



Faith, Hope & Courage

SOCIAL MEDIA GUIDE & SAMPLE

Purpose

Each parish is coming back to “normalcy” in their own way, and the intention of the ***Faith, Hope & Courage*** Program is to acknowledge and report the overall health of your parish to your members, and then work together with your people to plan for sustaining your faith community for the coming year.

Facebook, Instagram, and Twitter are great tools to communicate with your parishioners and spread the word. It is our hope this social media guide and sample plan serves you well as we continue ministering and serving our community in ***Faith, Hope & Courage***.

Below you can find designing tips, dimensions, and a sample week of postings to get you started.

Designing Tips

- [Canva](#) is a great tool to design and craft your message. It is free and provides easy design templates. Please create an account to get started.
- Remember to...
 - Brand each graphic with the ***Faith, Hope & Courage*** tagline.
 - Always provide a call to action – engage with your audience to follow a link, join in prayer, etc.
 - Keep your message simple and limit the amount of text on the post (typically 80 words or less) and provide the main information in the body text of the post.
 - Be positive and uplifting.
 - Use the hashtag #DOSPFhc so all posts will be cataloged.
 - Use pictures of real people – stock or your own pastor, priests, church personnel, etc.
- Free stock photo resources are available [here](#).

Dimensions



- Facebook – 940 x 788 px
- Instagram – 1080 x 1080 px
- Twitter – 1024 x 512 px



Social Media Plan Sample





This is an example of the social media posts covering the active and follow-up timeframe for **Faith, Hope & Courage**. We have used the fictitious parish name of “St. Anywhere” to demonstrate hashtags and localized branding and included some images to give a visual idea of the types of posts that can be developed. The graphics shown can be downloaded on our resource page (<http://www.dosp.org/fhc-resources/>), and if your parish needs assistance adapting/personalizing them, please contact Michelle Mesiano at mnm@dosp.org.


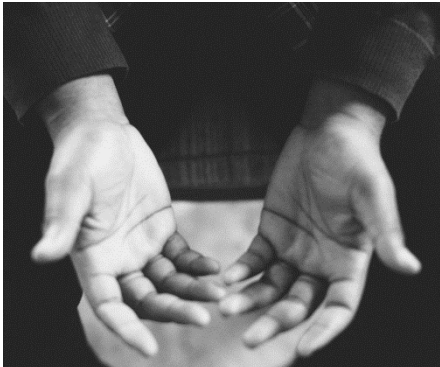
This sample can be taken and adapted into a plan for your parish through the end of this campaign, blending elements of prayer, supporting faith life, inspiration, thank yous, and parish updates. At the same time, the theme (**Faith, Hope & Courage**) can be woven into messaging.

We recommend having one person in charge of posting, and that they also be dedicated to responding to any comments IMMEDIATELY.



Timeframe	Purpose/ General Guidance	Graphic/Text Posting Examples	Sample Communication
<i>Announcement Week –</i> Wednesday, August 12	Introduce campaign. Invite to pray – Feast of Assumption	<p>“My spirit rejoices in God my savior.”</p> 	<p>Thank you, parishioners of St. Anywhere for your support of our parish family. We remain strong because of our faith and we thank you for your generosity. Please visit www.StAnywhereparish.com</p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>
<i>Announcement Weekend –</i> Saturday, August 15	<p>Mary is our model of Faith, Hope & Courage</p> <p>Message/statement with stories, examples about how the parish brings joy to people’s live – like Mary felt the joy of a loving God.</p>	<p>Post a quote graphic with link to blog post/message from the pastor</p> <p>Headshot of pastor or thumbnail of video</p> 	<p>We are coming together as a family to meet our needs for the year ahead. We entrust our parish and each of you to the Blessed Mother. (link to video)</p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>


<p><i>Commitment Week – Wednesday, August 19</i></p>	<p>Tie together with commitment weekend</p>	<p>Prayer for Mary’s intercession & protection</p> <p>Father in heaven, all creation rightly gives you praise, for all life and all holiness come from you.</p> <p>In the plan of your wisdom she who bore the Christ in her womb was raised body and soul in glory to be with him in heaven. May we follow her example in reflecting your holiness and join in her hymn of endless love and praise. We ask this through Christ our Lord.</p> <p>Amen.</p> <p>Catholic.org</p> 	<p>We have all been challenged but like Mary, let us rejoice in our Savior despite difficulties. Let us pray.</p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>
<p><i>Commitment Weekend – Saturday, August 22</i></p>	<p>Queenship of Mary</p>	<p>How the parish helps me to keep the faith. Prayer graphic</p> <p>"So faith comes from hearing, and hearing through the word of Christ." - Romans 10:17</p> 	<p>Today we celebrate the Queenship of Mary and her example of service and discipleship.</p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>
<p><i>Commitment Weekend – Sunday, August 23</i></p>	<p>Share pastor blog addressing testimonial from Mass / Prayer for</p>	<p>How the parish helps keep the faith – post a quote, image of speaker, graphic with link to pastor blog post/statement</p>	<p>(Testimonial from pastor) “My parish helps me to have faith...”</p>

	<p>Mary's intercession and protection for your parish family</p>		
<p><i>Reminder – Tuesday, August 25</i></p>	<p>Post message with link to testimonial video message from Witness</p>	<p>Post photo or quote from witness and include link to testimonial video</p> 	<p>(Testimonial from witness) “We believe all things are possible with God... I have witnessed this over the past few months here at St. Anywhere Parish.”</p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>
<p><i>Reminder – Wednesday, August 26</i></p>	<p>Provide encouragement – <i>Courage scripture</i></p>	<p>“I can do all things through Christ who strengthens me.” - Philippians 4:13</p> 	<p>During these difficult days, we are strengthened by the love of Christ.</p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>
<p><i>Reminder – Sunday, August 30</i></p>	<p>Call to action – Pray for the intentions of those who returned their cards</p>	<p>Quote graphic about prayer with link to list of petitions online</p> 	<p>We turn to Christ today and every day in confidence and prayer with our petitions.</p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>

<p><i>Reminder – Monday, August 31</i></p>	<p>Provide uplifting quote about putting our faith into action</p>	<p>“Charity is the root of all good works.” – St. Augustine</p> 	<p>As a parish family, we are dedicated to good works that lead souls to Christ and heal the wounds of sin and division.</p> <p>#DOSPFhc #StAnywhere #courageouslyliving</p>
<p><i>Reminder – Wednesday, September 2</i></p>	<p>We welcome the stranger, link to pastor blog addressing “welcome”</p>	<p>Insert link to pastor’s blog post or testimonial video about welcomed parishioner to demonstrate how Faith, Hope & Courage has helped the parish.</p>	<p>(Testimonial from pastor) “As a parish family, we are dedicated to good works that lead souls to Christ and heal the wounds of sin and division.”</p> <p>#DOSPFhc #StAnywhere #courageouslyliving</p>
<p><i>Reminder – Saturday, September 5</i></p>	<p>Call to action – Pray for the intentions of those who returned their cards</p>	<p>Quote graphic about prayer with link to list of petitions online</p> 	<p>We turn to Christ today and every day in confidence and prayer with our petitions.</p> <p>#DOSPFhc #StAnywhere #courageouslyliving</p>
<p><i>Reminder – Sunday, September 6</i></p>	<p>Mary is the model of this campaign</p>	<p>Photo and prayer of Blessed Mother – reference to how she is a model of Faith, Hope & Courage</p>	<p>Blessed are you, holy Virgin Mary, deserving of all praise; from you rose the sun of justice, Christ our God.</p> <p>#DOSPFhc #StAnywhere #courageouslyliving</p>

<p><i>Reminder</i> – Tuesday, September 8</p>	<p>Mary’s birthday – tie back to <i>Faith, Hope & Courage</i></p>	<p>Quote graphic of Nativity – reference how Mary is a model of <i>Faith, Hope & Courage</i></p> <p>Short prayer</p> <p>“The Virgin Mary encourages us to be men and women who are constant in their good works.” – Pope Francis</p>	<p>Today we celebrate the birthday of our Blessed Mother, our model for <i>Faith, Hope and Courage.</i></p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>
<p><i>Reminder</i> – Saturday, September 12</p>	<p>Message from pastor</p>	<p>Post a quote graphic or link to blog post with message from the pastor</p>	<p>(Message from pastor) “Together we created opportunities for ministry to not just continue, but to grow.”</p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>
<p><i>Participation</i> – Sunday, September 13</p>	<p>Call to action – Pray for the intentions of those who returned their cards</p>	<p>Quote graphic about prayer with link to list of petitions online</p>	<p>We turn to Christ today and every day in confidence and prayer with our petitions.</p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>

			
<p><i>Reminder – Monday, September 14</i></p>	<p>How the parish helps me to have courage</p>	<p>Post quote about exaltation of the Holy Cross with message about courage.</p> <p>“You must accept your cross; if you bear it courageously it will carry you to heaven.” – St. John Vianney</p> 	<p>#DOSPfhc #StAnywhere #courageouslyliving</p>
<p><i>Reminder – Monday, September 21</i></p>	<p>Our Lady of Sorrows</p>	<p>Post quote about Our Lady of Sorrows and how the parish is with people in times of sorrow / carry their cross</p> <p>“She who is the Mother of Sorrows and also the Mother of Consolation, can understand you completely and help you.” – Pope St. John Paul II</p> 	<p>May Mary remain for us a model of constant and victorious endurance and unwavering virtue and courage so that neither tribulation nor worldly creatures may ever separate us from the love of Christ. (St. Lawrence of Brindisi)</p> <p>#DOSPfhc #StAnywhere #courageouslyliving</p>

<p><i>Thank you – Thursday, September 24</i></p>	<p>Thank you from pastor</p>	<p>Mention how this program has helped your parish</p> 	<p>(Message from pastor) “Thank you all once again for making this challenging time an opportunity for us to grow in faith, nurture our hope and demonstrate courage.”</p> <p>#DOSPFhc #StAnywhere #courageouslyliving</p>
<p><i>TBD – October</i></p>	<p>Pastoral plan for the year</p>	<p>Overview of what your plans are for next year. Include how the generosity of parishioners makes it possible.</p>	<p>#DOSPFhc #StAnywhere #courageouslyliving</p>

Scriptural References

In past efforts, using strong visual elements with scripture have had good results among our subscribers. This means they like, share, and push our message and branding forward, increasing our social media outreach. Below are some scriptures tied to our theme of ***Faith, Hope & Courage*** to assist you in designing or creating your own posts.

Faith

2 Timothy 4:7 "I have fought the good fight, I have finished the race, I have kept the faith."

Ephesians 2:8-9 "For by grace you have been saved through faith. And this is not your own doing; it is the gift of God, not a result of works, so that no one may boast."

Romans 10:17 "So faith comes from hearing, and hearing through the word of Christ."

Luke 1:37 "For nothing will be impossible for God."

Matthew 17:20 "Truly I tell you, if you have faith as small as a mustard seed, you can say to this mountain, 'Move from here to there,' and it will move. Nothing will be impossible for you."

Matthew 21:22 "Whatever you ask for in prayer with faith, you will receive."

Philippians 4:13 "I can do all things through Christ who strengthens me."

Hope

Jeremiah 29:11 "For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future."

Romans 12:12 " Rejoice in hope, endure in affliction, persevere in prayer."

Romans 15:4 "For everything that was written in the past was written to teach us, so that through the endurance taught in the Scriptures and the encouragement they provide we might have hope."

Deuteronomy 31:6 "Be strong and courageous. Do not be afraid or terrified because of them, for the Lord your God goes with you; he will never leave you nor forsake you."

Isaiah 40:31 "But those who hope in the Lord will renew their strength. They will soar on wings like eagles; they will run and not grow weary, they will walk and not be faint."

Courage

Joshua 1:9 "Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go."

1 Corinthians 16:13 "Be on your guard; stand firm in the faith; be courageous; be strong."

Psalms 31:24 "Be strong and take heart, all you who hope in the Lord."

Isaiah 41:10 "So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand."

2 Timothy 1:7 "For God has not given us a spirit of fear and timidity, but of power, love, and self-discipline."

2 Samuel 10:12 "Be of good courage, and let us be courageous for our people, and for the cities of our God, and may the Lord do what seems good to him."

2 Chronicles 15:7 "But you, take courage! Do not let your hands be weak, for your work shall be rewarded."

Quotes

"Prayer is an act of love; words are not needed. Even if sickness distracts from thoughts, all that is needed is the will to love." – *Saint Teresa of Avila*

"One isn't necessarily born with courage, but one is born with potential. Without courage, we cannot practice any other virtue with consistency. We can't be kind, true, merciful, generous, or honest." – *Maya Angelou*

"We cannot all do great things, but we can do small things with great love." – *St. Mother Teresa of Calcutta*

"Faith is like a bright ray of sunlight. It enables us to see God in all things as well as all things in God." – *St. Francis de Sales*

"You must accept your cross; if you bear it courageously it will carry you to heaven." – *St. John Vianney*