



**Stewarding the Church is a
focused rationale for enacting a
year-round education and
formation initiative.**

UBICUMQUE ET SEMPER

APOSTOLIC LETTER IN THE FORM OF *MOTU PROPRIO*
UBICUMQUE ET SEMPER
OF THE SUPREME PONTIFF BENEDICT XVI
ESTABLISHING THE PONTIFICAL COUNCIL
FOR PROMOTING THE NEW EVANGELIZATION

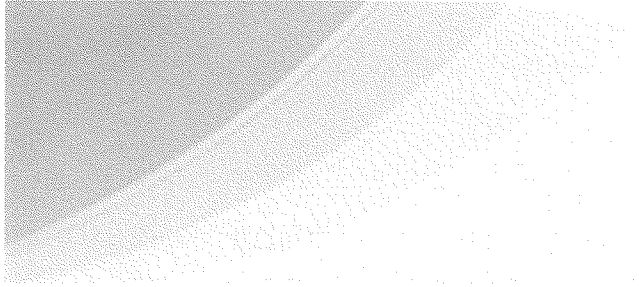
It is the duty of the Church to proclaim always and everywhere the Gospel of Jesus Christ. He, the first and supreme evangelizer, commanded the Apostles on the day of his Ascension to the Father: "Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you"
(Mt 28:19-20).

UBICUMQUE ET SEMPER

Article 3

Among the specific tasks of the Council are particularly the following:

1. to examine in depth the theological and pastoral meaning of the new evangelization;
2. to promote and to foster, in close collaboration with the Bishops' Conferences concerned—which may establish *ad hoc* organisms—the study, dissemination, and implementation of the Papal Magisterium related to topics connected with the new evangelization;
3. to make known and to support initiatives linked to the new evangelization that are already being put into practice in various particular Churches, and to promote the realization of new projects by actively involving the resources present in Institutes of Consecrated Life and in Societies of Apostolic Life, as well as in groups of the faithful and in new communities;
4. to study and to encourage the use of modern forms of communication as instruments for the new evangelization;
5. to promote the use of the *Catechism of the Catholic Church* as an essential and complete formulation of the content of the faith for the people of our time.



We know that communication is a problem, but the company is not going to discuss it with the employees.

- Anonymous

Communication channels

- Media
- Website
- Print
- Advertising
- Social
- Direct mail
- Face-to-face
- Events





Four C's

- New Digital
 - Creating
 - Curating
 - Connecting
 - Culture



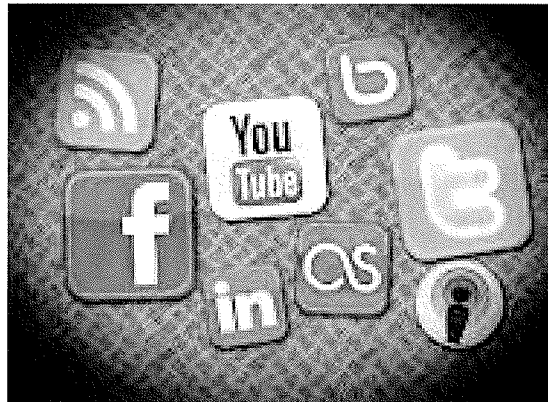
**You can't build a reputation on
what you are *going* to do.**

- *Henry Ford*

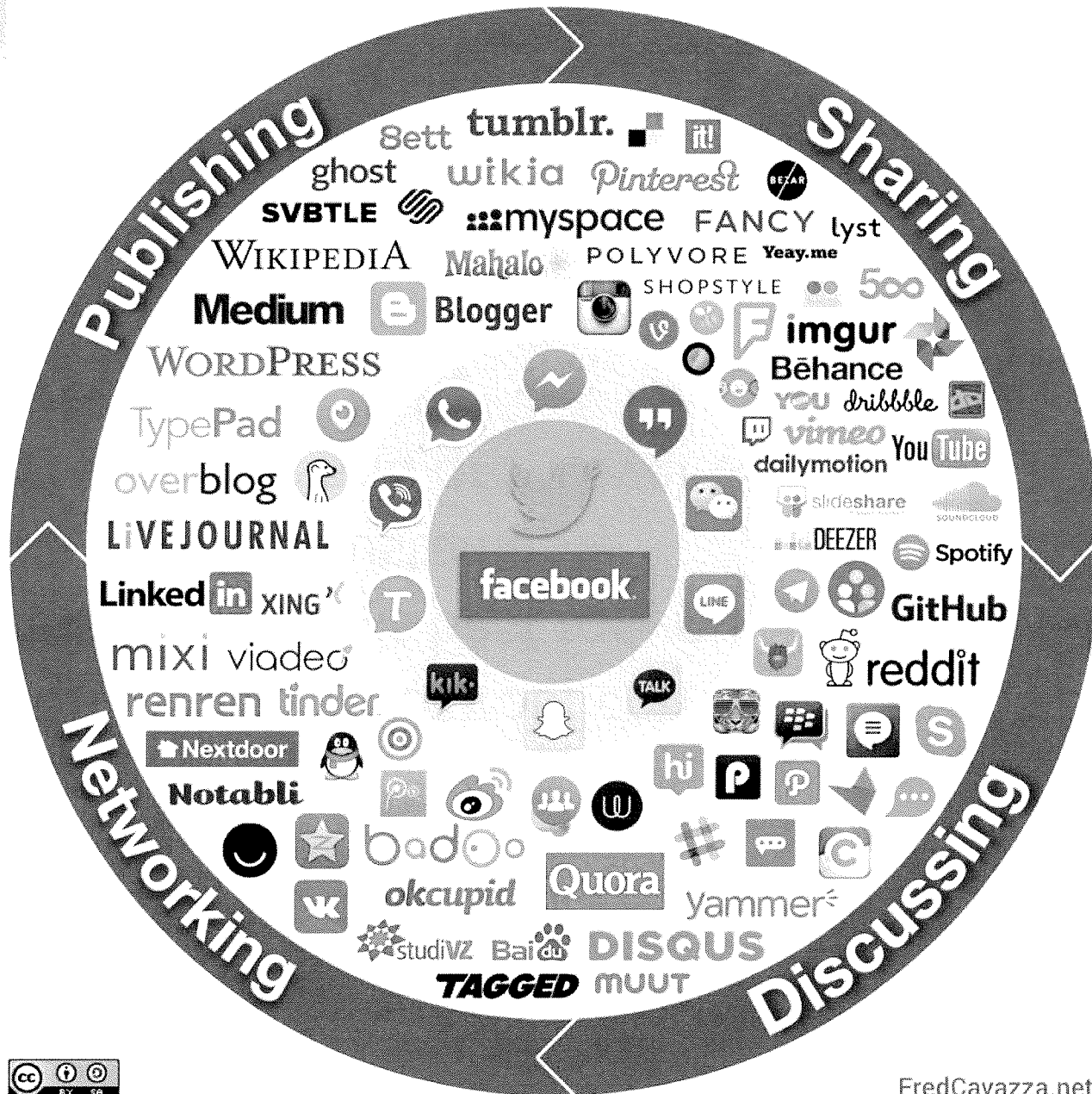
Social Media

- **Social media** includes web- and mobile-based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals.

Wikipedia



Social Media Landscape 2015





Next steps in Social Media

- It is only one part of your communications plan
- Determine what is best for you
- Make sure it is sustainable
- Start with one and grow over time
- Appropriate staffing
- Be on your best behavior.
- Strive to be interesting.
- Organize your information.



Next steps in Social Media

- Maintain a lively discussion. Reply to comments.
- Don't make it difficult for people to give you feedback.
- Interact with your fans. A contest or a few surveys.
- Choose a good username.
- Integrate all your social media applications together.
- Check - and recheck - your privacy settings.
- Link to your social media site from your main site.
- Social media sites do not replace a main diocesan site.

Adapted from seoconsult.com



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DIGITAL EFFORTS

- **Increase Engagement**

- Types of Posts
- Creating Search Terms
- Call to Action

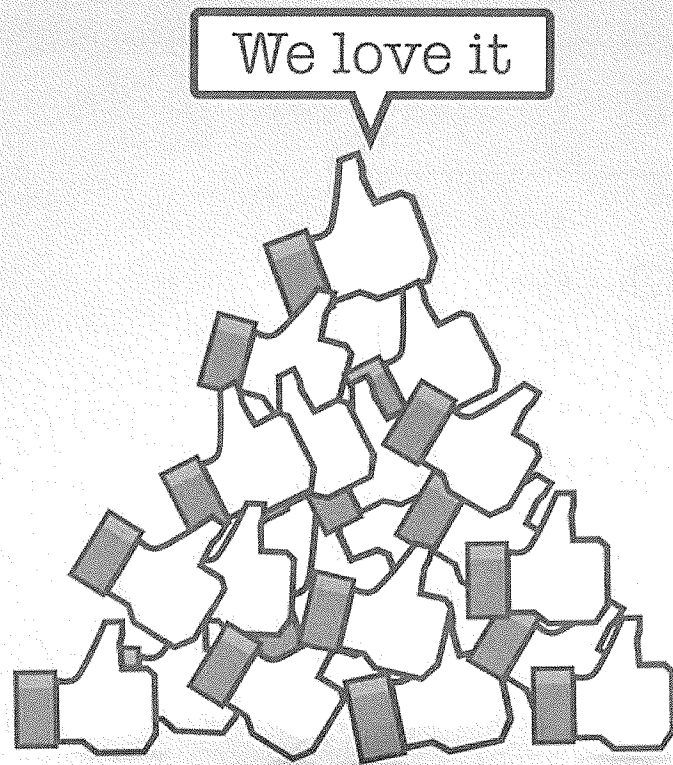
- **Identify Audience(s)**

- Young Adults
- Hispanic/Latino
- Catholic Schools

- **New Ideas/Outreach**

- Targeting Ads
- Snapchat
- Instagram
- Videos

INCREASE ENGAGEMENT



- **Types of Post**
 - Inspiring
 - Pictures
 - Tell a story
- **Creating Search Terms**
 - Hashtags
 - Segmentation
 - Subgroups
- **Call to Action**
 - Educate
 - Engage
 - Excite

Not everything that can be counted counts, and not everything that counts can be counted. -William

Bruce Cameron

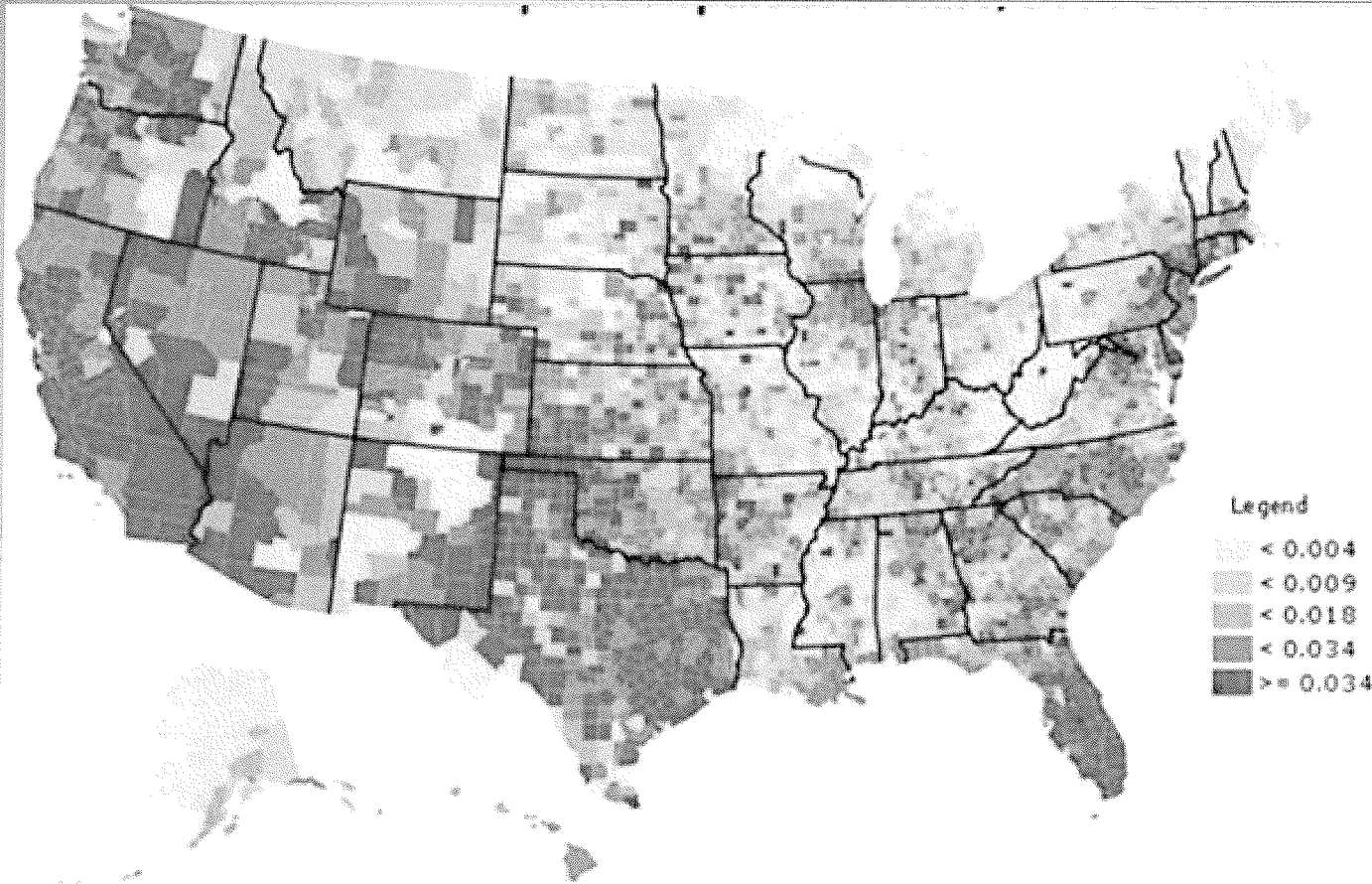
IDENTIFYING AUDIENCES

- **Young Adults**
 - Instagram
 - Snapchat stories
 - Video Outreach
- **Catholic Schools**
 - Target
 - Invite
 - Convert
- **Hispanic/Latino**
 - Inform
 - Unique Messaging
- **Influencers**
 - Who are they?



**You can't be *everything* to everyone,
but you can be *something* to someone**

THE HISPANIC/LATINO MARKET



At 57 million in 2015, Hispanics account for 17.7% of the U.S. population today. Much of this growth since 2000 has come from the births of Hispanics in the U.S. rather than the arrival of new immigrants. As a result, English use among Hispanic adults is on the rise. Today, about six-in-ten U.S. adult Hispanics (62%) speak English or are Bilingual.

NEW IDEAS/OUTREACH

- **Targeting Ads**
 - Facebook
 - Instagram
 - Video/Photo
- **Snapchat**
 - Stories
 - Follow
- **Videos/Photos**
 - Tell a story
 - Empathy
- **Other ideas**
 - Chatbots
 - Augmented Reality
 - 360 / VR / Live



Be comfortable in the uncomfortable