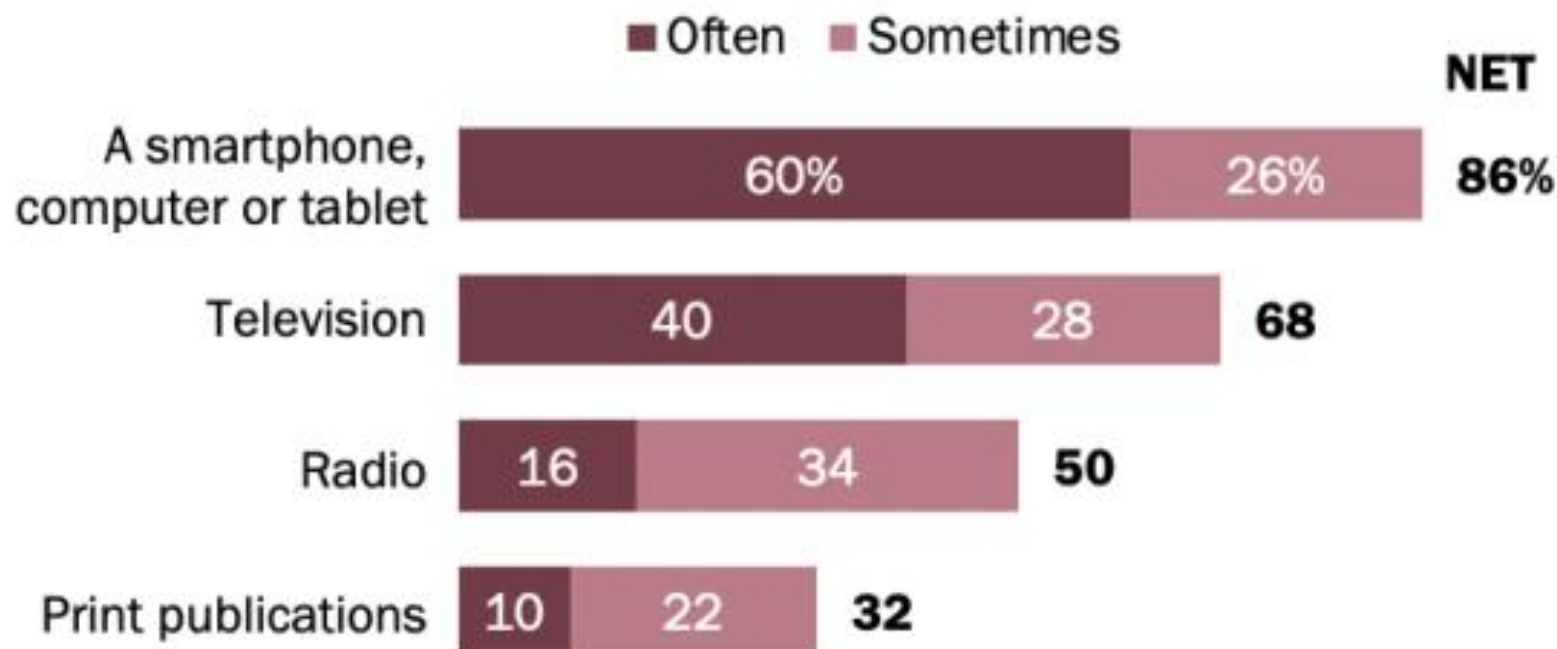
Total revenue of U.S. newspapers (in U.S. dollars)



Source: News Media Alliance, formerly Newspaper Association of America (through 2012); Pew Research Center analysis of year-end SEC filings of publicly traded newspaper companies (2013-2018).

Large majority of Americans get news on digital devices

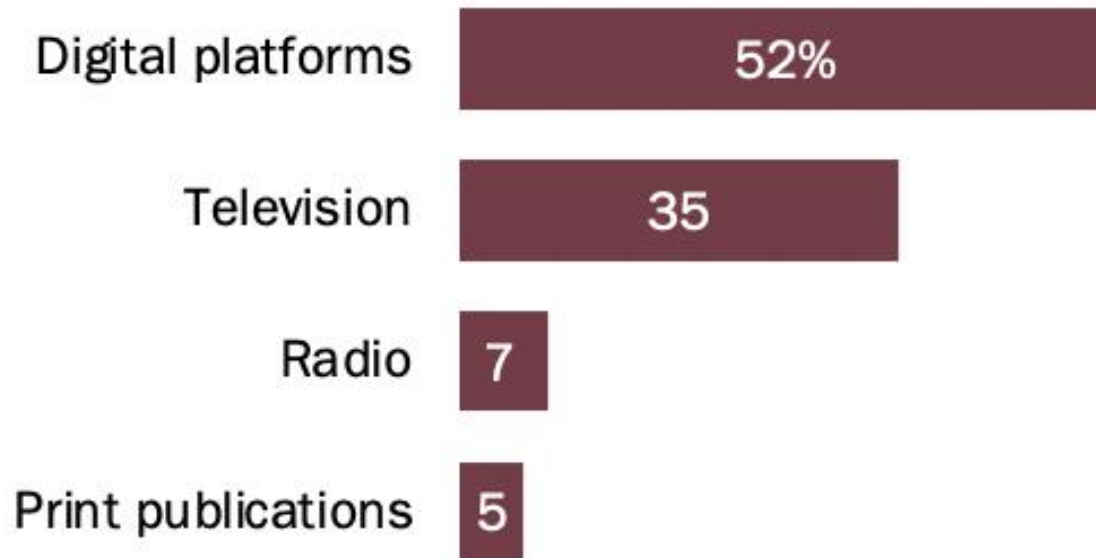
% of U.S. adults who get news _____ from ...



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

Roughly half of Americans prefer to get news on a digital platform; about a third prefer TV

% 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.

Oregon's Catholic Sentinel and El Centinela newspapers to shut down Oct. 1



Archbishop urges compassionate ministry

AFTER THE DOBBS DECISION
ARCHBISHOP URGES COMPASSIONATE MINISTRY

Portland Archbishop Charles J. Swearingen has urged Catholics to practice a "compassionate ministry" in the wake of the Supreme Court's decision on the Dobbs v. Jackson Women's Health Organization case, which overturned the 1973 Roe v. Wade decision.

Swearingen, in a letter to the faithful, said that while the decision is a "significant moment in the history of the Church," it does not mean that Catholics should abandon their commitment to the dignity of human life. He urged Catholics to continue to offer "compassionate ministry" to all, especially to those who are most vulnerable.

"We must not lose sight of the fact that every human life is sacred," he wrote. "We must continue to offer love and support to all, especially to those who are most in need."

The parish on Portland's most dangerous block

St. Ignace parish, located on the corner of 10th and Commercial streets in downtown Portland, is known for its proximity to the city's most dangerous block. The parish, which has a long history of serving the community, has recently been the focus of a new initiative to improve safety and security in the area.

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'Being kind comes naturally to him'

Archbishop Charles J. Swearingen has praised a young man for his "kindness and compassion." The young man, who is a student at a local high school, has been recognized for his efforts in helping others in need.

Swearingen, in a letter to the faithful, said that the young man's actions are a "testament to the power of love and kindness." He urged Catholics to continue to offer "compassionate ministry" to all, especially to those who are most vulnerable.

The art of finding Christ on the streets

Archbishop Charles J. Swearingen has urged Catholics to "find Christ on the streets." He said that the Church's mission is to bring the Gospel to all, especially to those who are most in need.

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ASÍ TRANSCURRIÓ LA SEMANA SANTA

The front page of the El Centinela newspaper features a large photo of a priest, likely Archbishop Charles J. Swearingen, and a headline about the parish on Portland's most dangerous block. The page also includes a section titled "Un llamado de Cristo a la conversión" (A call from Christ to conversion).

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Un llamado de Cristo a la conversión

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Condiciones indignas de trabajadores

The front page of the El Centinela newspaper features a large photo of a priest, likely Archbishop Charles J. Swearingen, and a headline about the parish on Portland's most dangerous block. The page also includes a section titled "Condiciones indignas de trabajadores" (Indign conditions of workers).

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This illustration shows the front pages of the Catholic Sentinel and El Centinela newspapers of the Archdiocese of Portland, Ore. A news released issued July 21, 2022, jointly by the Archdiocese of Portland and Oregon Catholic Press, the newspapers will close Oct. 1. (CNS illustration/courtesy Oregon Catholic Press)

Phoenix Diocese cuts jobs, ends newspaper, citing revenue shortfall

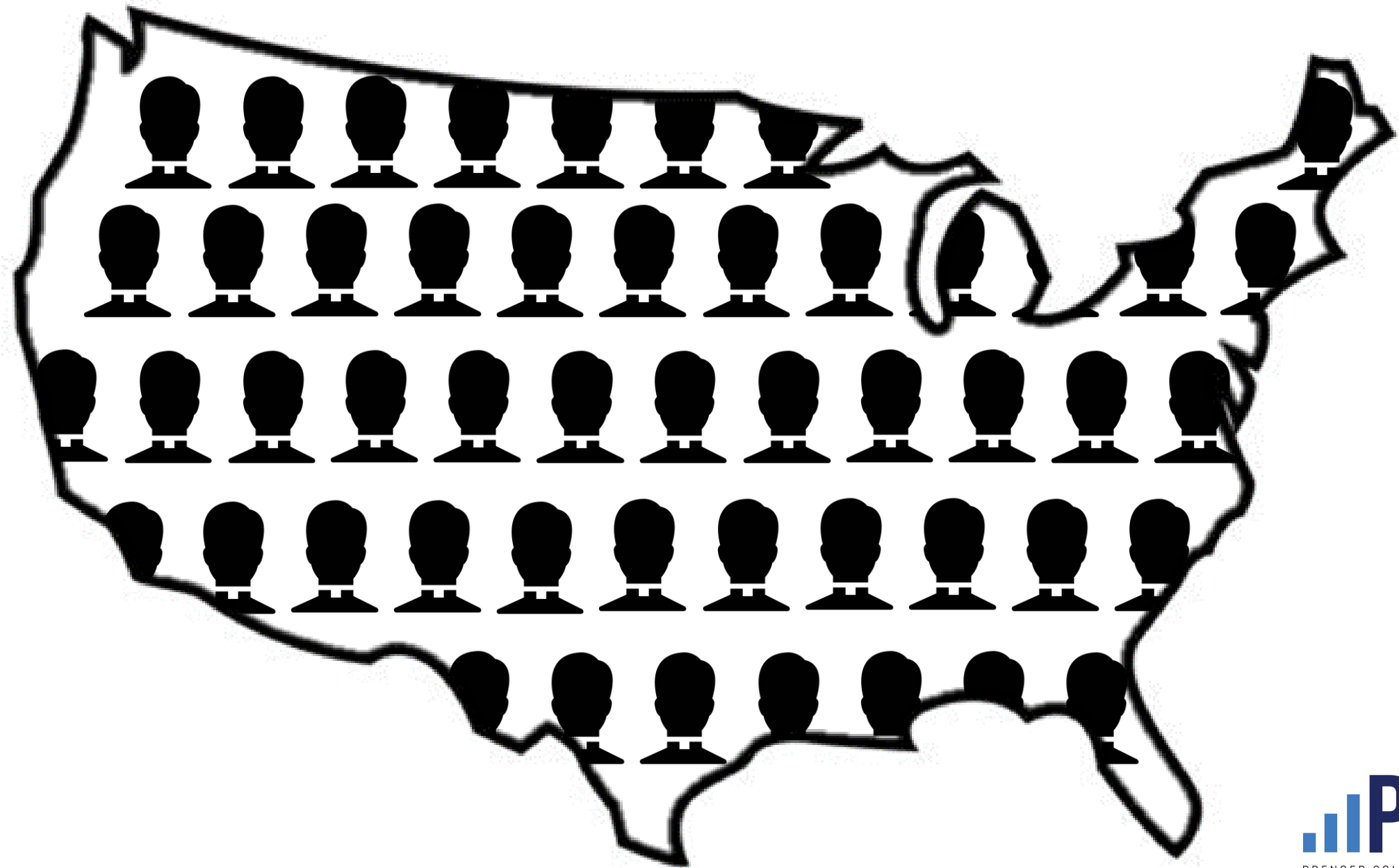


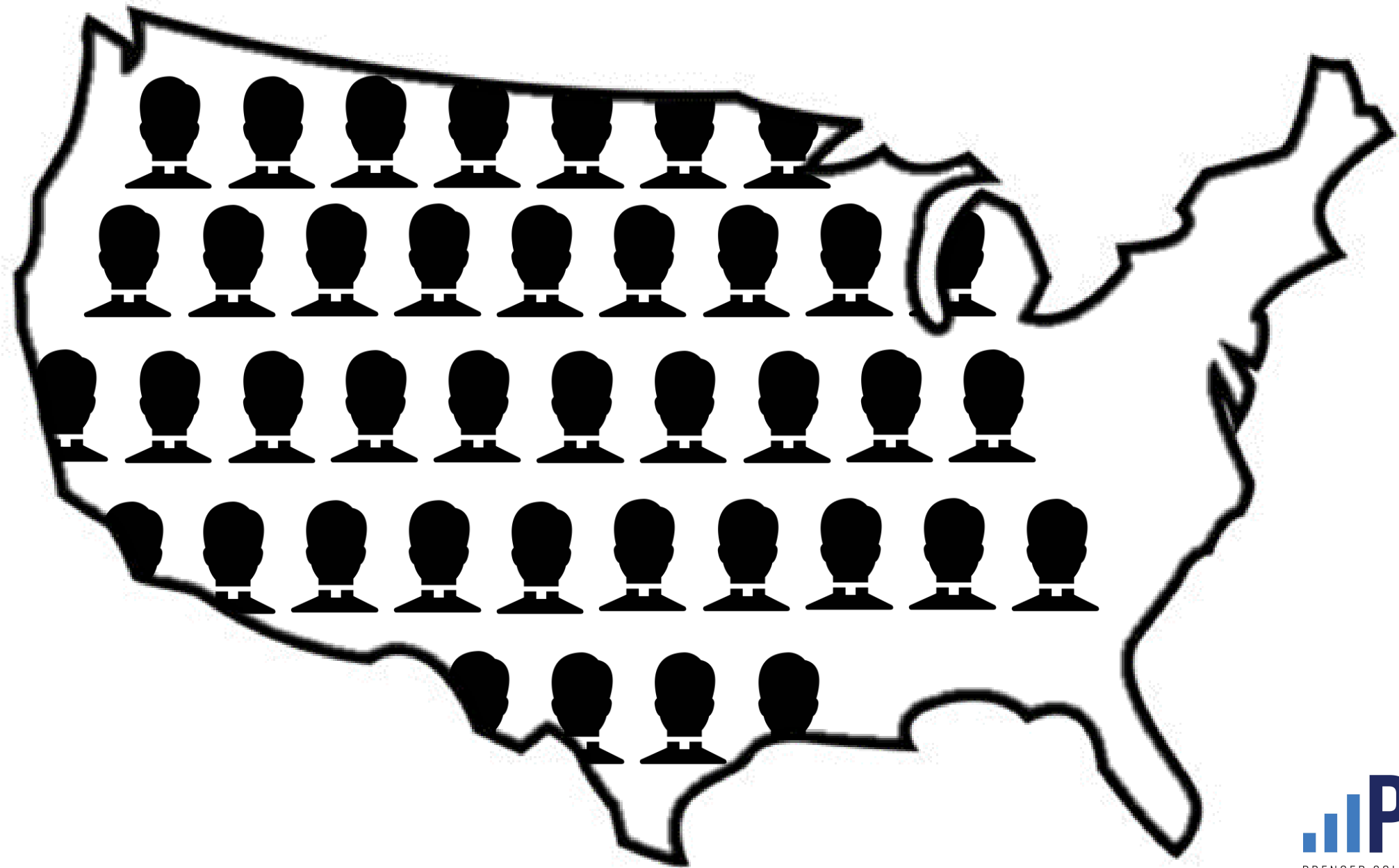
Newspapers are seen in this illustration photo. The Phoenix Diocese is cutting its diocesan newspaper due to revenue shortfall resulting from the COVID-19 pandemic. (CNS photo/Tyler Orsburn) See PHOENIX-CUTS May 4, 2020.

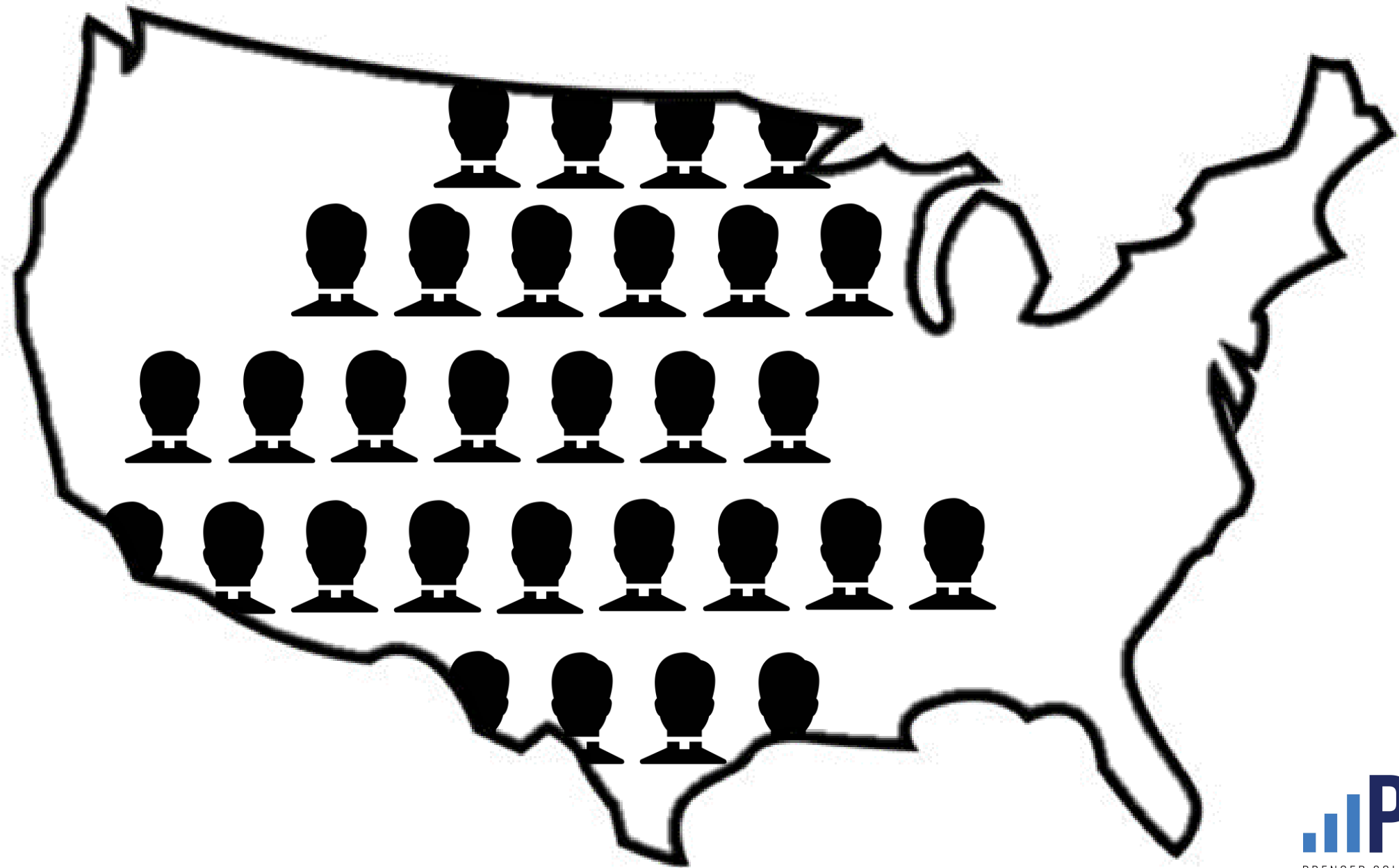
Catholic New York archdiocesan newspaper to publish last issue Nov. 17

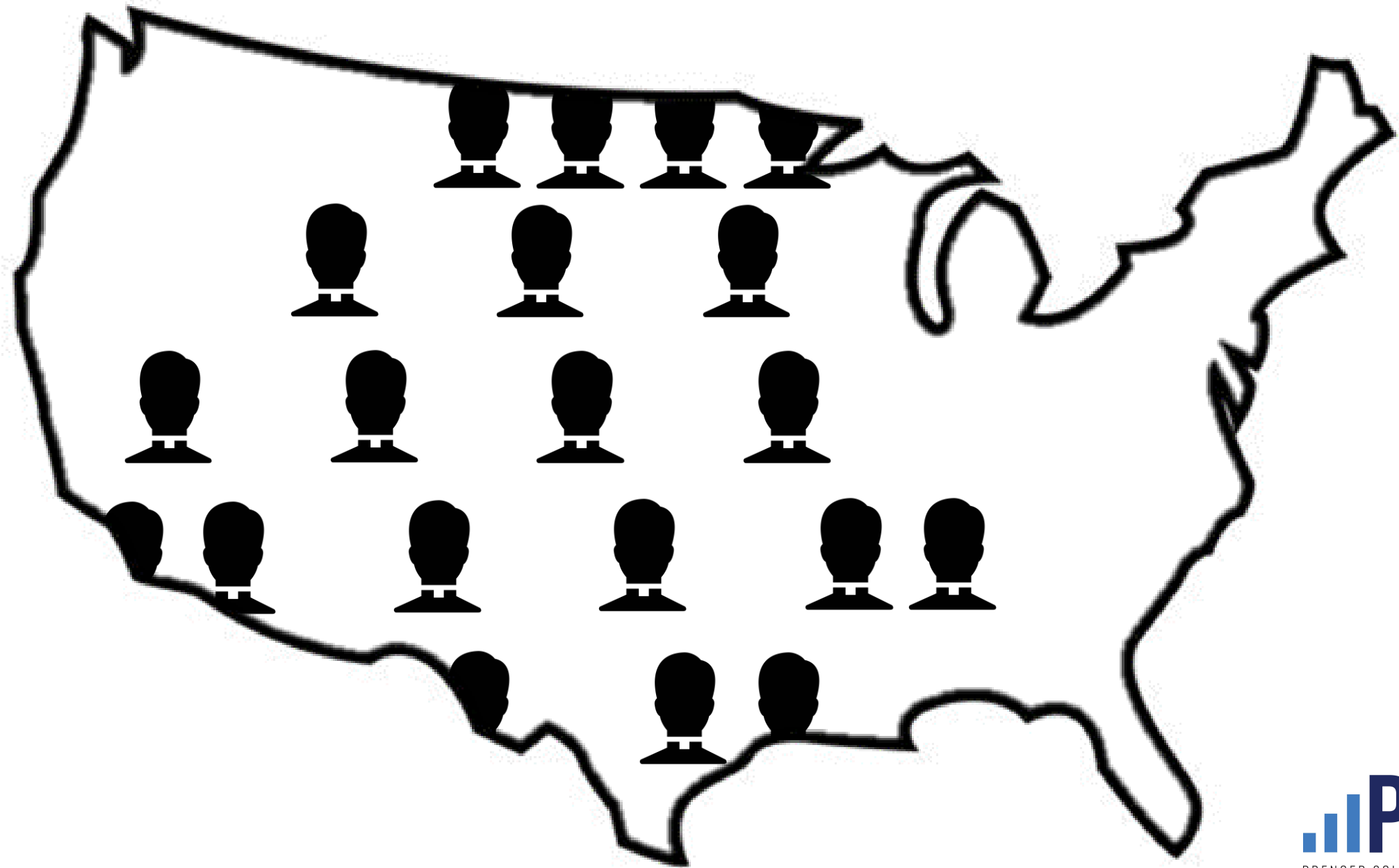


This is the front page of an issue of Catholic New York, newspaper of the Archdiocese of New York. The publication announced late May 19, 2022, it will publish its last issue Nov. 17. (CNS photo/Tyler Orsburn)









571

*The number of
parishes in the
United States
without a resident
priest pastor in 1970.*

3,544

*The number of
parishes in the
United States
without a resident
priest pastor in 2020.*

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Archdiocese of Detroit reorganizes groups Lapeer County parishes into 'families'

DECEMBER 12, 2020

BY JEFF HOGAN
810-452-2640 • JHOGAN@MIHOMEPAPER.COM



Fr. Mark Prill, pastor of St. Joseph Parish in Erie, smiles during a Mass in October 2019. Pastors of each parish were involved in the formulation of the "families of parishes" groupings, along with vicars and regional bishops. Photo by James Silvestri/Detroit Catholic

LAPEER COUNTY — Facing a shortage of p revenue, the Catholic Archdiocese of Detroit on announced a reorganization plan that will create "families of parishes," grouping three to six churches will share priests and resources.

The plan — to be implemented over two years in 2022) — is different from previous restructurings included mergers, closing of parishes and clustered priest would oversee more than one parish.

The Archdiocese of Detroit currently serves about 216 parishes, down from 267 parishes in 2012 and 304 in 2005. The Archdiocese plan will Catholics in southeastern Michigan — including Lapeer County and the southern Thumb "families."

The first wave will impact northern Lapeer County Catholic parishioners. It is set to be operational by July 1, 2021. Thumb Vicariate Family 3 will include:

- SS. Peter and Paul Parish, North Branch

was one of more initiative that merged 116 parishes

BREAKING NEWS

More Catholic parishes forced to merge by Chicago Archdiocese, with further consolidation announcements expected this week

By Charles J. Johnson
Chicago Tribune • Mar 10, 2021 at 5:08 pm



TODAY'S TOP VIDEOS

Up Next - Top Videos: Edward James Olmos shares his thoughts on health with AARP



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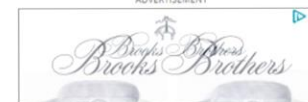


Several South Side and south suburban Catholic parishes will consolidate this summer, the Archdiocese of Chicago announced, as part of the ongoing Renew My Church initiative aimed at more efficiently tending the Catholic flock [as church](#)

Find out why



ADVERTISEMENT



2022-09-28 E-Edition



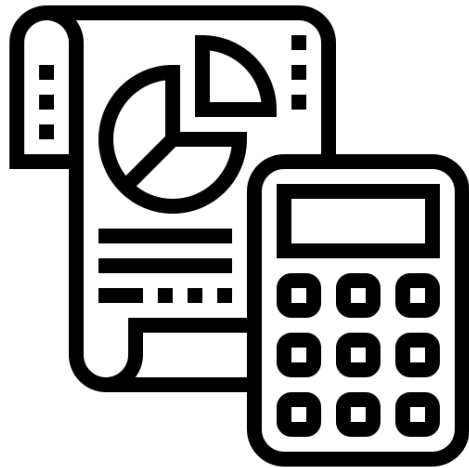
ARCHDIOCESE OF CINCINNATI RESTRUCTURES PARISH FAMILIES CREATED

WVLT 5

A major shift in the role
of the diocese

A centralization and
professionalization of services
from the diocese to parishes

Wave 1



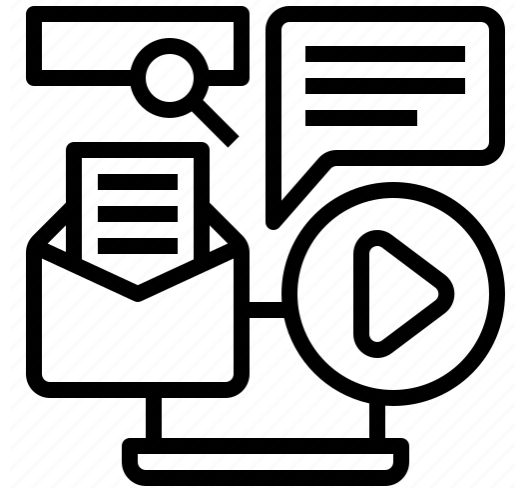
Accounting,
HR & Finance

Wave 2



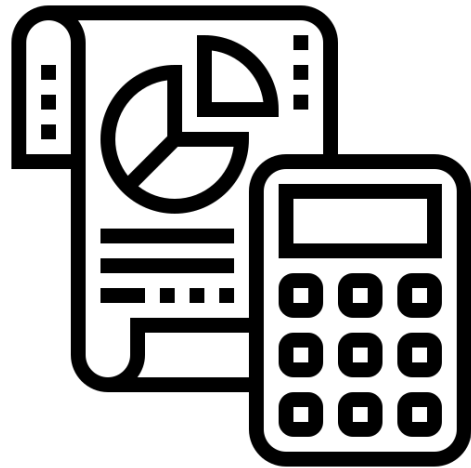
Fundraising

Wave 3



Communications

Wave 1



Accounting,
HR & Finance

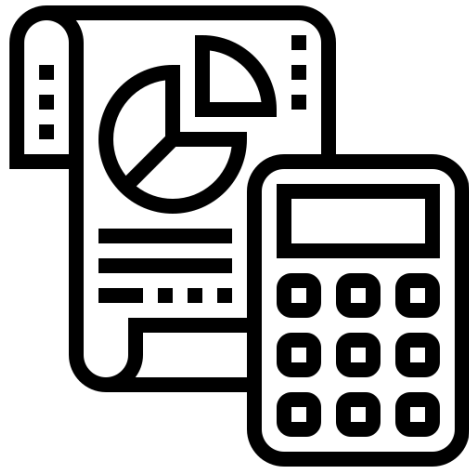
Wave 2



Fundraising

Helped with back office
and operational stuff

Wave 1



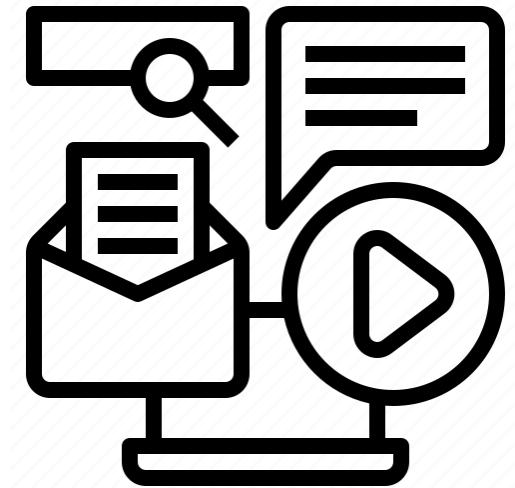
Accounting,
HR & Finance

Wave 2



Fundraising

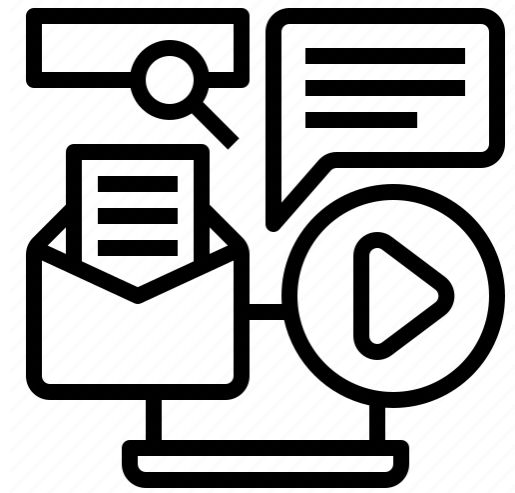
Wave 3



Communications

Wave 3

Helping parishes to evangelize and *grow*



Communications

This is an incredible opportunity
for dioceses *and* parishes

82% of Americans age 12+
are on social media





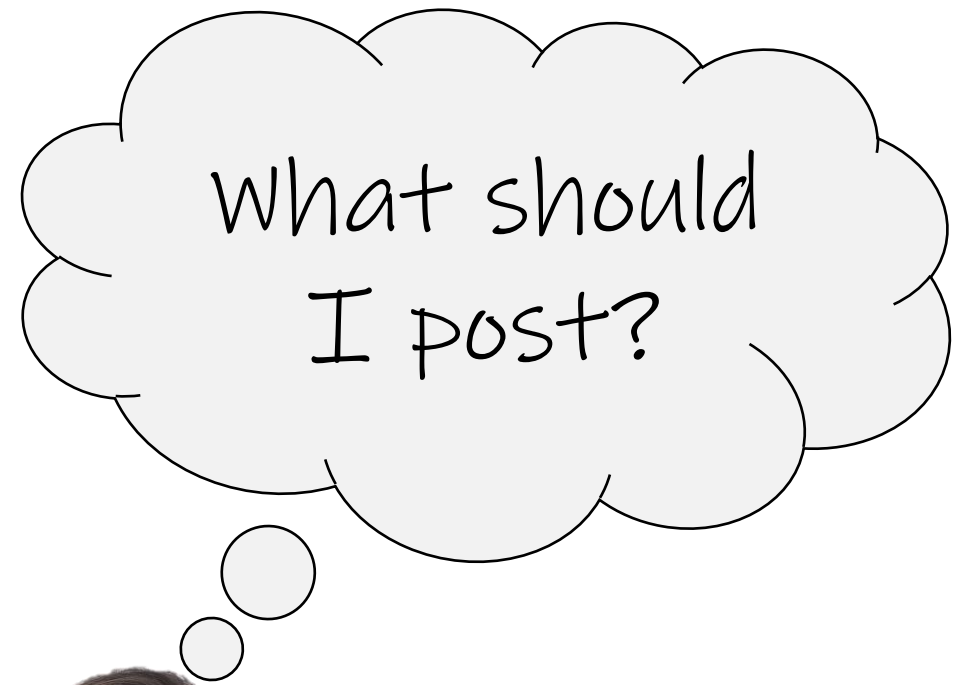
U.S. adults spend
2+ hours every day
on social media

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

PARISHES THAT
DON'T POST DAILY

44%
higher
giving per
household.

PARISHES THAT
POST DAILY





CATHOLIC SOCIAL+MEDIA

BY PRENGER SOLUTIONS GROUP

Daily social media content
Tied to the liturgical calendar
Fun, engaging and inspiring
Pastors love it
Parish staff love it
Parishioners love it



- Connect parishioners to their faith
- Share Catholic news
- Celebrate vocations and priests
- Stories from fellow Catholics
- Hear directly from the Bishop
- Teach about our Catholic faith
- Learn about upcoming events
- See photos of people you know



Archdiocese
of Boston



DIOCESE OF LANSING
M I C H I G A N



Archdiocese
of Boston



DIOCESE OF LANSING
M I C H I G A N

Office of Communications

Office of Evangelization

Office of Development

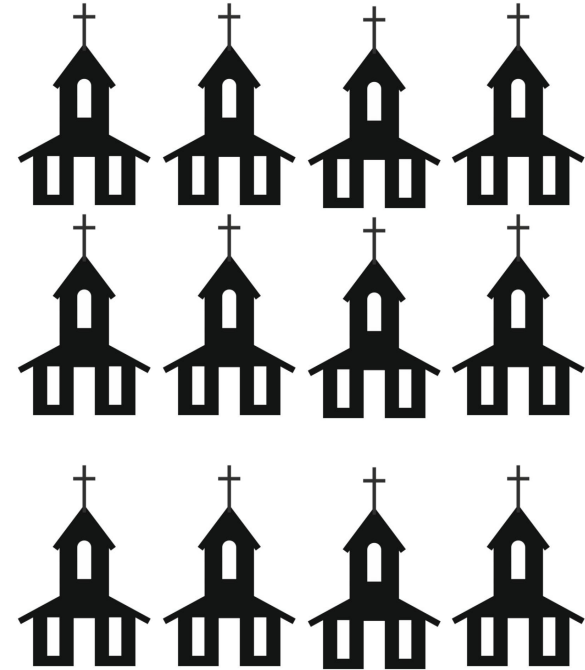
Catholic newspaper

Office of Communications

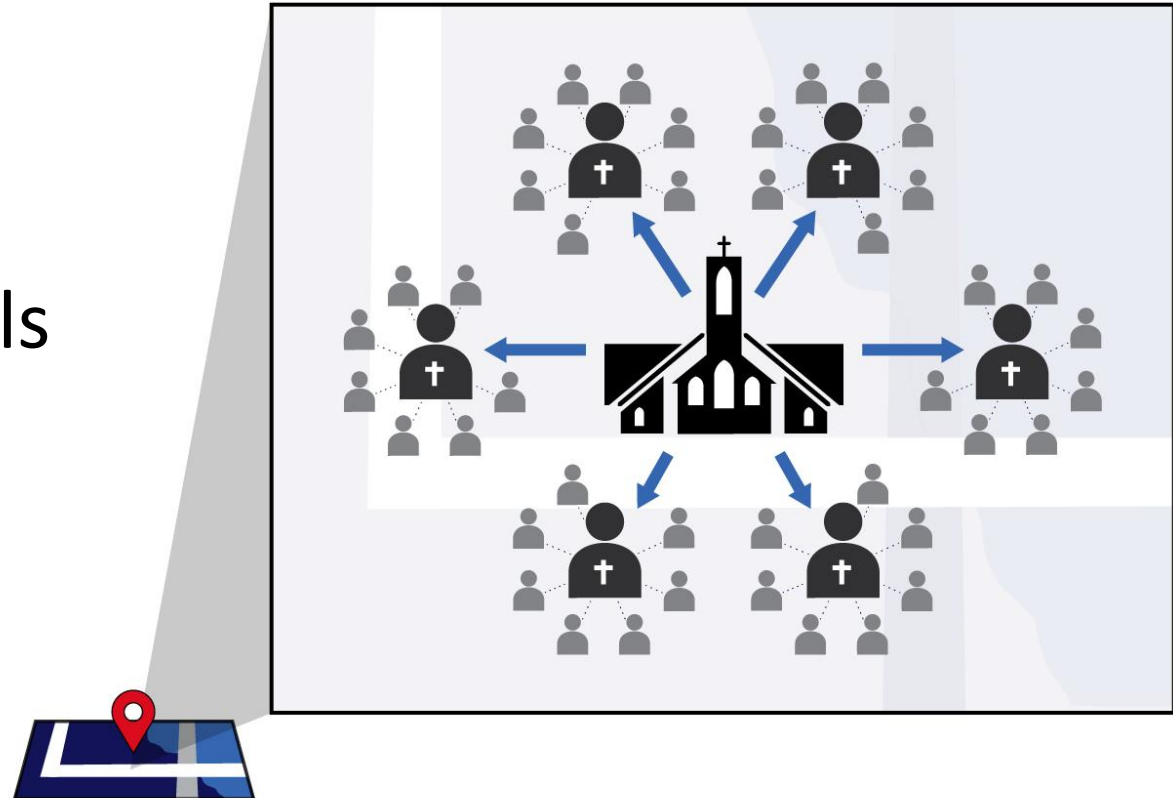
Office of Evangelization

Office of Development

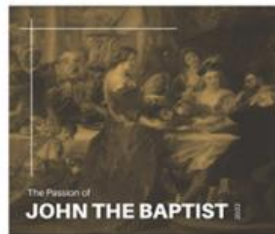
Catholic newspaper



Who then publish to their
parish social media channels



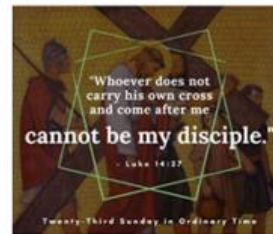
This Week's Posts (August 29 - September 4)



Tuesday | 8/30 9:51am



Tuesday | 8/30 9:52am



Tuesday | 8/30 9:55am



Tuesday | 8/30 9:56am



Tuesday | 8/30 10:52am



Tuesday | 8/30 2:29pm



Wednesday | 8/31 9:52am



Thursday | 9/01 9:53am



Thursday | 9/01 10:54am



Friday | 9/02 9:53am



Saturday | 9/03 9:54am



Saturday | 9/03 9:54am

Next Week's Posts (September 5 - September 11)



Monday | 9/05 9:55am



Monday | 9/05 9:55am



Tuesday | 9/06 9:55am



Thursday | 9/08 9:56am



Friday | 9/09 9:56am



Sunday | 9/11 9:56am





For Next Week (May 2 - May 8)



Monday, May 2

Courage is mental strength th

Monthly Co



Thursday, April 21 - Saturday

This month, Pope Francis is c



Create post



Download image

Text

This month, Pope Francis is canonizing several new saints. A Dutch Carmelite, Father Titus was not only a professor of philosophy and spiritual theology but also a spiritual advisor to Dutch journalists. In 1942, he was arrested by the Nazis and found in possession of a letter from the Dutch bishops to Catholic journalists, urging them not to publish Nazi propaganda. He was murdered in the Dachau concentration camp.

419 Characters.

1

2

Next



For Next Week (May 2 - May 8)



Monday, May 2

Courage is mental strength th

Monthly Co



Thursday, April 21 - Saturday

This month, Pope Francis is c



Channels and Scheduling



Select Date

Thursday, April 21 2022

Select Time

10

:

15

am

pm



All Saints Catholic Church



St. Mary's Catholic School



Father Mike's Twitter



All Saints Catholic Church



Alumni of St. Mary's



All Saints Catholic Church



All Saints Booster Club

You select a past date, your post will be posted now.

1

2

Back

Publish



For Next Week (May 2 - May 8)



Monday, May 2

Courage is mental strength th

Monthly Co



Thursday, April 21 - Saturday

This month, Pope Francis is ca



You have successfully created a post.

Kindly check [Planner](#) to view scheduled posts.

1

2

Okay



Archdiocese of Boston

Recently Distributed (11)

April 19 - May 7

Week (7)

Month (1)

Season (1)

Forever (2)

Filter (0)



What has helped you open your mind and heart to the Scriptures? How can you let the Lord open your heart this...



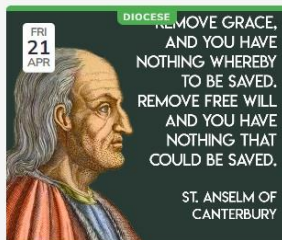
Ever hear of St. Columbkille? Don't worry, you're not alone. Fr. Richard Fitzgerald, pastor of St. Columbkille...



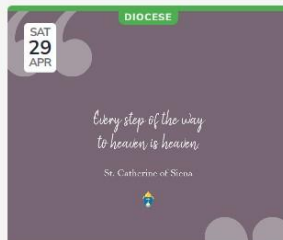
Liz Cotrupi shares how encountering Jesus in the Eucharist transformed her perception of who God is and who she is...



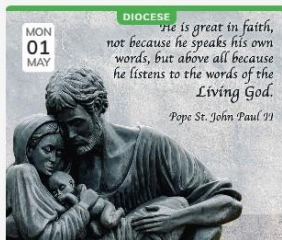
In this time of divisiveness, how can we welcome others into the sheepfold and introduce them to the Good...



St. Anselm, pray for us!
#bostoncatholic



St. Catherine, pray for us!
#bostoncatholic



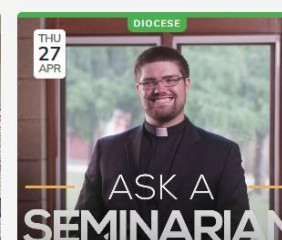
St. Joseph, pray for us in all our work.
#bostoncatholic



DIOCESE OF LANSING MICHIGAN



READ: DSA STORY | HOW YOUR GENEROSITY IS FORMING YOUNG DISCIPLES: These happy young peop...



WATCH: ASK A SEMINARIAN | JAMES BONAR: "In your life, who is the priest who has made the biggest impressio...



READ: WHY I'M INSPIRED BY SAINT GIANNA BERETTA MOLLA by JENNY INGLES: Today is the Feast of Saint...



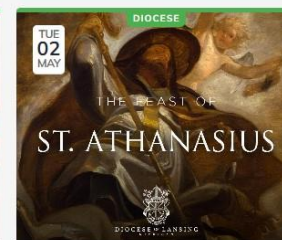
READ: "WHY I LOVE SAINT CATHERINE OF SIENA" by FATHER KARL PUNG: Today is the Feast of...



Welcome to May, the month of Mary. Ave Maria! The bishops of the United States unanimously chose the Blesse...



Today is the Feast of Joseph the Worker. Happy feast day! This feast day was instituted by Venerable Pop...



Today is the Feast of Saint Athanasius (295-373), Bishop of Alexandria and a great defender of the orthodox...



Today is the National Day of Prayer. This annual observance, held on the first Thursday of May, invites people t...



Decentralized approach

Each office creates and distributes content into the platform



Centralized approach

Everything runs through the communications office



DIOCESE OF LANSING
M I C H I G A N

"Ask a Seminarian" Weekly Series

View Post



Vocations

Distributed

One Day - From Thursday, April 6 2023

No groups selected

Subscriptions: Diocese

Caption

WATCH: ASK A SEMINARIAN | JOSHUA LUTTIG:
"What advice would you give to any young man considering the priesthood?" Watch as Diocese of Lansing seminarian Joshua Luttig answers that very question in this short film.

Josh Luttig hails from the parish of Holy Trinity in Fowler. He is currently a student at Sacred Heart Major Seminary in Detroit. Please keep Josh in your prayers in the months and years to come. Saint Charles Borromeo, patron of seminarians, pray for him.

- Do you also feel that Almighty God may be to the Sacred Priesthood? Contact Father John Whitlock, Director of Seminarians for the Diocese of Lansing on 517-342-2507 or at jwhitlock@dioceseoflansing.org

Editor's Notes

No editor's notes

Delete

Edit



DIOCESE OF LANSING
M I C H I G A N

Diocesan-wide events



St. Agnes Catholic Church, Fowlerville, MI

April 17 at 2:00 PM · 🌐

...

EVERY NIGHT THIS WEEK: AN EVENING OF EUCHARISTIC MIRACLES w/ TIM FRANCIS: Renowned Catholic speaker, Tim Francis, will be visiting the Diocese of Lansing this week with his powerful presentation exploring the meaning of Eucharistic miracles throughout history. Starting tonight:

- Monday, April 17: Lansing Catholic High School, Lansing;
- TUESDAY, April 18: ST. JOSEPH CHURCH, HOWELL. Holy Mass, 6pm. Presentation, 6.45pm;
- Wednesday, April 19: Lumen Christi Catholic High School... See more



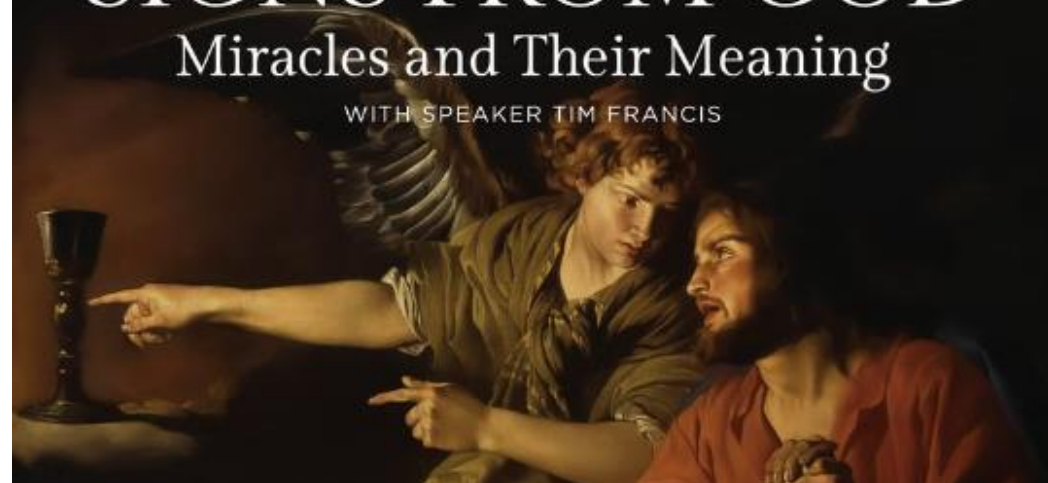
DIOCESE OF LANSING

EUCHARISTIC MIRACLES

SIGNS FROM GOD

Miracles and Their Meaning

WITH SPEAKER TIM FRANCIS





Holy Apostles Catholic

April 11 at 10:20 AM · 🌐


...

When you think of St. Paul, do you ever think about his heart? Sister Carly Paula of the Daughters of St. Paul provides a fresh look on a saint we've all heard of before. Watch now at www.youtube.com/EvangelizeBoston. #walkingwiththesaints #bostoncatholic




Archdiocese
of Boston

Vocations & YouTube

 Holy Apostles Catholic
April 12 at 10:20 AM · 🌐

Mike Habeeb shares the story of the moment he realized how important the Eucharist was to him. When did you realize the Eucharist's importance in your life? [#eucharist](#) [#bostoncatholic](#) [#truepresence](#)



0:04 / 1:00

Michael Habeeb



Archdiocese
of Boston

1-minute testimonials



Archdiocese
of Boston

Eucharistic revival

What did we learn?

Key lesson #1

Parishes like this A LOT



Large parishes with
a lot going on and a
hungry audience



Clustered parishes
with multiple sites,
social channels



Small and medium
parishes with limited
resources



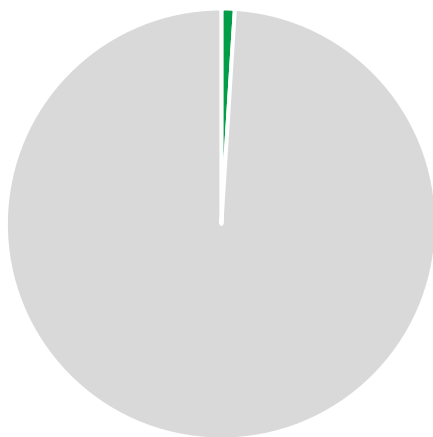
Parishes with
schools and/or
large apostolates

Key lesson #2

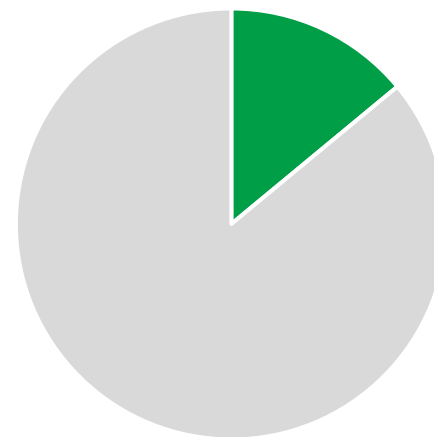
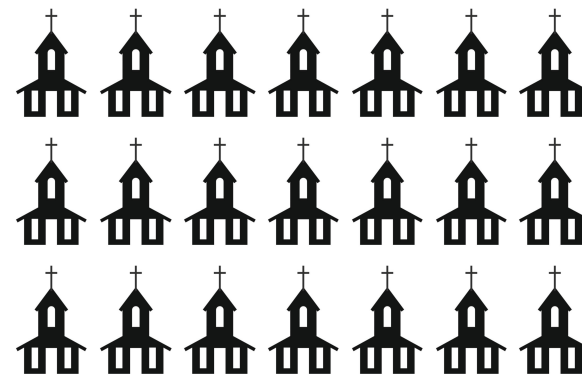
Dioceses can reach A LOT
more people this way



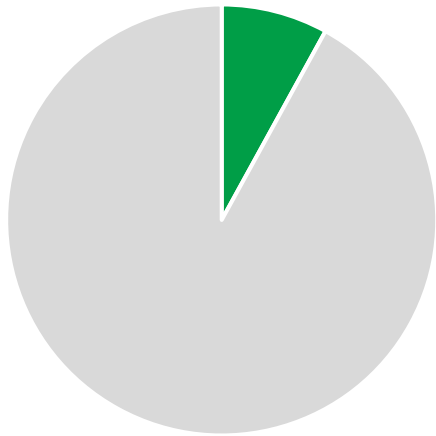
Archdiocese
of Boston



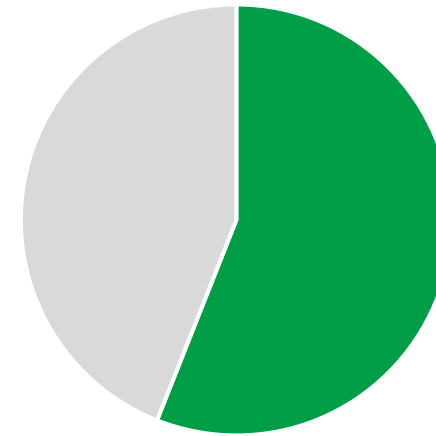
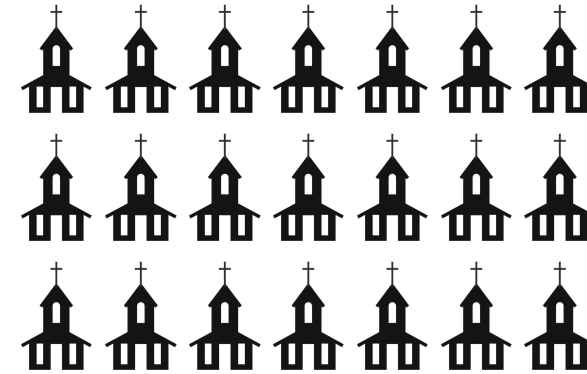
1% following
diocese on Facebook



14% following
their parish on Facebook



8% following
diocese on Facebook



56% following
their parish on Facebook



Archdiocese
of Boston

2,657,957

estimated monthly reach
on social media through
the parishes



DIOCESE OF LANSING
M I C H I G A N

361,855

estimated monthly reach
on social media through
the parishes



Archdiocese
of Boston



estimated monthly reach
on social media through
the parishes



DIOCESE OF LANSING
M I C H I G A N

361,855

estimated monthly reach
on social media through
the parishes



Archdiocese
of Boston

1.9 million Catholics

+72,000

estimated monthly reach
on social media through
the parishes



DIOCESE OF LANSING
M I C H I G A N

227,000 Catholics

+134,000

estimated monthly reach
on social media through
the parishes

Key lesson #3

The *method* of sharing is
really important

Do parishes share diocesan posts?



Do parishes share diocesan posts?



Archdiocese
of Boston

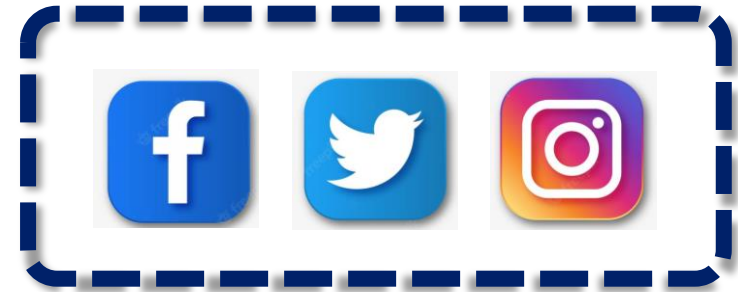


2.3 parish “shares”
per post, on average

out of 284 parishes



DIOCESE OF LANSING
MICHIGAN



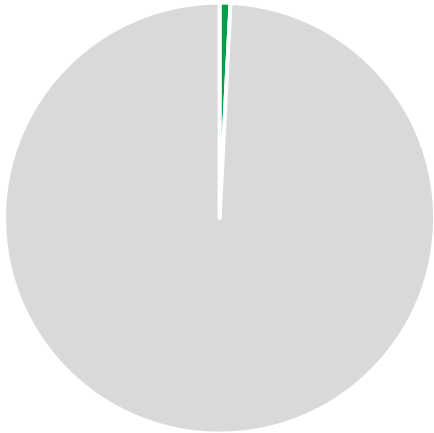
1.8 parish “shares”
per post, on average

out of 93 parishes

Do parishes share diocesan posts?



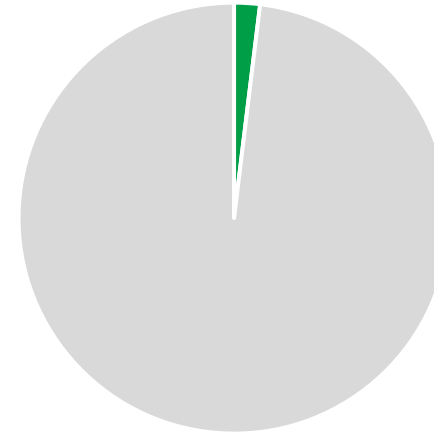
Archdiocese
of Boston



0.8% of parishes share
diocesan content

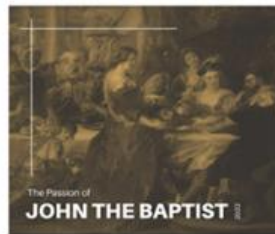


DIOCESE OF LANSING
MICHIGAN



1.9% of parishes share
diocesan content

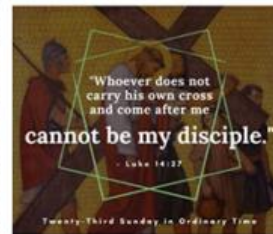
This Week's Posts (August 29 - September 4)



Tuesday | 8/30 9:51am



Tuesday | 8/30 9:52am



Tuesday | 8/30 9:55am



Tuesday | 8/30 9:56am



Tuesday | 8/30 10:52am



Tuesday | 8/30 2:29pm



Wednesday | 8/31 9:52am



Thursday | 9/01 9:53am



Thursday | 9/01 10:54am



Friday | 9/02 9:53am



Saturday | 9/03 9:54am



Saturday | 9/03 9:54am

Next Week's Posts (September 5 - September 11)



Monday | 9/05 9:55am



Monday | 9/05 9:55am



Tuesday | 9/06 9:55am



Thursday | 9/08 9:56am



Friday | 9/09 9:56am



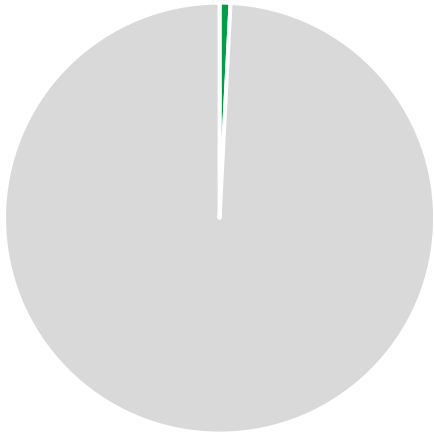
Sunday | 9/11 9:56am



Do parishes share diocesan posts?



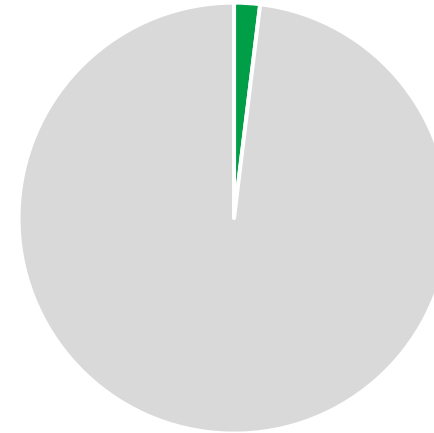
Archdiocese
of Boston



0.8% of parishes share
diocesan content



DIOCESE OF LANSING
MICHIGAN

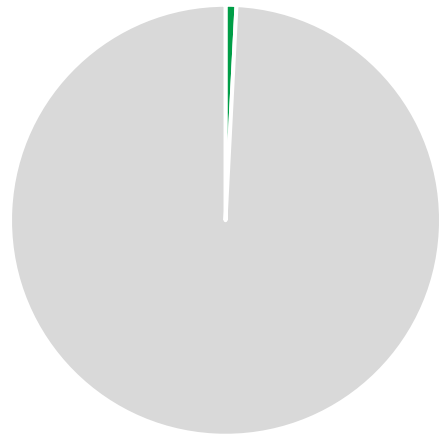


1.9% of parishes share
diocesan content

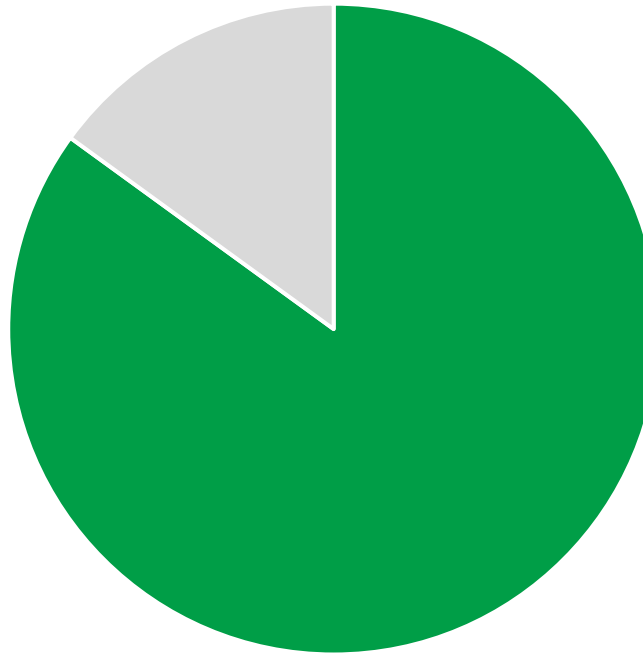
Do parishes share diocesan posts?



Archdiocese
of Boston



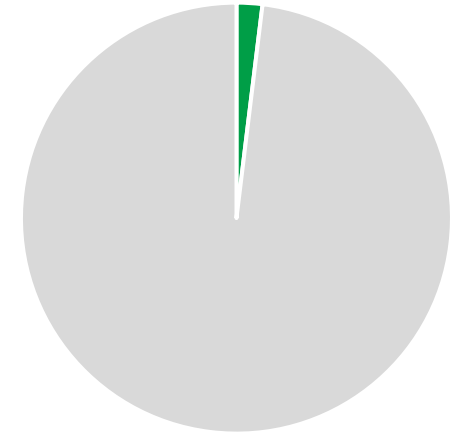
0.8% of parishes
(old way)



> 85% of parishes
are using the
diocesan content



DIOCESE OF LANSING
MICHIGAN

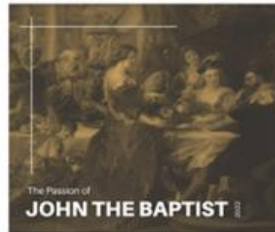


1.9% of parishes
(old way)

Key lesson #4

This is a dream come through for
just about every diocesan office

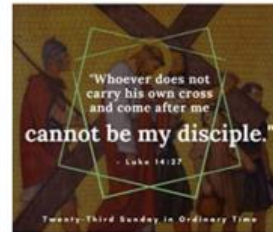
This Week's Posts (August 29 - September 4)



Tuesday | 8/30 9:51am



Tuesday | 8/30 9:52am



Tuesday | 8/30 9:55am



Wednesday | 8/31 9:52am



Thursday | 9/01 9:53am



Thursday | 9/01 10:54am

Your diocesan content goes here

Next Week's Posts (September 5 - September 11)



Monday | 9/05 9:55am



Monday | 9/05 9:55am



Tuesday | 9/06 9:55am



Thursday | 9/08 9:55am



Friday | 9/09 9:55am



Saturday | 9/10 9:55am



Your diocesan
content goes here

A spotlight series
on vocations

Your diocesan
content goes here

Legislative updates

Your diocesan
content goes here

Video messages from the Bishop

Activity calendar

- Catholic YA groups
- Speaker series
- Theology on tap
- Concert series
- Parish festivals
- Prayer services
- Catholic Schools Week

Your diocesan
content goes here

5

Annual appeal content

- Donor spotlights
- Impact stories
- Testimonials
- Beneficiary stories
- Commitment weekend reminder
- Thank-you videos

Your diocesan content goes here

Capital campaign content

- Create 12 weeks of amazing content
- Automatically distribute to parishes in the active wave
- Everything goes out, right on time

Your diocesan content goes here

Your diocesan
content goes here

Resources galore!

- Scholarship applications
- Vocation discernment retreats
- March for life trip sign-ups
- Retreat information
- Safe environment training
- Catholic Schools Week materials
- Bible studies
- Pilgrimage sign-ups
- Totus Tuus registrations
- End-of-year giving materials

Key lesson #5

The communications office loves
the instant feedback



In tomorrow's first reading, we will hear of seven men "filled with the Spirit and wisdom," called to be the...



201

Total Posts On All Platforms

130 Scheduled Posts Through Ayrshare For Facebook 

56 Scheduled Posts Through Ayrshare For Instagram 

15 Scheduled Posts Through Ayrshare For Twitter 



The Gospel of John contains many moments where Jesus identifies himself as the Son of God, the one...



198

Total Posts On All Platforms

129 Scheduled Posts Through Ayrshare For Facebook 

55 Scheduled Posts Through Ayrshare For Instagram 

14 Scheduled Posts Through Ayrshare For Twitter 

What comes next?





Why can't this be
easier?

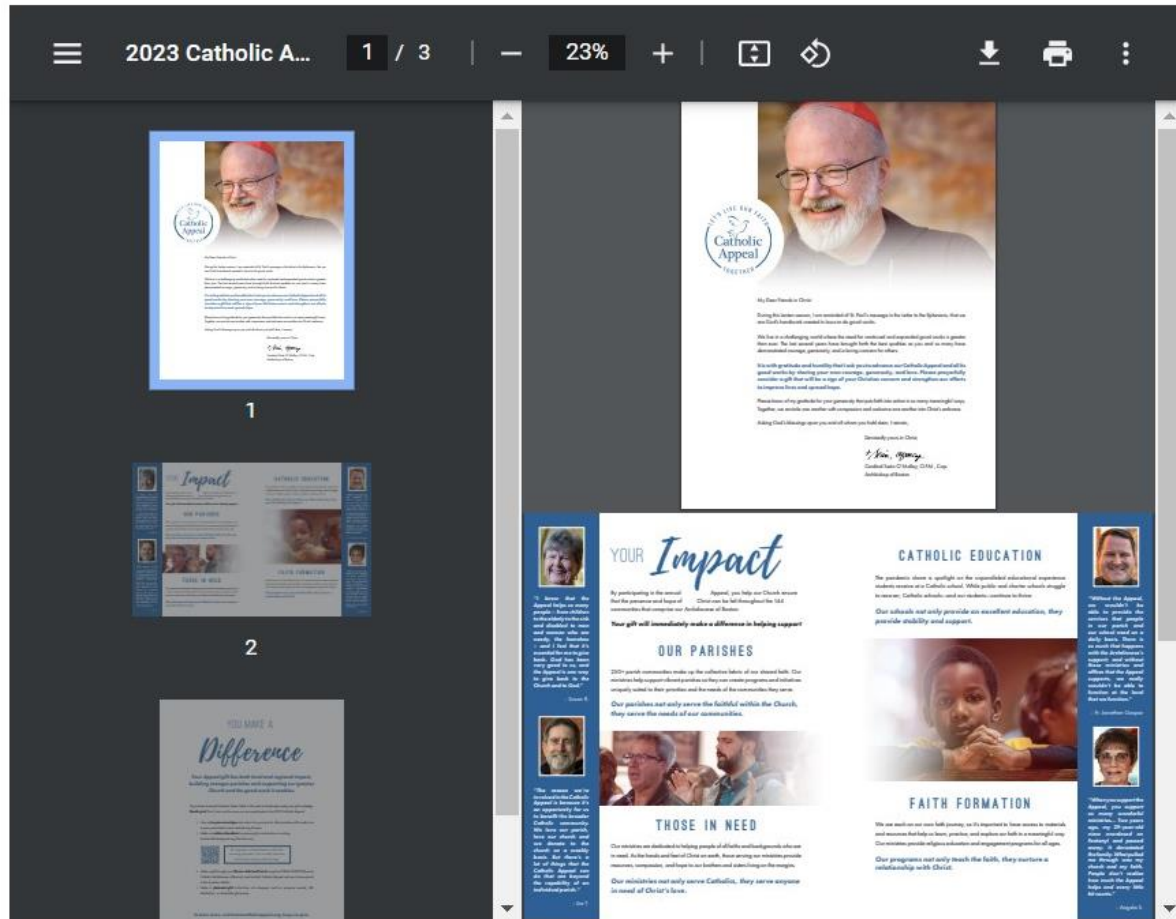


Diocesan offices and ministries

Sharing resources with parishes

2023 Catholic Appeal Bulletin Insert

Download



- Share materials, track usage
- Parishes can preview and download docs in one spot
- Create parish distribution groups
- Replace “clergy notes”

Join the waitlist / Reserve your spot

Currently using the platform

Boston Archdiocese

Lansing Diocese

Harrisburg Diocese



Nic@PrengerSolutions.com

Up next / holding spots for

Des Moines Diocese

Portland Diocese

Wichita Diocese

Orange Diocese

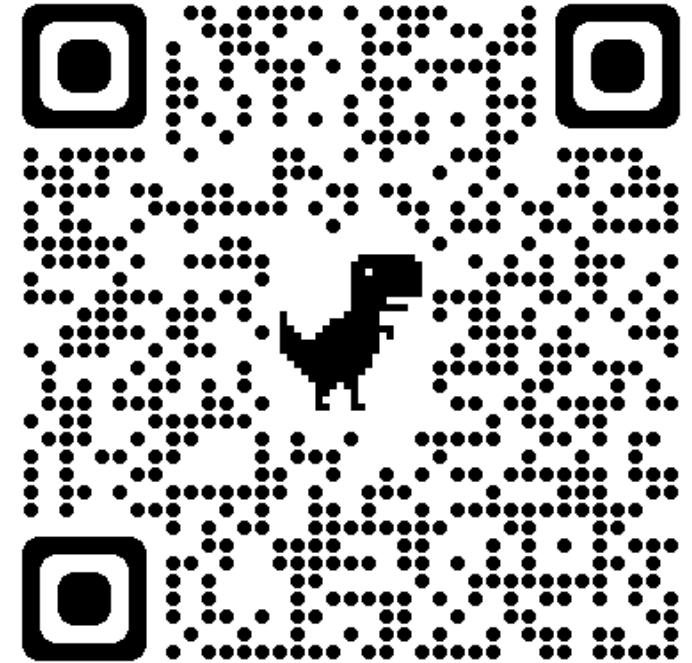


Attend a Live Demo

See how the platform would work
for your diocese and parishes

Next Friday

May 12 at 11:00 a.m. CT



Questions & Answers