

The webinar will start soon

CATHOLIC SOCIAL+MEDIA

by Prenger Solutions Group



CATHOLIC COMMUNITY
FOUNDATION

#weGIVECATHOLIC

with the Catholic Community Foundation on #GIVINGTUESDAY™

Northeast Ohio's Online Day of Catholic Giving

Today's Presentation

Lunch & Learn Webinar: Amp Up Your Social Media



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Northeast Ohio's Online Day of Catholic Giving

Presentation Timeline

12:00

- Introductions and agenda by Jackie
- Prayer by Deacon John
- Webinar w/ Mitch

12:25

- Introduce the Fire Up Your Facebook Challenge w/ Jackie & Katie
 - Explanation of Challenge Metrics Comparison Sheet
 - Challenge Items Checklist
 - Challenge Contest Rules
 - Challenge Resources

12:45

- Q & A
- Wrap Up

Today's Presenters



Jackie Brauser
Parish Services Manager



Katie Galicic
Digital Giving and Appeal
Associate

Today's Presenters



Dcn. John Rogers

Vice President of Parish Services
Director of Catholic Social Media



Mitch Fisher

Director of Customer Experience
Catholic Social Media

#weGIVECATHOLIC Prayer

Good and gracious God, we recognize all life is a gift and a blessing. We thank you for your most generous love.

Encourage us to be persons of honesty and integrity, worthy of proclaiming the Gospel, in this sacred ministry of fundraising. Give us hopeful imagination and creative vision, recognizing generosity in even the smallest gift.

We pray #weGIVECATHOLIC may be a miracle of loaves and fishes, where every gift shared lovingly from a grateful heart becomes bread for the multitudes, and the ordinary becomes extraordinary.

Be with us today in all that we do, so that your light may shine out in our lives.

Through Christ our Lord. Amen.







Catholic fundraising consulting
Annual appeal management
Parish offertory specialists
Specialized digital services



CATHOLIC SOCIAL+MEDIA

by Prenger Solutions Group



We have helped train
more than 4,000 parishes
on digital communications

Our social media posts
have reached more than
60 million people in the
past 2 years

Why are you here?

1. You work at a Catholic parish, school, or organization in the diocese
2. You're understaffed
3. You're under-resourced (no \$\$)
4. You could use some social media help

Why is social media important?

THE reason

Because that's where the people are

91.5% of Americans age 12+ are on social media each month





U.S. adults spend
2.5 hours every day
on social media

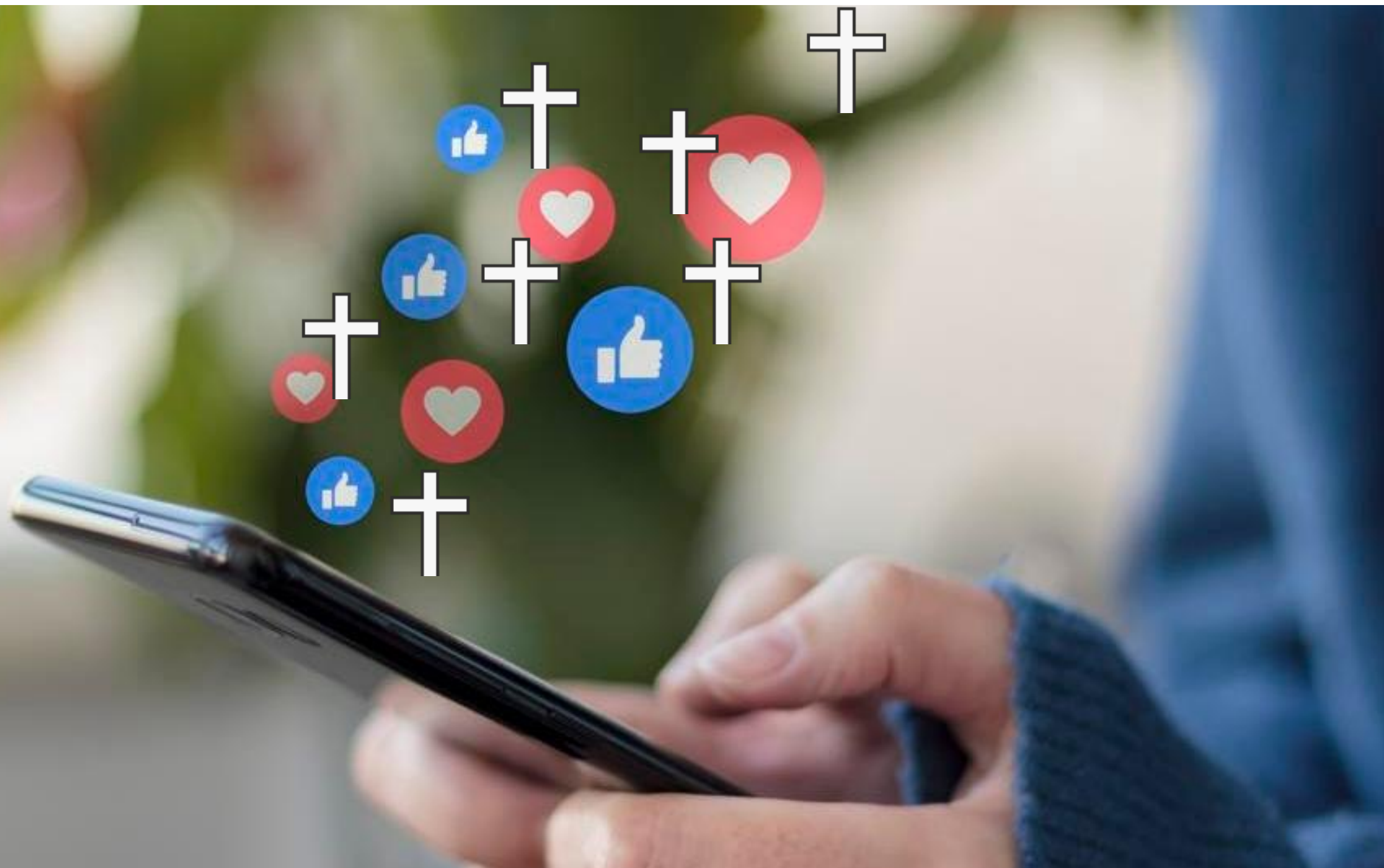
So what?

Why does my parish need to
be on social media?

Because
Saint Paul
didn't stay
home

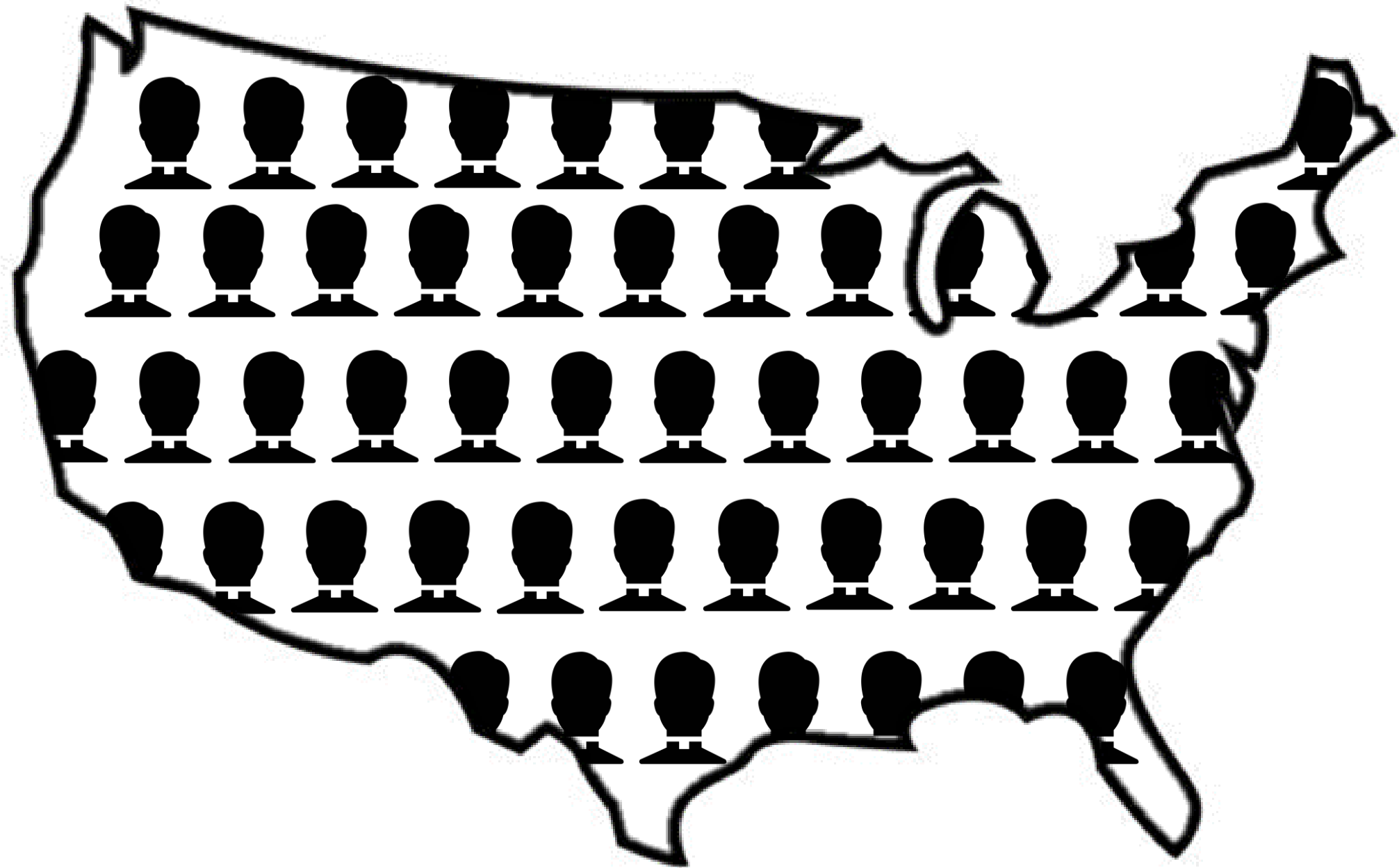
He went to
Athens

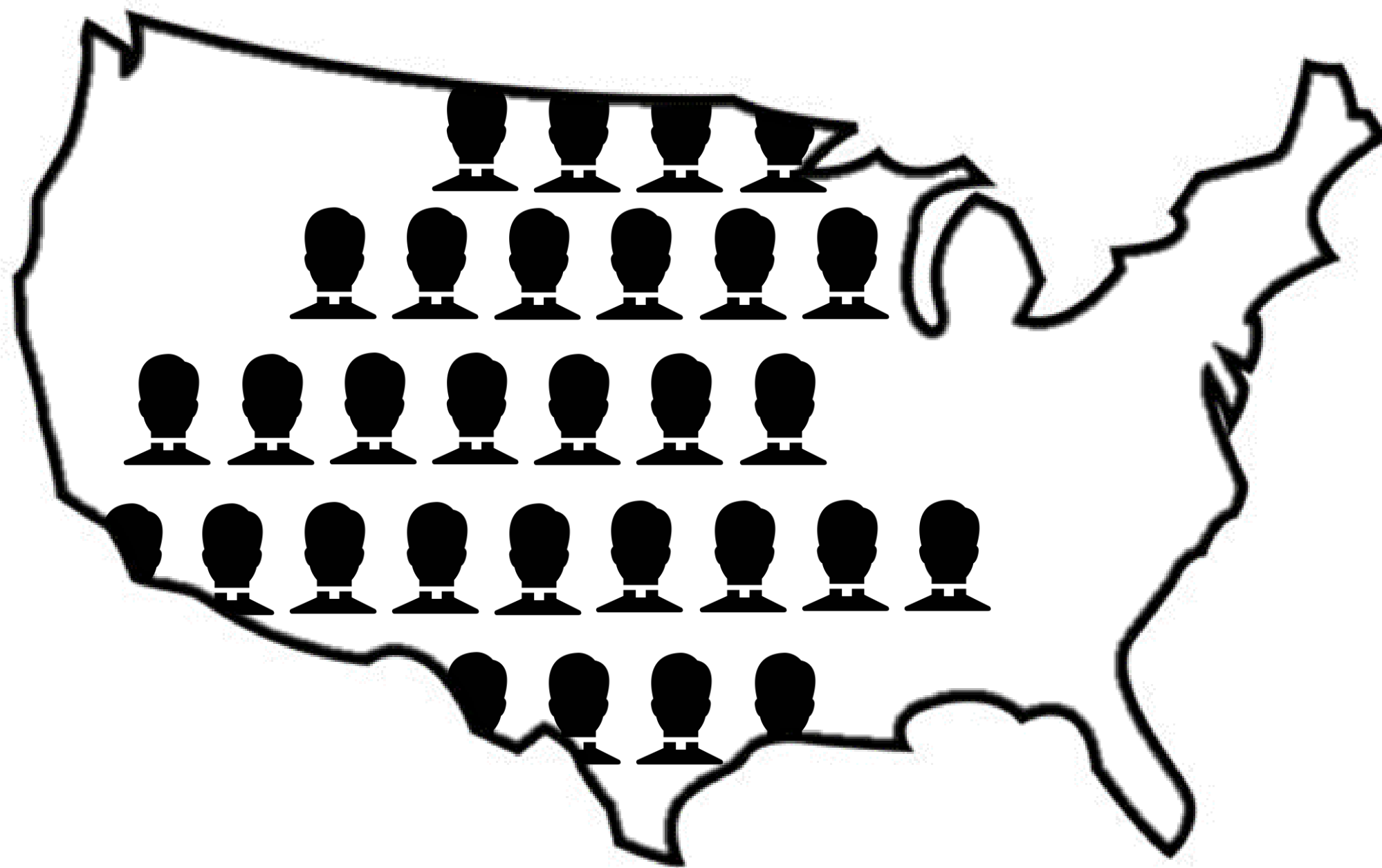


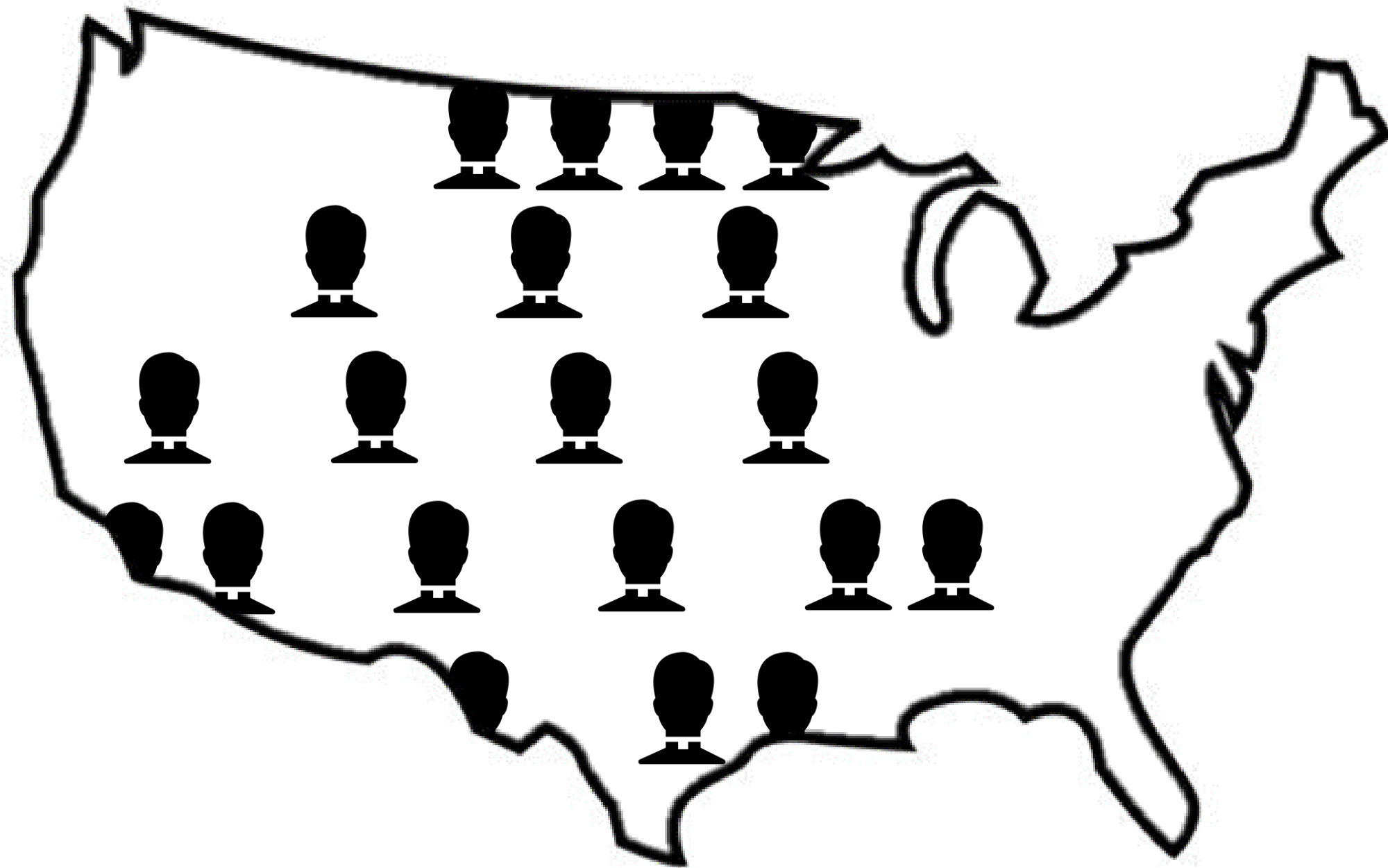


Reason #2

Because parishes need more
efficient ways to reach people







571

*The number of
parishes in the
United States
without a resident
priest pastor in 1970.*

3,544

*The number of
parishes in the
United States
without a resident
priest pastor in 2020.*

Social media is the most efficient way to reach the most people in your **community**



Our best advice for parishes



Catholic Diocese
of Cleveland

CATHOLIC
SOCIAL+MEDIA
by Prenger Solutions Group

Which platform should you use?

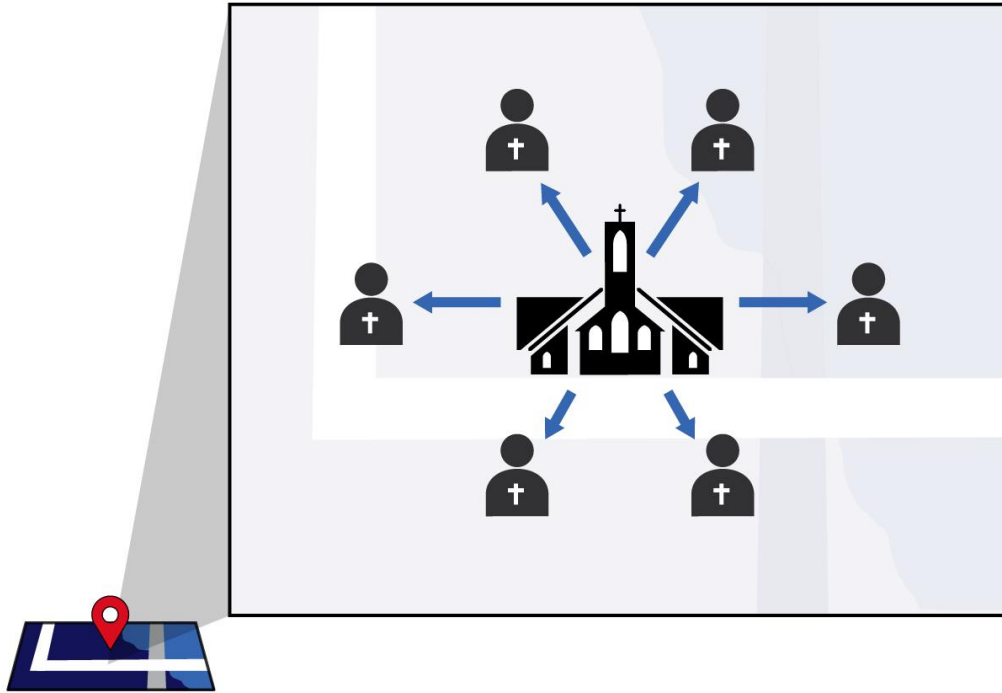


Recommendation



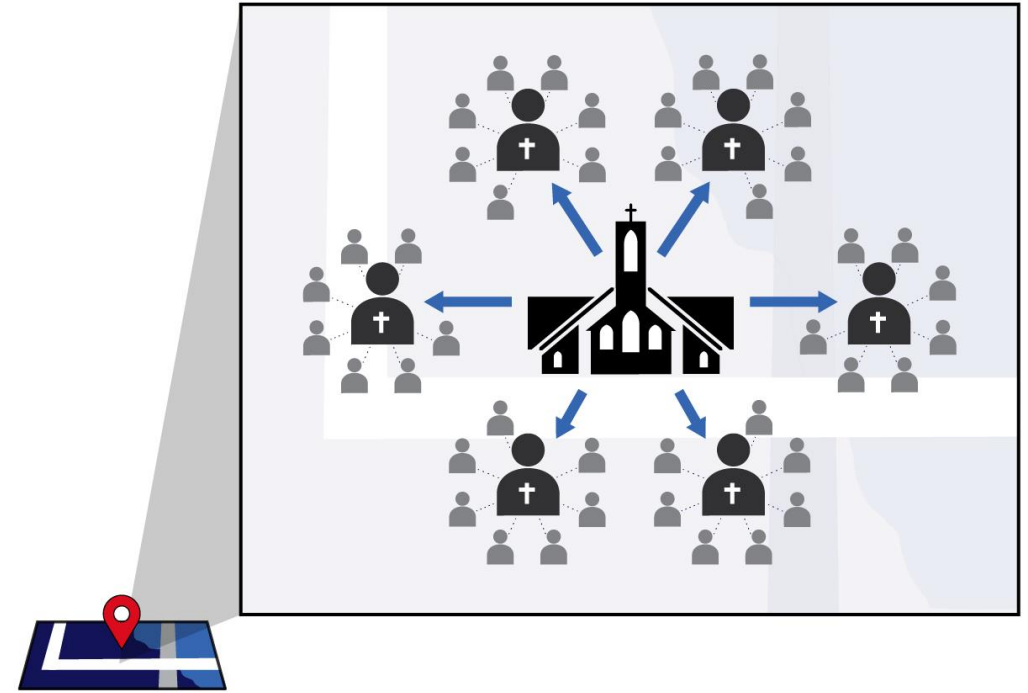
If you choose just one social media platform, choose Facebook...and use a page, not a group

Groups (and email)



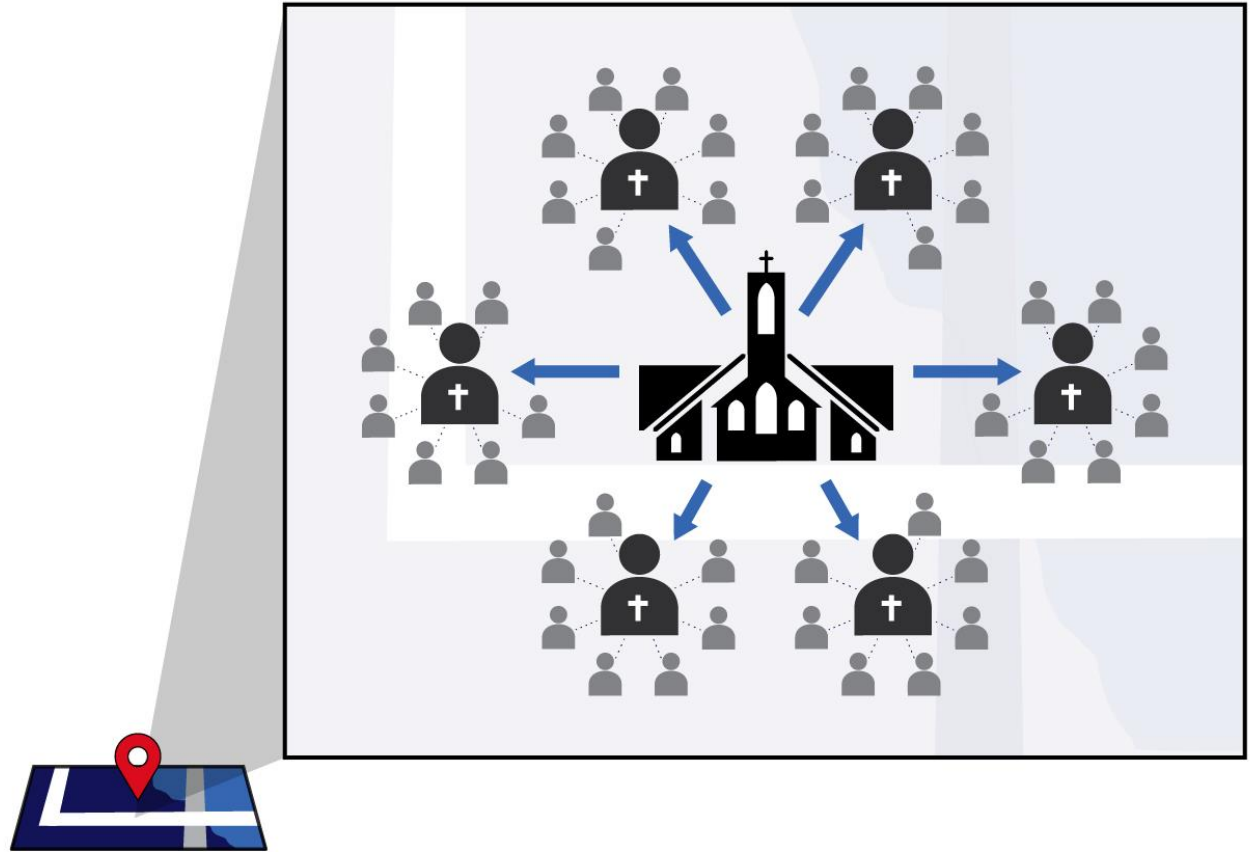
- Closed system
- Reaches only the insiders
- Not easy to share out from

Social Media PAGE



- Open system
- Reaches *friends* of insiders
- Easy to share

Non-followers **near your parish** are prioritized when followers share



Recommendation

If you have a
PROFILE instead of
a PAGE, you CAN
convert it



<https://catholicsocialmedia.knowledgeowl.com/help/how-to-convert-a-personal-facebook-account-to-a-page>

Recommendation

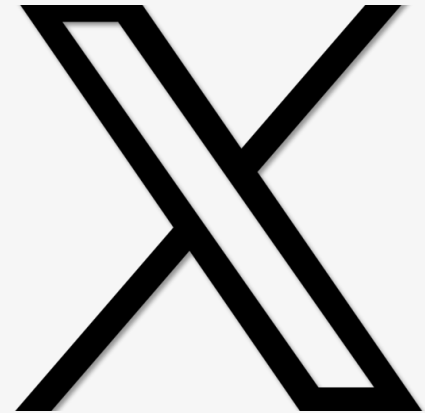
If you have an
ownerless **page**
and can't get
access...



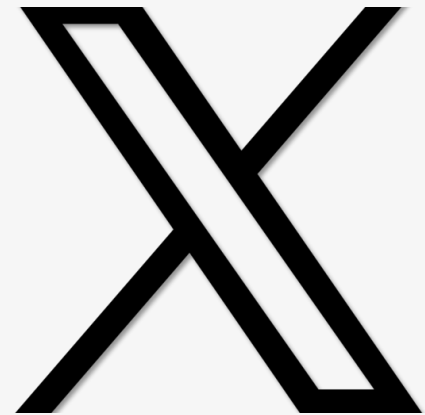
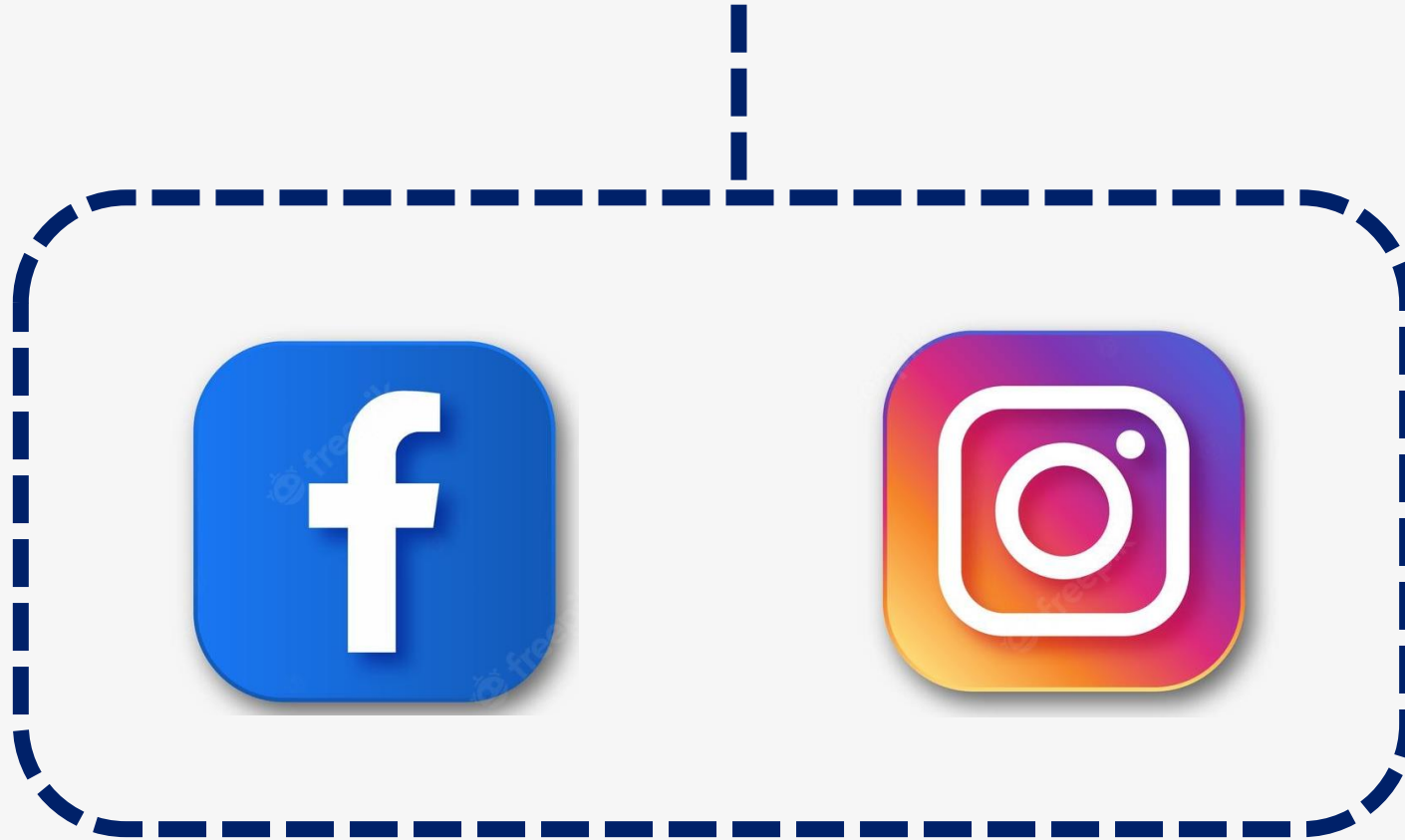
<https://catholicsocialmedia.knowledgeowl.com/help/how-to-claim-ownership-of-a-facebook-page>

What are **other parishes** doing?

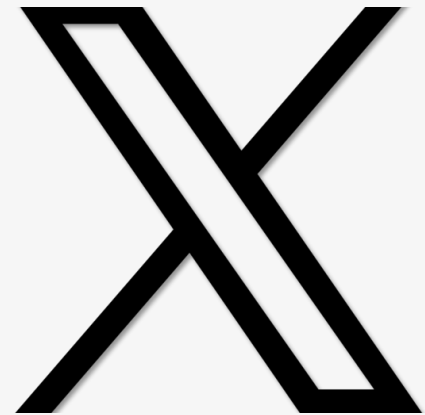
Facebook only – 67%

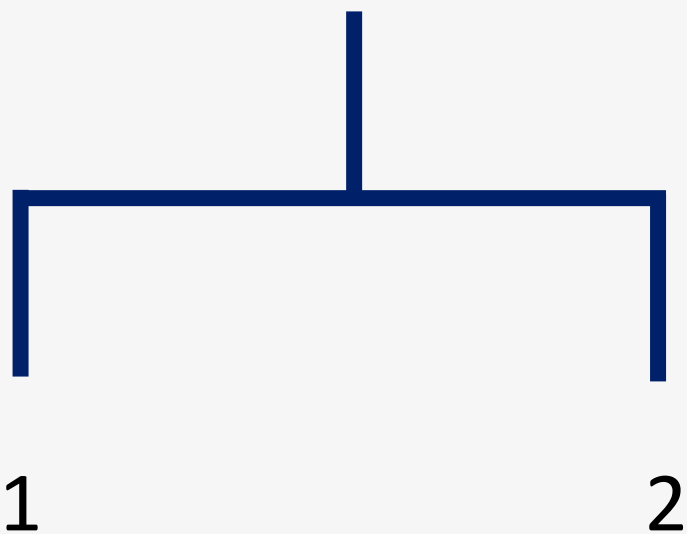


Facebook + Instagram – 24%

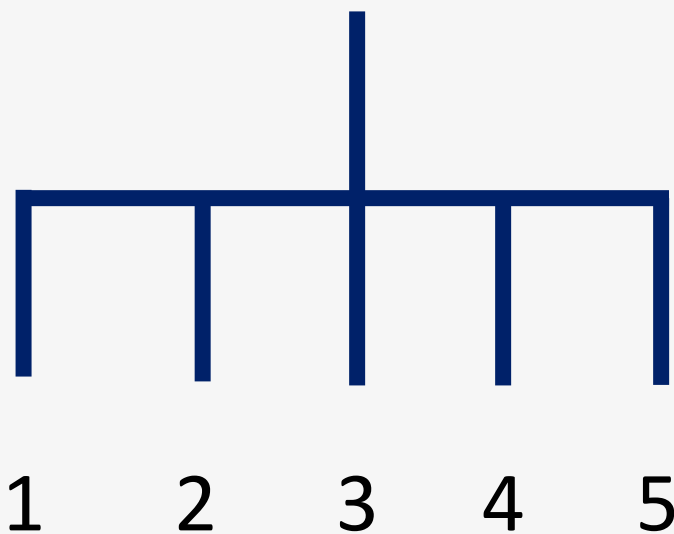


Facebook + Instagram + Twitter – 6%





24% of parishes have
2 or more Facebook pages



24% of parishes have
2 or more Facebook pages

Recommendation

If you inherited
multiple social
pages, you CAN
merge them



<https://catholicsocialmedia.knowledgeowl.com/help/how-to-merge-multiple-facebook-pages>

How often should we post?

Recommendation

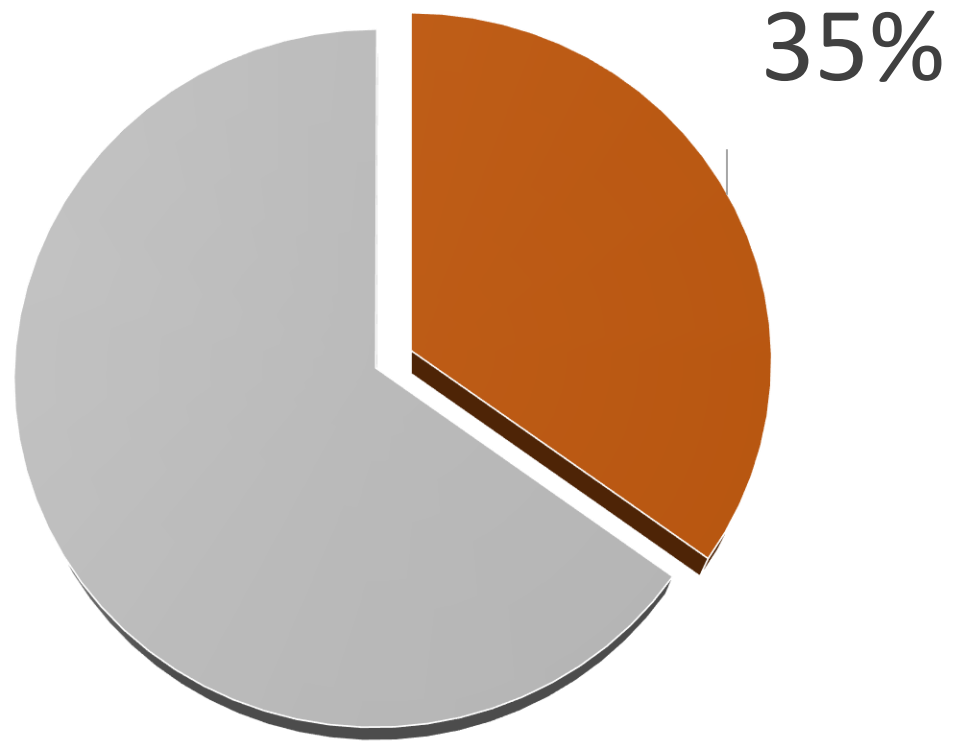
Your parish should
post at least **daily**
on social media

**Parishes that post
daily on Facebook
report higher giving
and increased
engagement**

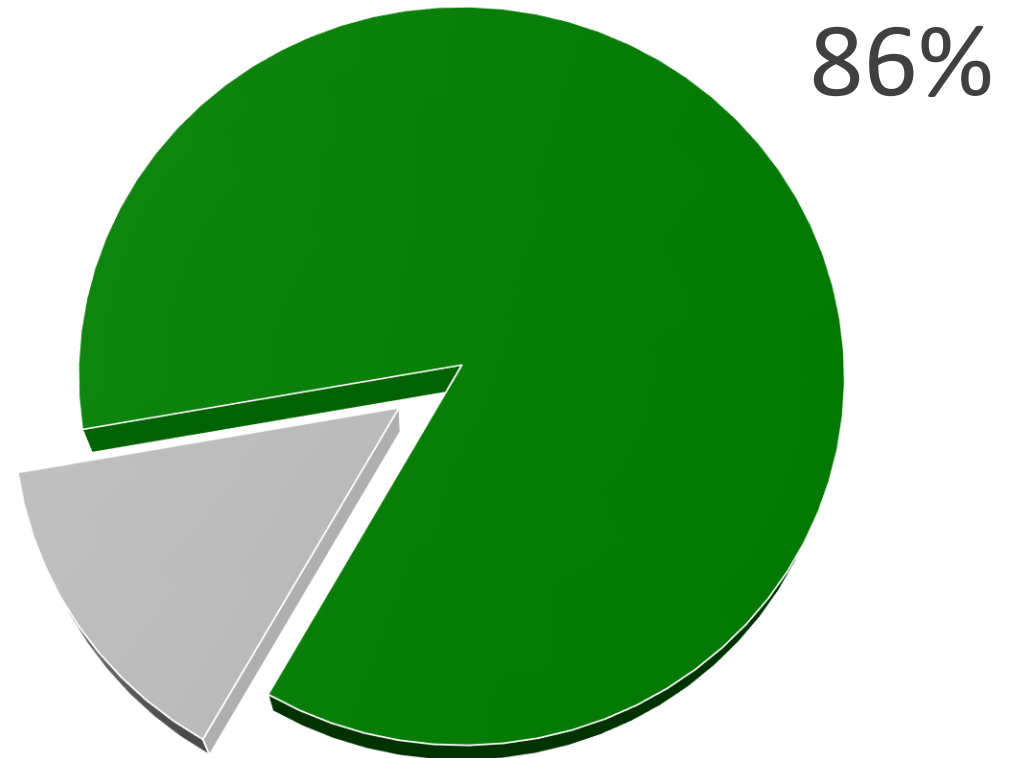
PARISHES THAT
DON'T POST DAILY

44%
higher
giving per
household.

PARISHES THAT
POST DAILY



Only 35% of Christians will ***create*** religious content for Facebook...



...But 86% will ***share*** religious content that's already created

What: should we post?



Recommendation

Follow the 8:1
nourishment ratio



Recommendation

Follow the 8:1
nourishment ratio



Recommendation

Follow the 8:1
nourishment ratio



Recommendation

Six Different Post Types

Surround the *Necessary*
with the *Exciting!*

What types of social media work best?

ABOVE AVERAGE
REACH AND ENGAGEMENT



1 – PHOTOS



2 – VIDEOS



3 – QUESTIONS

BELOW AVERAGE
REACH AND ENGAGEMENT



4 – STATUS UPDATES



5 – LINKS TO
OUTSIDE SOURCES

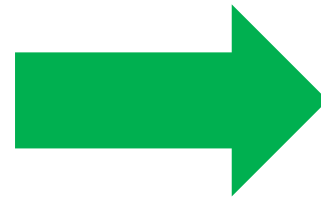


6 – EVENT INVITATIONS

Five Hacks for **maximum reach** on Facebook

Hack #1: Keep Your Names Consistent

Make sure username
matches website
domain and
Facebook vanity URL



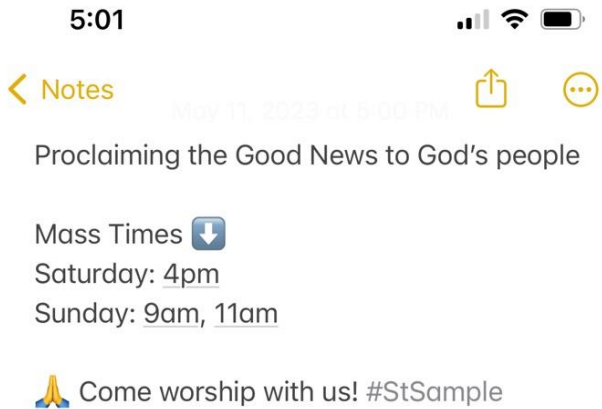
www.stsamplecatholic.com

Facebook.com/stsamplecatholic

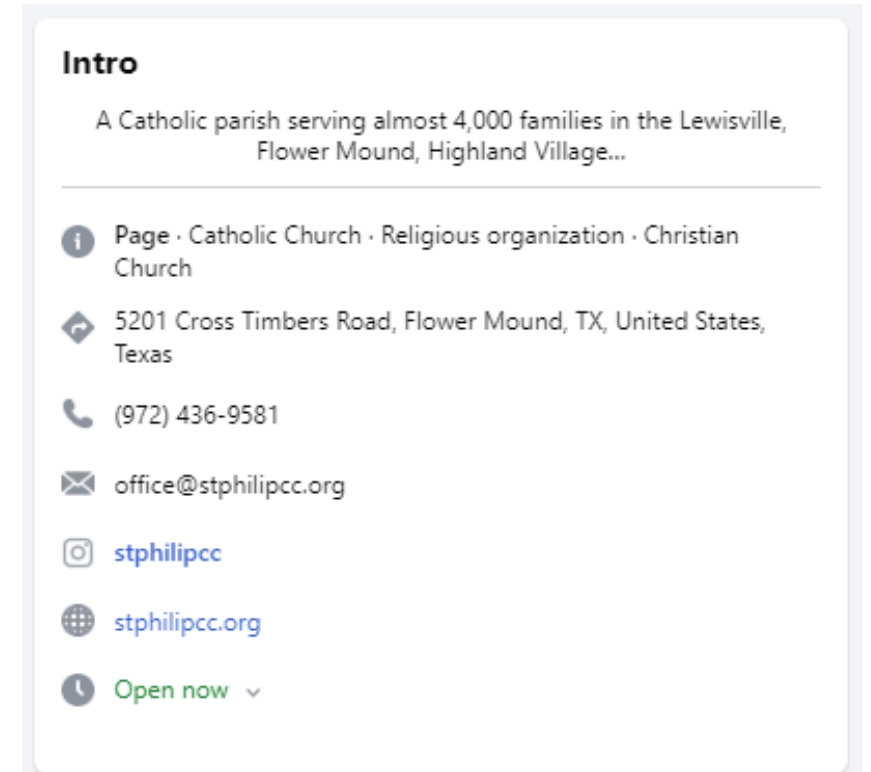
Instagram.com/stsamplecatholic



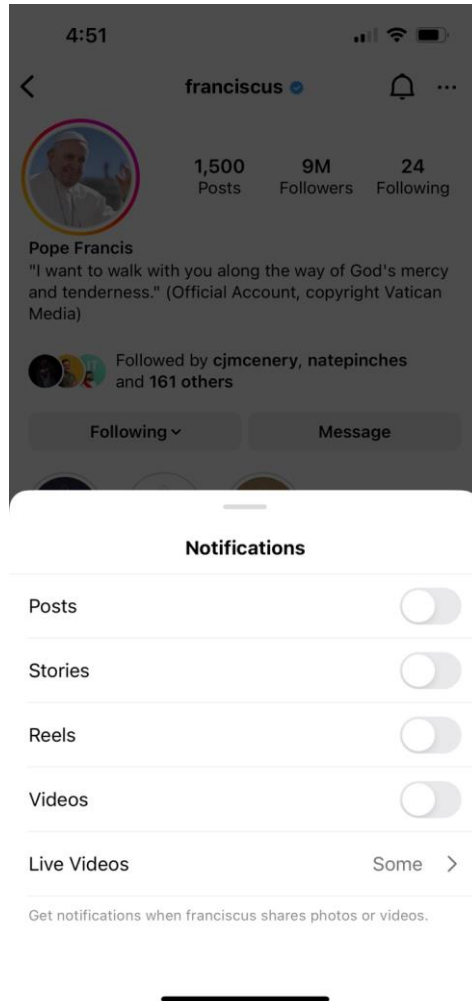
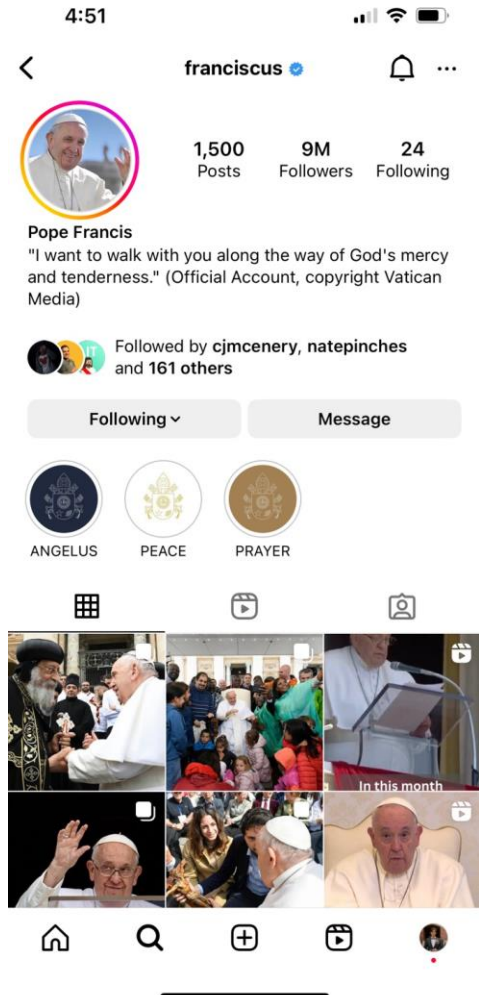
Hack #2: Create a Bio!



copy/paste




Hack #3: Turn on Notifications



1. Go to the page you want to receive notifications from
2. Click Follow Settings
3. Under Notifications, choose the types of posts you want to be notified about
4. Click Update

Hack #4

Create post



How
has the
Eucharist
changed
YOU?

SHARE
your story!

[Download image](#)

Engagement, Eucharist

1

2

Next

In the midst of the National Eucharistic Revival, sharing your story of how Jesus has changed your life matters more than ever. We'd love to hear from you.

]

#EucharisticRevival #StSample
195 Characters

Editor's notes:

Remember to return to this post 24-48 hours after you publish and engage with people in the comments.

stsamplecatholic



stsamplecatholic In the midst of the National Eucharistic Revival, sharing your story of how Jesus has changed your life matters more than ever... more

1 minute ago

stsamplecatholic



stsamplecatholic In the midst of the National Eucharistic Revival, sharing your story of how Jesus has changed your life matters more than ever. We'd love to hear from you.

#EucharisticRevival #StSample

1 minute ago

Hack #5

Hide inappropriate
comments
automatically

Comment Controls

Controls

Allow Comments From

- ☒ Everyone
- ☐ People You Follow
3 People
- ☐ Your Followers
1 Person
- ☐ People You Follow and Your Followers
4 People

Any new comments from people you block won't be visible to anyone but them. These settings don't apply to your ads.

Comment filtering

Keyword filters

Hide comments that contain any of the words or phrases you type above from your posts.

Add keywords, separated by commas

Submit

☐ Hide Comments



How do I *measure success?*

Meta Business Suite Analytics

Meta Business Suite

Saint Bernadette ...

Home

Notifications

Inbox

Content

Planner

Ads

Insights

All tools

Settings

Help

Saint Bernadette Catholic Church
Manage Facebook Page | Go to Instagram

Messaging Last 28 days
Messaging conversations started: 3 ↑ 3%
New messaging connections: 0 0%

Manage your marketing content
See your recent and upcoming posts, stories and ads, and schedule content to plan ahead.

Boost Prenger Solutions Group's high-performing posts
Reach a wider audience by boosting the top posts across your business assets from the last 28 days. See posts

Planner Posts

Scheduled posts
You have 8 posts scheduled to be shared.

50 MINUTES
on Saturdays April and May
CHURCH
Adoration with Benediction | Rosary | Tea
Dorsets and Coffee to follow in the I ... ex
April 22 / April 29 / May 13, ... y 2

This post has no text
Apr 13, 2023, 10:54 AM
94 people reached 0 comments
Boost unavailable

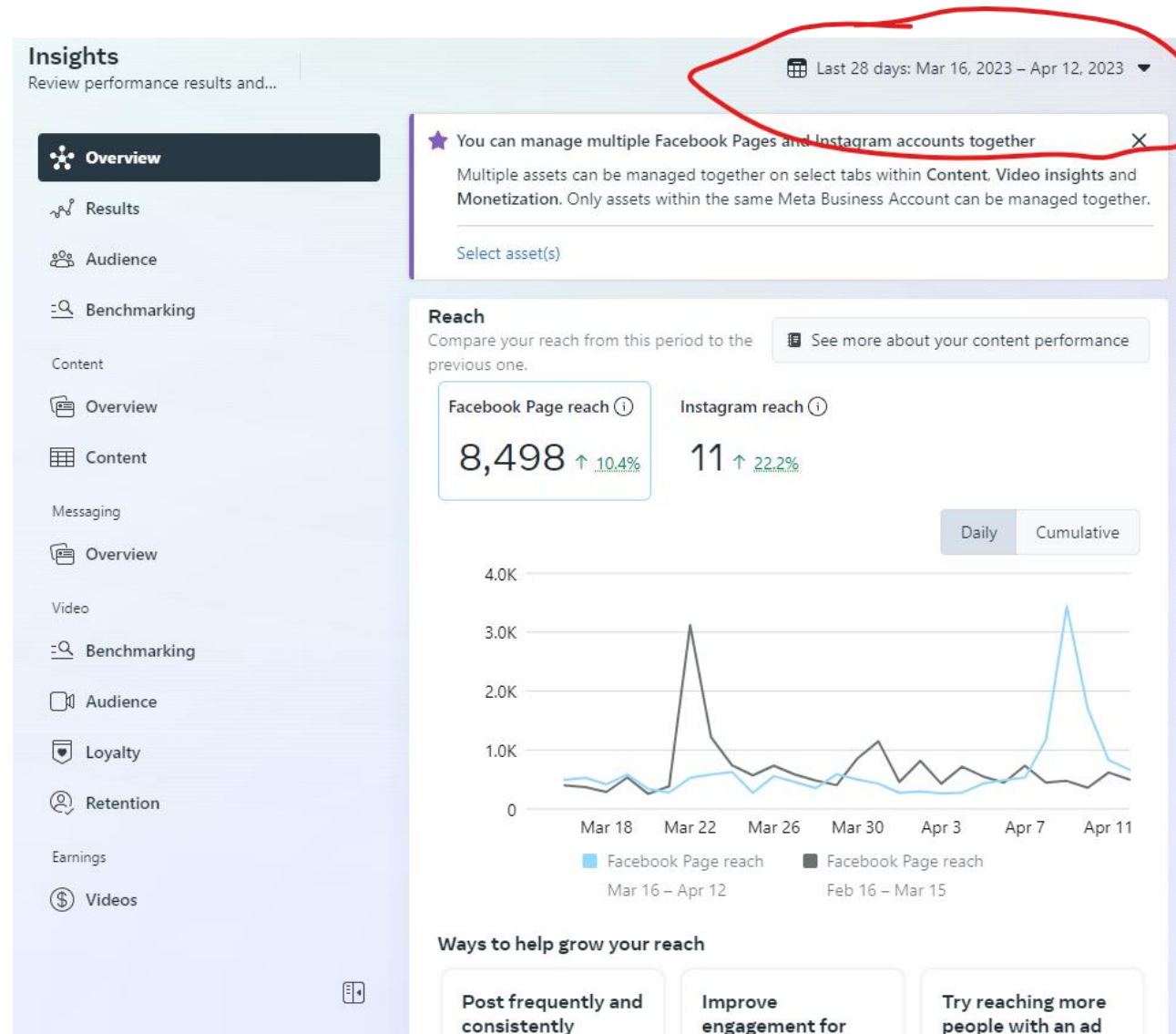
"Prayer is a surge of the heart."
ST. THÉRÈSE OF LISIEUX
Apr 13, 2023, 10:10 AM
1 people reached 0 comments
Boost post

"Prayer is a surge of the heart."
ST. THÉRÈSE OF LISIEUX
Apr 13, 2023, 10:10 AM
1 people reached 0 comments
Boost unavailable

HE. IS. RISEN.

WHAT WOULD BE MORE DIFFICULT TO GIVE UP FOR A WEEK? YOUR CELL PHONE OR YOUR MODE OF TRANSPORTATION?

Meta Business Suite Analytics



Insights

Review performance results and more.

Overview

Results

Audience

Benchmarking

Content

Overview

Content

Messaging

Overview

Video

Benchmarking

Audience

Loyalty

Retention

Earnings

Videos

Export data

Last 90 days: Jan 13, 2023 – Apr 12, 2023

All content

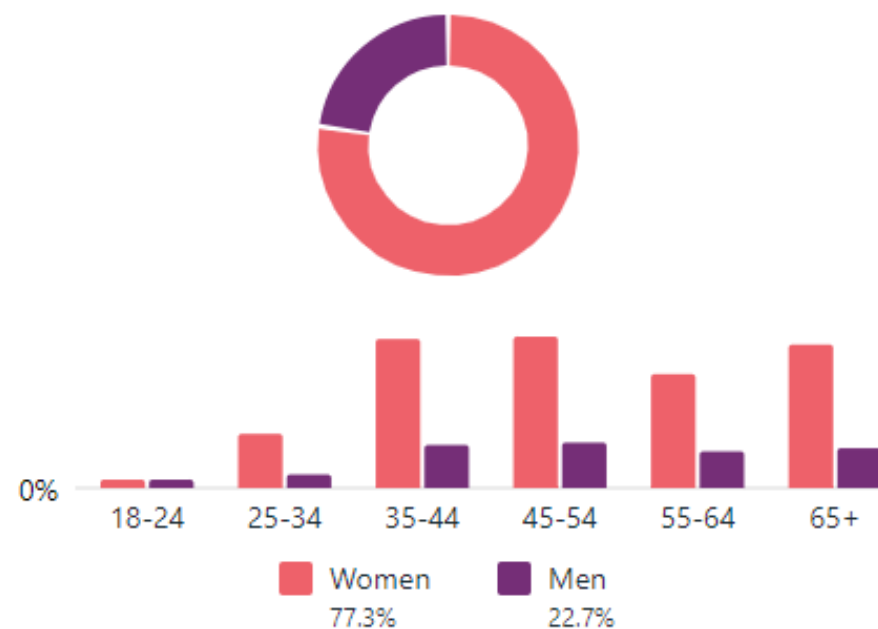
Ads, Posts and Stories

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactio... ⓘ ↑↓	Sticker taps
 Our Youth Choir is amazing! They a... Thu Mar 2, 10:37am	Post	Boost unavailable	364	66
 More pictures from Confirmation t... Mon Feb 13, 6:13am	Post	Boost unavailable	940	53
 This post has no text Thu Mar 23, 4:20pm	Post	Boost unavailable	846	43
 This post has no text Fri Mar 10, 3:14am	Post	Boost unavailable	838	18
 Following our inclement weather p... Fri Mar 3, 3:20am	Post	Boost unavailable	791	4
 This post has no text Thu Feb 23, 7:41am	Post	Boost unavailable	782	35
 This post has no text Thu Feb 23, 5:33pm	Post	Boost unavailable	770	13
 This post has no text Tue Mar 14, 6:33pm	Post	Boost unavailable	764	23
 This one is a toughie - tread carefu... Tue Feb 14, 4:05pm	Post	Boost unavailable	738	4
 This post has no text Sun Feb 12, 7:13pm	Post	Boost unavailable	726	32
 This post has no text	Post	Boost unavailable	685	23

Facebook Page likes ⓘ

1,774

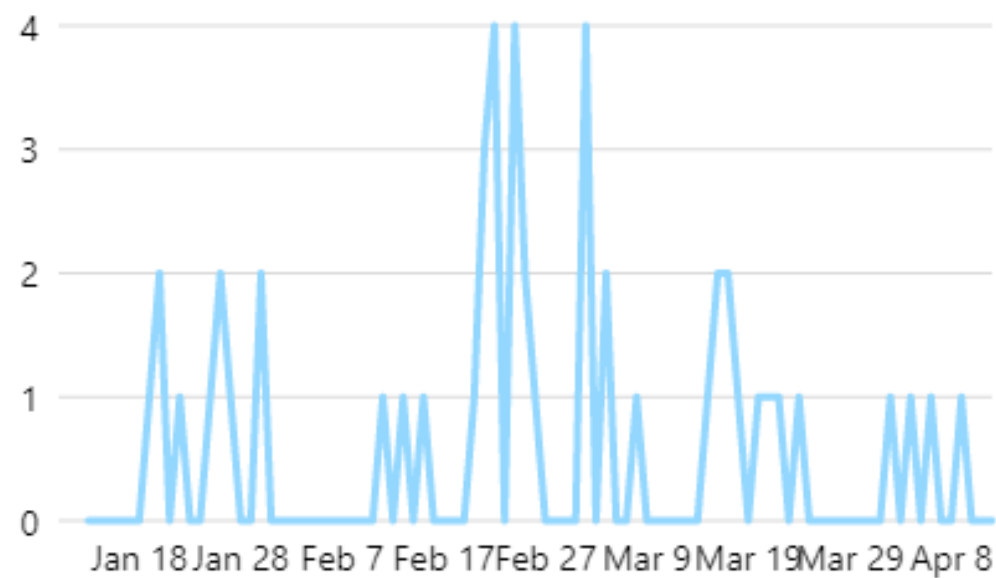
Age & gender ⓘ



New likes and follows

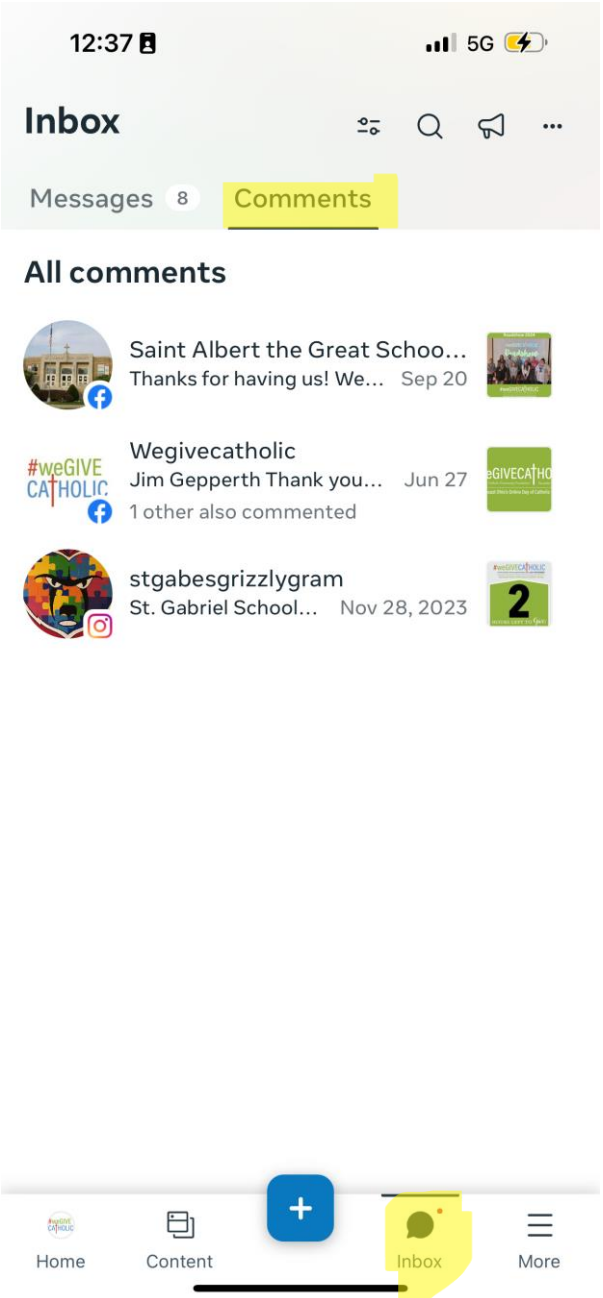
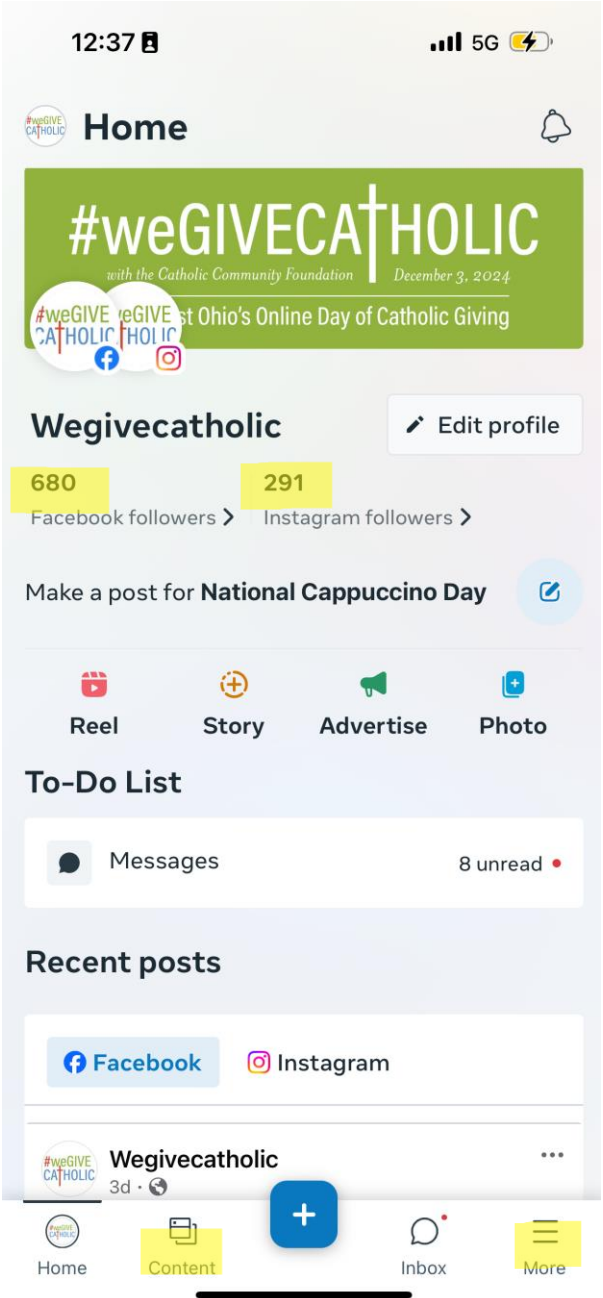
Facebook Page new likes ⓘ

49 ↑ 53.1%



Meta Business Suite

Download the app for your phone- a great way to manage content, posts, and engagement on the go!





Register to join
the challenge:



Join Us:
Nov. 12-22, 2024

Scan to join the
Facebook Group:



Join Us:
Nov. 12-22, 2024

Metrics Comparison Sheet

BEFORE THE CHALLENGE PREVIOUS 14 DAY RANGE	
Facebook Reach	
Facebook Fans (Audience)	
Page & Profile Visits	
Top Post Date	
Top Post Description - 8 words or less _____	
Top Posts - Total Reached	
Total Posts	
How many posts were announcements?*	
Percentage of Total Posts	
How many posts were celebrations?	
Percentage of Total Posts	
Posts per week $\frac{\text{Total Posts}}{2} =$	

AFTER THE CHALLENGE PREVIOUS 14 DAY RANGE	
Facebook Reach	
Facebook Fans (Audience)	
Page & Profile Visits	
Top Post Date	
Top Post Description - 8 words or less _____	
Top Posts - Total Reached	
Total Posts	
How many posts were announcements?*	
Percentage of Total Posts	
How many posts were celebrations?	
Percentage of Total Posts	
Posts per week $\frac{\text{Total Posts}}{2} =$	

CHANGE



Facebook Challenge Items

1. Facebook Cover & Profile Image
2. Complete Your About Section
3. Space out your text & use Emojis
4. Post consistency - at least twice a day
5. #TBT - Find an iconic memory
6. Facebook LIVE
7. Heartfelt Story
8. Canva Template - Use or Share One
9. Tag a community partner with a lot of followers
10. Ask a Question
11. Bonus - Facebook Reel



Challenge Contest Rules

1. At least **one (1)** person from your organization must join the private Facebook group.



Challenge Contest Rules (continued)

2. You must turn in the completed left side of your metrics comparison sheet posted to the private Facebook group by **noon on Tuesday, November 12.**



Challenge Contest Rules (continued)

3. You must complete **eight (8)** of the given challenge items.



Challenge Contest Rules (continued)

4. We will be hosting **five (5)** fifteen-minute-long Facebook lives throughout the challenge (you are not required to join these), where we will be offering helpful tips, Q&A, and giving away prizes to challenge participant attendees.

*You **must** be in attendance at the Facebook LIVE to win the prize.*

- **Tuesday, November 12 @ 1 pm** - Join us for a review of the metric sheet, learn how to share a Canva template, and acquire inspiring post ideas
- **Friday, November 15 @ 1 pm** - Scared to go LIVE on Facebook? Don't worry, we've got you covered!
- **Monday, November 18 @ 1 pm** - Spark online community engagement with our helpful list of appealing questions
- **Wednesday, November 20 @ 1 pm** - Learn ten tips for taking better photos for social media
- **Friday, November 22 @ 1 pm** - We will review our completed metric sheets, review the challenge, and draw a winner for our \$500 prize!



Challenge Contest Rules (continued)

5. To be eligible for the \$500 prize you must turn in your completed metrics comparison sheet posted to the private Facebook group by **noon on Friday, November 22.**



Challenge Resources

- Guide To Going Facebook Live
- Social Media Post Ideas
- Post Templates & Sample Posts
- Weekly Planners
- Whatever you want to share



Q&A / Discussion

#weGIVE
CATHOLIC
on #GIVINGTUESDAY™

Northeast Ohio's Online
Day of Catholic Giving

CATHOLIC
SOCIAL+MEDIA