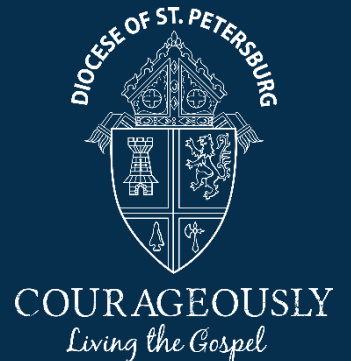


**TWO SPECIAL EVENTS ON  
THURSDAY, FEBRUARY 9, 2023**  
**A LOOK BEHIND THE SCREENS OF**  
*Modern Day Media*

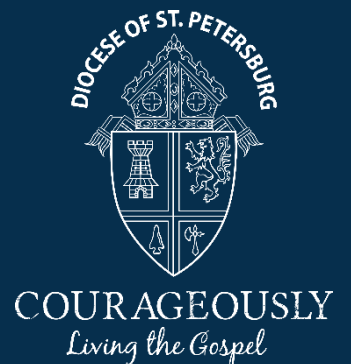
**Welcome!!**



**Communicate  
Like Jesus**



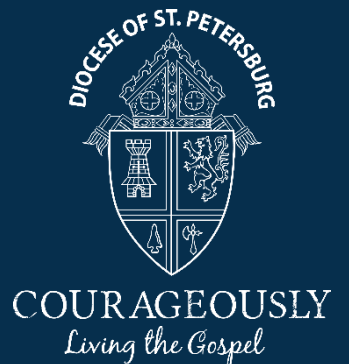
- **Know Your Audience**
  - Deliver the right words to the right people with the right tone.
- **Show People You Care**
  - Be there when people need us.
- **Tell Stories**
  - Use vivid examples from real life. Stories are easy to remember
- **Embody the Message**
  - Authentically represent what you are communicating.
- **Ask Questions**
  - Be a good listener.



Communication should serve to “Build new relationships.”

So that, “Men are led to a **mutual understanding and shared ambition**. And this, in turn, inclines them to **justice and peace, to good will and active charity, to mutual help, to love and, in the end, to communion.**”

Communio et Progressio #12



Roadmap for  
taking your  
community  
from  
connected to  
communion.



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*Living the Gospel*

CODE  
Create Once Distribute Everywhere



See All



Annunciation Catholic Church

May 25 · 🌐

Happy anniversary Fr. Ivan - Ordained on May 25, 2013! Continued blessings on your priestly ministry! 🙏😊



👍❤️ 490

157 Comments 16 Shares

👍 Like

💬 Comment

↻ Share

Most Relevant ▾

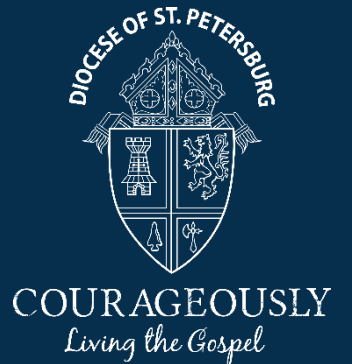
## Social Media:

1. Personal
2. Timely
3. Beautiful
4. Humanize the institution.
  1. Show personality/character.
  2. Be authentic.
  3. Go behind the scenes.
  4. Focus on people.
  5. Respond to comments (even a simple thank you goes a long way)



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# Older Demographic Best Practices

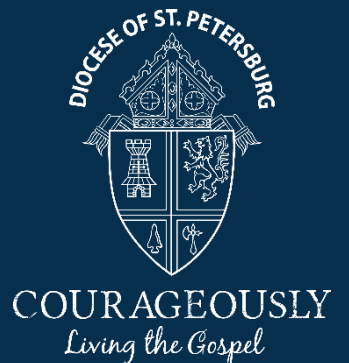




Being respectful of others, being respected, and respecting ourselves increases our efficiency, self-esteem, and overall well-being.

This aligns with Catholic Teaching for respect of human life and the dignity of each person.

Understanding how different generations communicate and adapting to those preferences can foster a positive relationship of mutual respect.



## “The Silent Generation”

(born before 1945, 78 and older)

Prefer one-on-one, formal communication.

### TIPS:

- Compensate for hearing deficits (be aware of background noises)
- Speak clearly and in a normal tone (speaking too loudly distorts sounds)
- Face the person directly (so they can pick up facial cues and read lips)



## “The Silent Generation”

- Incorporate verbal and visual cues, such as pausing when changing topics, or asking a question to begin a new topic.
- Compensate for visual deficits.
- Make sure there is adequate lighting.
- When using printed materials, make sure type is large enough, (at least 14 points) and the typeface is easy to read.
- Also, some color combinations (for example, the commonly used red on black) do not provide enough contrast to be legible by people with low vision.



## “The Silent Generation”

- Consider providing audio instructions, larger pictures or diagrams.
- Have information in print that can be reviewed.
- Do not rush through things.
- Avoid modern pop culture references and slang, for example: FOMO.
- Find out what your audience cares about and incorporate it into your communications strategy.



# “Baby Boomers”

(born 1946-1964, ages 59-78)

The first generation to grow up with TV, audio cassettes, fast food and credit cards.

- Value spoken communication that explains the “why” of a matter.
- Many like technology.
- Personalize.

Respond to inquiries via phone instead of email. Have live bodies manning your phone line to ensure that you can meet their needs. Provide as much in-person support as you can.



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# “Baby Boomers”

## Simplify

It’s best to assume that older people are not as tech-savvy as the younger generations. It should be easy for them to navigate your website, reach out to you with inquiries, and do anything else they may need to do.



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## “Generation X”

(born 1965-1979, ages 44-58)

Generation X grew up in an era of blockbuster movies, popular music on TV, Nintendo, Game Boy Super Mario, Pac-Man, Sony Walkman and cable TV. They are moved by images and graphics more than written words.

- Prefer to use email for correspondence.
- When talking in person they prefer short informal conversation.



**You communicate each time:**

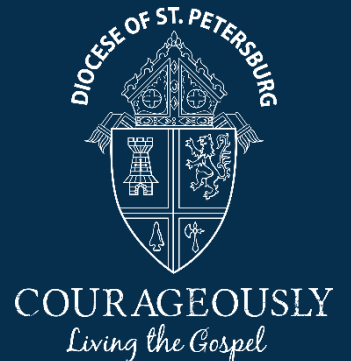
You answer the telephone

Greet visitors to your parish.

Design and organize content of your Web site.

Place signage around your property.

All of this and more, send strong messages to individuals, letting them know whether you have them in mind and care about them.

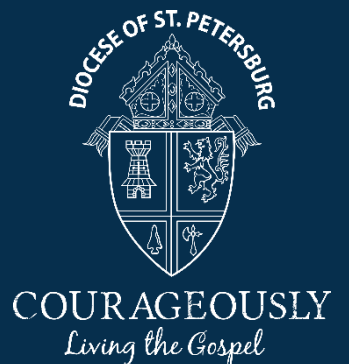




## All Generations

- Reassure and build trust.
- Explain “why” when changes are made and explain why personal information is needed.
- Be the one to share bad news and to explain when something has gone wrong.
- Choose the best platform:
  - Email marketing has on average a 50% open rate.
  - Social media has on average a 10% open rate.
  - Bulletins have on average 30% open rate.
  - Text messaging has a 98% open rate.
    - 65% of people aged 50 to 64 use Facebook.
    - 41% of those 65 and up also use the platform and prefer it over other platforms like Twitter.

(Source: Pew Research Center)



## All Generations:

Find out their preferences! Surveys via parish registration, census forms, questionnaires at the parish and mailed to the home, online forms. Identify what is each person's preferred method of receiving information.



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