

SOCIAL MEDIA GUIDE

2022 Catholic Ministry Appeal

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 through the *Catholic Ministry Appeal*.

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.
- **Plug and post!** Create a template in Canva, Adobe Spark or Photoshop! Stylize your template to be branded to the *Catholic Ministry Appeal* with room for a large photo and catchy text.
- Remember to...
 - **Brand** each graphic with the *Catholic Ministry Appeal* logo.
 - **People** like seeing other people. Pick a strong photo of real people – candid or portrait. Limit the text on the photo. The stronger the photo, the less explaining you will need – save it for the body of the post.
 - **Engage!** Provide a call to action – ask your audience for feedback, take a poll, follow a link, join in prayer, highlight a Parish Champion, etc.
 - **Keep it Simple!** Limit the amount of text on the post (typically 80 words **or less**). Provide the main information in the body text of the post.
 - Be positive and uplifting!
 - **Use Hashtags** but don't overdo it. Pick one or two relevant to your particular parish and make sure to use #CatholicMinistryAppeal so we can highlight your extraordinary efforts!
- Visit the *Catholic Ministry Appeal* [Flickr Album](#) to download and create your own social media posts!
- Free stock photo resources are available [here](#).

Dimensions

- Facebook – 940 x 788 px / 1080 x 1080 px / 1920 x 1920 px
- Instagram – 1080 x 1080 px / 1920 x 1920 px
- Twitter – 1024 x 512 px


4-Week Social Media Sample

Below are samples of social media posts that cover four weeks of the active phase which include: Kickoff Weekend (1/8-9/22), Education Weekend (1/17-23/22), In-Pew/Commitment Weekend (2/5-13/22) and Follow-Up Weekend (2/19-27/22). To keep a catalog of all posts for the Catholic Ministry Appeal, please use the hashtag [#CatholicMinistryAppeal](#).

The graphics shown below can be downloaded on our [resource page](#), and photos can be downloaded from our *Catholic Ministry Appeal* [Flickr Album](#). If your parish needs assistance adapting/personalizing graphics, please contact Michelle Mesiano at mnm@dosp.org.



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

Kickoff Weekend (1/8-9/22)





Purpose/ General Guidance	Graphic/Text Posting Examples	Communication
Drive viewers to the main video and learn more	 <p>Click here to download Teaser Video</p>	The new Catholic Ministry Appeal will replace the Annual Pastoral Appeal. Every dollar donated to the Catholic Ministry Appeal directly funds our ministries, outreach and programs, and they will grow in response to your generosity. Watch the full video here to learn more!

Education Weekend (1/17-23/22)




Pastor Letter of Support drops 1/17/22

<ul style="list-style-type: none">- Share photo with description that reinforces APA has retired- Photos ties into Kick Off Bulletin Announcement	 <p>Click here to download photo</p>	<p>We are starting over... The Catholic Ministry Appeal is replacing the Annual Pastoral Appeal. Why was this change made? Visit www.dosp.org for more details!</p>
<p>Share testimonial graphic or just the photo (available for download on the <i>Catholic Ministry Appeal Flickr Album</i>) with the testimonial as the text of the post</p>	 <p>Click here to download photo</p>	<p>“These different ministries are what keep the Catholic Church strong and alive.”</p> <p>-Mark Ginan St. Michael the Archangel, Clearwater</p> <p>Visit www.dosp.org for more information!</p>

In-Pew/Commitment Weekend (2/-13/22)

Purpose/ General Guidance	Graphic/Text Posting Examples	Communication
<p>Share testimonial graphic or just the photo (available for download on the <i>Catholic Ministry Appeal</i> Flickr Album) with the testimonial as the text of the post</p>	 <p>“As a Catholic our beliefs are to help those that need help.”</p> <p>Thomas Livingston Espiritu Santo, Safety Harbor</p>  <p>Click here to download photo</p>	<p>“As a Catholic our beliefs are to help those that need help.”</p> <p>-Thomas Livingston Espiritu Santo, Safety Harbor</p> <p>To make a gift, visit givetoministry.dosp.org.</p>
<p>Share testimonial graphic or just the photo (available for download on the <i>Catholic Ministry Appeal</i> Flickr Album) with the testimonial as the text of the post</p>	 <p>“By supporting vocation promotion, seminarian support and ministry to priests we are ensuring good leaders to shepherd our flocks.”</p> <p>- Pete Hodge Christ the King, Tampa</p>  <p>Click here to download</p>	<p>“By supporting vocation promotion, seminarian support and ministry to priests we are ensuring good leaders to shepherd our flocks.”</p> <p>- Pete Hodge Christ the King, Tampa</p> <p>To make a gift, visit givetoministry.dosp.org.</p>

Follow-Up Weekend (2/19-27/22)

<p>Share testimonial graphic or just the photo (available for download on the <i>Catholic Ministry Appeal Flickr Album</i>) with the testimonial as the text of the post</p>	 <p><i>“We need to help our youth (and all) find a personal day to day intimate relationship with Christ to function in this world.”</i></p> <p><small>-Mary Stoft St. Raphael, St. Petersburg</small></p>  <p>Click here to download</p>	<p>“We need to help our youth (and all) find a personal day to day intimate relationship with Christ the function in this world.” -Mary Stoft St. Raphael, St. Petersburg</p> <p>To make a gift, visit givetoministry.dosp.org.</p>
<p>Share the Catholic Ministry Appeal Prayer your parish has been showing in Mass</p>	<p>More numerous than the stars in the sky are your blessings, O Good and Gracious God.</p> <p>You have called us to spread the Good News of your Son, Jesus Christ, through our words and actions.</p> <p>Strengthen our faith and open our hearts to care for all our brothers and sisters, especially those who need us the most.</p> <p>Help us to understand the difference we can make, the love we can share and the lives we can bring to Christ through our <i>Catholic Ministry Appeal</i>.</p> <p>We pray that your grace, O Lord, will lead us to be your loving heart and hands today.</p> <p><i>Amen</i></p> <p>Click here to download</p> 	<p>“More numerous than the stars in the sky are your blessings, O Good and Gracious God.</p> <p>You have called us to spread the Good News of your Son, Jesus Christ, through our words and actions. And you have taught us that whatever we do for the least among us, we do for You.</p> <p>We desire to accompany one another as we grow in our knowledge of You and of your love and mercy, and we seek to assist those in need in our local community through our generosity and care.</p> <p>We pray for the success of our Catholic Ministry Appeal that together, and with your blessing, we will be for others your loving heart and hands. Amen.”</p> <p>To support the Catholic Ministry Appeal, visit givetoministry.dosp.org.</p>