

Parish Resources – Social Media Guide Sample

Purpose

It is our hope this sample social media guide serves you well as we continue ministering and serving our community through this time. Facebook, Instagram and Twitter are great tools to communicate with your parishioners and relieve any anxiety. We have included a sample week of postings, helpful hints, social media graphic dimensions and Facebook/Instagram/Twitter feeds you can follow and share to your people.

Helpful Hints

- To create free, fun collages and slideshows: [canva.com](https://www.canva.com), [picmonkey.com](https://www.picmonkey.com) and spark.adobe.com. *You must create an account.*
- Free stock photos:
 - [Canva](https://www.canva.com)
 - [eCatholic](https://www.eCatholic.com)
 - [Pexels](https://www.pexels.com)
 - [Pixabay](https://www.pixabay.com)
 - *Find more [here](#)*

Dimensions

- Facebook - 940x788px
- Instagram - 1080x1080px

Follow, Like and Share these feeds

Facebook and Instagram

[@DioStPete](#) Diocese of St. Petersburg

[@MySpiritFM](#) My SpiritFM

[@usccb](#) United States Conference of Catholic Bishops

Facebook

[@svdprva](#) Society of St. Vincent de Paul

Instagram

[@franciscus](#) Pope Francis

Twitter



[@Pontifex](#) Pope Francis

Sample Week


This is an example of one week, and we have used the fictitious parish name of St. Anywhere to demonstrate hashtags and localized branding.

This week can be taken and adapted into a 4-week plan for your parish, blending elements of engagement, supporting faith life, thank yous and bringing a bit of laughter to those at home.

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

Date/Day Timeframe	Purpose/General Guidance	Image Graphic Examples	Communication
Sunday - 10am	Personal, we dedicated our Mass to our people, take a picture of our Mass celebration and post as it is happening	(picture of them celebrating Mass at their church, chapel, rectory chapel, etc.)	You make our parish what it is, so this Mass is for you! Share pics of your Mass experience! #weareinthistogether #courageouslyliving #faithstrong #stanywherestrong
Monday - 10am	Engage parishioners, invite to help		Our food pantry is still open and serving even more people! We are accepting donations – drop off available and social distancing observed! M-F 9am-3pm #weareinthistogether #doinggood #courageouslyserving #stanywherestrong
Tuesday - 3pm	Prayer opportunity		Public Masses are cancelled, but Jesus lives here! Our church is open for adoration – plenty of social distancing and we are wiping down all pews and kneelers every hour! #weareinthistogether #courageouslypraying #stanywherestrong

<p>Wednesday - 10am</p>	<p>Engage parishioners, at home faith building</p>		<p>Nothing says “prayer” like stained glass, so we made stained glass with painters tape and sidewalk chalk. Wala – prayer garden! How have you brought your prayer to life at home? Share your pics and ideas – we are in this together! #weareinthistogether #courageouslypraying #faithstrong #stanywherestrong</p>
<p>Thursday - 9am</p>	<p>Preview of new service/ministry</p>		<p>New service for our seniors coming soon – we are still open for business even with doors closed – stay tuned! #weareinthistogether #stanywherestrong</p>
<p>Thursday - 3pm</p>	<p>New service/ministry</p>		<p>This new service is for our seniors! We have a great campus for walking and reflecting – not crowded, plenty of space. Time for a fieldtrip. Bottled water available thanks to the Smith Family #weareinthistogether #courageouslyserving #stanwherestrong</p>
<p>Friday - 1pm</p>	<p>Mass time reminders, drive to your webpage for more information.</p>		<p>We are in this together! Please find a livestream Mass that works for you this weekend at http://www.catholicmassonline.org/, let us know if we can serve you by emailing us at email@stanywhere.org, and remember – our intent is to continue serving our people and community through this time, so if</p>

			<p>you are able, we appreciate your support! Visit https://www.dosp.org/stewardship/supporting-your-parish/ to give today.</p> <p>#weareinthistogether #courageouslyliving #stanwherestrong</p>
Saturday - 9am	Mass times - How and where to access		<p>Don't forget - find a livestream Mass that works for you this weekend at http://www.catholicmassonline.org/ and let us know if you have any problems accessing by emailing us at email@stanywhere.org - we are manning our inbox all day to make sure you can access Mass.</p> <p>#weareinthistogether #courageouslyserving #stanwherestrong</p>
Saturday - 3pm	Act of Spiritual Communion to pray while watching Mass. Include link where to access online Mass.	<p>ACT OF SPIRITUAL COMMUNION</p> <p>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.</p> <p>Amen.</p> <p><small>Find a local video stream of Mass at: CatholicMassOnline.org. dosp.org</small></p>	<p>Here is the Act of Spiritual Communion to pray while watching or listening to Mass this weekend. Find a list of local video streams at http://www.catholicmassonline.org/ #weareinthistogether #courageouslyserving #stanwherestrong</p>