

What has worked?

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1. Create original content. People are drawn to what is interesting and unique to your parish
2. Include the faces of people in the parish. It is a guarantee share/retweet when someone knows the person.
3. Use your priests. The parishioners want to hear from them. Work with your priests to create content that they are a part of.
4. Involve the youth. This is their area! They understand social media and it is a great way to teach them to evangelize.
5. Put your logo on everything. It helps people know it is uniquely yours both from a branding and copyright standpoint.

What NOT to do:

6. Do not post too much. If you are using Flocknote, only one per day (two if it is separate ministries ie. general notice and faith formation). On Facebook just 2 or 3 items per day MAX. Instagram one post per day.
7. Be judicious about what you share. If you just share a bunch of other people's stuff people tend to tune you out (see #1 above)
8. Ask yourself if you want this linked to you forever. Another caution about sharing other people's pages.
9. Don't give too many people access to the social media keys. You have more control if it is just a few people.
10. Don't fall into the negative. There is a ton of negative stuff out there on social media. Don't add to it. Instead, be a beacon of hope.

LaPorte Catholic Church Social media Presence:

Blog: <https://www.catholiclaporte.org/blog>

Flocknote: <https://catholiclaporte.flocknote.com/>

Facebook: <https://www.facebook.com/SacredHeartLaPorte/>

Parish Instagram: <https://www.instagram.com/catholiclaporte/>

Youth Ministry Instagram:

Youth Ministry Snapchat:

YouTube: <https://www.youtube.com/channel/UCyMmhGnu1v1-zo30MXQQo1Q/videos>