

GET INSPIRED  
GET CREATIVE



For a synodal Church  
communion | participation | mission

# Promotional Toolkit

For a Synodal Church:  
communion | participation | mission



This handbook is an adaptation of the Official  
Handbook for Content Creation  
and Digital Accompaniment published by the  
Secretary General of the Synod of Bishops



COURAGEOUSLY  
*Living the Gospel*

JourneyingTogether.org  
(Click on Communication Resources)

**L I S T E N I N G**  
**D I S C E R N M E N T**  
**J O U R N E Y**  
**M I S S I O N**  
**F U T U R E**  
**S H A R I N G**  
**C R E A T I V I T Y**  
**C O M M U N I O N**  
**A U T H E N T I C I T Y**



SYNOD OF BISHOPS



#ListeningChurch  
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Connect  
Engage  
Inspire





# #ListeningChurch

Our Holy Father Pope Francis has invited the Catholic Church to embark on a journey together. Through listening and discernment rooted in the Holy Spirit, the entire people of God will be called to contribute to a process by which the Church deepens in understanding of Her mission and looks toward the future.

A Synod, which is the process by which the Church will begin this important work is not just a convening of Bishops reflecting on a particular topic and advising the Pope. A Synod is a journey of discernment, in which the people of God are called to pray and reflect upon the Holy Spirit's will for the Church. Through our listening and our sharing, we will seek to understand what the Holy Spirit's will is for the Church.

For the 2023 Ordinary Synod of Bishops, that topic is synodality. Simply put, synodality is discerning how the Spirit is moving through and with the Body of Christ, so that we may continue to fulfill our mission to evangelize in the world.



# Journeying Together

## Four Parts of Parish Participation in the Diocese of St. Petersburg

- 1. Catechesis:**

Pastors and parish leaders will be trained on the Synod Process and on key elements of encounter, discernment, communion and mission. These trainings are by invitation only and will be held in November and early December. Parishioners will be invited to learn about the Synod Process through a series of bulletin announcements and social media posts.
- 2. Deepening Communion:**

The community will be invited to gather together for a night of learning, praying, listening and sharing. We will focus on Scripture reflection, contemplation, discernment and growing in our understanding of the Catholic Church's mission and structure. These sessions will be held throughout the Diocese of St. Petersburg during the Advent Season, December, 2021.
- 3. Learning to Listen:**

The community will be invited to gather together for a night of learning, praying, listening and sharing. We will focus on key questions that can inspire and empower us to be active participants in our communal mission. We will demonstrate courage as we discern and dialogue towards clarity, welcoming all contributions and working together to reveal the truth of the Spirit. These sessions will be held throughout the Diocese of St. Petersburg during January-February 2022.
- 4. Learning to Journey Together:**

Through listening, consultation and collaboration, we plan to strengthen our diocesan and parish councils and commissions as we journey together to carry out Christ's ministries and mission throughout our Diocese. The synodal process will embed at all levels of the Church a new way of listening and hearing, of discernment and action, which remains faithful to the truths received but expresses them in the context of a particular time.





- The Synod is a journey towards allowing each one to **express their experience**, sentiments and thoughts. The voice of the Church is composed of many different voices and the Synod is a time of grace where the unified and coherent message is diversity and plurality. This is why we need your voice as well. By presenting you these templates, we encourage you to use them and to be creative on the content you want to share.
- We are providing you with some initial samples and we invite you to use them. As you begin using them, we encourage you to create new ones, based on your specific needs. We invite you to also be creative creators and to share your stories on how you can be part of this synodal process. We want to HEAR YOU! To collect and share different voices we kindly ask you to use these hashtags **#synod** **#listeningchurch** **#DOSPListening**.

*"It is precisely this  
path of synodality  
which God expects of  
the Church of the third  
millennium."*

POPE FRANCIS

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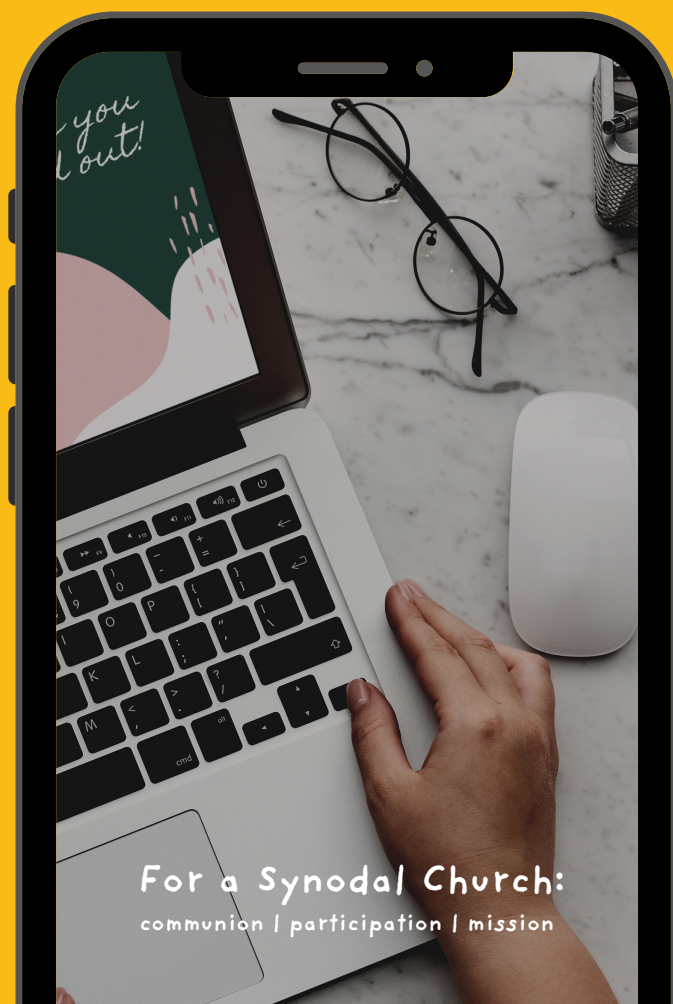


# #ListeningChurch

We all need to learn in this journeying together. If you can, why don't you help us to encourage real dialogue in your local communities through your platforms? Do you have a podcast? A YouTube channel? A Newsletter? A blog? Get inspired by what these samples are telling you and share this beautiful news with everyone. Be creative!

We are called to live the synod in our local communities. We invite you wholeheartedly to not only talk about the synod but discover the synodal Church in your local communities. We encourage you to use social media platforms to create synodal communities.

Email your ideas and examples to us: [journey@dosp.org](mailto:journey@dosp.org).



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# Quick tips for producing original content

- Keep your audience in mind (who are they? what are their needs?)
- Keep your message in mind — What do you want to say?
  - a. Should you share the theme of this synod?
  - b. Should you invite all people to participate in this Synod?
  - c. Should you share the importance on 'why' is so important to hear their voices as well?
  - d. Should you share what Pope Francis and Bishop Parkes has said about the Synod?
- Tell your story! There's no better way to touch people's hearts than by sharing a true, honest, very humble story. We need to hear these stories in order to learn, to grow, to help one another and to walk together in this mission of life.
- Create a platform for your community if you don't already have one! This can be a place where they can feel safe by sharing their thoughts, questions or comments about this Synod. Remember, we are here to listen first so that we can journey together. This new platform will now be your space for creating new and original content for them.



# How to manage eventual negative engagement

As you know, in the digital world, many people can make some negative comments on some posts. But as Christians, we have the perfect example (Jesus-Christ) of how to treat each other and to love one another, no matter where they are from. Simply, don't panic if you receive some negative comments on your social platform and take this opportunity to reflect on what God wants us to answer. We should always ground our responses in faith.





**STEP BACK AND TAKE A DEEP BREATH**

**PRAY!**

**Don't rush your response and get another  
opinion on what you say**

**Respond to the comment if there is a  
possibility to continue a dialogue**

**Remember you're representing the body  
of Christ in how you respond**

**Be sincere and transparent**

**Interact directly with the person who  
wrote the comment**

**Make yourself available**

**Consider and assess your local context**

**In order to encourage listening to each  
other, it is a smart choice to not delete  
any comments or to argue**

**Don't take any comment personally  
We are all doing our best**



## Elements for compositions

### Fonts

Providence Sans

Cardo

Kollektif

Schoolbell

Purisa

Coming Soon

Finger Paint

*Beth Ellen*

### Colors



#00B5B5



#A42946



#65A946



#FAE94A



#A03983



#BCCB41



#DE8F32

### Complements



# TEMPLATES OVERVIEW:

## Suggested Text for Post:

What is the Synod?? We have created 12 reflections to help us journey together on the path of synodality. Here's reflection number \_\_\_\_.

**Journeying Together**  
Synod on Synodality

'Synod' is an ancient and venerable word in the Tradition of the Church, whose meaning draws on the deepest themes of Revelation. It indicates the path along which the People of God walk **together**.

1

- Vaticanum 2,2

www.JourneyingTogether.org

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**Journeying Together**  
Synod on Synodality

Synodality refers to a style or way of doing things that characterizes the life of the entire Church. It's a way of mutual listening, dialogue and **collective discernment**.

2

- Bishop Gregory Parkes

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COURAGEOUSLY  
Loving the Gospel

**Journeying Together**  
Synod on Synodality

The Gospels are filled with accounts of how Jesus encountered people in the course of His public ministry. These encounters resulted in **healing**, forgiveness, and conversion.

3

- Bishop Gregory Parkes

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**Journeying Together**  
Synod on Synodality

Do we allow people to express themselves, to **walk in faith**, even though they have had difficulties in life, and to be part of the life of the community without being hindered, rejected, or judged?

4

- Bishop Gregory Parkes

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After encountering and **listening**, we are called to discern how the Holy Spirit is speaking to us and to the Church at this moment in history.

5

- Bishop Gregory Parkes

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Synod on Synodality

Every encounter calls for openness, **courage**, and a willingness to let ourselves be challenged by the presence and the stories of others.

6

- Pope Francis

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Synod on Synodality

The Synod is a process of **spiritual discernment**, of ecclesial discernment, that unfolds in adoration, in prayer, and dialogue with the word of God.

7

- Pope Francis

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**Journeying Together**  
Synod on Synodality

The living Word of God guides the Synod, preventing it from becoming a Church convention, a study group or a political gathering, a parliament, but rather a **grace-filled** event, a process of healing guided by the Spirit.

8

- Pope Francis

www.JourneyingTogether.org

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**Journeying Together**  
Synod on Synodality

True **encounter** arises only from listening.

9

- Pope Francis

www.JourneyingTogether.org

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# TEMPLATES OVERVIEW:

Text for Post:

Bishop Gregory Parkes invites you to participate in "Journeying Together" – a process of praying, learning, listening, and sharing. Visit [JourneyingTogether.org](https://JourneyingTogether.org) to learn more.

## Journeying Together

Synod on Synodality



[JourneyingTogether.org](https://JourneyingTogether.org)




## Journeying Together

Synod on Synodality



[JourneyingTogether.org](https://JourneyingTogether.org)



  
COURAGEOUSLY  
Living the Gospel



# For a Synodal Communication

[JourneyingTogether.org](https://JourneyingTogether.org)  
(Click on Communication Resources)

For more information, email [journey@dosp.org](mailto:journey@dosp.org).

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