



The webinar will start soon

Welcome to the Table:
Using Digital Communications to
Promote the National Eucharistic
Revival at Your Parish



NOV. 14, 2023
1:00 P.M. CT



CATHOLIC
SOCIAL+MEDIA
BY PRENGER SOLUTIONS GROUP



Kris Frank



Nic Prenger

1

Today's Presenters



Kris Frank
Chief Mission Officer
National Eucharistic Congress



Nic Prenger
Founder and CEO
Prenger Solutions Group & Catholic Social Media

2



St. Maximilian Kolbe, Delano, MN

Lord Jesus Christ, you give us your flesh and blood for the life of the world, and you desire that all people come to the Supper of the Sacrifice of the Lamb. Renew in your Church the truth, beauty, and goodness contained in the Most Blessed Eucharist.

Jesus living in the Eucharist, come and live in me.

Jesus healing in the Eucharist, come and heal me.

Jesus sacrificing yourself in the Eucharist, come and suffer in me.

Jesus rising in the Eucharist, come and rise to new life in me.

Jesus loving in the Eucharist, come and love in me.

Lord Jesus Christ, through the paschal mystery of your death and resurrection made present in every Holy Mass, pour out your healing love on your Church and on our world. Grant that as we lift you up during this time of Eucharistic Revival, your Holy Spirit may draw all people to join us at this Banquet of Life. You who live and reign with the Father and the Holy Spirit, God forever and ever.

Our Lady of Guadalupe, Mother of the Eucharist, Pray for us.

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Today's Presentation



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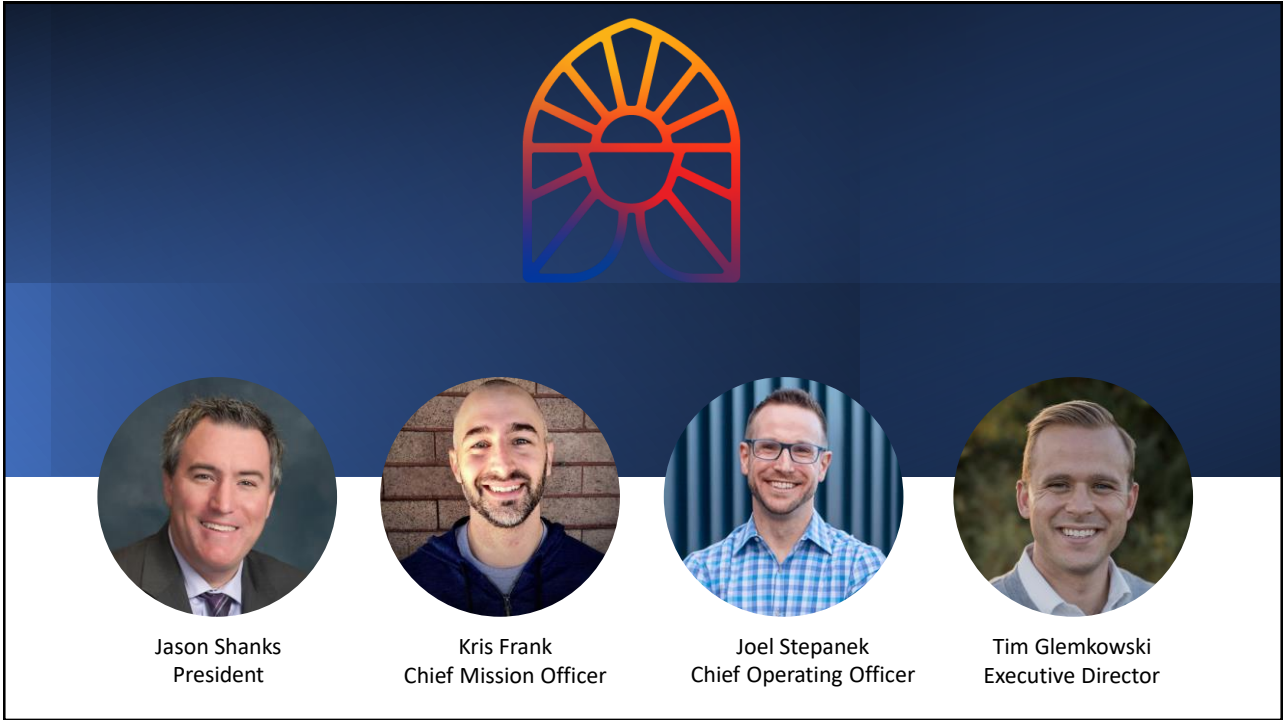


Kris Frank



Nic Prenger

4



5



6



7



8



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





Our social media posts
have reached more than
60 million people in the
past 2 years

Why are you here?



1. You work at a Catholic parish in the United States
2. You're understaffed and under-resourced
3. You have an intense desire to draw others closer to Jesus in the Eucharist
4. You have a hunch that social media can help

13

Where do we stand with the
National Eucharistic Congress?

14



HUGE announcement coming tomorrow!



15

Schedule updating all the time



Cardinal Christophe Pierre



Gloria Purvis



Chris Stefanick



Mother Adela Galindo



16



25,000+ registrants as of this month!



17

The most important thing → PRAYER



18



Why is social media important?

19

Reason #1

Because that's where the people are

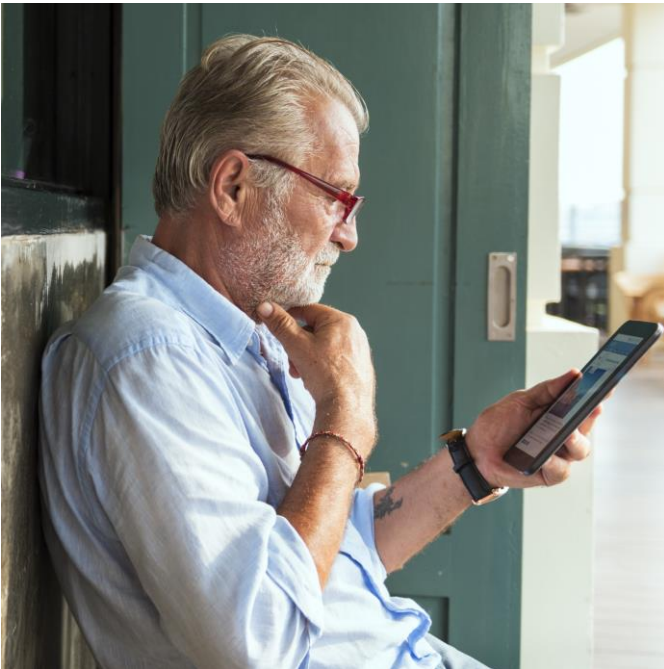
20



91.5% of Americans age 12+ are on social media each month



21



U.S. adults spend 2.5 hours every day on social media

22



So what?

Why does my parish need to be on social media?

23

Because
Saint Paul
didn't stay
home

He went to
Athens



24

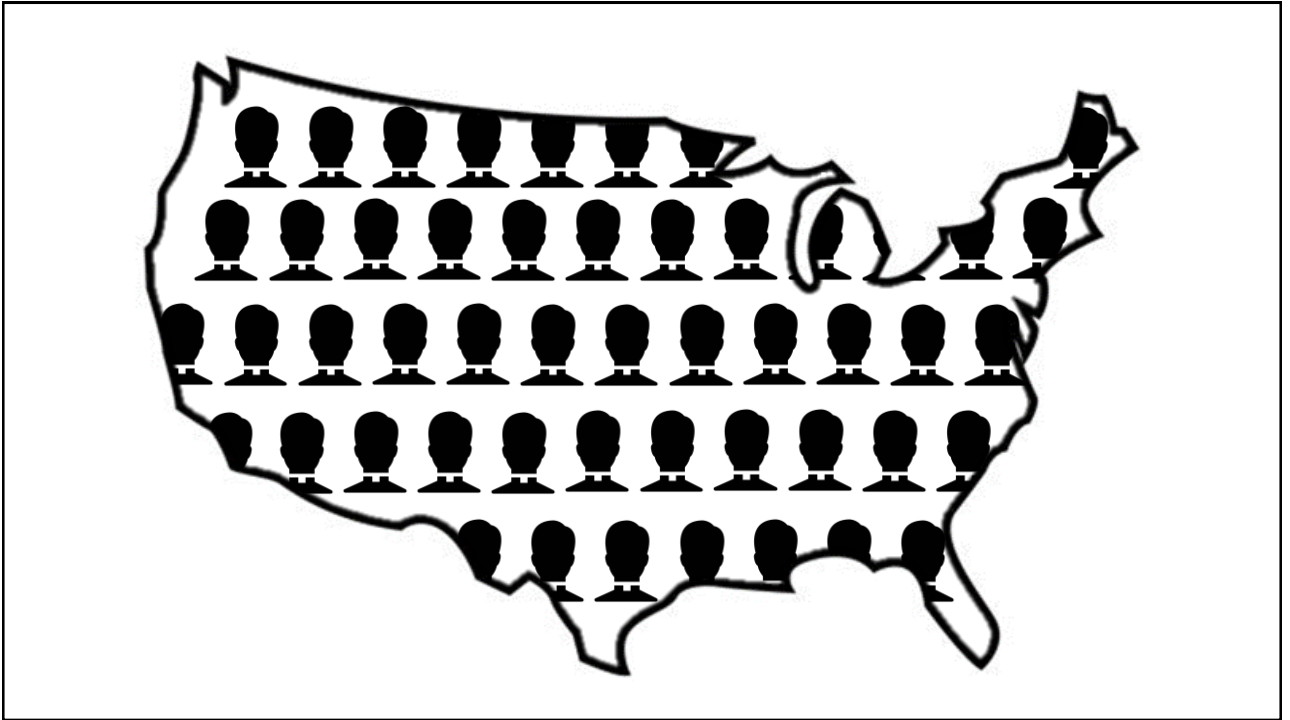


25

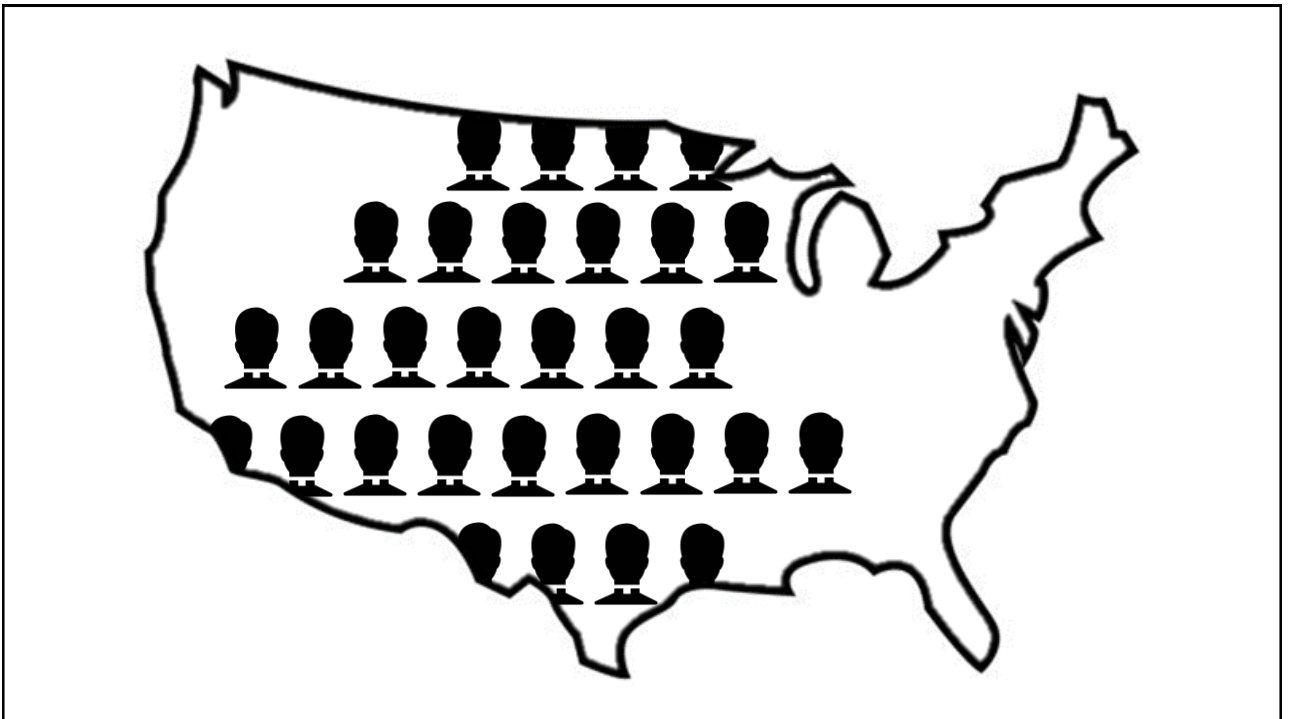
Reason #2

Because it's efficient and effective

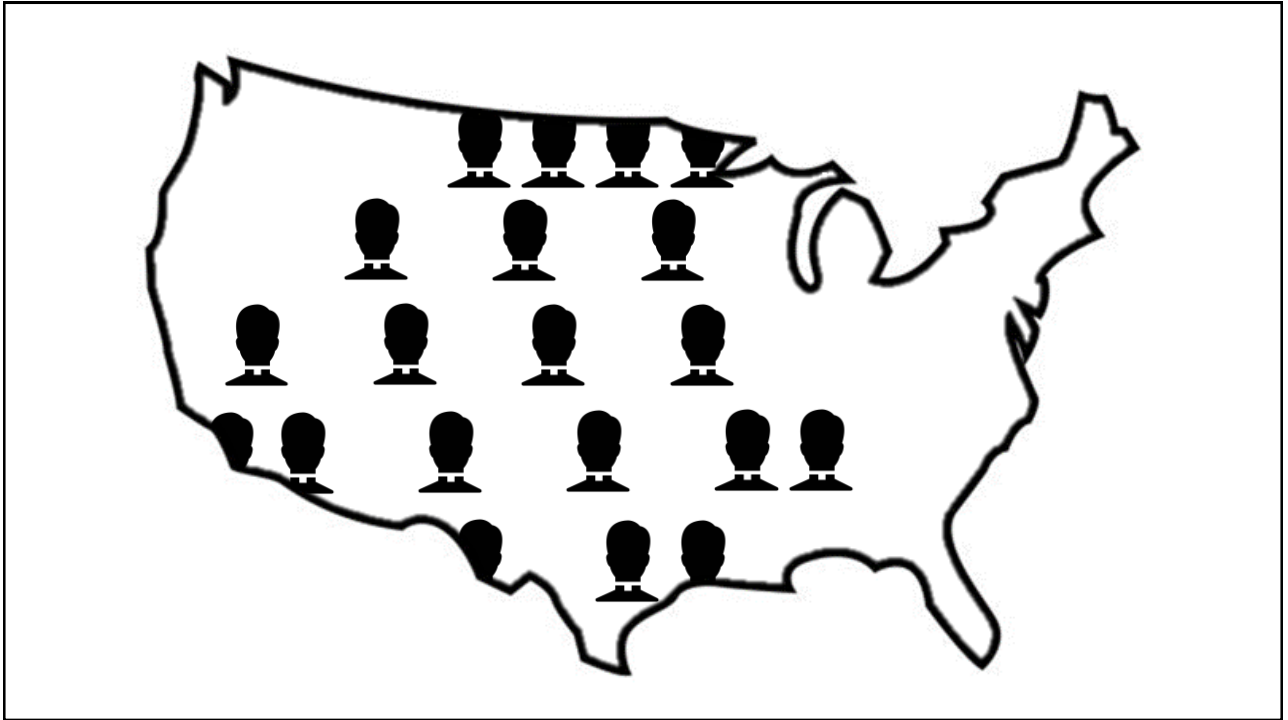
26



27



28



29

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.*

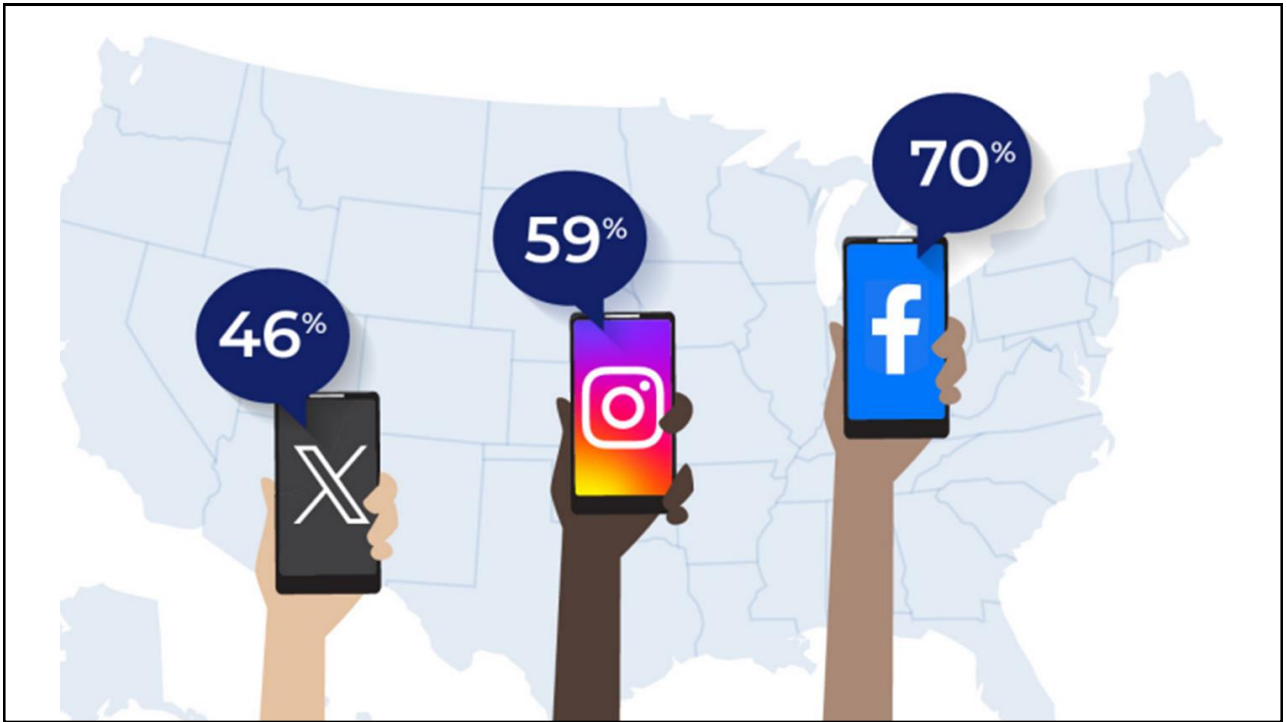
30



Our best advice for parishes



Which platform should you use?



33

Recommendation

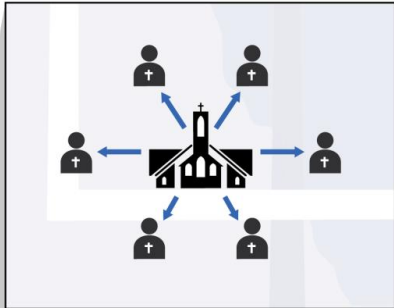


If you choose just one social media platform, choose Facebook...and use a page, not a group

34

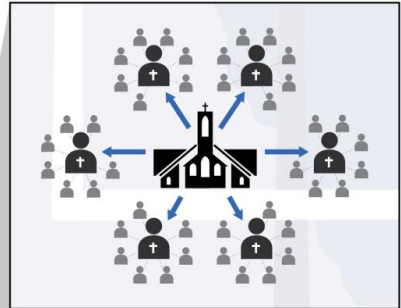


Groups (and email)



- Closed system
- Reaches only the insiders
- Not easy to share out from

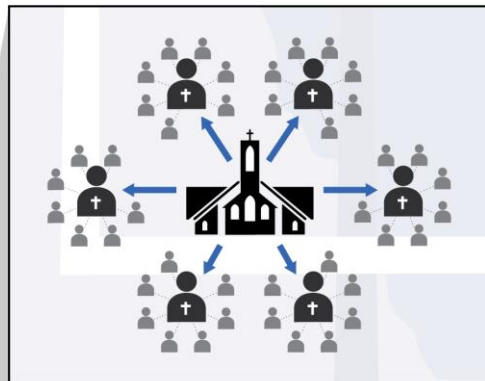
Social Media PAGE



- Open system
- Reaches *friends* of insiders
- Easy to share

35

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



36



What are other parishes doing?



37

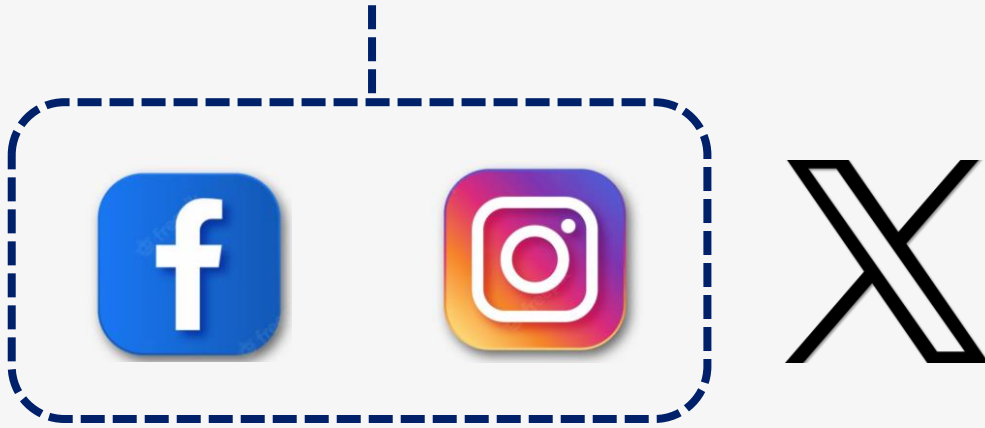
Facebook only – 67%



38

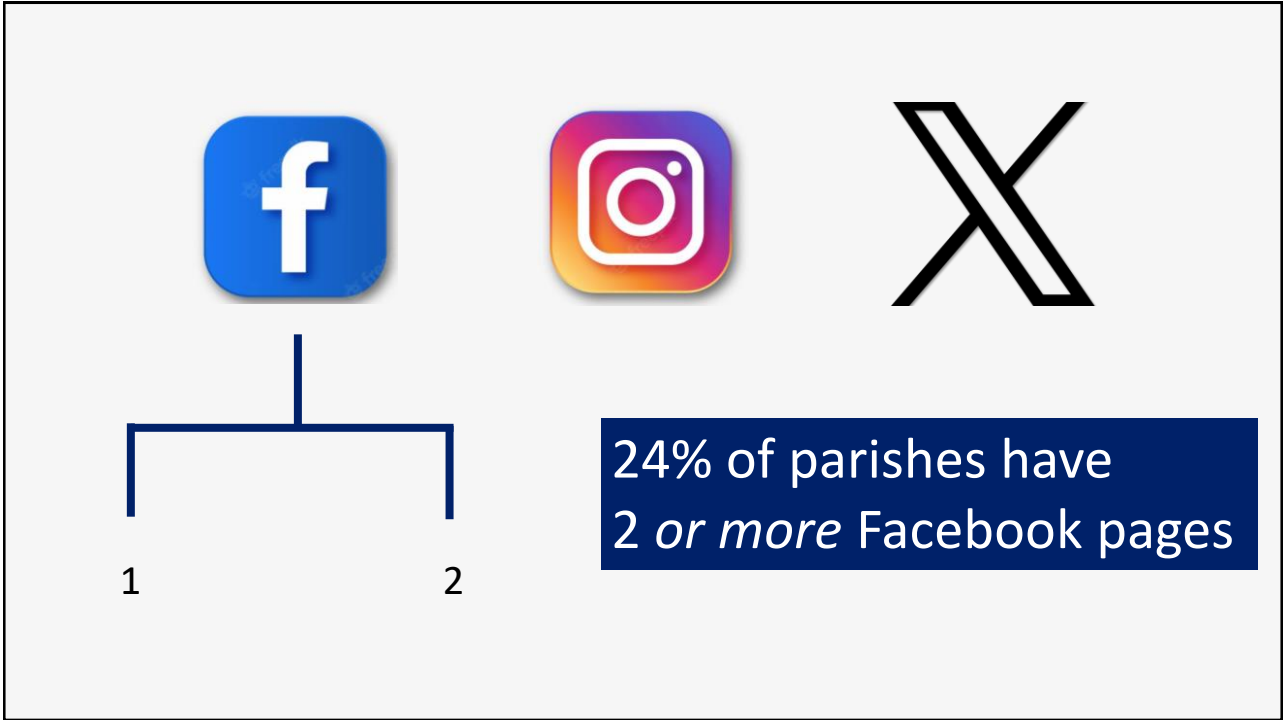


Facebook + Instagram – 24%

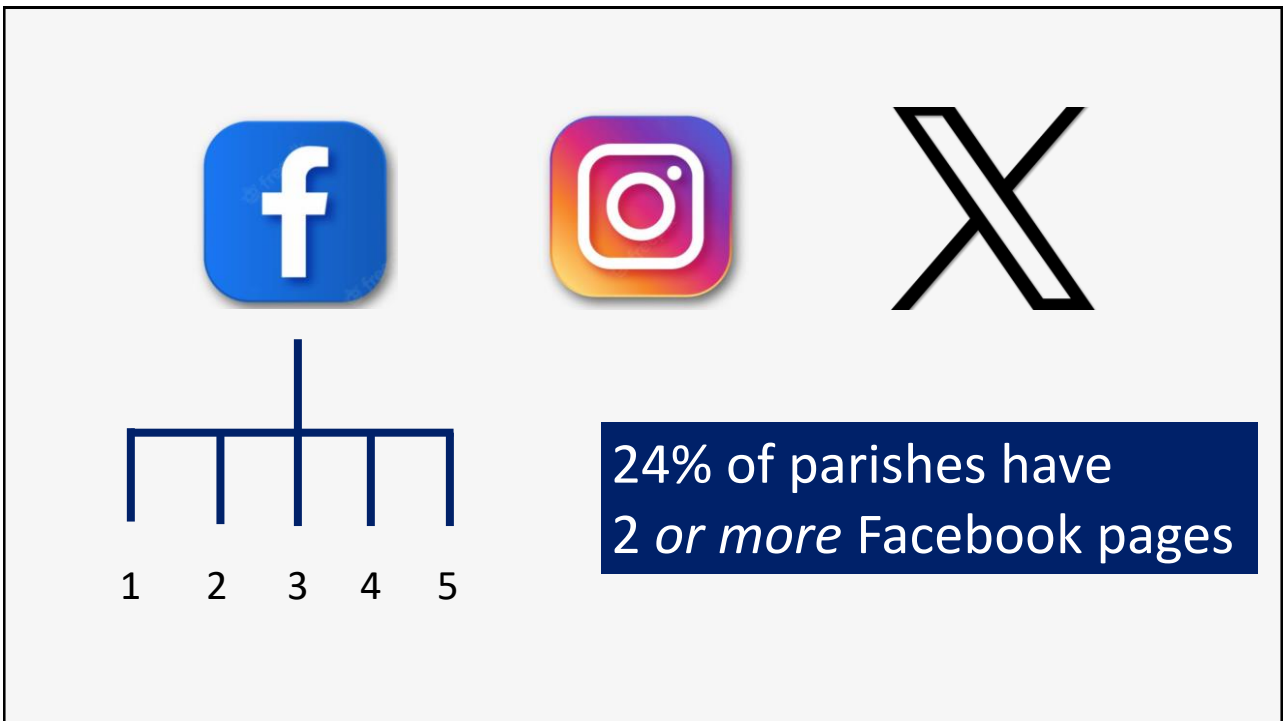


Facebook + Instagram + Twitter – 6%





41



42



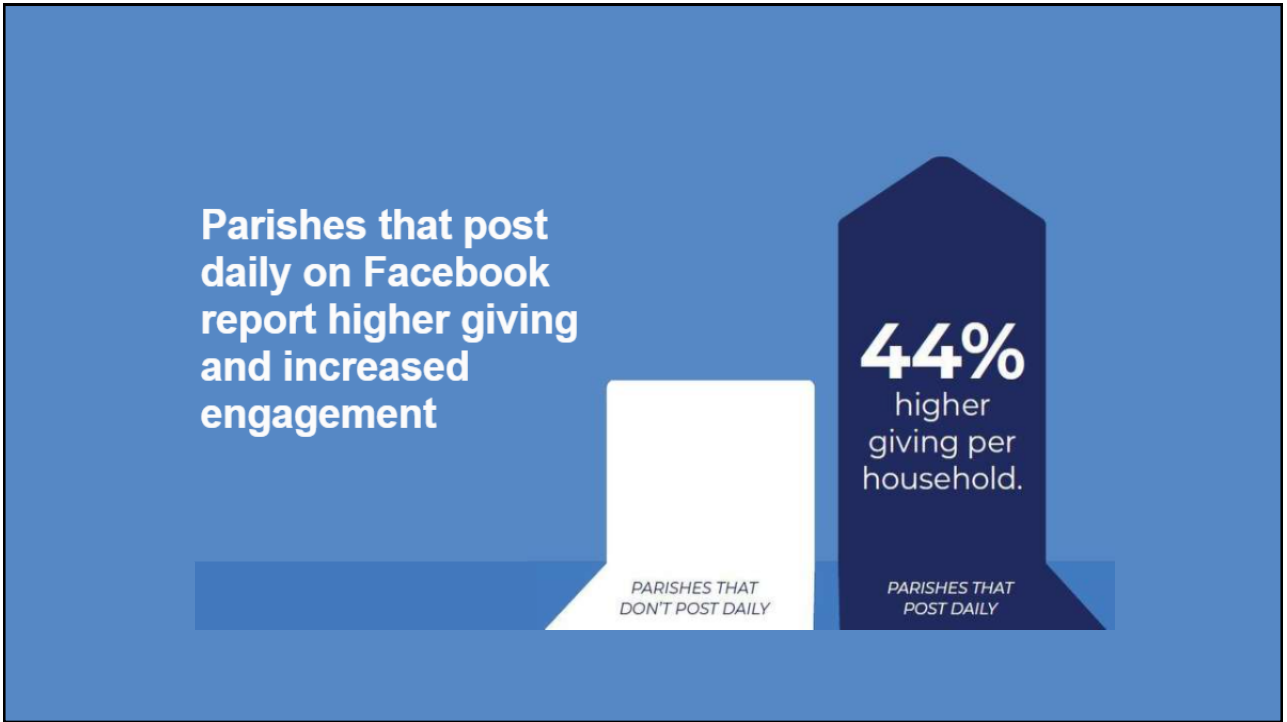
How often should we post?

43

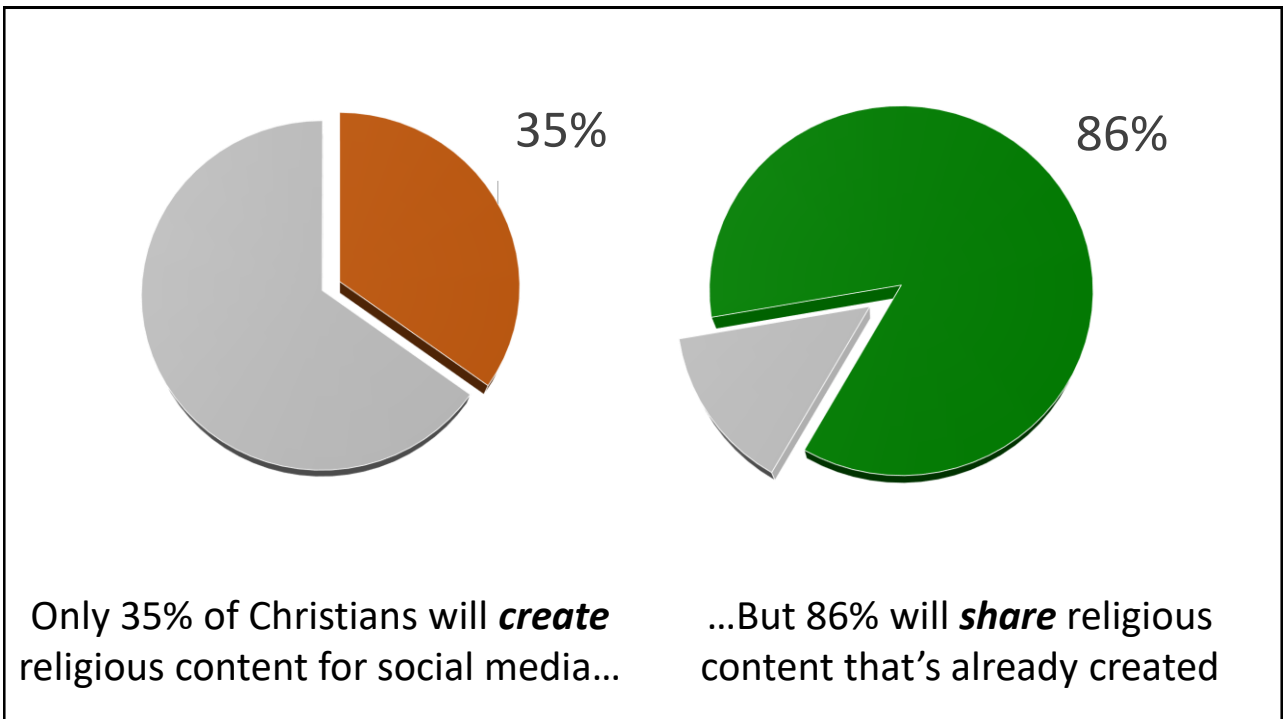
Recommendation

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

44



45



46



What should we post?

47



48



Recommendation

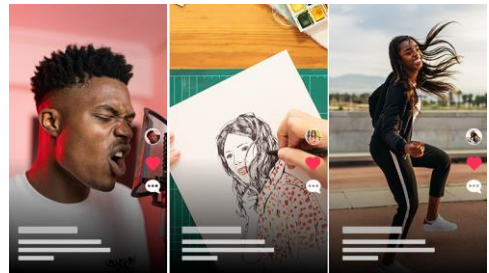
Embrace short-form video



Recommendation



Embrace short-form video





St. Patrick, Yorkville, IL – Abby Herwaldt

stpatrickyorkville • Following
Father Adorjan - Homily Highlight - 2.5.23

stpatrickyorkville "Difficulty is not the roadblock. Difficulty is the roadway to sanctity."

Last weekend, Father Ryan Adorjan (@radorjan) visited our parish and explained that being the salt of the earth means being palatable (and not tacky or sophomoric 🙄).

You can watch his full homily on our YouTube Channel or click the link in our bio.

#HomilyHighlight #SaltoftheEarth #LighttotheWorld #Christian #Catholic #StPatrickYorkville #YorkvilleIL

Liked by thatnebraskagirl19 and 24,790 others
FEBRUARY 8

Add a comment... Post

St. Patrick, Yorkville, IL – Abby Herwaldt

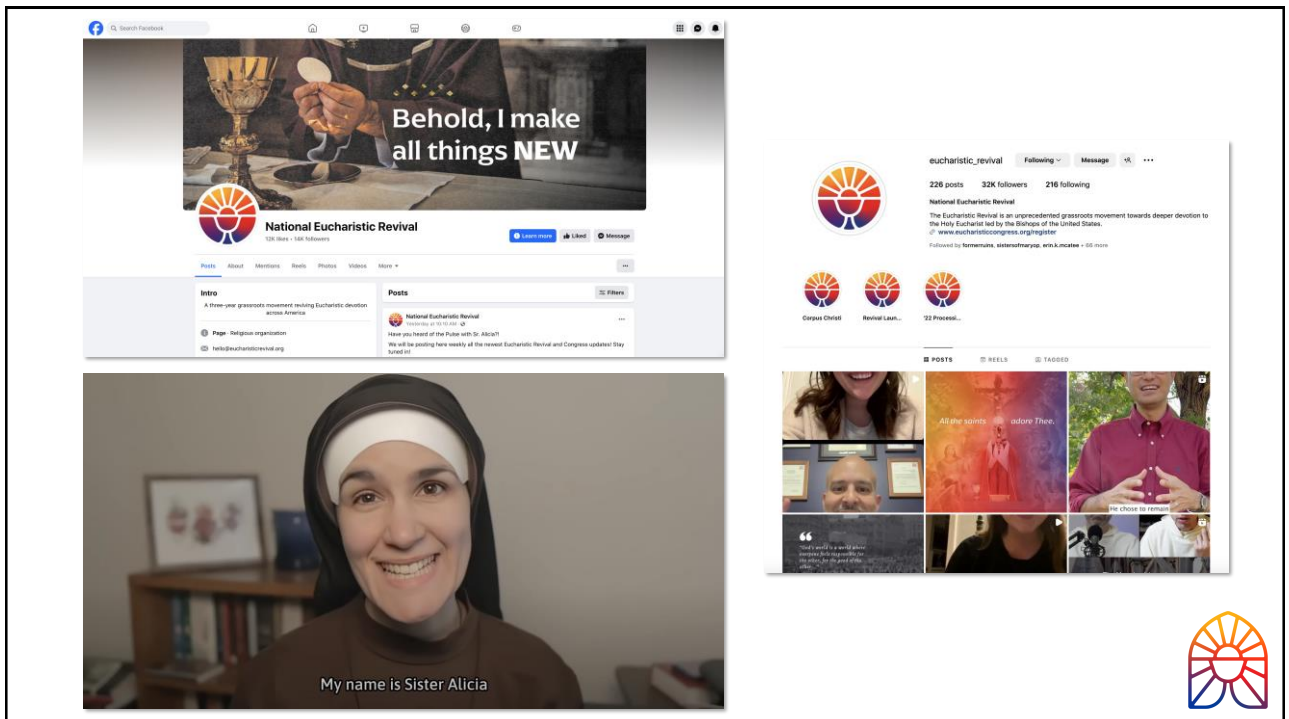
stpatrickyorkville
603 posts 5,009 followers 91 following
St. Patrick Parish Yorkville
Catholic Church
Our mission is to transform lives by making Church matter, building disciples, and seeking and saving the lost
linktr.ee/stpatrickyorkville
Followed by aemmarasanto

POETS REELS TAGGED

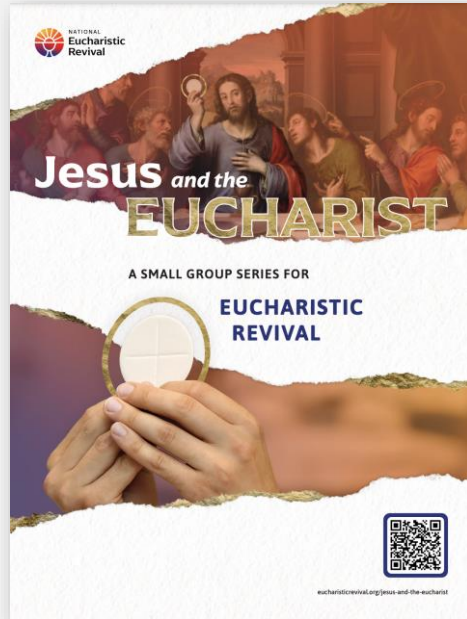
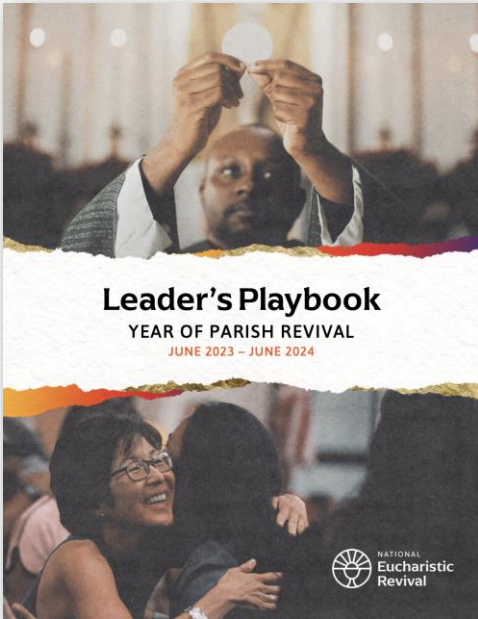
Grid of video posts showing Father Adorjan at a podium with a candle. One post has a caption: "I would do anything that would get you to heaven".



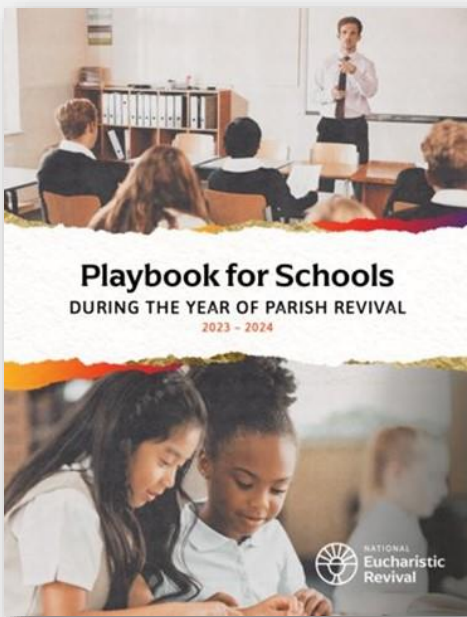
53



54



55



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SOCIAL MEDIA POSTS

One easy way to get a wide reach with your message is on social media. Here are some assets you can share to your network along with pre-written captions you can use as templates.



Pre-Written Captions

[Access Captions](#)

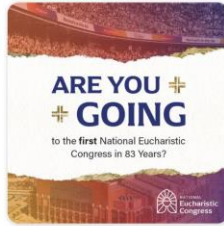


Image Post - Are You Going?

[Square Post - 1080x1080](#)

[Horizontal Post - 1200x630](#)

[Vertical Post - 1080x1920](#)



Image Post - Will You Join Us?

[Square Post - 1080x1080](#)

[Horizontal Post - 1200x630](#)

[Vertical Post - 1080x1920](#)



Image Post - Revival Happens Here

[Square Post - 1080x1080](#)

[Horizontal Post - 1200x630](#)

[Vertical Post - 1080x1920](#)



BRAND ASSETS

Prefer to make your own promotional materials? Download logos and visual assets to keep your communications on-brand.

[DOWNLOAD](#)





Parish Point Person Webinar

WITH TIM GLEMKOWSKI
NOV 7, 2023



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 NATIONAL
**Eucharistic
Revival**



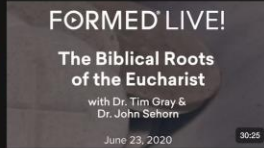

Jesus and the Eucharist: A Small Group Series for Eucharistic Revival
Sample Copy for Bulletins







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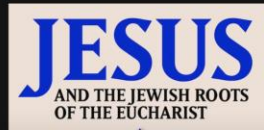
Biblical Roots of the Eucharist View all

- 
Lectio: Eucharist
- 
Eucharist In The Bible - Short Course
- 
FORMED LIVE!
The Biblical Roots of the Eucharist
with Dr. Tim Gray & Dr. John Sehorn
June 23, 2020 30:25
FORMED Now! The Biblical Roots of the Eucharist
- 
BIBLE STUDY
The Luminous Mysteries of the Rosary
FORMED NOW
A Bible Study on the Luminous Mysteries (5-Part...)

The Source and Summit View all

- 
Presence: The Mystery of the Eucharist
- 
JESUS AND THE JEWISH ROOTS OF THE EUCHARIST
DR. BRANT PITRE 1:07:43
- 
Lectio: Eucharist
- 
Presencia: El Misterio de la Eucaristía

Audio View all

- 
Communion
A Catholic News Service Podcast
- 
The Body and Blood of Christ
- 
THOMAS HOWARD
If your mind wanders at
- 
JESUS AND THE JEWISH ROOTS OF THE EUCHARIST

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Recommendation

Follow the 8:1
nourishment ratio



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Recommendation

Follow the 8:1 nourishment ratio



Recommendation

Follow the 8:1 nourishment ratio





Recommendation

Don't recycle
content: recycle
the **PIECES**



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66



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Recommendation

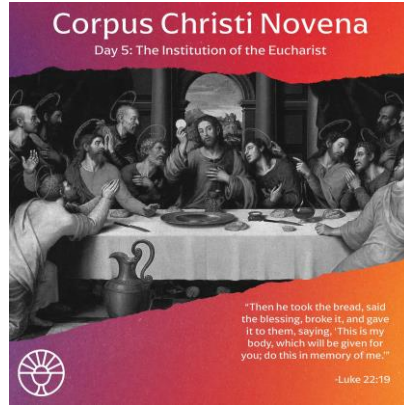
Inspire parishioners in the morning

Engage with them in the afternoon

68



Digestible morning posts



69

Engaging afternoon posts



70



Where do you go from here?

71

FACT

Social media is a great way to promote the Eucharistic Congress

72



```
graph TD; A[ ] --> B[Your parish should be active on social media]; B --> C[ ]
```

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

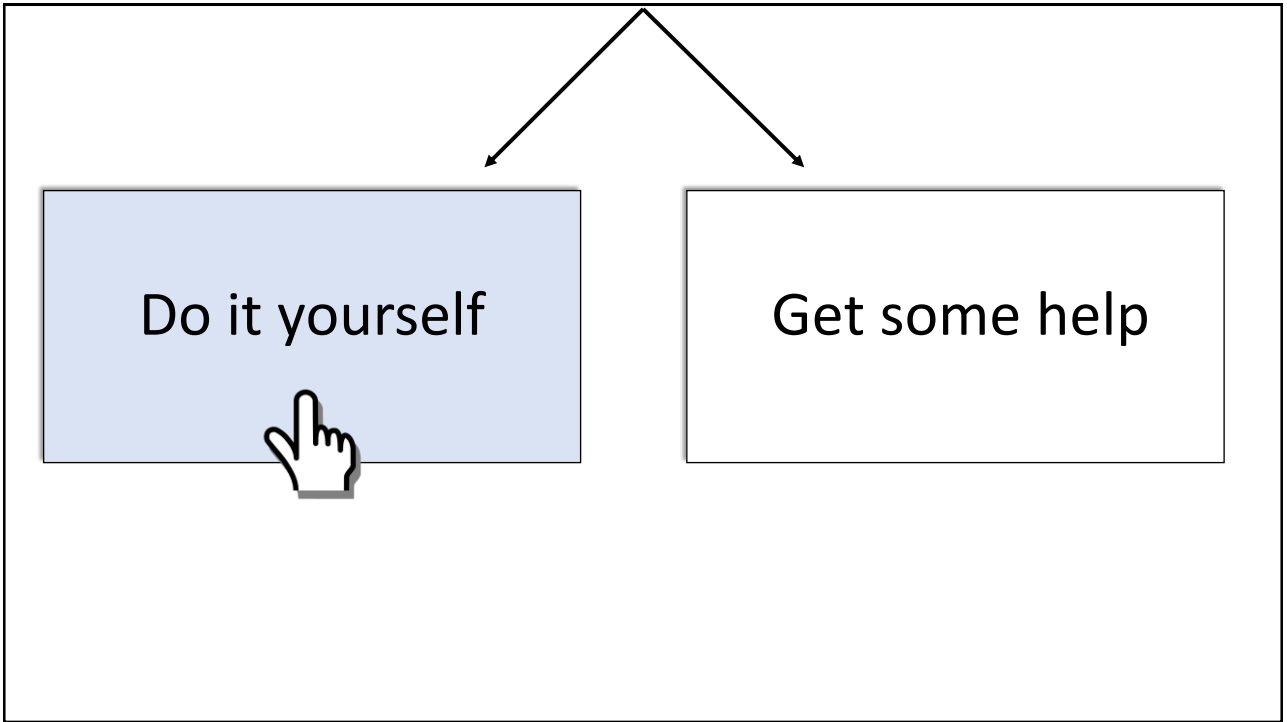
73

```
graph TD; A[ ] --> B[Do it yourself]; A --> C[Get some help]
```

Do it yourself

Get some help

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Recording and Slides Available this Afternoon

The Social Media Landscape in 2024: A Practical Guide for Parishes



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Image Post – Revival Happens Here

[Square Post – 1080x1080](#)

[Horizontal Post – 1200x630](#)

[Vertical Post – 1080x1920](#)



Do it yourself



Get some help



Do it yourself

Get some help



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CATHOLIC
SOCIAL+MEDIA
BY PRENGER SOLUTIONS GROUP

- All the NEC items you need in one place
- Multi-platform social media scheduler
- Fresh content, always a week ahead
- Analytics to see what's working

80



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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CATHOLIC SOCIAL+MEDIA

Home Planner History Analytics Resources Create Post Connect my social media accounts

For Next Week (May 2 - May 8)

COURAGE
Monday, May 2
Courage is mental strength

Monthly Co

a new saint: **FATHER TITUS BRANDSMA**
Thursday, April 21 - Saturday

a new saint: **FATHER CHARLES DE FOUCAULD**

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

Next

82



Channels and Scheduling

Select Date: Thursday, April 21, 2022

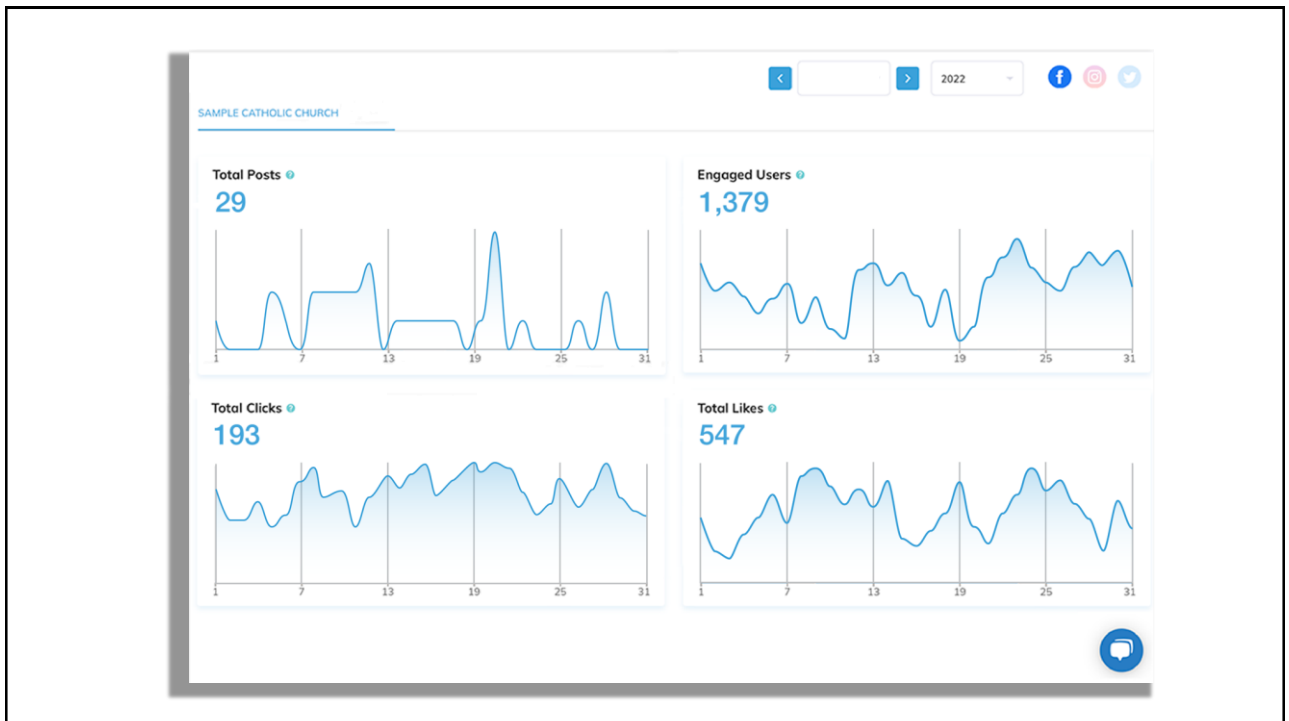
Select Time: 10 : 15 am pm

- 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

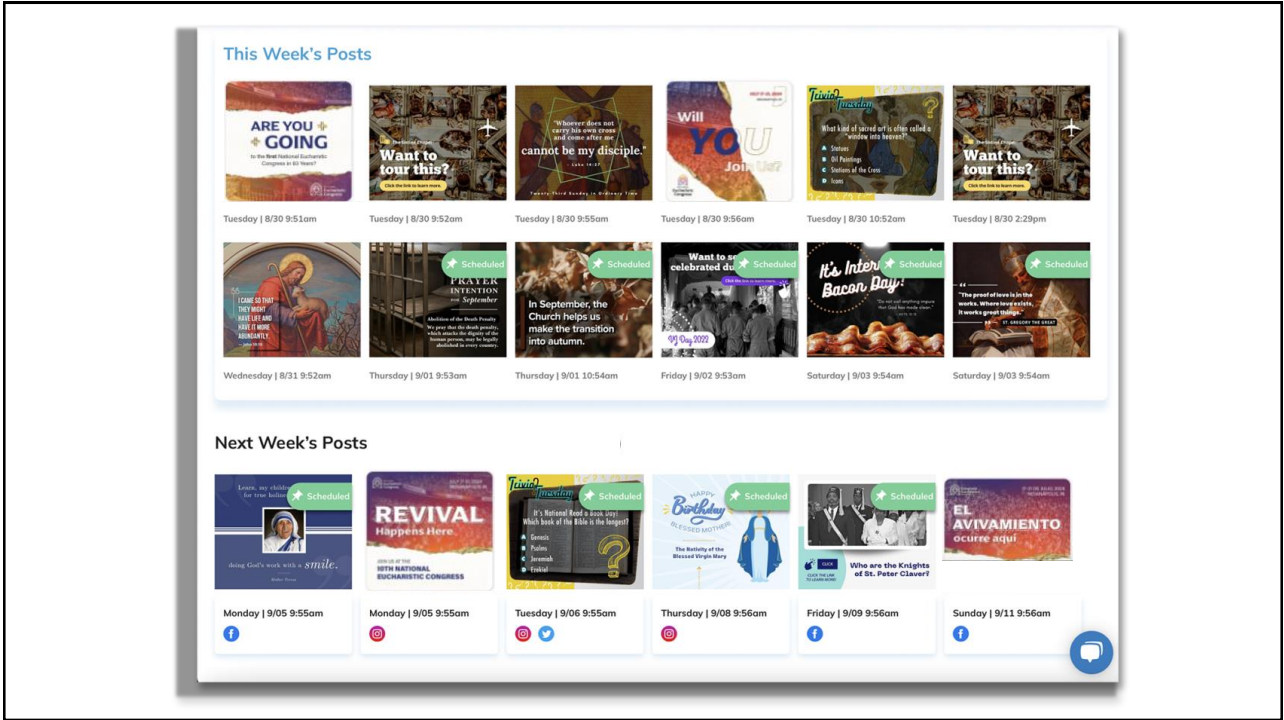
You select a past date, your post will be posted now.

1 2 Back Publish

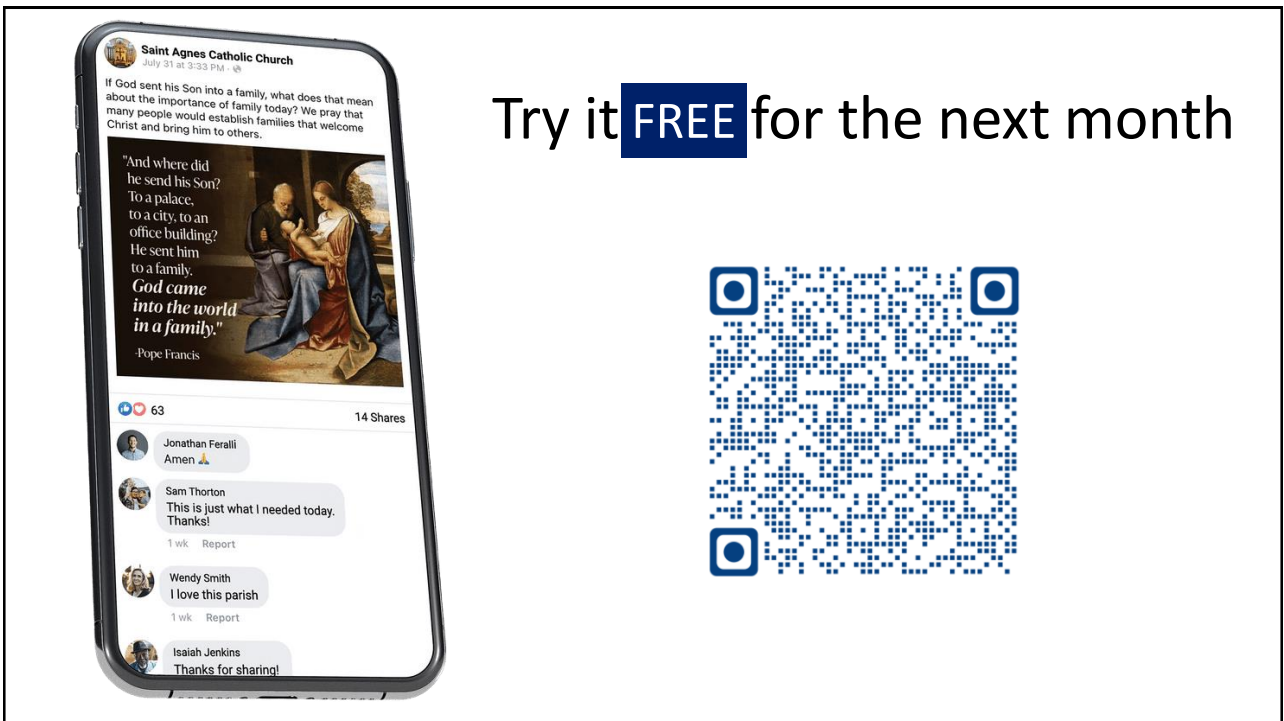
83



84



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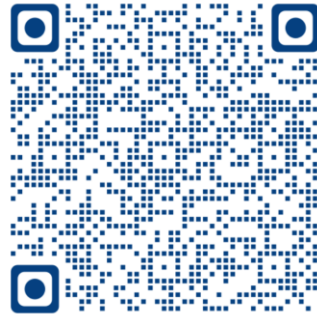


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Try it **FREE** for the next month

Just in time for
Advent



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Brought to you by...



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Q&A / Discussion