

WELCOME!

Download the app. Search “myParish” in your app store. Once downloaded search for “360 Workshop”.

Wifi Info:

Password:



Opening Prayer

Find the opening prayer in the app under PRAYERS or locate the prayer card at your table.



The Heart of Communication

THE 360
WORKSHOP
BY DIOCESAN

Your Job is Foundational!

“Everyone then who hears these words of mine and acts on them will be like a wise man who built his house on rock.”

Matthew 7:24



Theme for 2019 World Communication Day

We are members one of another (Eph 4,25)

From Network Community to Human Communities

The theme underlines the importance of giving back to communication a broad perspective, based on the person, and emphasizes the value of interaction always understood as dialogue and as an opportunity to meet with others.

Let's Look at Catholic Communication

More than marketing

The Word became Flesh

St. Augustine

Creation





Marketing vs. Catholic Communication

The Word Became Flesh



A person wearing a dark suit is holding an open book. The scene is dimly lit, with the book's pages and the person's hands being the primary light sources. The background is dark and indistinct.

Take Up and Read

God Created

Let us make
mankind in
our image



Take Aways

More than marketing

- Bringing people to Jesus

The Word became Flesh

- Inviting people into relationship

St. Augustine

- Witness to the Gospel

Creation

- We participate in God's divinity



The Importance of a Message

A black and white photograph of a hand holding a fountain pen, writing on a piece of paper. The background is blurred, showing another hand resting on a surface. The overall tone is contemplative and focused on the act of writing.

“The internet should be an environment rich in humanity,
a network not of wires but of people.” ~Pope Francis



The Anatomy of a Message

Head
What

Heart
Why

Eyes
Who

Feet
How



The Head

- Information
- Dates
- Times
- Schedule
- Call to action



The Heart



What is the purpose?

Inspiration

Make it personal

Maintenance

Vs.

Mission



The background image is a monochromatic orange-toned photograph of a person walking a tightrope across a deep canyon. The person is silhouetted against the lighter sky, with arms outstretched for balance. The canyon walls are rugged and steep, and the overall scene conveys a sense of risk, balance, and achievement.

Inspiration Vs. Information

Information

Bring your canned and dry goods to the parish between 12-2pm on 10/12/19.

Inspiration

**Pope Francis calls all
Christians to care for the poor.
Let's take up this call as a
parish and help those in our
community.**

Mission

Pope Francis calls all Christians to care for the poor. Let's take up this call as a parish and help those in our community. Please bring your canned and dry goods to the Parish between 12-2pm on 4/5/18.

A silhouette of a crucifix stands on a dark, rounded hill. The background is a dramatic sky with a bright sun or moon partially obscured by clouds, creating a strong backlight effect and lens flare. The overall color palette is dominated by dark blues, purples, and oranges.

MISSION FOCUS

Information

**The Parish has been assessed
\$95,000 by the Diocese. Please
turn your checks in after mass.**

Inspiration

Finding your God given vocation can be a daunting task for young people in our community. Your donation goes directly to our seminary to help foster vocations within our diocese.

Mission

Finding your God given vocation can be a daunting task for young people in our community. Your donation goes directly to our seminary to help foster vocations within our diocese. The Parish has been assessed \$95,000 for the annual appeal. We have made it easy for you. Donate on our website or turn in your checks at the collection.

Take Aways

- **Speak from and to the heart**
- **Keep a mission focus**
- **Watch your information to inspiration ratio**





The Eyes

Know your audience

Use analytics

Engage in your community

Who should it reach?

The background image shows a person's legs from the knees down, wearing dark leggings and black hiking boots with thick, treaded soles. They are walking on a rocky, uneven trail. In the background, there are rolling hills or mountains under a hazy, overcast sky. The overall tone is muted and earthy.

The Feet

Who should it reach?

Is your list up to date?

Are you using every
channel?

Pray, pray, pray!

Remember the point of Catholic communication

Increase your Inspiration to Information Ratio

Use analytics and know your audience

Use every channel



Remember that
behind each
device, bulletin,
and post, there is a
real person who is
loved by God.

10 min break

Questions? Ask the Experts: lunch



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