

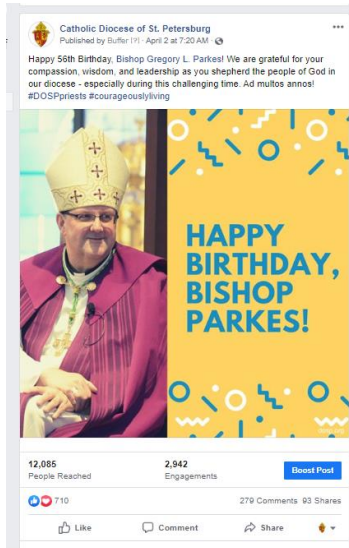
Facebook Top Ten Tips

1. Provide Regular Updates

Three times a day is recommended (morning, noon and night). Maria normally posts at around 7 a.m., 12 p.m. and 7 p.m.

2. Make it Personal

Offer “behind-the-scenes” or “slices of life” involving people and activities at the parish. Celebrate your pastor’s birthday, ordination anniversary, etc. Remember to touch people’s hearts and to be tender and compassionate.

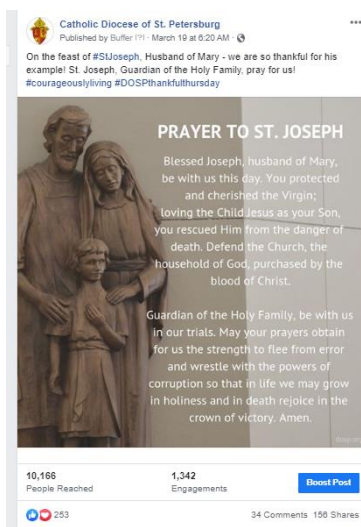


3. Go Live-When Appropriate

Live videos get priority on Facebook’s algorithms.

4. Keep your Posts Brief and Highlight our Saints and our Faith

This one below is a good example of both! Short statements coupled with a picture can do very well.



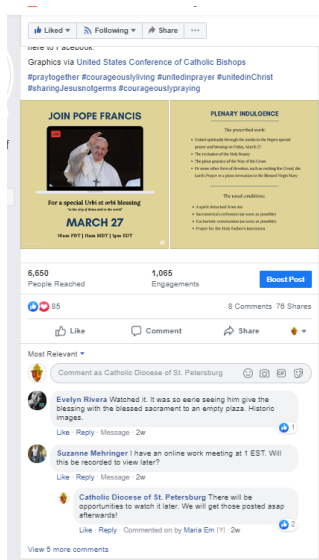
5. Include a Call to Action

This could be pray with us, share with your friends or view a video. A Call to Action gives people reason to stop and interact with your post.



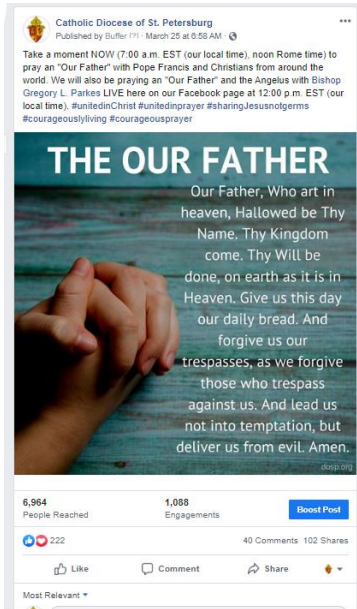
6. Prioritize Comments and Replies

If someone takes the time to comment on your content, you should return the favor and like the comment or respond with an answer or an encouragement. This increases engagement. Replies have become an expectation in today's social space. Given that people respect a social response within four hours of commenting, timely responses are a game-changer.



7. Add an Interesting Photo or Graphic

Visual content is essential on Facebook. Make it personal by sharing photos of pastor, priests, church personnel, etc. Also, images taken of church “beauty” art and environment often do very well. (Free stock photo resources are available [here](#).)



Catholic Diocese of St. Petersburg
Published by Buffer (1) · March 29 at 9:58 AM

Take a moment NOW (7:00 a.m. EST (our local time), noon Rome time) to pray an "Our Father" with Pope Francis and Christians from around the world. We will also be praying an "Our Father" and the Angelus with Bishop Gregory L. Parkes LIVE here on our Facebook page at 12:00 p.m. EST (our local time). #unitedinChrist #unitedinprayer #sharingJesusnotgerms #courageouslyliving #courageousprayer

THE OUR FATHER

Our Father, Who art in heaven, Hallowed be Thy Name. Thy Kingdom come. Thy Will be done, on earth as it is in Heaven. Give us this day our daily bread. And forgive us our trespasses, as we forgive those who trespass against us. And lead us not into temptation, but deliver us from evil. Amen.

6,964 People Reached 1,088 Engagements [Boost Post](#)

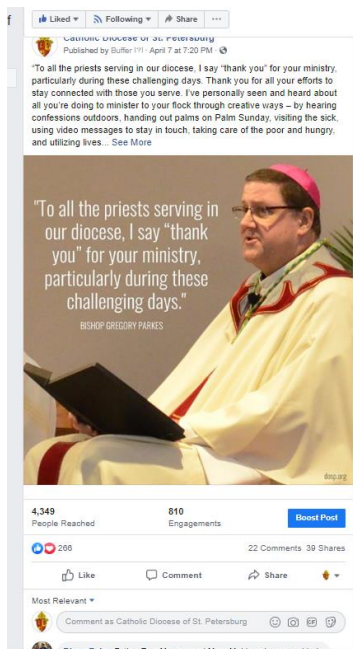
222 Likes 40 Comments 102 Shares

Like Comment Share

Most Relevant

8. Feature an Interesting Quote

“Break Out” quotes from a saint, pastor or other person can engage people and lead to liking and sharing.



Catholic Diocese of St. Petersburg
Published by Buffer (1) · April 7 at 7:20 PM

"To all the priests serving in our diocese, I say 'thank you' for your ministry, particularly during these challenging days. Thank you for all your efforts to stay connected with those you serve. I've personally seen and heard about all you're doing to minister to your flock through creative ways – by hearing confessions outdoors, handing out palms on Palm Sunday, visiting the sick, using video messages to stay in touch, taking care of the poor and hungry, and utilizing lives. See More

"To all the priests serving in our diocese, I say "thank you" for your ministry, particularly during these challenging days."

BISHOP GREGORY PARKES

4,349 People Reached 810 Engagements [Boost Post](#)

286 Likes 22 Comments 39 Shares

Like Comment Share

Most Relevant

Comment as Catholic Diocese of St. Petersburg

Diocese Priests: Father Tom Moore and Most Reverend have responded.

9. Proclaim, Invite and Encounter and be Timely

Share the Good News of Jesus Christ, invite people to encounter the love and mercy of Jesus Christ and be timely and relevant to what is on people's minds. Below is an example of all of the above.



Catholic Diocese of St. Petersburg
Published by Buffer [?] · March 15 at 8:11 AM ·

Here is the Act of Spiritual Communion to pray if you are not going to be physically present at Mass. Find a listing of televised and online Masses here: <https://buff.ly/38MXTqy>.

In case you missed it - on Friday, March 13, 2020, Bishop Gregory L. Parkes issued a dispensation, or exemption, from the usual Sunday Mass requirement in light of the current coronavirus pandemic. Find details here: <https://buff.ly/2Wb4sAQ>. #courageouslyliving

ACT OF SPIRITUAL COMMUNION

My Jesus, I believe that You are present in the Most Holy Sacrament. I love You above all things, and I desire to receive You into my soul. Since I cannot at this moment receive You sacramentally, come at least spiritually into my heart. I embrace You as if You were already there and unite myself wholly to You. Never permit me to be separated from You.

Amen.

- EWTN dncp.org

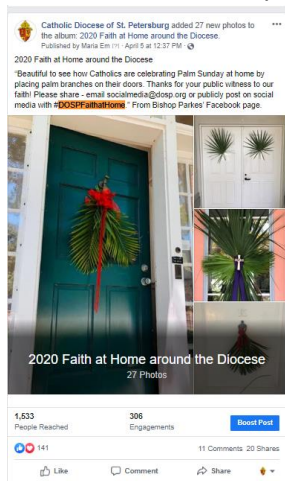
17,566 People Reached 2,451 Engagements [Boost Post](#)

249 39 Comments 239 Shares

Like Comment Share

10. Use Hashtags and Social Media Campaigns.

This builds community and fosters engagement.



Catholic Diocese of St. Petersburg added 27 new photos to the album: 2020 Faith at Home around the Diocese.
Published by Miss Em · April 8 at 12:27 PM ·

2020 Faith at Home around the Diocese

Beautiful to see how Catholics are celebrating Palm Sunday at home by placing palm branches on their doors. Thanks for your public witness to our faith! Please share - email socialmedia@dncp.org or publicly post on social media with [#DOSPalmBranches](https://www.facebook.com/hashtag/DOSPalmBranches) From Bishop Parkes' Facebook page.

2020 Faith at Home around the Diocese
27 Photos

1,533 People Reached 398 Engagements [Boost Post](#)


141 11 Comments 20 Shares

Like Comment Share

Catholic Diocese of St. Petersburg
Published by Buffer 11: April 2 at 7:20 PM

We are so proud of how our priests are courageously using technology to share the Good News! Find a listing of local parishes offering live video streams at CatholicMassOnline.org

Full story below: [#courageouslyWVW](#) #sharingJesusnotgerms #unitedinChrist



TAMPABAY.COM [About this website](#)

After coronavirus, Clearwater priest livestreams Mass from his apartment

3,801 People Reached	947 Engagements	Report Post
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198 [Like](#) 12 [Comments](#) 41 [Shares](#)

[Like](#) [Comment](#) [Share](#) [More](#)

Most Relevant