

# The webinar will start soon



1

## Today's Presenters



**Nic Prenger**  
Founder and CEO  
Prenger Solutions Group



**John Rogers**  
Vice President of Parish Services  
Director of Catholic Social Media



**Mitch Fisher**  
Customer Success Manager  
Catholic Social Media

2



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!

3

A graphic for a social media outreach event. It features the PSG logo on the left. The main text reads "Reach Your Community Through Social Media: Practical Advice for Catholic Parishes" with the date "Oct 25, 2022 | 11:00 AM CT". Below the text is a smartphone displaying a social media post from "St. Agnes Catholic Church" with a prayer about family. On the right, three men are smiling: Nic Prenger, John Rogers, and Mitch Fisher. A caption at the bottom right identifies them as "Hosted by: Nic Prenger, John Rogers, &amp; Mitch Fisher".

4



5



Catholic fundraising consulting  
Annual appeal management  
Parish offertory specialists  
Specialized digital services



6

# CATHOLIC SOCIAL+MEDIA

by Prenger Solutions Group



7

We have raised more than **\$500 million** for Catholic organizations

**CATHOLIC  
SOCIAL+MEDIA**  
by Prenger Solutions Group

8

We have helped train  
more than **4,000** parishes  
on digital communications

**CATHOLIC**  
SOCIAL+MEDIA  
By Prenger Solutions Group

9

Our social media posts  
have reached more than  
**57 million** people in the  
past 18 months

**CATHOLIC**  
SOCIAL+MEDIA  
By Prenger Solutions Group

10

# Why is social media important?

11

## Reason #1

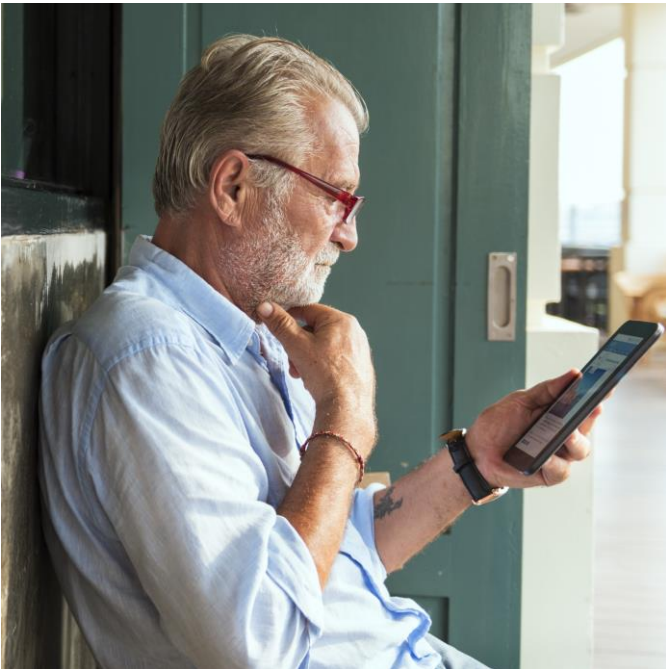
Because that's where the people are

12

82% of Americans age 12+ are on social media



13



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

14

So what?

Why does my parish need to  
be on social media?

15

Because  
Saint Paul  
didn't stay  
home

He went to  
Athens



16



# Bless your people's timelines

17



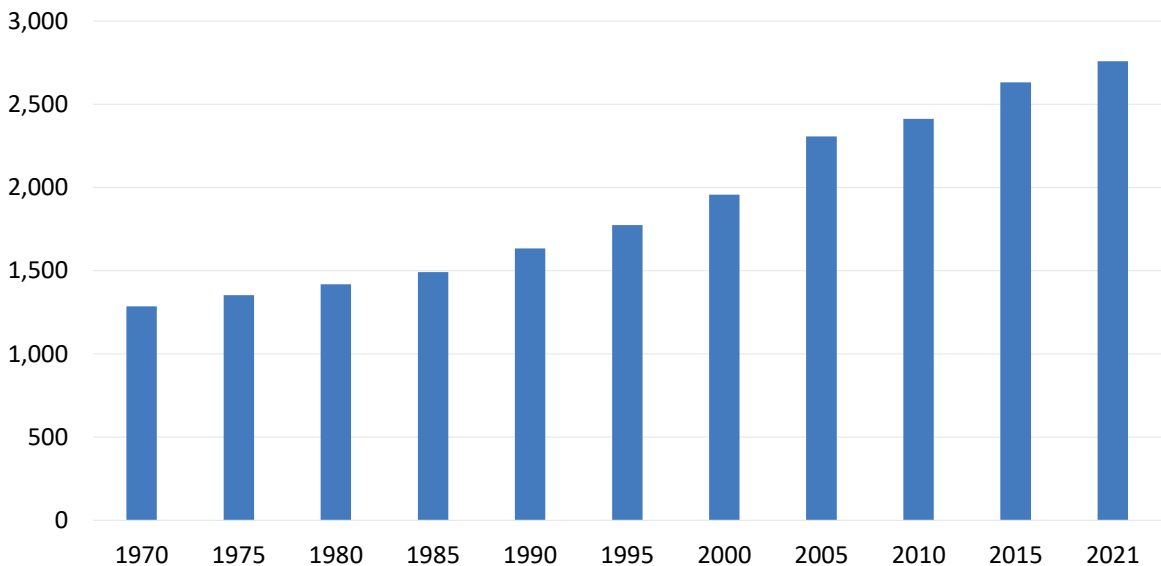
18

## Reason #2

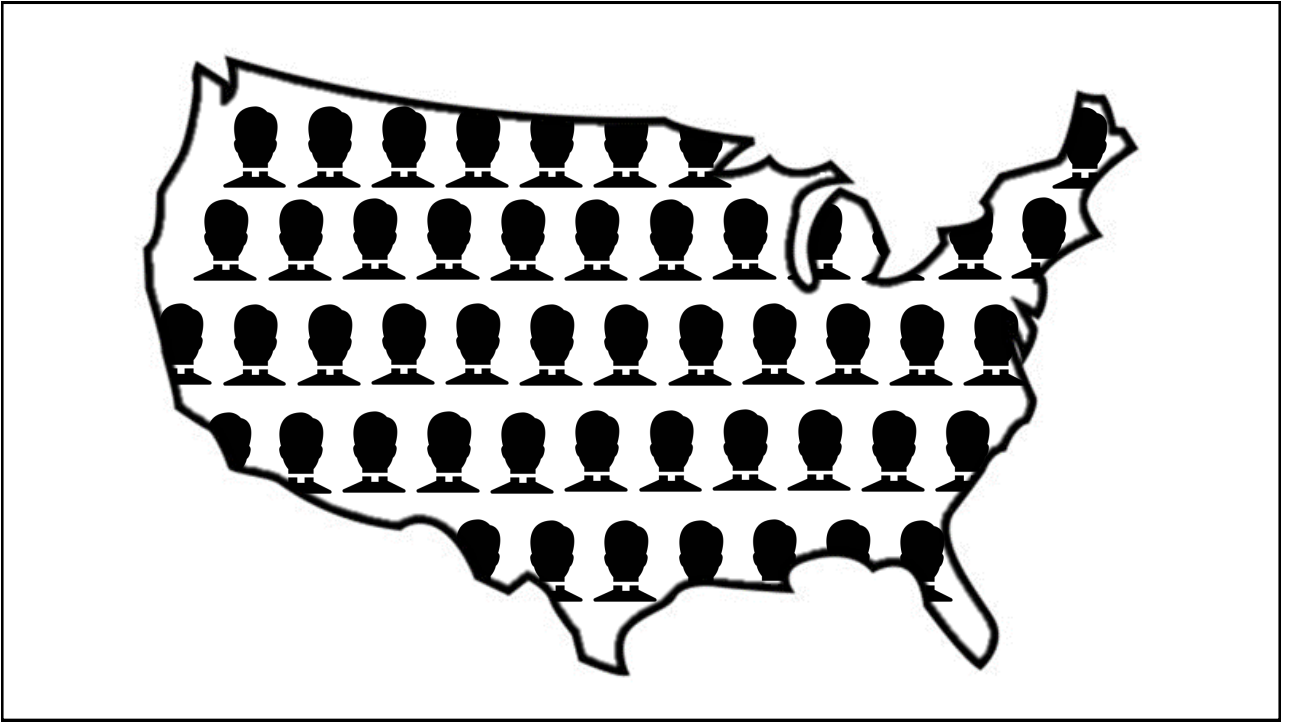
Because parishes need more  
**efficient** ways to reach people

19

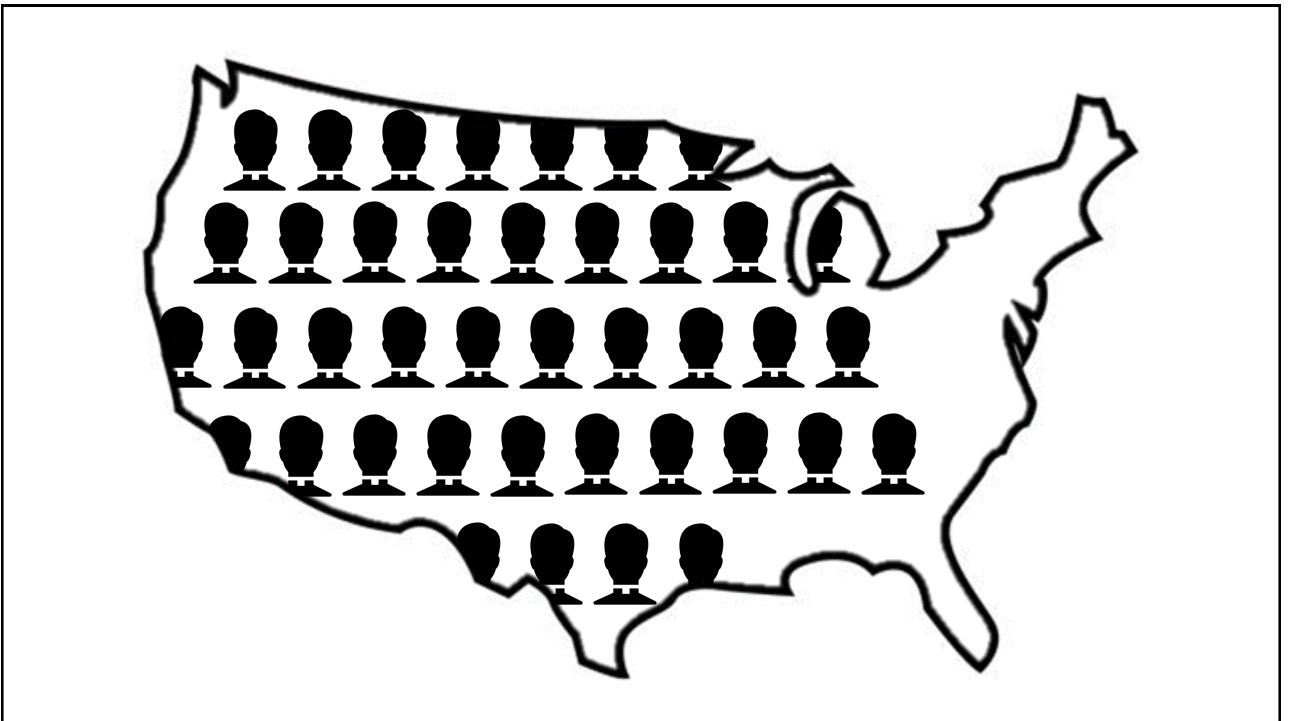
### Catholics per diocesan priest in the U.S.



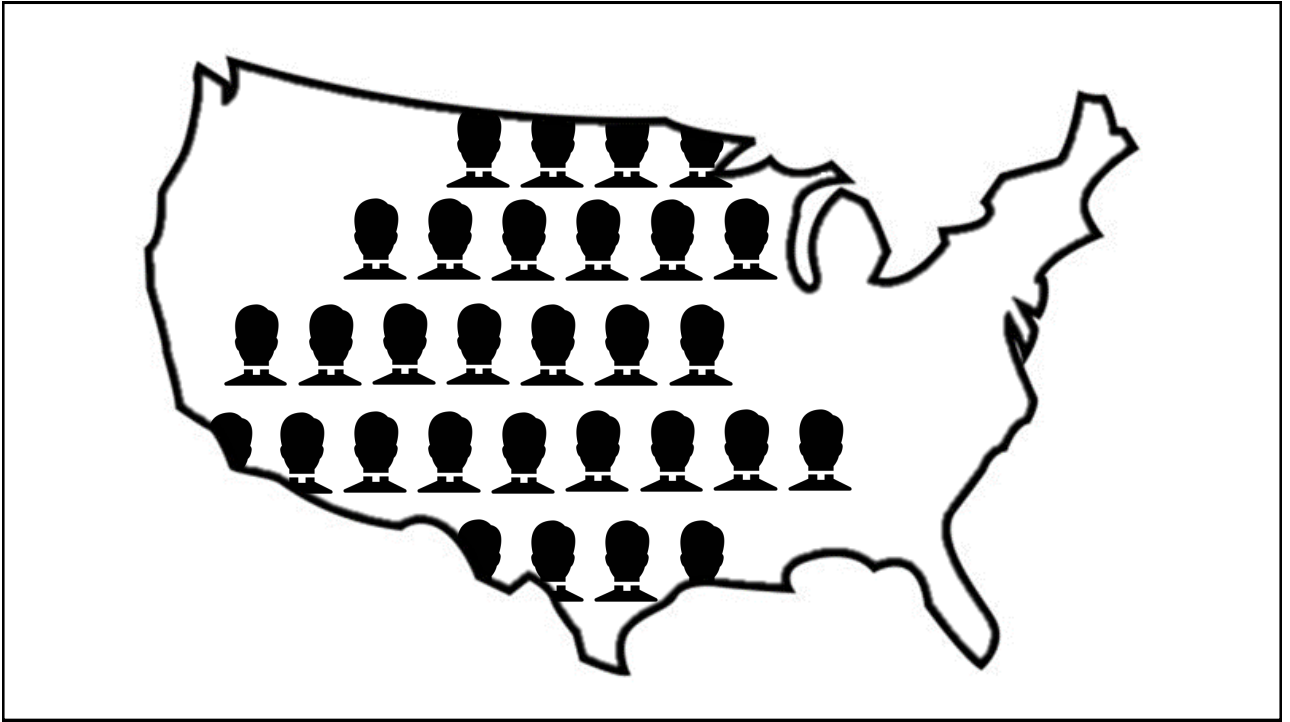
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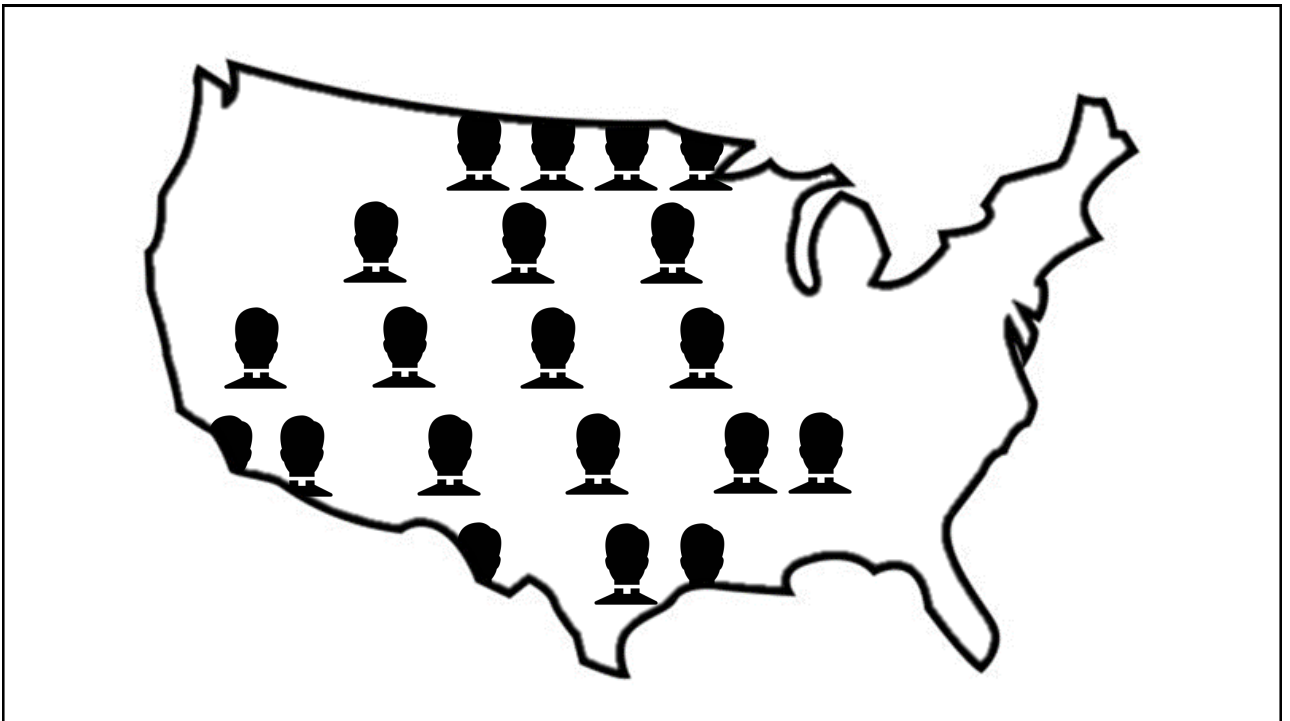
21



22



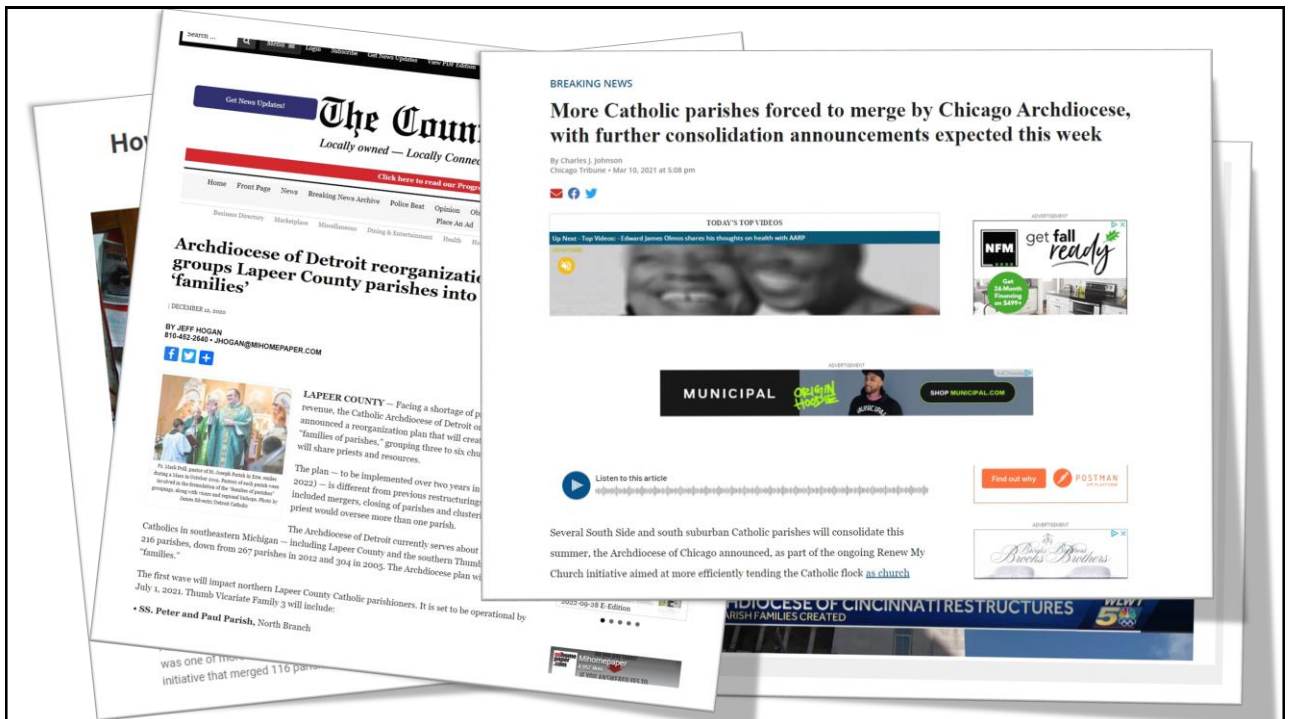
23



24

**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.



Social media is the most efficient way to reach the most people **in your community**

27

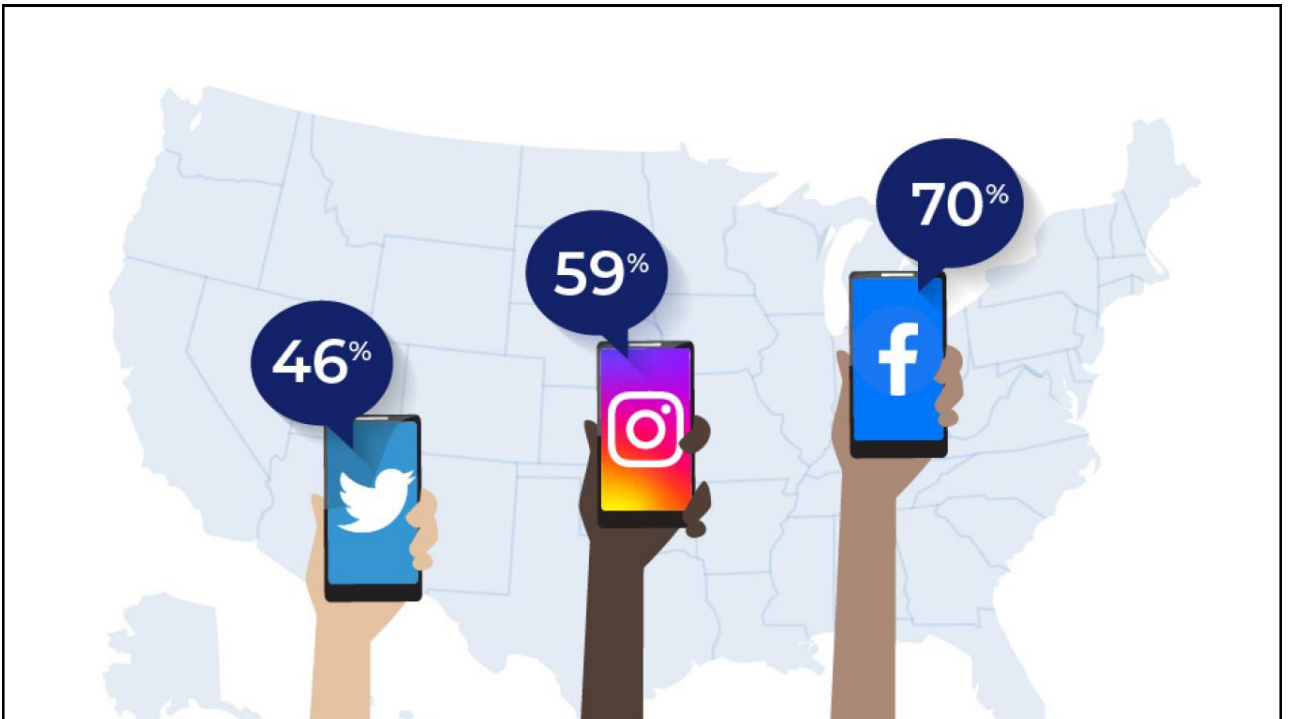
Our best advice for parishes



28

Which platform should you use?

29



30

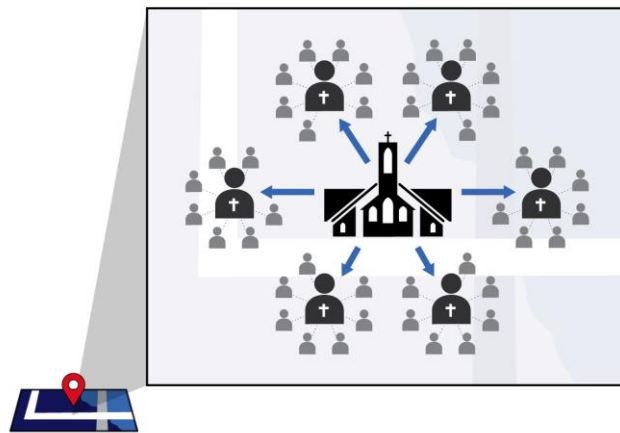
## Recommendation



If you choose just one social media platform, choose Facebook

31

Non-followers **near your parish** are prioritized when followers share



32



What are other parishes doing?

33

Facebook only – 70%



34

Facebook + Instagram – 23%

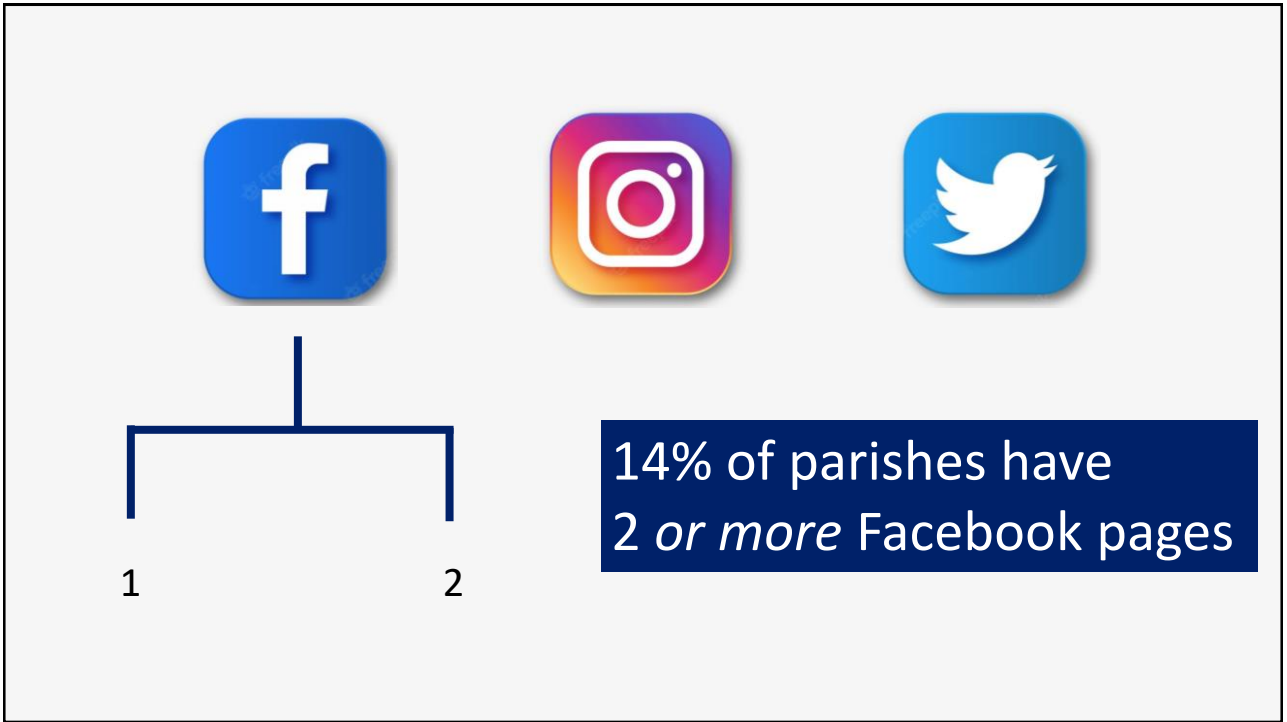


35

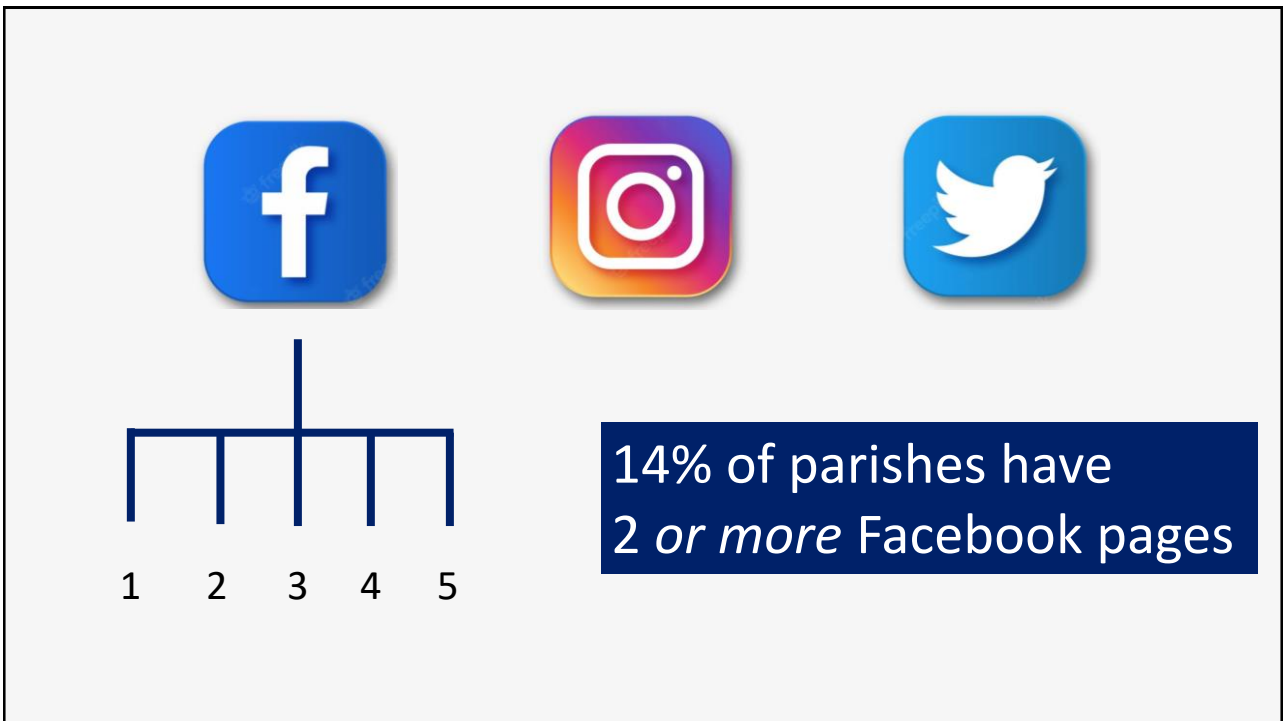
Facebook + Instagram + Twitter – 7%



36



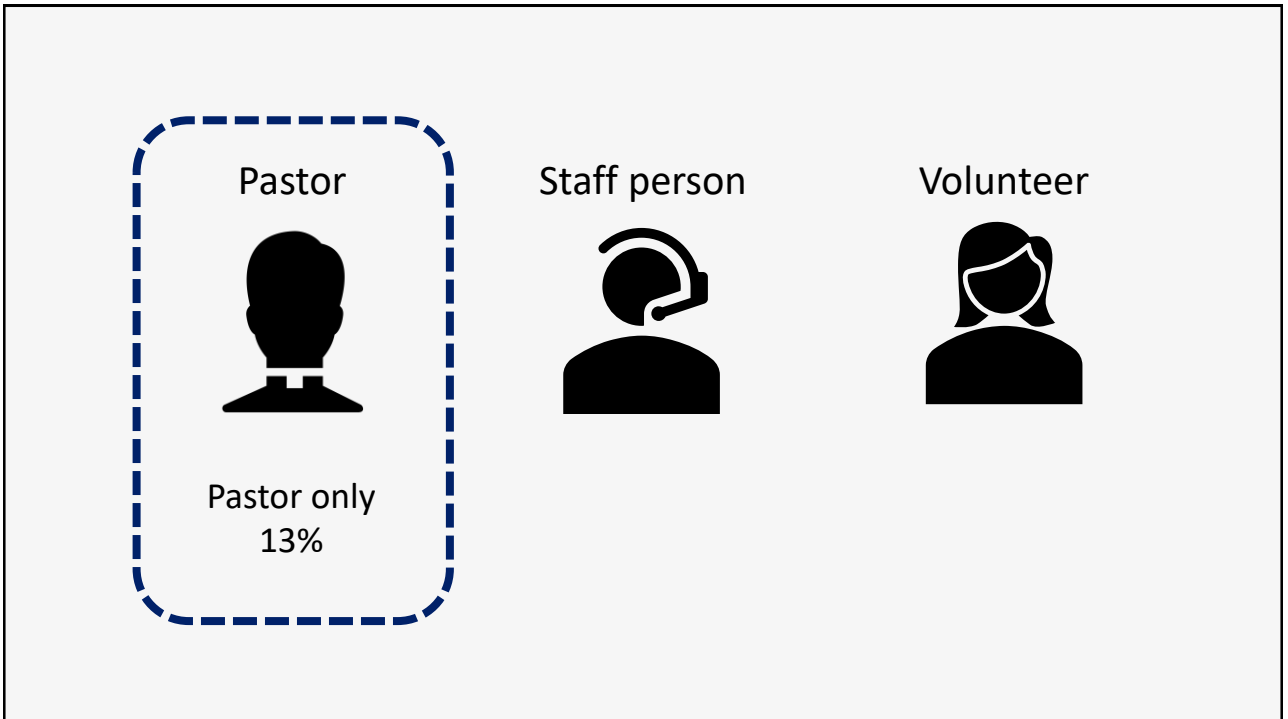
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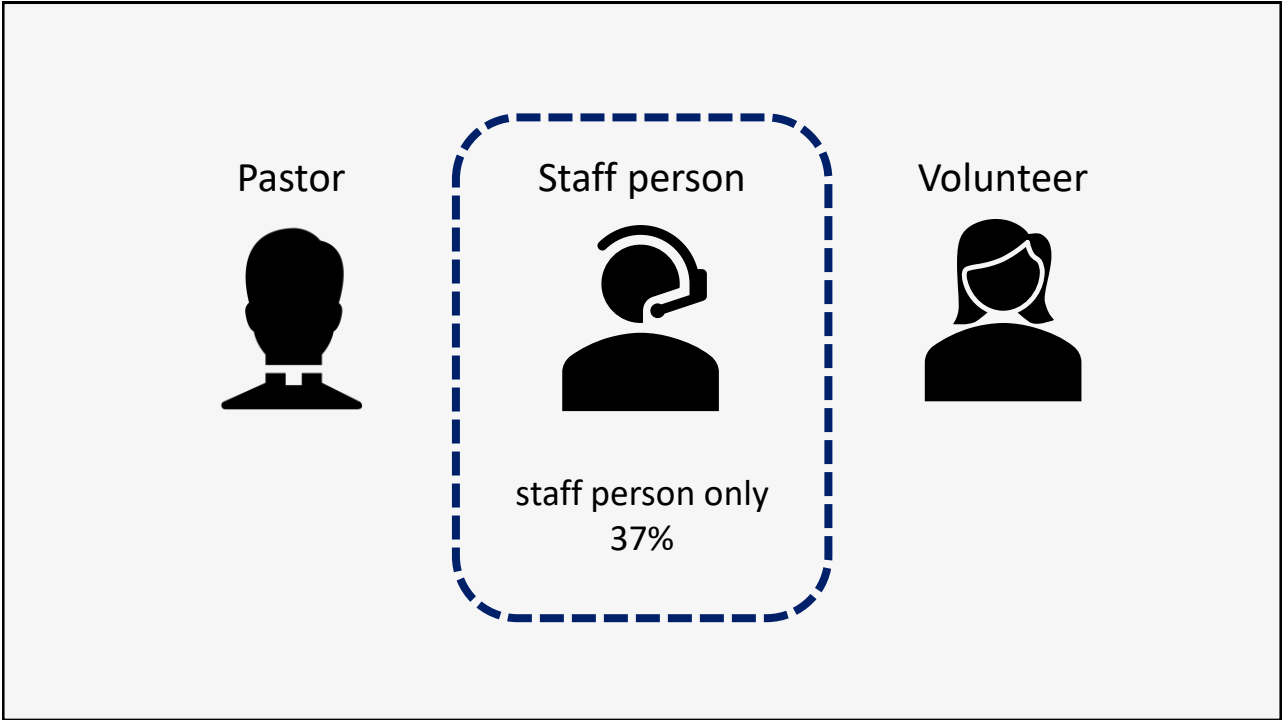
38

# Who does the posting?

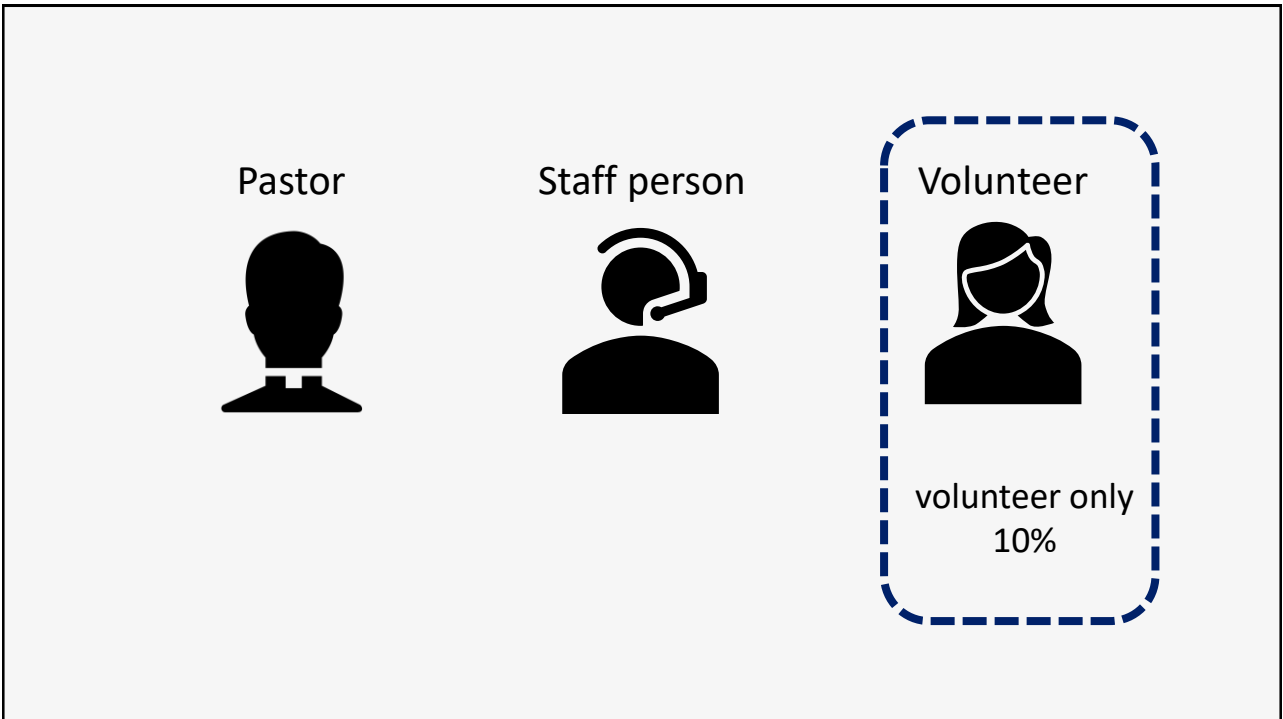
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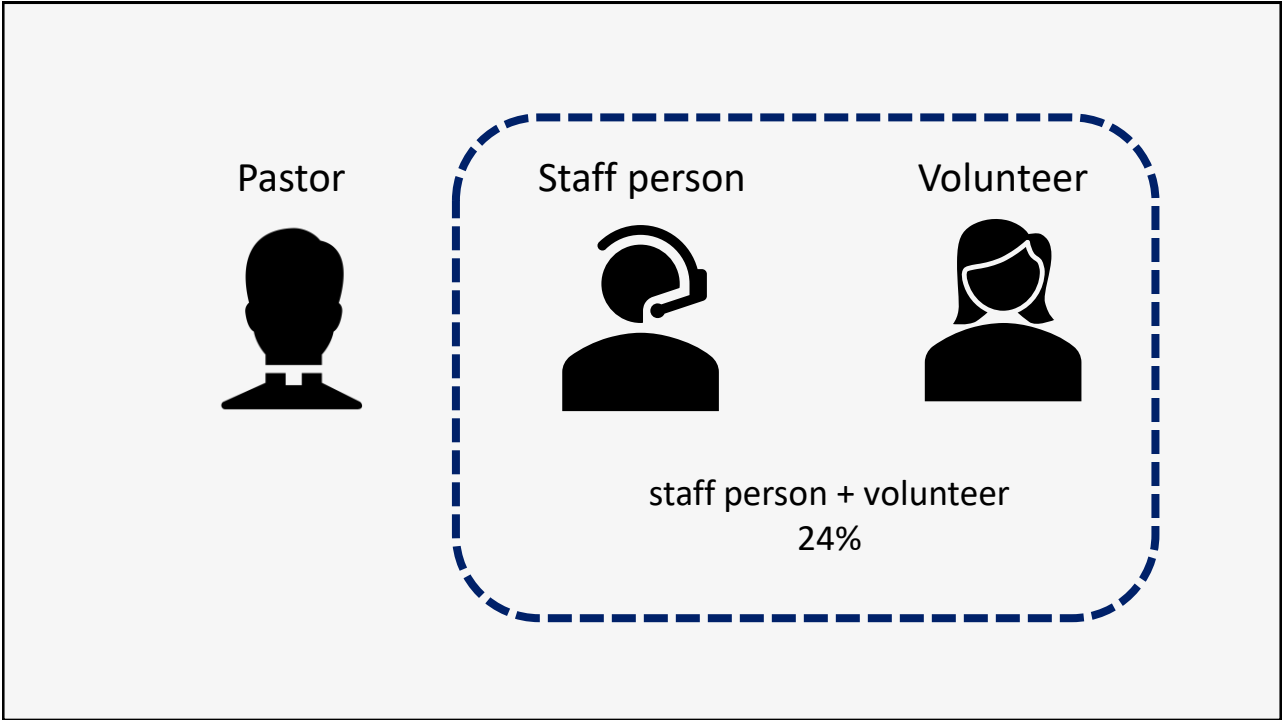
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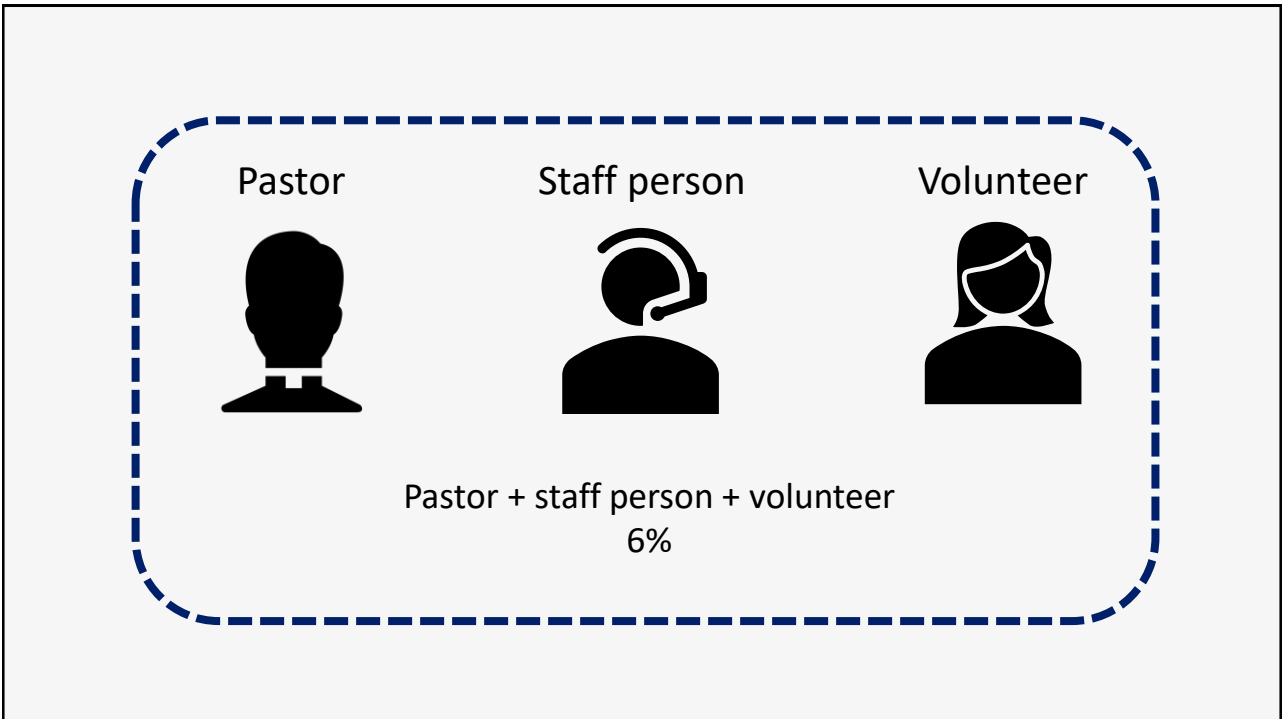
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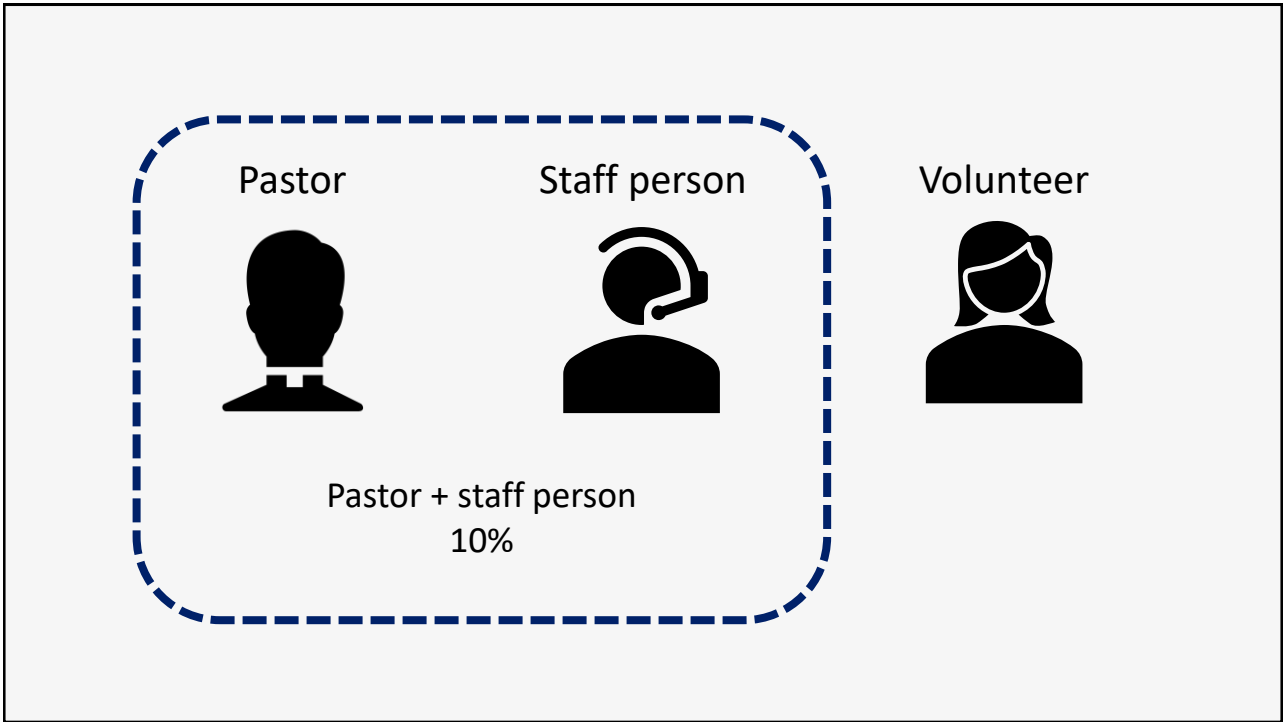
42



43



44



45

How often should we post?

46

## Recommendation

Your parish should  
post at least **daily**  
on social media

47

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

48





49

## Parish case study – St. Ann in Channahon, Illinois



Dedicated 1 weekend  
homily to speaking about  
social media

50

## Parish case study – St. Ann in Channahon, Illinois



**FROM FATHER JOHN:** "Had not the LORD been with us - let Israel say, had not the LORD been with us - When men rose up against us, then would they have swallowed us alive. When their fury was inflamed against us. Then would the waters have overwhelmed us; The torrent would have swept over us, over us then would have swept the raging waters. Blessed be the LORD, who did not leave us a prey to their teeth. We were rescued like a bird from the fowlers' snare; Broken was the snare, and we were freed. Our help is in the name of the LORD, who made heaven and earth." - Psalm 124

**Our help is in the name of the Lord!!!**



The following is a direct link to today's scripture readings (15<sup>th</sup> Sunday of Ordinary Time):

<https://bible.usccb.org/bible/readings/071121.cfm>

We see a consistent theme in our readings for today's mass; to go out into the world and proclaim the Good News of Christ Jesus to all people. We call this evangelization and the best place to do this is in our homes, in our neighborhoods and in our community with our family, friends and neighbors.

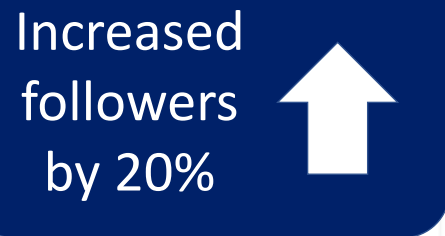
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## Parish case study – St. Ann in Channahon, Illinois



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**Our help is in the name of the Lord!!!**



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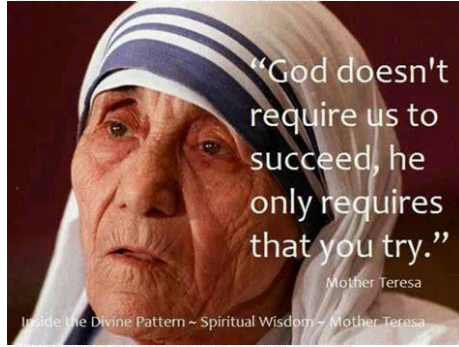
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"God doesn't require us to succeed, he only requires that you try."

Mother Teresa

Inside the Divine Pattern ~ Spiritual Wisdom ~ Mother Teresa

and in our community with our family, friends and neighbors.

In 1982, while addressing the Bishops of Nigeria and in 1983 while addressing the Bishops in Latin America, St. Pope John Paul II said, "We need a New

*What* should we post?



55



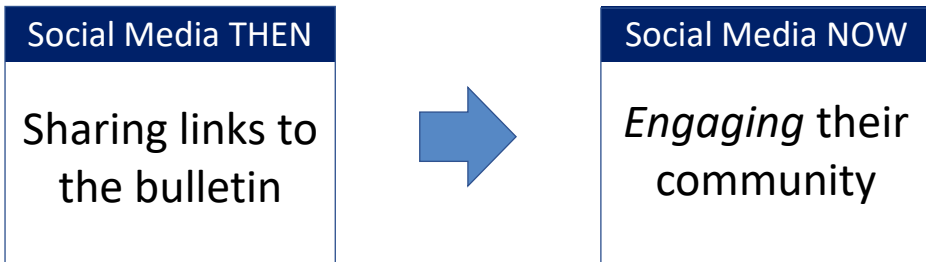
56

Parish case study – St. Patrick in Fayetteville, NC



57

Parish case study – St. Patrick in Fayetteville, NC



58

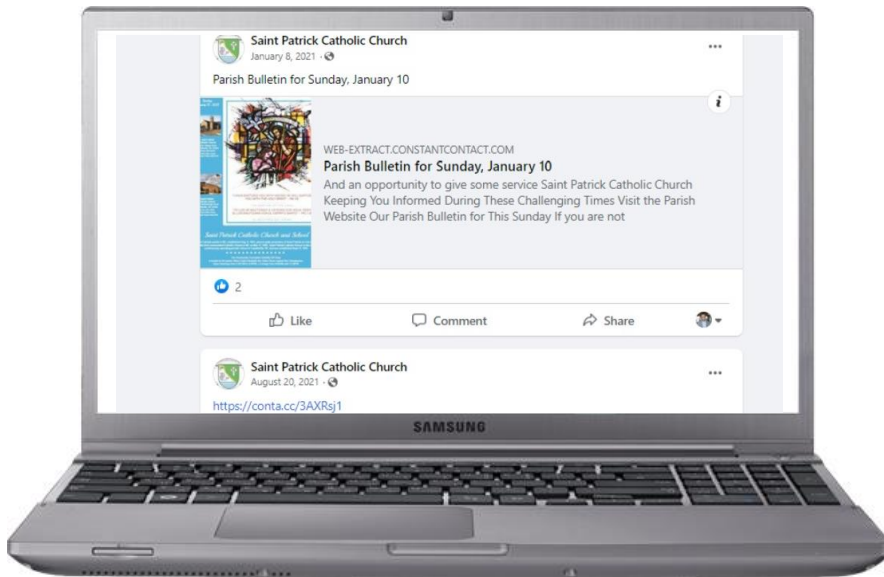
Parish case study – St. Patrick in Fayetteville, NC



2021

59

Parish case study – St. Patrick in Fayetteville, NC



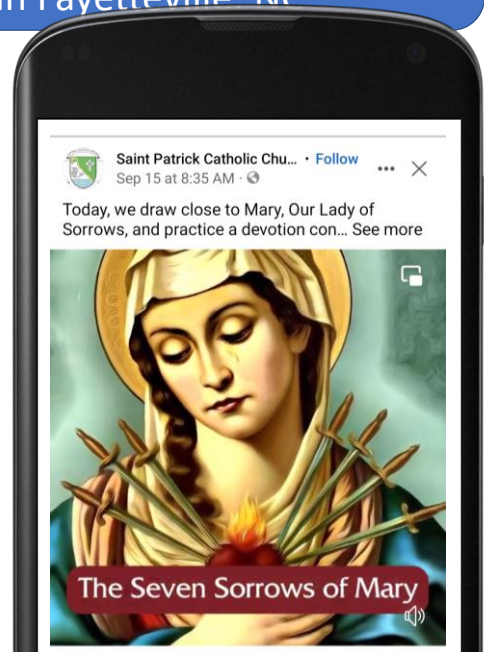
60

Parish case study – St. Patrick in Fayetteville, NC

2022

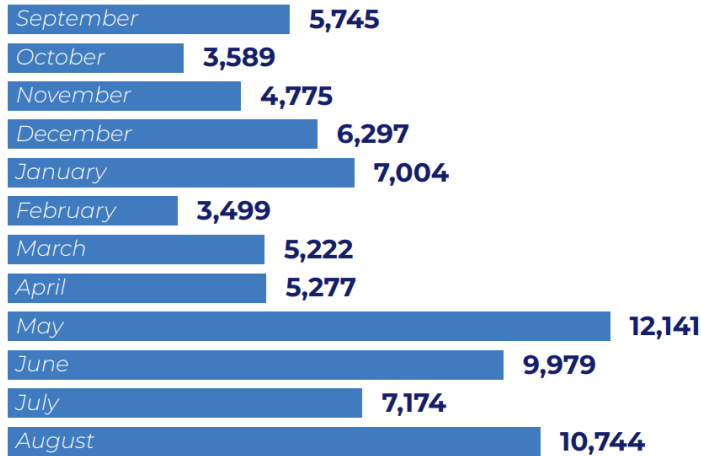
61

Parish case study – St. Patrick in Fayetteville, NC



62

## Parish case study – St. Patrick in Fayetteville, NC



63

## Parish case study – St. Patrick in Fayetteville, NC

St. Patrick now has **more followers** than registered households

64



## Recommendation

Follow the 8:1  
nourishment ratio



65

## Recommendation

Follow the 8:1  
nourishment ratio



66

## Recommendation

Follow the 8:1  
nourishment ratio



67

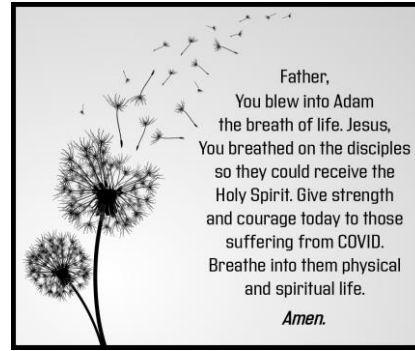
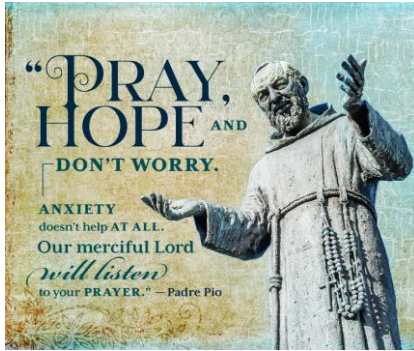
## Recommendation

Inspire parishioners in the morning

Engage with them in the afternoon

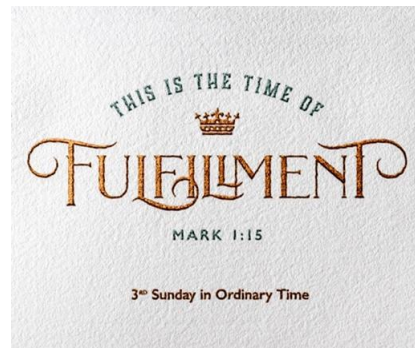
68

## Digestible morning posts



69

## Digestible morning posts



70

## Engaging afternoon posts

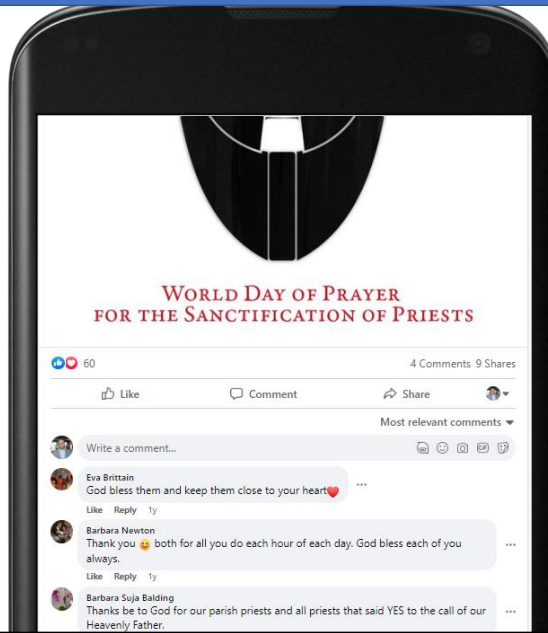


71



72

Parish case study – St. Charles Borromeo in Oklahoma City



73

**Recommendation**

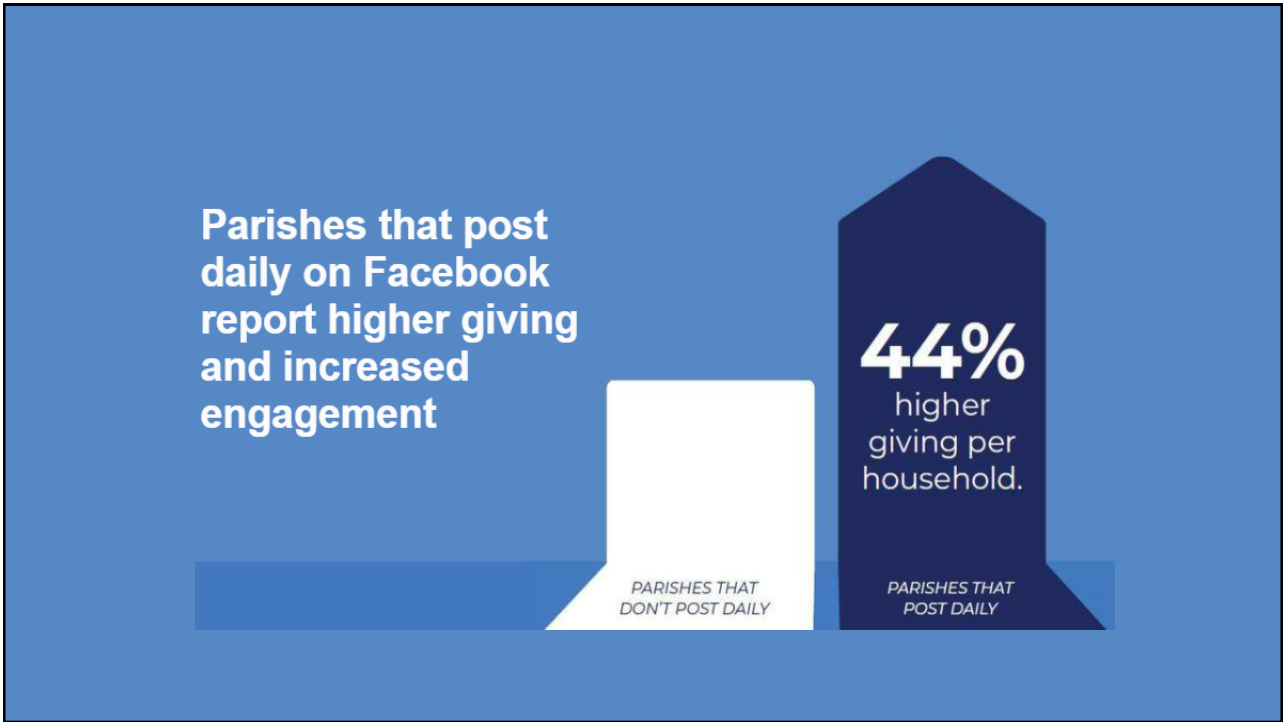
Use proper attribution  
& follow copyright  
laws



74

# How does social media benefit our parish?

# Improve your offertory



77

**Saint Agnes Catholic Church**  
July 31 at 3:33 PM · 🌐

If God sent his Son into a family, what does that mean about the importance of family today? We pray that many people would establish families that welcome Christ and bring him to others.

*"And where did he send his Son?  
To a palace,  
to a city, to an office building?  
He sent him to a family.  
God came into the world in a family."  
Pope Francis*

63 likes · 14 Shares

Jonathan Feralii  
Amen 🙏

Sam Thorton  
This is just what I needed today. Thanks!

1 wk Report

Wendy Smith  
I love this parish

1 wk Report

Isaiah Jenkins  
Thanks for sharing!

# 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

78



**DIOCESE OF LANSING**  
M I C H I G A N

79

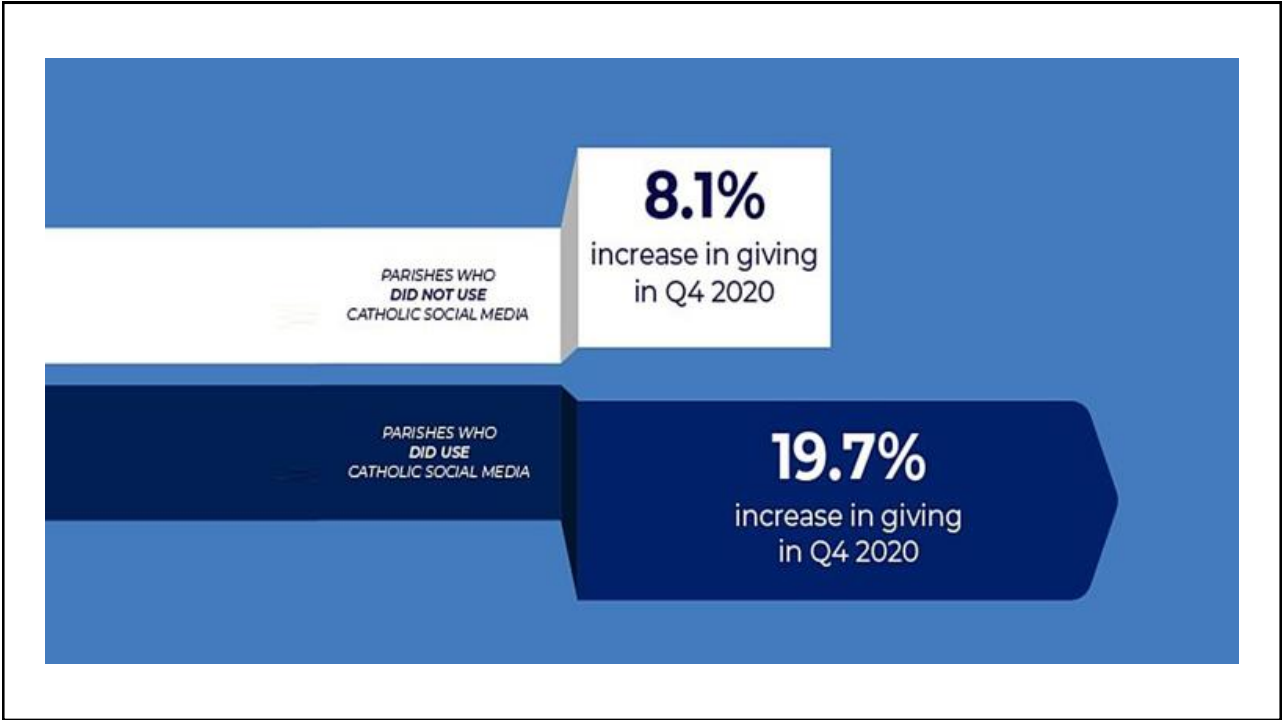


**CATHOLIC**  
SOCIAL + MEDIA  
BY PRENGER SOLUTIONS GROUP



80





81

Increase enrollment

PSG  
PRENGER SOLUTIONS GROUP

82

## Use of social media to make buying decisions



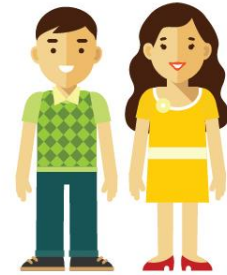
BOOMERS

48%



GEN X

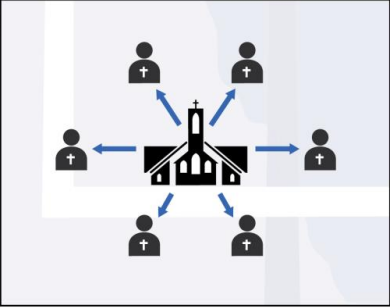
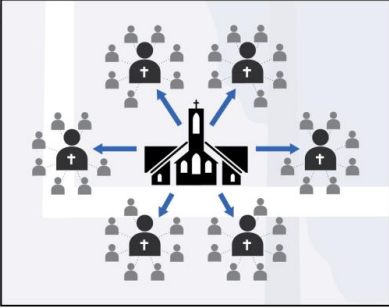
77%



MILLENNIAL

90%

Reach more of your people

Email	Social Media
	
<ul style="list-style-type: none"><li>• Closed system</li><li>• Reaches only the insiders</li><li>• Not easy to share</li></ul>	<ul style="list-style-type: none"><li>• Open system</li><li>• Reaches <i>friends</i> of insiders</li><li>• Easy to share</li></ul>

85

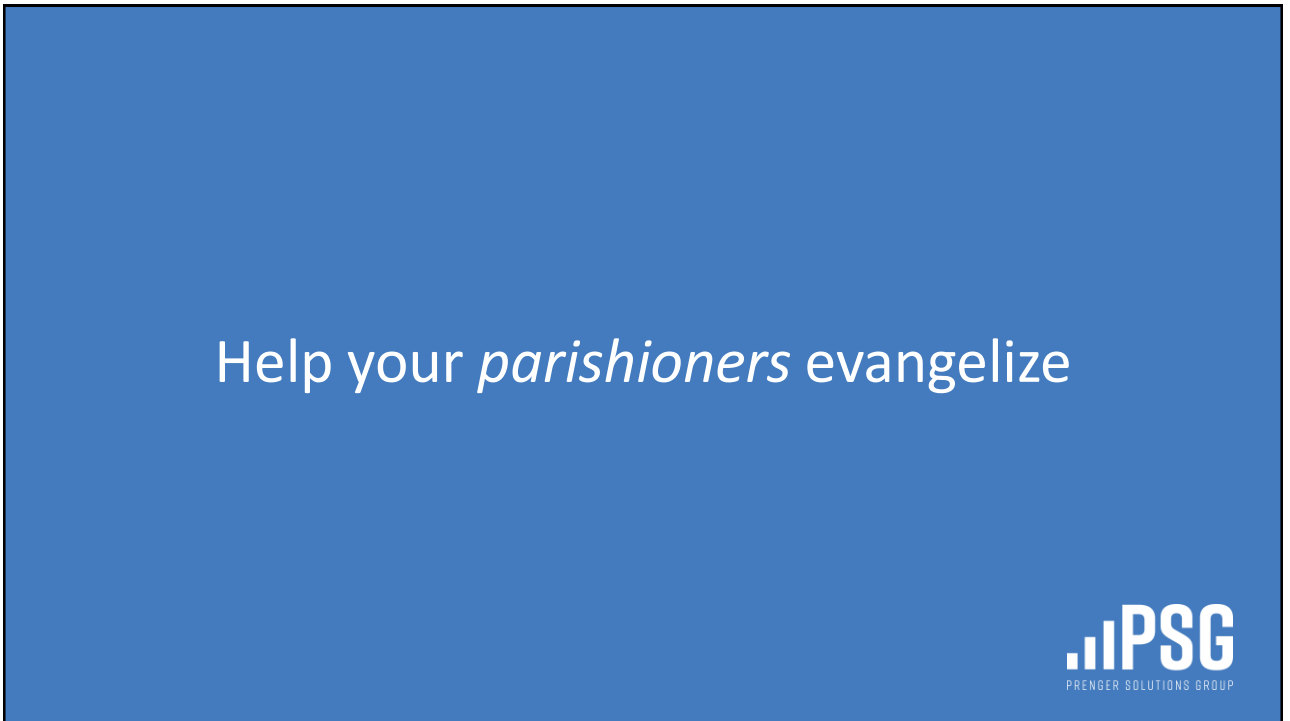
**Increase attendance at Mass**

**PSG**  
PRENGER SOLUTIONS GROUP

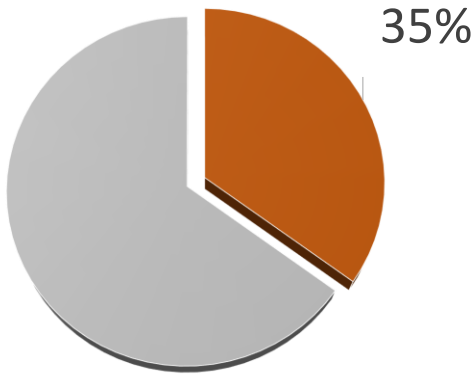
86



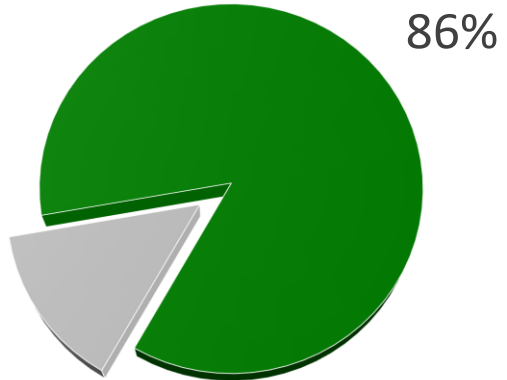
87



88



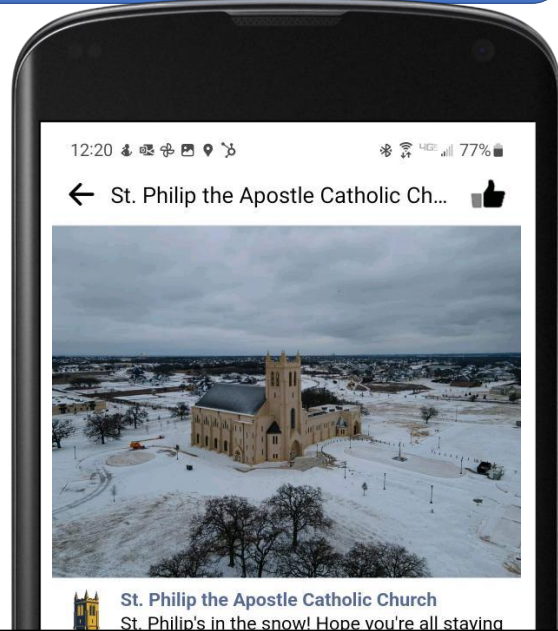
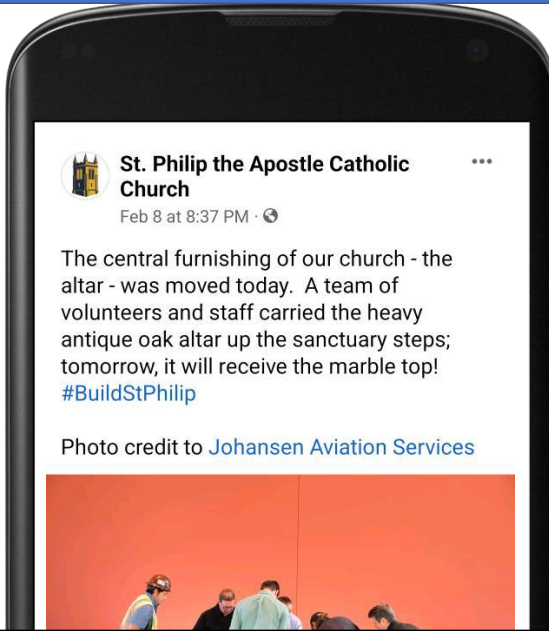
Only 35% of Christians will **create** religious content for Facebook...



...But 86% will **share** religious content that's already created



## Parish case study – St. Philip in Flower Mound, Texas



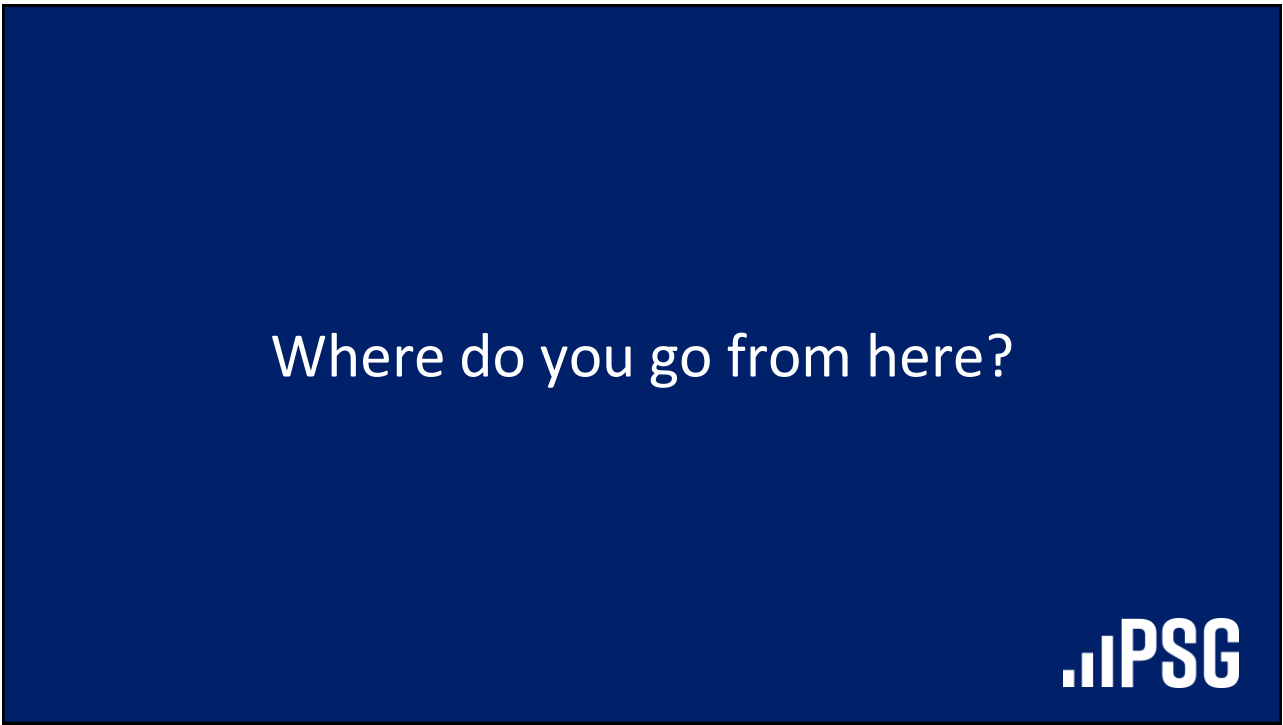
91

Are there tools to make this easier?

92



93



94

**FACT**

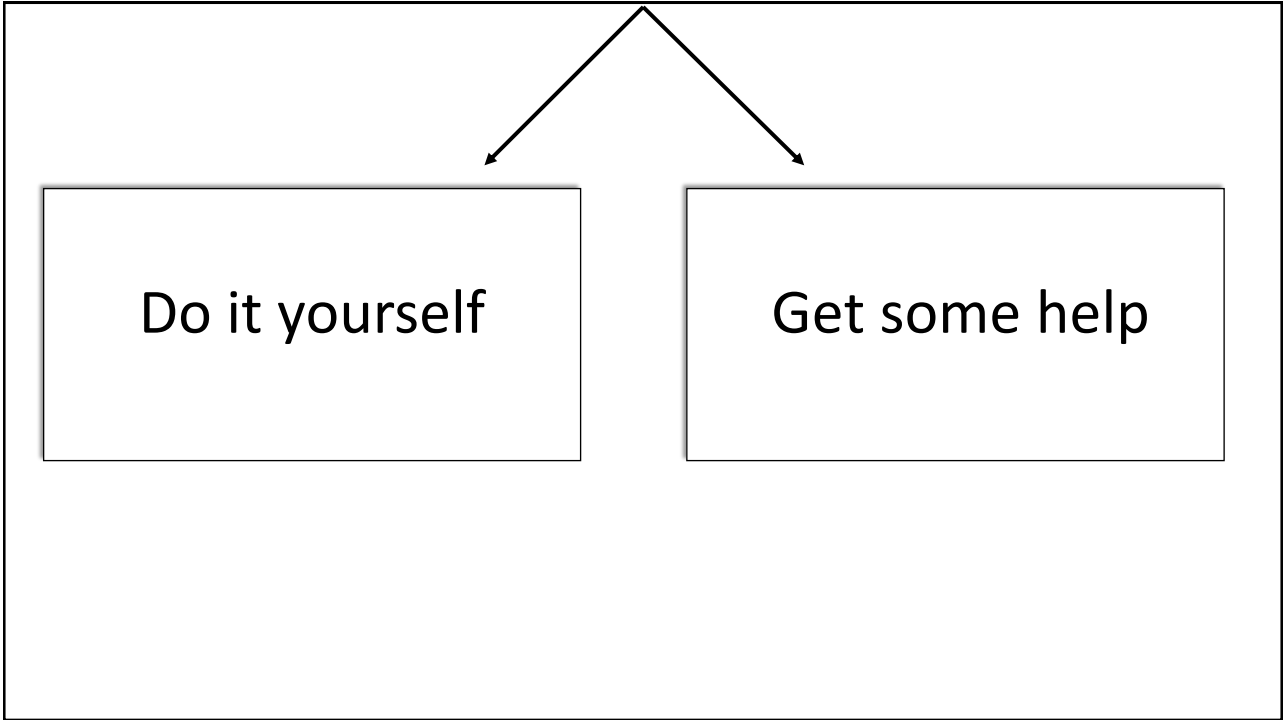
Your parishioners are  
on social media

95

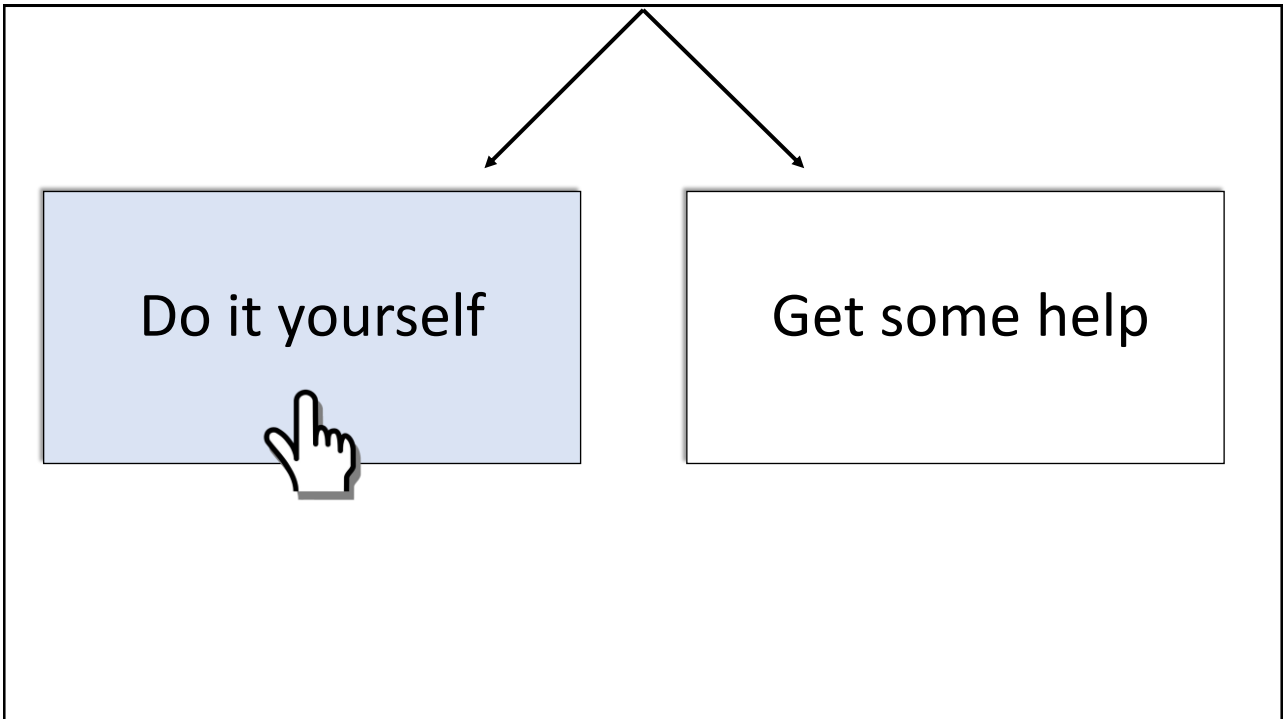
Your **parish** should  
be active on social  
media too

96





97



98



**PSG**  
PRENGER SOLUTIONS GROUP

**REACH YOUR COMMUNITY THROUGH SOCIAL MEDIA IN 2023**

*A Practical Guide for Catholic Parishes*


**We'll email you a link**

- Webinar recording
- Presentation slides
- 2023 social media guide

99

Do it yourself

Get some help



100

Do it yourself

Get some help

A hand cursor icon is pointing at the 'Get some help' button.

101

Unsplash

Loomly

Buffer

ANIMOTO

CATHOLIC SOCIAL+ MEDIA  
BY PRENGER SOLUTIONS GROUP

sproutsocial

Hootsuite™

Adobe Spark

Canva

agora pulse

102

# 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

103

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

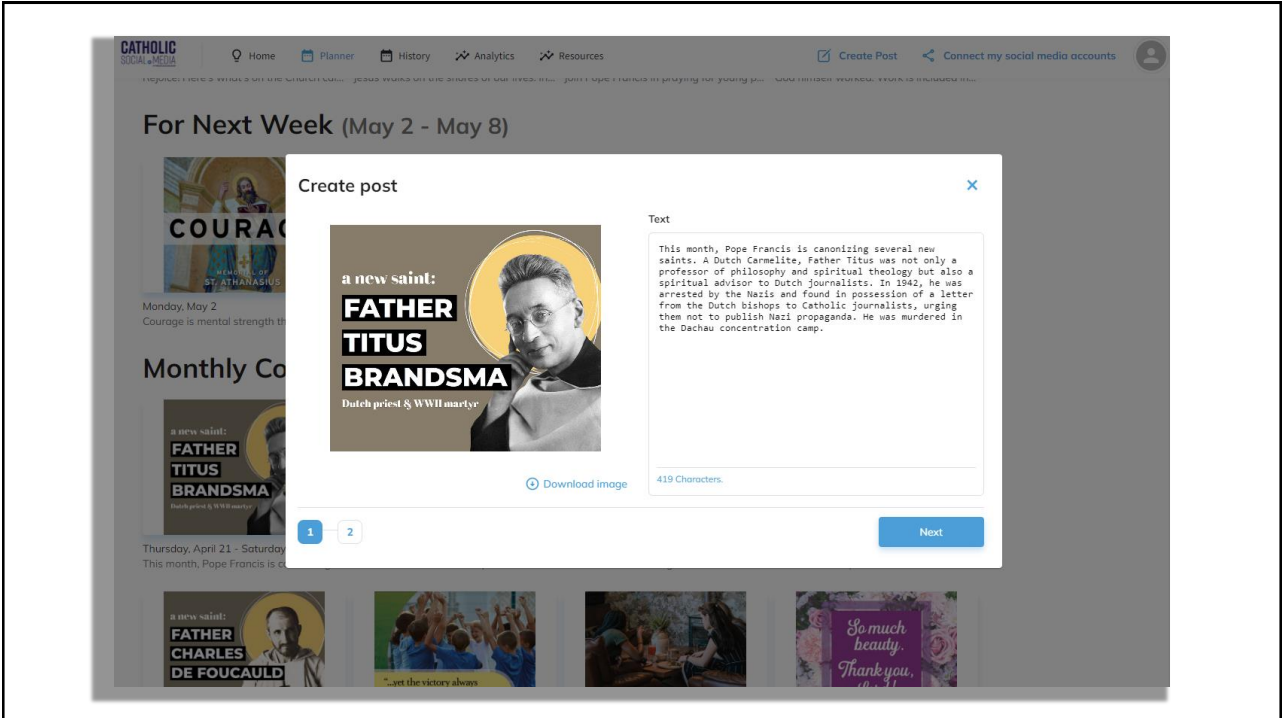
Tuesday   8/30 9:51am	Tuesday   8/30 9:52am	Tuesday   8/30 9:55am	Tuesday   8/30 9:56am	Tuesday   8/30 10:52am	Tuesday   8/30 2:29pm

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

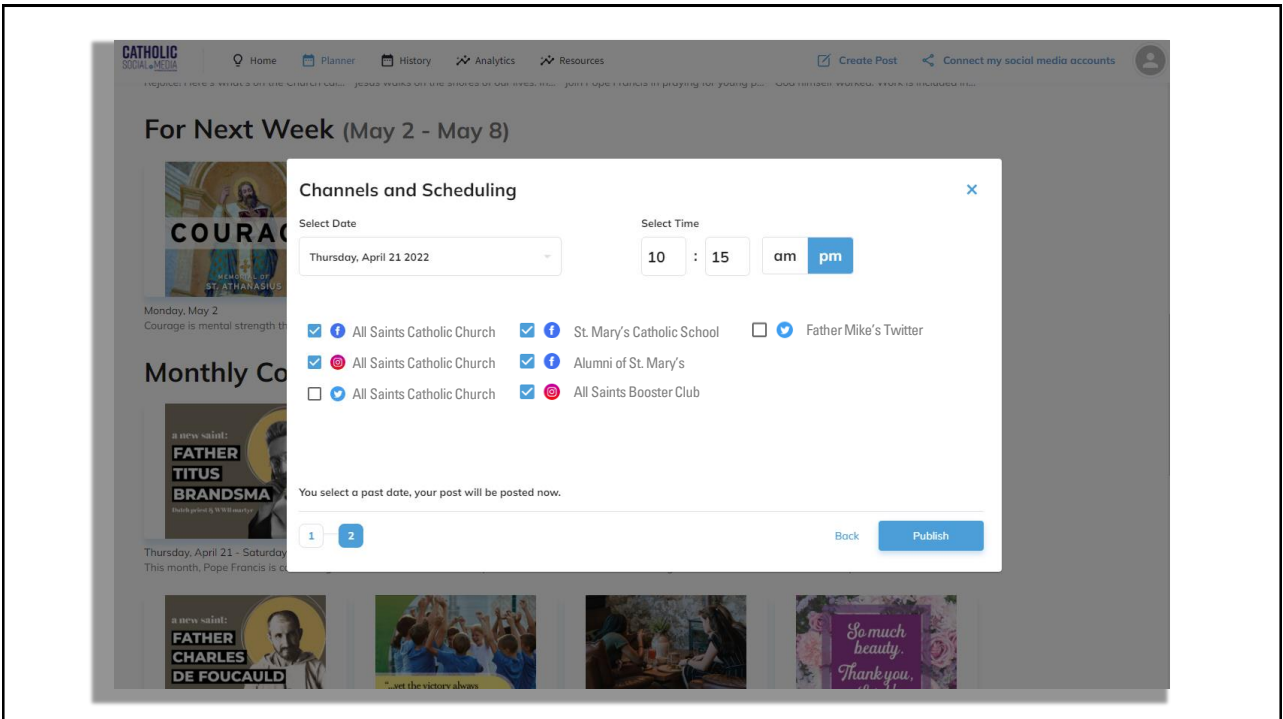
**Next Week's Posts (September 5 - September 11)**

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

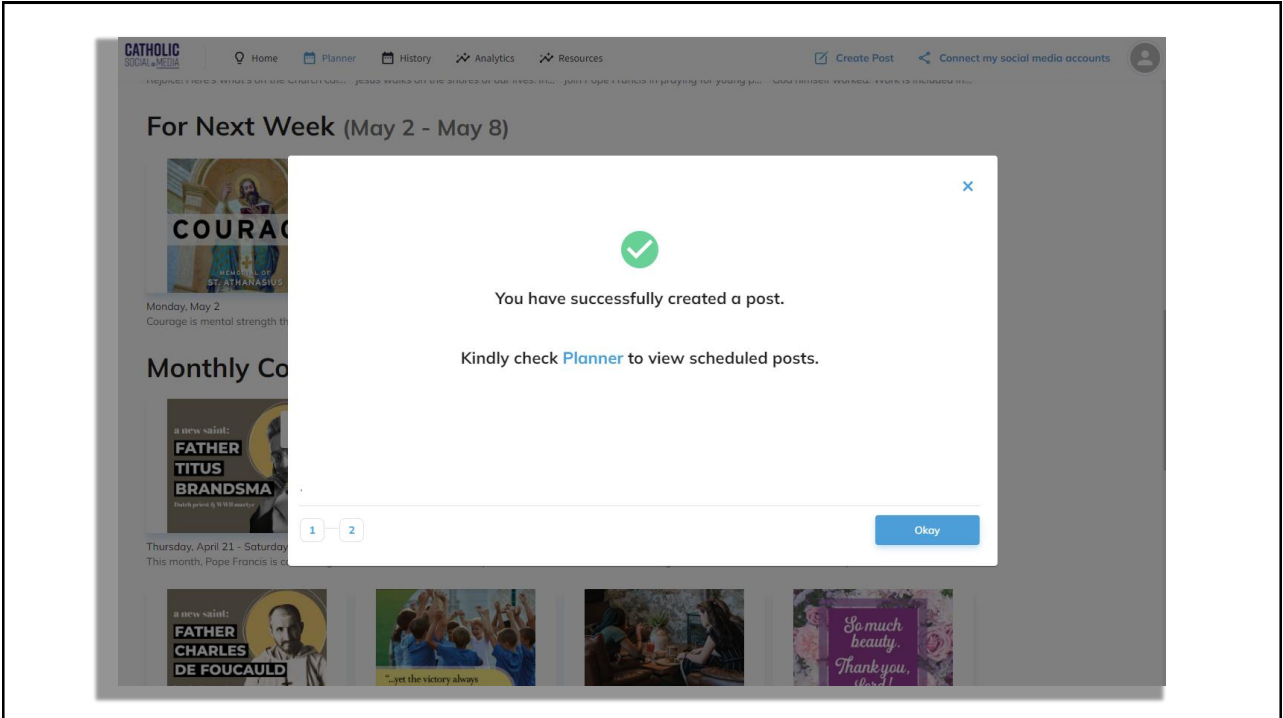
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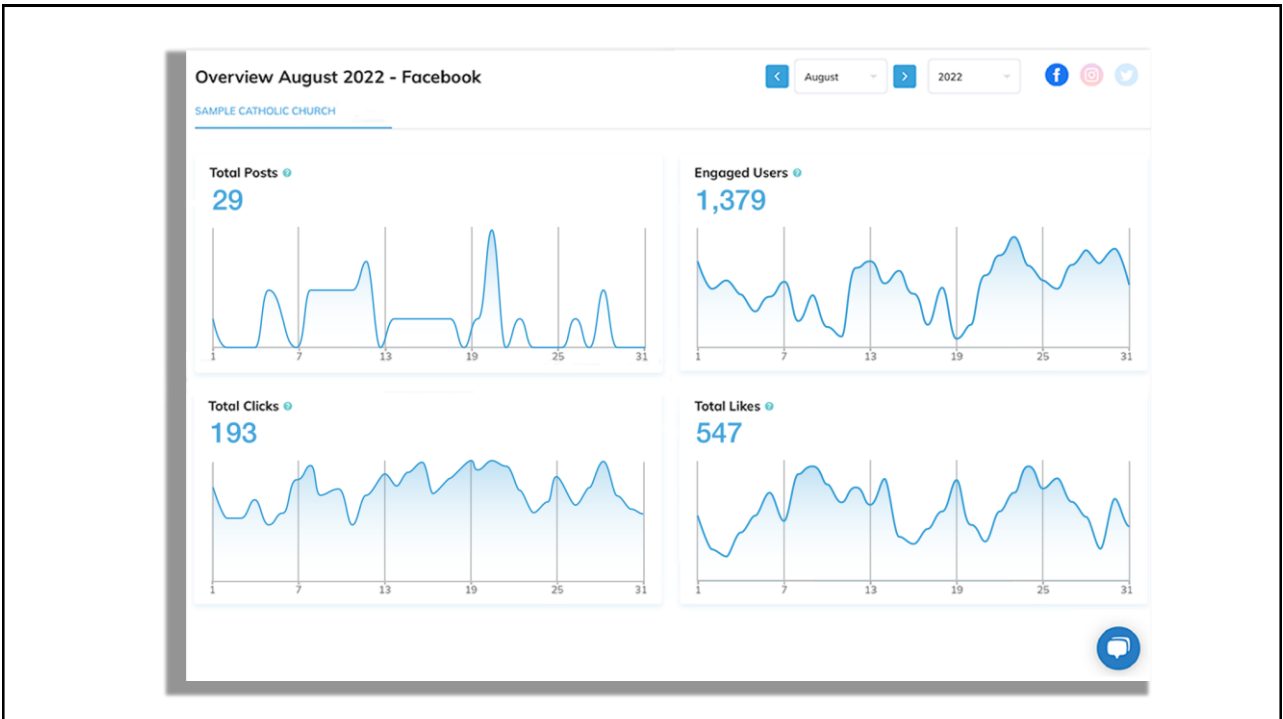
105



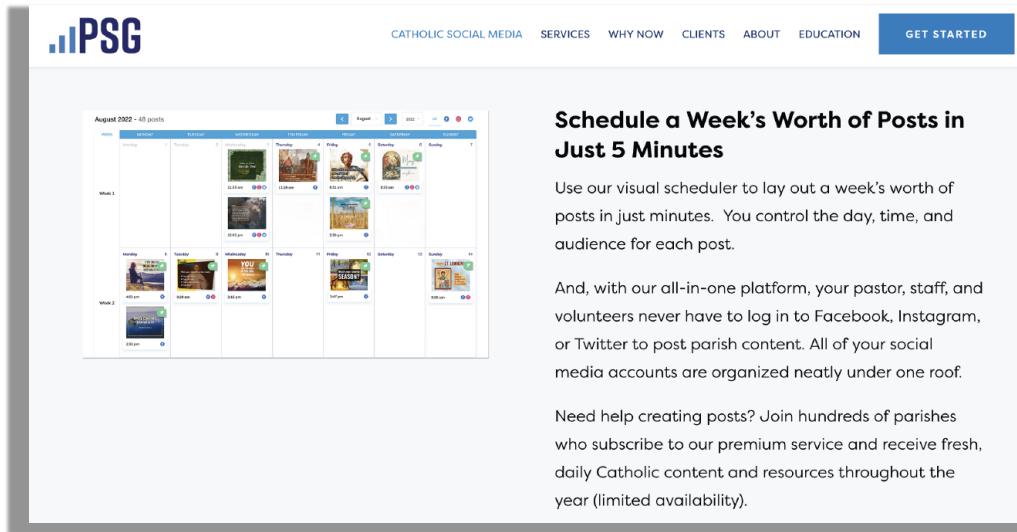
106



107



108



The screenshot shows the PSG website's navigation bar with links for CATHOLIC SOCIAL MEDIA, SERVICES, WHY NOW, CLIENTS, ABOUT, EDUCATION, and a GET STARTED button. Below the navigation is a visual scheduler interface for August 2022, displaying a grid of posts for each day of the week. To the right of the scheduler is a text block with the heading "Schedule a Week's Worth of Posts in Just 5 Minutes" and three paragraphs of descriptive text.

### Schedule a Week's Worth of Posts in Just 5 Minutes

Use our visual scheduler to lay out a week's worth of posts in just minutes. You control the day, time, and audience for each post.

And, with our all-in-one platform, your pastor, staff, and volunteers never have to log in to Facebook, Instagram, or Twitter to post parish content. All of your social media accounts are organized neatly under one roof.

Need help creating posts? Join hundreds of parishes who subscribe to our premium service and receive fresh, daily Catholic content and resources throughout the year (limited availability).

109

We've made it **easy** for your parish to be great on social media

110



**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**

**CATHOLIC**  
SOCIAL + MEDIA

111



**Easy and painless**

"You guys have moved us into the new century in an easy and painless way... only the highest praise for Catholic Social Media!"

**Mary Mueller, Director of Operations**  
**Good Shepherd Catholic Church, Shawnee, KS**

**CATHOLIC**  
SOCIAL + MEDIA

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**Super user-friendly**

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

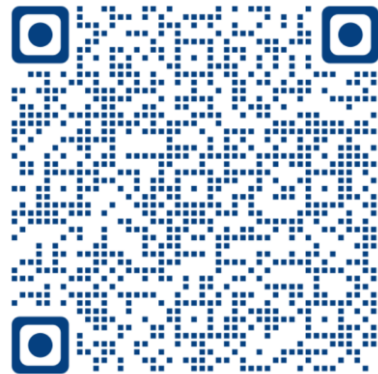
**Mary Daugherty, CFO**  
**Sacred Heart Catholic Church & School,**  
**Robbinsdale, MN**

**CATHOLIC**  
SOCIAL MEDIA

113

Try it **FREE** for the next month

Limit 10 parishes  
per diocese



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# How much does it cost?



115

If a spot is available in your diocese

**\$21,000+ per year**

To create and design  
everything yourself

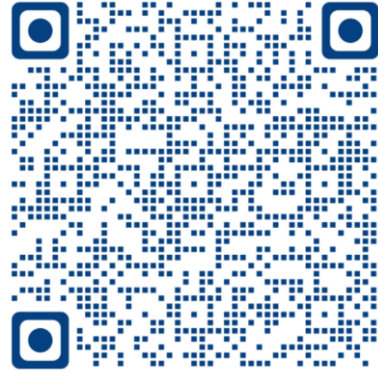


116

If a spot is available in your diocese

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~~To create and design  
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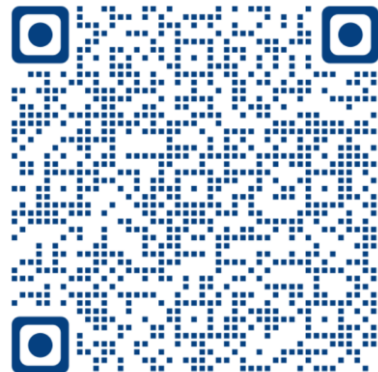


117

If a spot is available in your diocese

**\$5,000 per year**

For our team to create fresh  
content for you *every week*

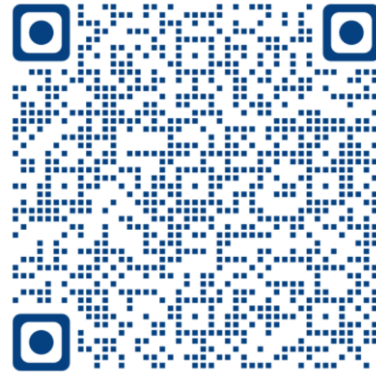


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If a spot is available in your diocese

**\$1,250 per quarter**

For our team to create fresh  
content for you *every week*



What about **dioceses?**

How does social media benefit them?

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



*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)*

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### 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.*

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



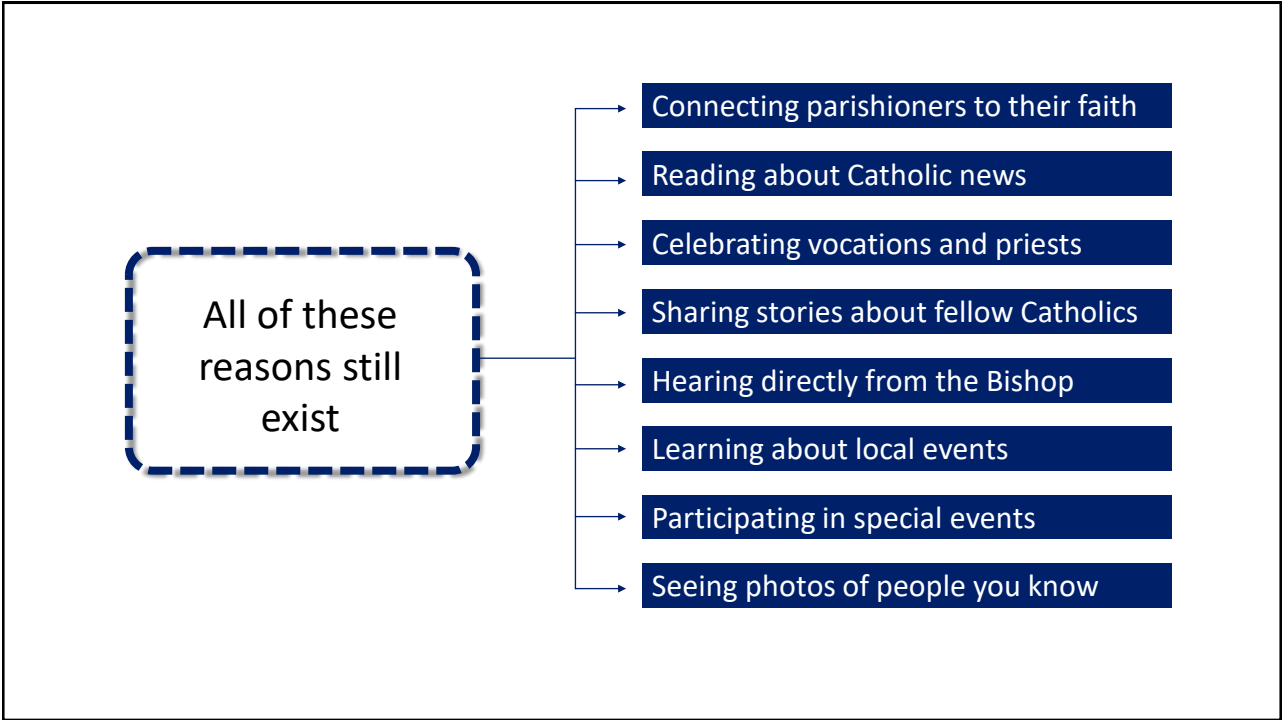
This is the front page of an issue of Catholic New York newspaper of the Archdiocese of New York. The publication announced late May 19, 2022. It will publish its last issue Nov. 17. (CNS photo/Tyler Orsburn)

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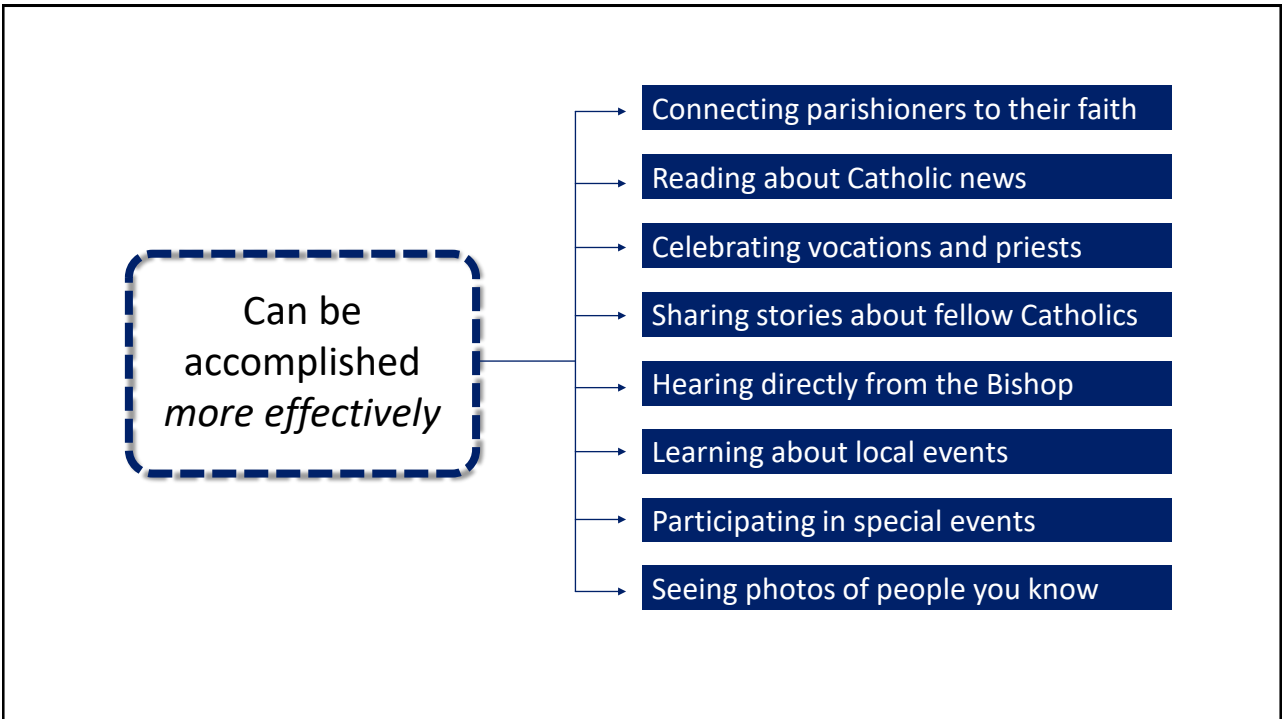


- Connecting parishioners to their faith
- Reading about Catholic news
- Celebrating vocations and priests
- Sharing stories about fellow Catholics
- Hearing directly from the Bishop
- Learning about local events
- Participating in special events
- Seeing photos of people you know

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## THANK YOU!!



**Nic Prenger**  
Founder and CEO  
Prenger Solutions Group



**John Rogers**  
Vice President of Parish Services  
Director of Catholic Social Media



**Mitch Fisher**  
Customer Success Manager  
Catholic Social Media

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