

SOCIAL MEDIA GUIDE *SUMMER EDITION*

2023 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 resource page](#) 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

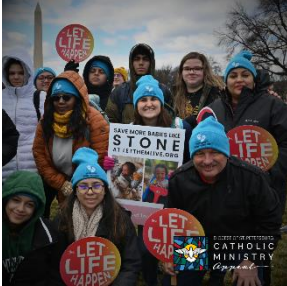


6-Week Social Media Sample

Below are samples of social media posts that cover six weeks. Please use the hashtag [#CatholicMinistryAppeal](#).

The graphics and photos can be downloaded on our [resource page](#). 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.

Purpose/ General Guidance	Graphic Description/ Posting Examples	Copy
Share how the appeal supports the Good Samaritan Project through the Youth and Young Adult Ministry		<p>"I was able to find that spot in my heart where I could hear that voice inside of me. I was able to listen to my conscience because I was given the opportunity to reflect." – Jack W.</p> <p>Encountering God and Nurturing our Spiritual Life through the Catholic Ministry Appeal means encountering the face of God by sharing the faith and reaching out to others. The Good Samaritan Project provides the Youth and Young Adults in our diocese a chance to reflect on their faith while providing service to others.</p> <p>Visit www.dosp.org/catholicministryappeal to learn more!</p> <p>#CatholicMinistryAppeal</p>
Share how the appeal supports the Ministry to Catholic Schools		<p>"My favorite thing about teaching is being able to build relationships with the kids and encouraging them to grow and seeing them grow in their faith." – Stephen E.</p> <p>Encountering God and Nurturing our Spiritual Life through the Catholic Ministry Appeal means encountering the face of God by sharing the faith and reaching out to others. The Ministry to Catholic Schools offer all who seek God an opportunity to encounter Him and enrich our spiritual lives, fostering our response to God's call to serve.</p> <p>Visit www.dosp.org/catholicministryappeal to learn more!</p> <p>#CatholicMinistryAppeal</p>
Share how the appeal supports the Lay Pastoral Ministry Institute		<p>"My wife is doing it with me, so that makes it better still, since we have teamwork. I'm not sure that I would have done it if it weren't for her support." – José C.</p> <p>Encountering God and Nurturing our Spiritual Life through the Catholic Ministry Appeal means encountering the face of God by sharing the faith and reaching out to others. The Lay Pastoral Ministry Institute offers all who seek God an opportunity to encounter Him and enrich our spiritual lives, fostering our response to God's call to serve.</p> <p>Visit www.dosp.org/catholicministryappeal to learn more!</p> <p>#CatholicMinistryAppeal</p>

<p>Share how the appeal supports March for Life through the Office of Life Justice and Advocacy</p>		<p>"This is a celebration. We are here to show that life matters and I want to inspire my group of teenagers to be more involved when we do youth group projects back at home." – Mackenzie K.</p> <p>Accompanying our missionary disciples through the Catholic Ministry Appeal means supporting our priests, deacons and lay leaders in their pastoral journey so they can continue offering our people the formation and foundation needed to bring God's message, mission, and ministry to our faith communities and world.</p> <p>Visit www.dosp.org/catholicministryappeal to learn more!</p> <p>#CatholicMinistryAppeal</p>
<p>Share how the appeal supports the Office of the Diaconate</p>		<p>"Deacons, know that I pray for you and your families. I give thanks to your spouses, to the wives and families who walk with you in this ministry and who are very often called to make sacrifices so that you can engage in ministry which often takes you away from home and from the family." – Bishop Parkes</p> <p>Embracing God's Call to Serve through the Catholic Ministry Appeal means hearing His call and actively carrying out His mission and ministry with love, gratitude and concern for others.</p> <p>The Office of the Diaconate encourage all to act, expressing God's saving love within us as we help give shape to the world.</p> <p>Visit www.dosp.org/catholicministryappeal to learn more!</p> <p>#CatholicMinistryAppeal</p>
<p>Share how the appeal supports the Office of Vocations</p>		<p>"As a mother, I have to step aside and allow the Lord to take over." – Rosie G.</p> <p>Embracing God's Call to Serve through the Catholic Ministry Appeal means hearing His call and actively carrying out His mission and ministry with love, gratitude and concern for others.</p> <p>Ministries like Seminarian Education & Support, & Promotion of Vocations encourage all to act, expressing God's saving love within us as we help give shape to the world.</p> <p>Visit www.dosp.org/catholicministryappeal to learn more!</p> <p>#CatholicMinistryAppeal</p>