## **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**

- <u>Canva</u> 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.
- **<u>Plug and post!</u>** 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...
  - **<u>Brand</u>** each graphic with the *Catholic Ministry Appeal* logo.
  - <u>People</u> 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!
  - <u>Use Hashtags</u> 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* <u>Flickr Album</u> 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 <u>resource page</u>, and photos can be downloaded from our *Catholic Ministry Appeal* <u>Flickr Album</u>. If your parish needs assistance adapting/personalizing graphics, please contact Michelle Mesiano at <u>mnm@dosp.org</u>.

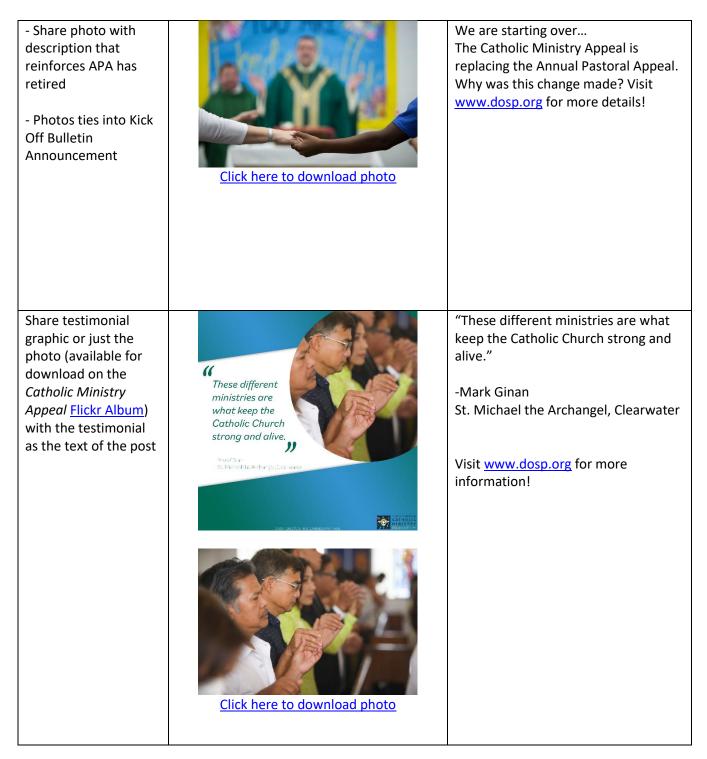
We recommend having one person in charge of posting, and that they also be dedicated to responding to any comments IMMEDIATELY.

Purpose/ General Guidance	Graphic/Text Posting Examples	Communication
Drive viewers to the main video and learn more	CATHOLIC MINISTRY Cappeal Please visit givetoministry.dosp.org	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 <b>here</b> to learn more!

# Kickoff Weekend (1/8-9/22)

## Education Weekend (1/17-23/22)

Pastor Letter of Support drops 1/17/22



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

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

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

