

TOP TIPS FOR USING SOCIAL MEDIA

Create a strategy

To start, identify what you hope to achieve. Are you trying to reach out to the broader community? Connect with parishioners? Develop your plans for posting content accordingly. Try starting with just one social media platform - we recommend Facebook - and grow from there. Facebook allows you to share events and to connect with a diverse audience.

Share relevant, timely information

Once you know who you are trying to reach and why, be sure the information you share reflects these goals. Only share information that adds value or helps to communicate your key messages.

Keep it consistent

Try to develop a consistent voice, so that followers know what to expect from you. Set a schedule for how often you will post, and stick to that. Going silent for too long (or conversely, suddenly oversharing) can impact how many people see your posts.

Communication is a two-way street, so engage!

Social media is all about creating connections and conversation. Respond to your followers' comments; engage with organizations in your community; share other Catholic content to your page.

Branding matters

Maintaining a consistent look and feel on your parish's social media page helps people to recognize your content when they see it. Logos, imagery, colors and fonts should match the style of your parish's website and all other forms of communication.

Safety first

Your pastor and staff members and/or appointed volunteers should all have administrative access to the social media page. Ultimately, your pastor is responsible for parish social media accounts. Keep login information on file in the parish office. The page should be monitored so that inappropriate comments and interactions are removed in a timely manner.

