

SOCIAL MEDIA WORKSHOP 2.0

JANUARY 30, 2020



HOUSEKEEPING INFORMATION

- Wi-Fi password: C@thedral
- Sit by designation please
- Restrooms are in the hallway
- Ask questions on the Slido or notecard
- Verify information on social media spreadsheets
- Coffee, water and snacks available
- Please complete the survey after our workshop
- Please pick up the following:
 - DoPB Photo and Graphic Guidelines and Resources
 - Copy of Power Point



ASK QUESTIONS IN REAL TIME

www.slido.com

#G143

GOALS FOR TODAY

1. Collaborate with parishes and schools to use data-driven, comprehensive initiatives to reach and grow our audiences
2. Learn from one another while building consensus and growing relationships
3. Promote and clearly communicate the greater work being done in the five-county area in print and electronic forms of communication
4. Implement strategic programs to assist the branches of our Diocese to reach their goals

MEET OUR TEAM

- Jennifer M. Trefelner, APR, CPRC, Director of Communications, Marketing, and Social Media
- Elizabeth Merizzi, Creative Arts Coordinator
- Cynthia Pashley, Communications Manager
- Cecilia Padilla, Reporter, Photographer, Digital Production Coordinator

The Communications Office coordinates communications for the Bishop's Office and the numerous Diocese of Palm Beach offices, missions, and departments, as well as all marketing and social media efforts.

The Director of Communications, Marketing & Social Media serves as the designated spokesperson for the Diocese and its entities, in addition to managing media inquiries, public relations, and new marketing initiatives.

The office serves to keep the community informed of diocesan initiatives, as well as initiatives from the Florida Conference of Catholic Bishops and the United States Conference of Catholic Bishops. In addition, the Office of Communications oversees the production of the weekly televised Mass, the Florida Catholic newspaper (Palm Beach edition), Diocesan digital and printed materials and will initiate a comprehensive plan to coordinate information disseminated on the Diocesan website and social media sites.



POLL THROUGH MENTIMETER

Go to www.menti.com and wait for the code.

GETTING TO KNOW YOU

1. Who manages your social media?
2. Who manages someone, who manages the social media?
3. Do you have multiple people posting on the same site?
4. Did you attend our Social Media 1.0 session?
5. Do you represent a school or parish?

CURRENT TOOLS OF COMMUNICATION IN THE DIOCESE



Website



9 Facebook pages



Florida Catholic Newspaper



Televised Catholic Mass



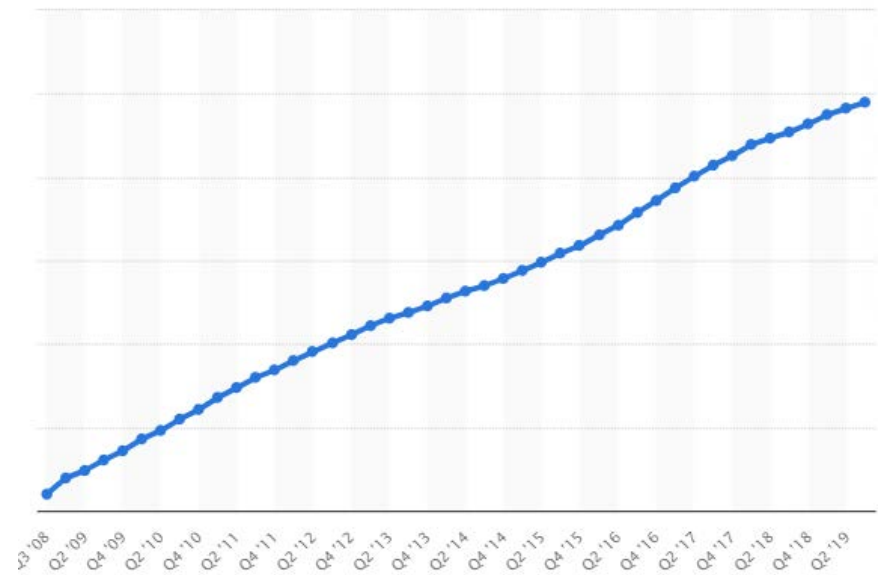
Office of Catholic Schools
Instagram and Twitter

HOW WE CAN HELP YOU

1. Link for Diocese of Palm Beach announcements, news, resources: www.DiocesePB.org/bulletins
2. Event page on website to advertise your events
3. Initiatives completed: Parish Spotlight, Meet our Newly Ordained Permanent Deacons, Meet our Seminarians, Meet our Recently Ordained Priests
4. School Spotlight initiative and archives on OCS website and OCS Facebook
5. Story idea link on website for Florida Catholic
6. Crisis communications for diocese entities, plus local, state and national statements
7. Bishop's Signature Statements, Living the Truth in Love column, TV Masses, Liturgical days, Second Collection Letters, DPB statements released regularly
8. Strategic social media calendars created and utilized
9. Sharing information you tag the DPB in on social media

2019 FACEBOOK STATISTICS

By the third quarter of 2019, the platform had attracted 45 billion monthly active users.



2019 INSTAGRAM STATISTICS

An estimated 71% of US businesses use Instagram

80% of users follow a business on Instagram

59% of 18-29-year old's use Instagram

51% of Instagram users access the platform daily, and 35% say they look at the platform several times per day.

2019 TWITTER STATISTICS

Twitter has 330 million monthly active users (MAUs), about a four percent increase over last year

86% of users get their news from Twitter

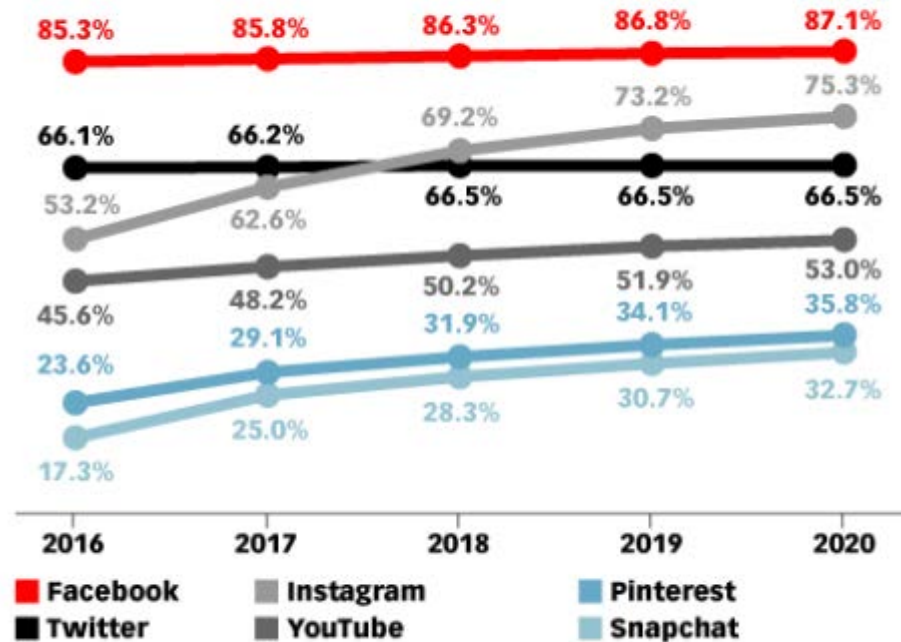
78% of users are active on Twitter through their mobile devices

81% of millennials check Twitter at least once per day.

WHAT DOES THIS MEAN FOR US?

Social Media Platforms Used by US Marketers, by Platform, 2016-2020

% of respondents in each group



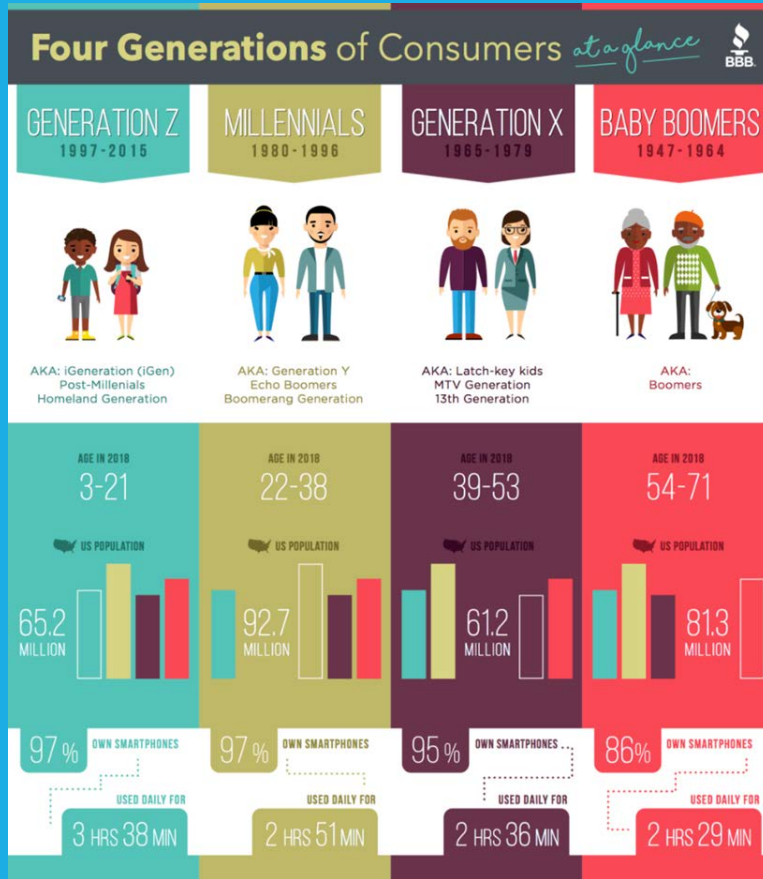
Note: companies with 100+ employees

Source: eMarketer, Dec 2018

247376

www.eMarketer.com

GENERATIONAL TRENDS



SOCIAL MEDIA PREFERENCE	SOCIAL MEDIA PREFERENCE	SOCIAL MEDIA PREFERENCE	SOCIAL MEDIA PREFERENCE
CHARACTER TRAITS	CHARACTER TRAITS	CHARACTER TRAITS	CHARACTER TRAITS
More tolerant of others	Values experiences over things	Values flexible work arrangements	Believers in the "American Dream"
Entrepreneurial mindset	Innovative, likes change	Has a "big picture" perspective	Less influenced by peer pressure
Technology-dependent	Work smarter, not harder	Skeptical/Cynical	Has a "big picture" perspective
High ethnic diversity	Social-cause driven	Independent	Financially stable
Skeptical, less trusting	Multi-taskers	Self-reliant	Loyal to brands
Social-cause driven	Tech-savvy	Tech-savvy	Optimistic
HOW TO WIN THEM OVER			
<ul style="list-style-type: none"> Embrace multiculturalism Use digital video in your advertising 	<ul style="list-style-type: none"> Make your products/services an experience Align your brand with a social cause 	<ul style="list-style-type: none"> Coupons, loyalty programs Show tangible results and quality service 	<ul style="list-style-type: none"> Maintain trust, deliver on promises Email marketing / direct mail

Sources: Wikipedia, Statista, Pew Research Center, US Census Bureau, Nielsen, GlobalWebIndex

BEST PRACTICES IN SOCIAL MEDIA

Follow those you respect

Tag entities in your posts

Use hashtags

Review what is trending

Use graphics, photos, videos

Make a communication flyer

Have contests to grow followers

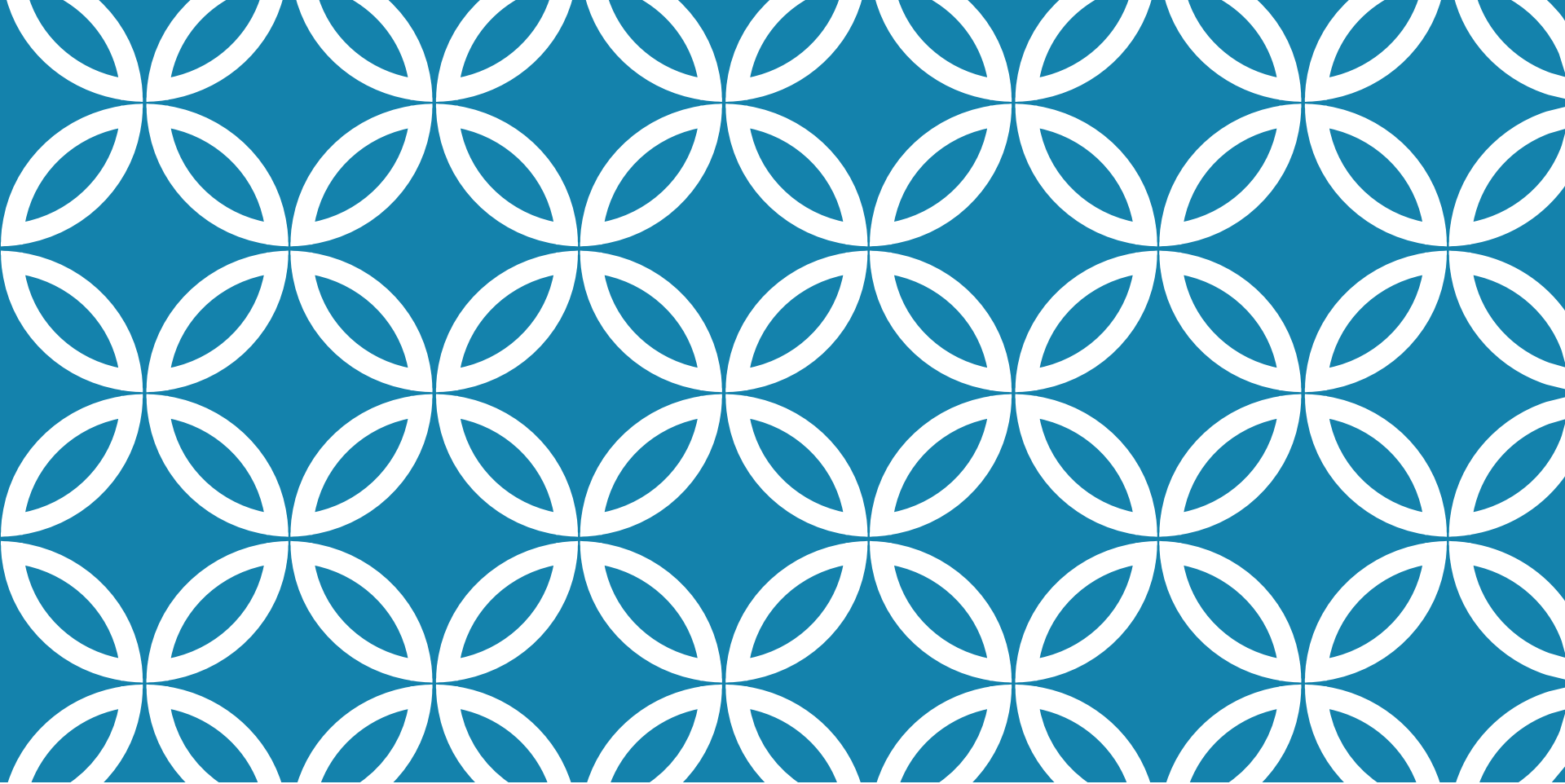
Host a “call out”

Cross promote your sites

Review what is trending

Repurpose Information

Share a post with rationale for why you are making the post



**ACTIVITY: SHARE A POST
USING BEST PRACTICES**

FACEBOOK TIPS AND TRICKS

Verify your page

Confirm your Facebook handle/username

Complete the “About” and “Story” sections

Schedule posts

Use Facebook Events

Invite friends

Share a scheduled post or schedule a post to share

Facebook cover photos/video/scrolling options

Pin a post to the top

Facebook Live

Ellipsis button

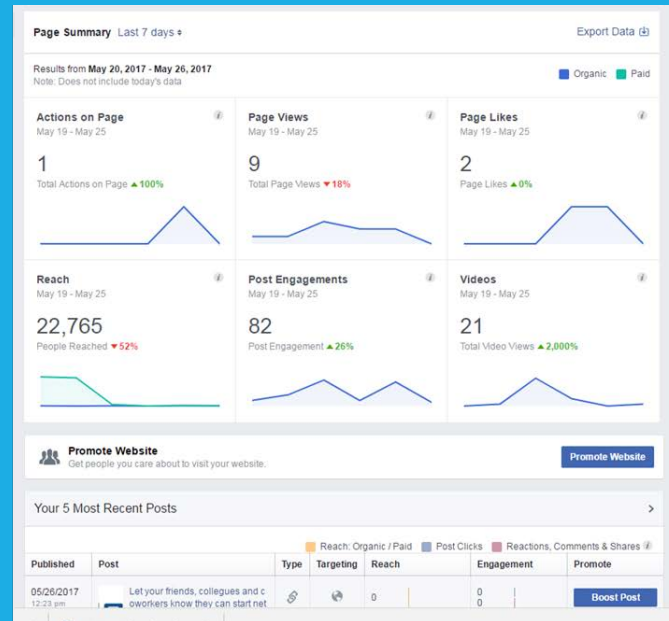
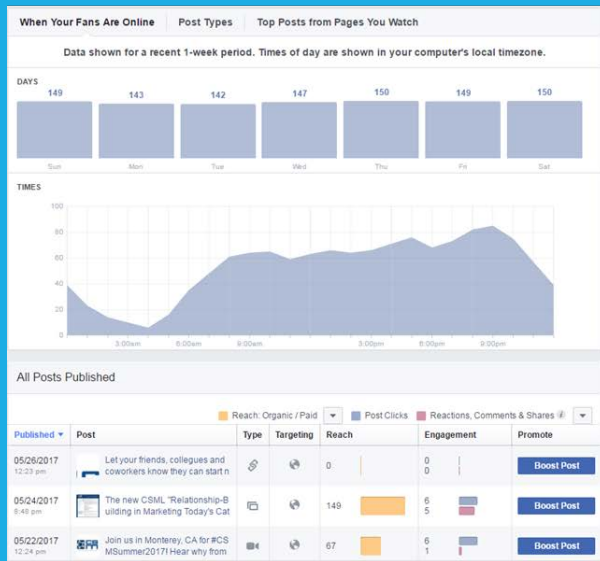
Length of post (less than 80 characters)

Reply instantly with a bot (settings, automated response for messenger)

Use correct pixels

AUDITING YOUR FB PAGE

- Likes
- Reach
- Post engagements



INSTAGRAM TIPS AND TRICKS

Use a business account (insights, ads, contact information)

Instagram Stories (use to create posts for other sites, too)

Reposting

Complete profile

Profile photo is 110 x 110 pixels

Add mentions to your story

Adding to your story through the paper airplane

Use the ... (ellipse) to share to another site

Story highlights (keep your favorite stories in your profile)

Use Instagram Stories to create

AUDITING YOUR INSTAGRAM PAGE

- Impressions for the account
- Reach
- Profile views
- Website clicks



TWITTER TIPS AND TRICKS

Twitter Profile Photo: 400 x 400 (Displays 200 x 200),
Header Photo: 1,500 x 500

Optimal tweet is 120-130 characters

Retweet with a comment

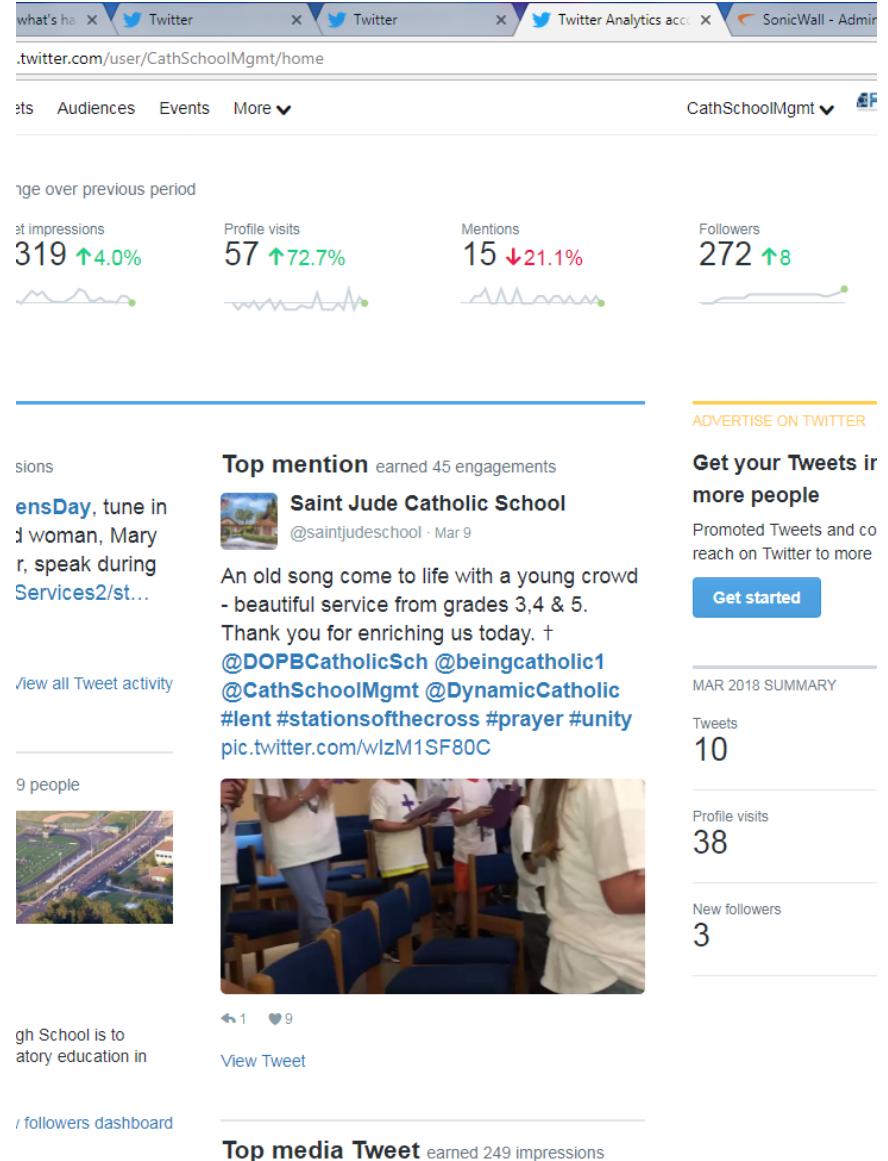
Using GIFs

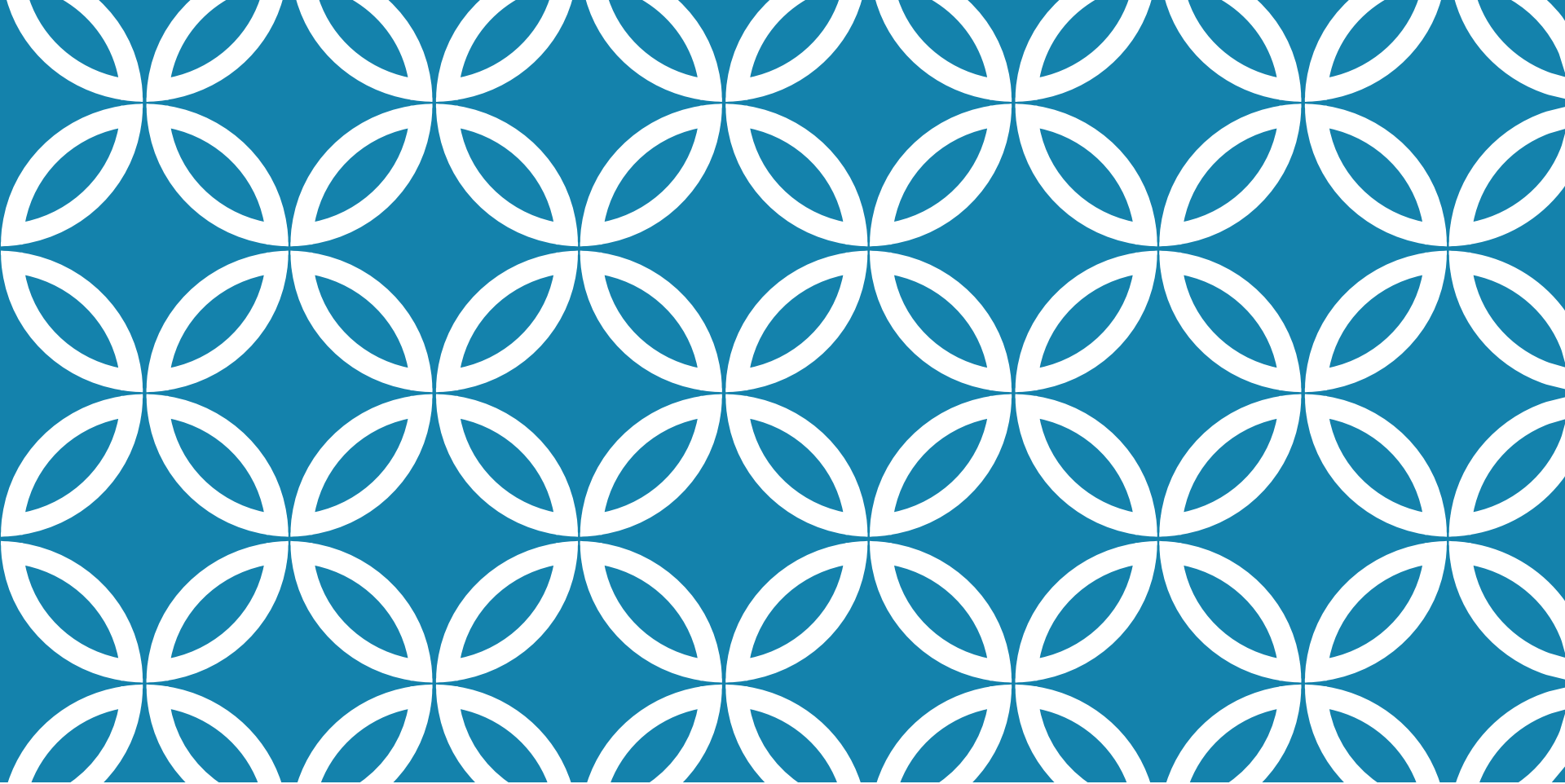
Twitter Polls

Tag location

AUDITING YOUR TWITTER PAGE

- Top tweet
- Tweet impressions
- Profile visits
- Mentions
- Followers
- View past tweets



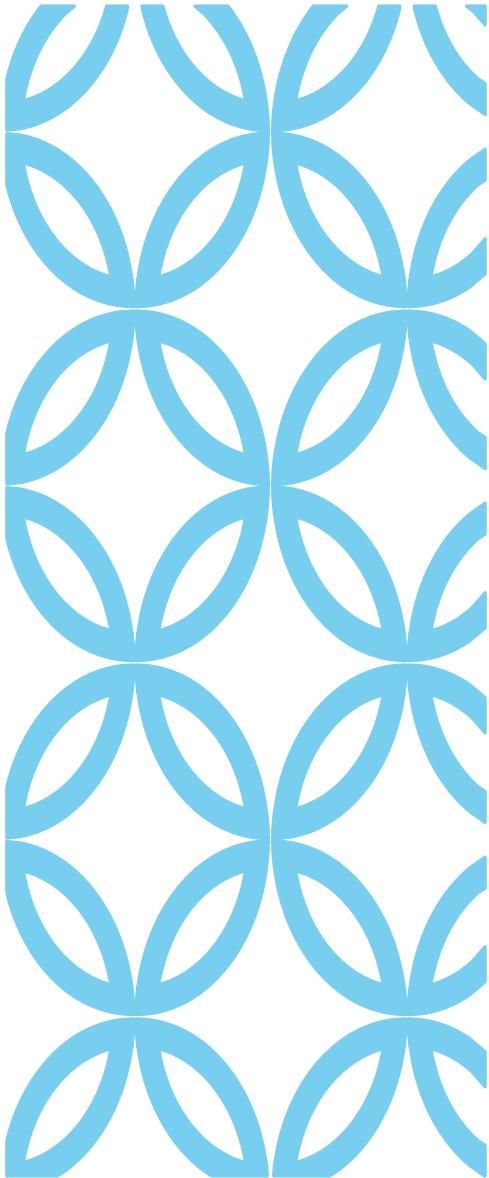


**ACTIVITY: LOG INTO ONE OF
YOUR SOCIAL MEDIA ACCOUNTS
AND REVIEW YOUR ANALYTICS**

WHAT IS A SOCIAL MEDIA AMBASSADOR PROGRAM?

A Social Media Ambassador Program empowers trusted liaisons to serve as your eyes, ears and megaphones.

This allows for your content to be shared quickly due to an increased virality as well as building a strong brand through authentic endorsement.



Program Goals:

Virality

Authentic Endorsement

WHAT ARE THE GOALS?

Find trusted
liaisons by
watching your
social media traffic

Meet to introduce
the program

Train them with
your social media
strategies

Check-in on a
regular basis

Learn their
suggestions

Watch what they
post

Study your
analytics

Grow more
ambassadors

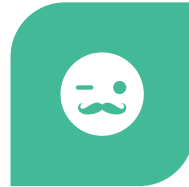
HOW TO CREATE A PROGRAM



ASK THEM TO SHARE
THE CONTENT YOU
POST, INCLUDING THEIR
OWN WORDS



ASK THEM TO INVITE
“FRIENDS” TO
FACEBOOK EVENTS



ASK THEM TO TAG
“FRIENDS” IN POSTS



ASK THEM TO “REVIEW”
YOUR PAGE

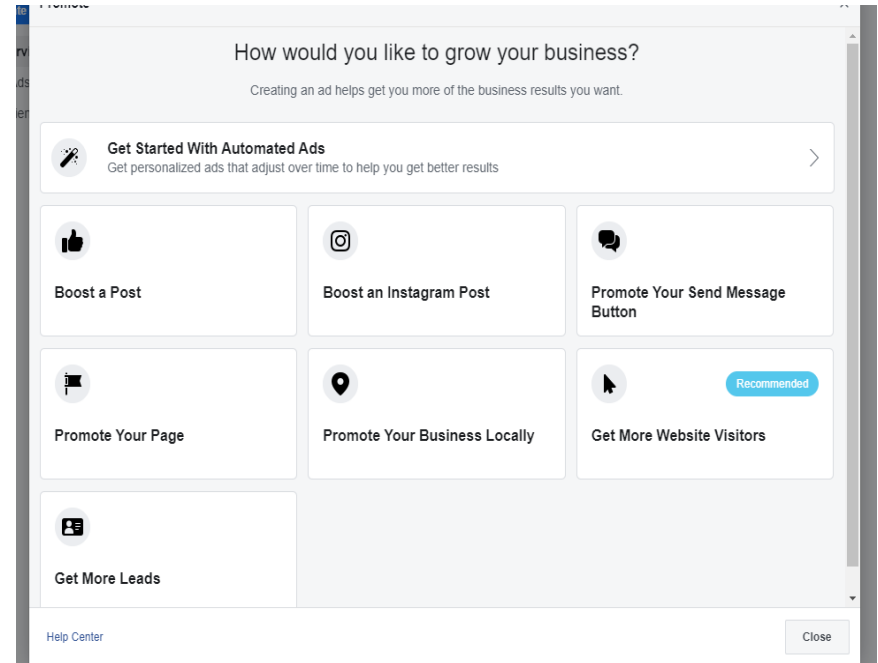


ASK THEM TO “CHECK
IN” WHEN THEY ARE ON
SITE

WAYS TO BEST UTILIZE SOCIAL MEDIA AMBASSADORS

PLACING ADVERTISEMENTS ON SOCIAL MEDIA

- Know your campaign objectives
- Pick your audience (and save them)
- A/B Test your ads
- Budget and duration



BOOSTING A POST VERSUS PLACING AN AD

A boosted post is a post to your Page's timeline that you can apply money to in order to boost it to an audience of your choosing. This is the simplest way to advertise on Facebook. Boosted posts differ from Facebook ads because they are not created in Ads Manager and don't have all of the same customization features.

When you boost a post, it'll show up in your audience's Facebook News Feed as an ad. You can also select Instagram as an ad placement for your boosted post. You can choose a post that's already present on your Page's timeline and boost it by following only a few steps. When you boost a post, you'll tell us 3 things:

1. Who you want to reach: you'll pick a target audience of the type of people you want to connect with
2. Your max budget: you'll tell us exactly how much you want to spend over the course of your entire campaign
3. How long you want to run your ad: once you click Boost and your ad is approved, people in your target audience will see your ad in their News Feed for the duration you've set

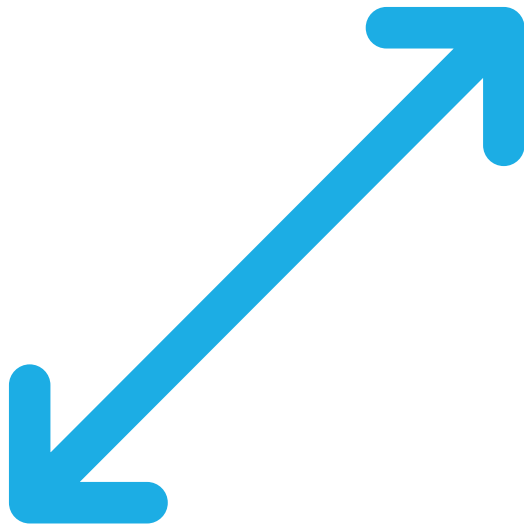
Note: boosted posts are still considered ads because they require budget to be shared with a wider audience. This is the core similarity it shares with Facebook Ads. When you receive your bill, your boosted post will be identified as an ad.

WHAT ARE FACEBOOK ADS?

While boosting a post is still considered an ad, Facebook ads are created through Ads Manager and offer more advanced customization solutions. There are many advertising objectives to help you reach your specific business goals and the audiences you care about most.

Where a boosted post may initially optimize for Page likes, comments, and shares or overall brand awareness, Facebook ads can optimize for app installs, website conversions, video views, shop orders and more.

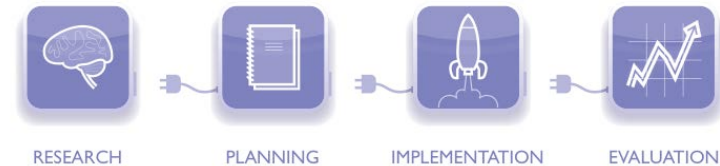
WHEN TO USE ADS VS BOOST



It's important for any business to identify exactly what they're hoping to achieve with an ad. For example, if you want audience engagement on your Page or to develop your brand awareness, boosting a post is a great way to maximize visibility and grow your audience. To create more advanced ad types and campaigns, use Ads Manager.

Note: If you aren't interested in boosting a post that's already on your Page, you can create a new post and instead of clicking Publish, click Boost

1. Review your marketing pillars.
2. Identify which social media tools you will use, the administrator, audience, and frequency of posting.
3. Review your calendar for reactive and related events/activities for posts.
4. Identify proactive ways to showcase your marketing pillars through planned posts.



CREATING A SOCIAL MEDIA PLAN

REVIEW: FRAMEWORK OF A SUCCESSFUL SOCIAL MEDIA PLAN

Facebook

Audience:

Administrator:

Frequency of posts:

Date – posting	Marketing Pillar 1	Marketing Pillar 2	Marketing Pillar 3	Other

September Diocese of Palm Beach Facebook Calendar

2019



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 TV Mass	2 Dorian Updates	3 Dorian Updates	4 Dorian Updates St Jude photo	5 -Create Blue Mass FB event -Respect Life video -FC Prayer Vigil article- CMP	6 -Parish Profile- CMP -Bishop's Signature Statement	7 -Post photos from Glow Run CMP - Homepage refresh teaser
8 -TV Mass -Grandparent's Day	9 - FC Glow Run article- CMP -Safe Environments	10 -AIM Ministry- CMP -SHARE M&F TOB post	11 -SHARE OCS post @ Administrator's Meeting -Meet our Deacons-CMP	12 -Most Holy Name of Mary -SHARE Women's Retreat	13 -Parish Profile-CMP -Bishop's Signature Statement	14 Exaltation of the Holy Cross-EM
15 -TV Mass -Catechetical Sunday	16 Respect Life Program- CMP	17 -Fr. Leo article- CMP -SHARE M&F TOB post	18 -Meet our Deacons-CMP	19 Social Media Workshop -FC St. Jude Healing article- CMP	20 -Parish Profile-CMP -Bishop's Signature Statement	21 -St. Matthew-EM -FC CCW article- CMP
22 -TV Mass -Homepage refresh teaser	23 -Unbound Video - Padre Pio-EM	24 -FC Fr. Tri article- CMP -SHARE Diocese Liaisons Meeting -SHARE M&F TOB post	25 -Meet our Deacons-CMP	26 - Safe Environments -FC Cemetery- CMP	27 -Parish Profile-CMP -Bishop's Signature Statement	28 -Share OCS Something Greater videos
29 -TV Mass -Homepage refresh launched	30 -Unbound Video -FC Honor Flight- CMP					

SCHOOL SPECIFIC INFORMATION

1. Use #DoPBSchools
2. Don't use #SomethingGreater, but rather use the words in a sentence.
3. Tag OCS on Facebook, Instagram and Twitter
4. Utilize the Something Greater messaging document
5. Share our OCS posts on Facebook, Instagram and Twitter
6. Use Canva (let me know if you want the templates)
7. Review the Google Drive or Toolkit provided



LEGALITIES

1. You have permission to take photos at events and post them on Facebook if it is not used for advertising. If you are using the photo for advertising, you must use a photo release (see website). If you post a large group photo, it is advised not to publish names. If students have signed a release from one of our Diocese schools, it is applicable to all Diocese entities.
2. Utilize a Social Media Administrator Agreement. A template can be found on our Communications link on the website.

WEBSITES THAT CAN HELP

Vimeo

Canva

Bitable

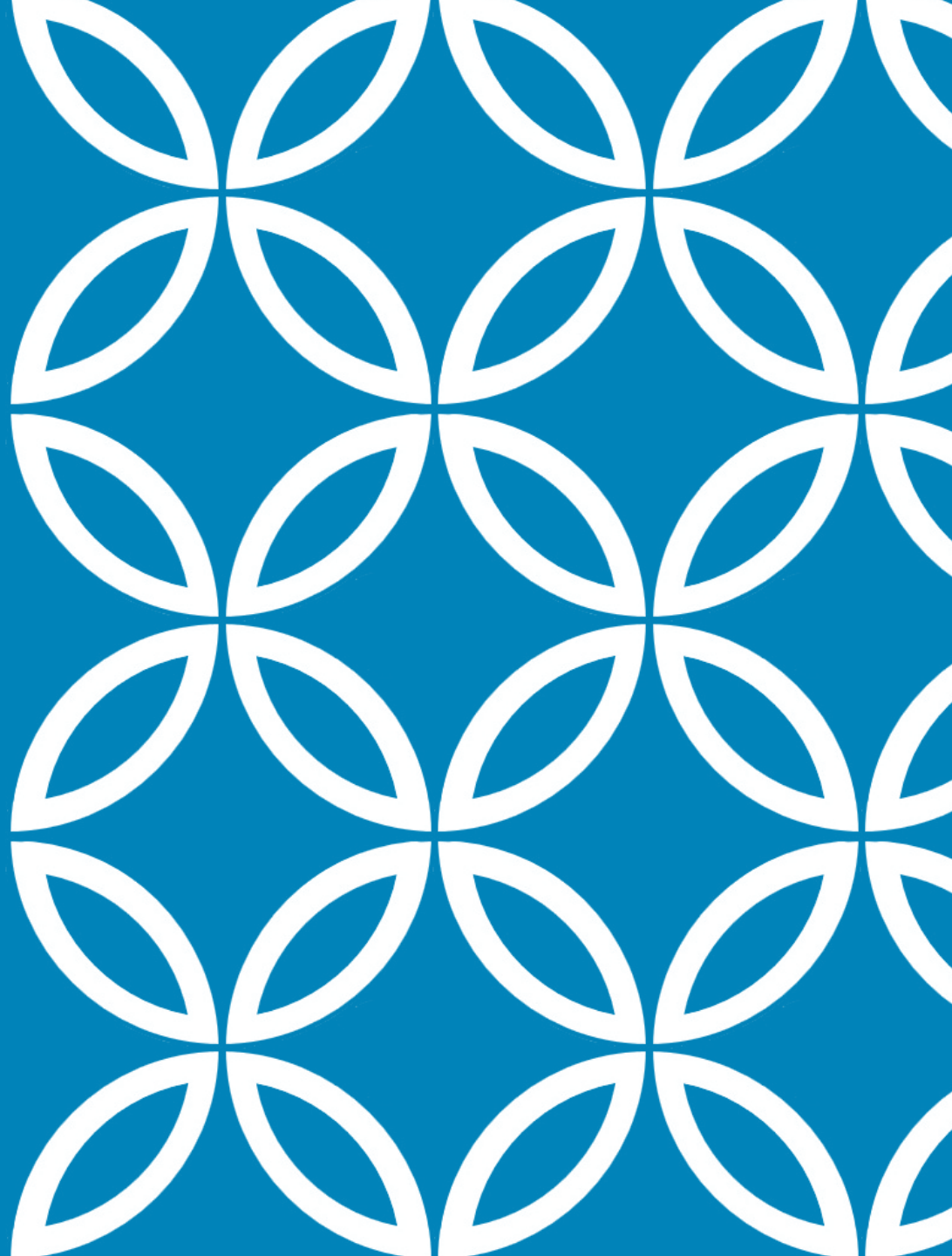
Sprout Social

Shareable Faith

USCCB

Stock Snap

Unsplash



APPS THAT CAN HELP

Repost It

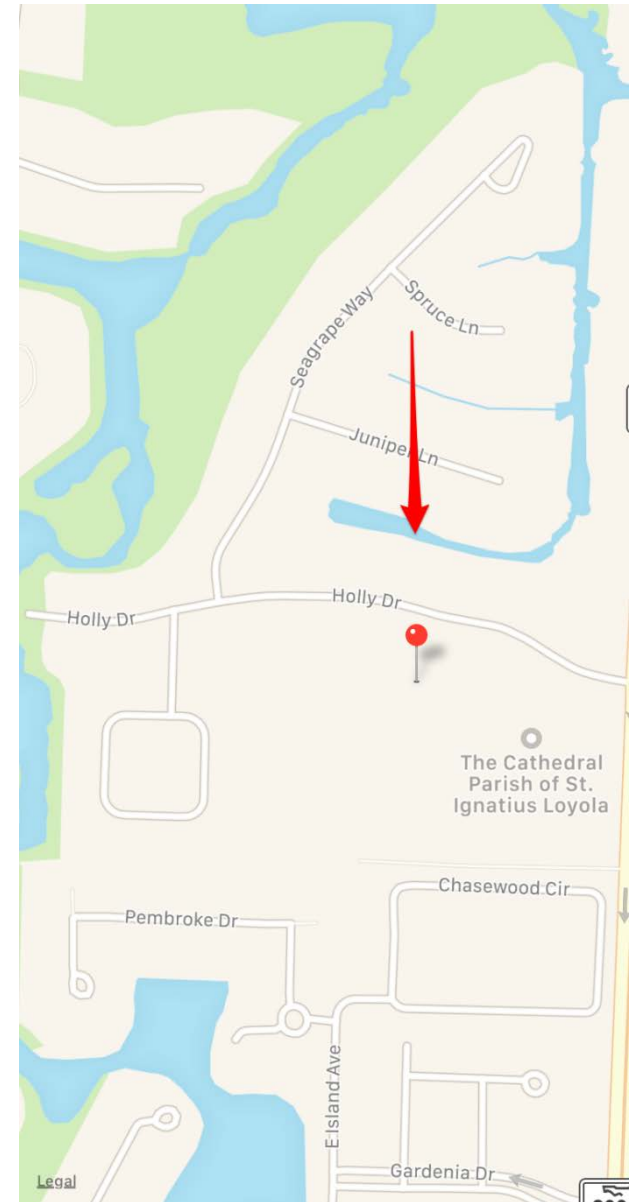
Flip-a-gram

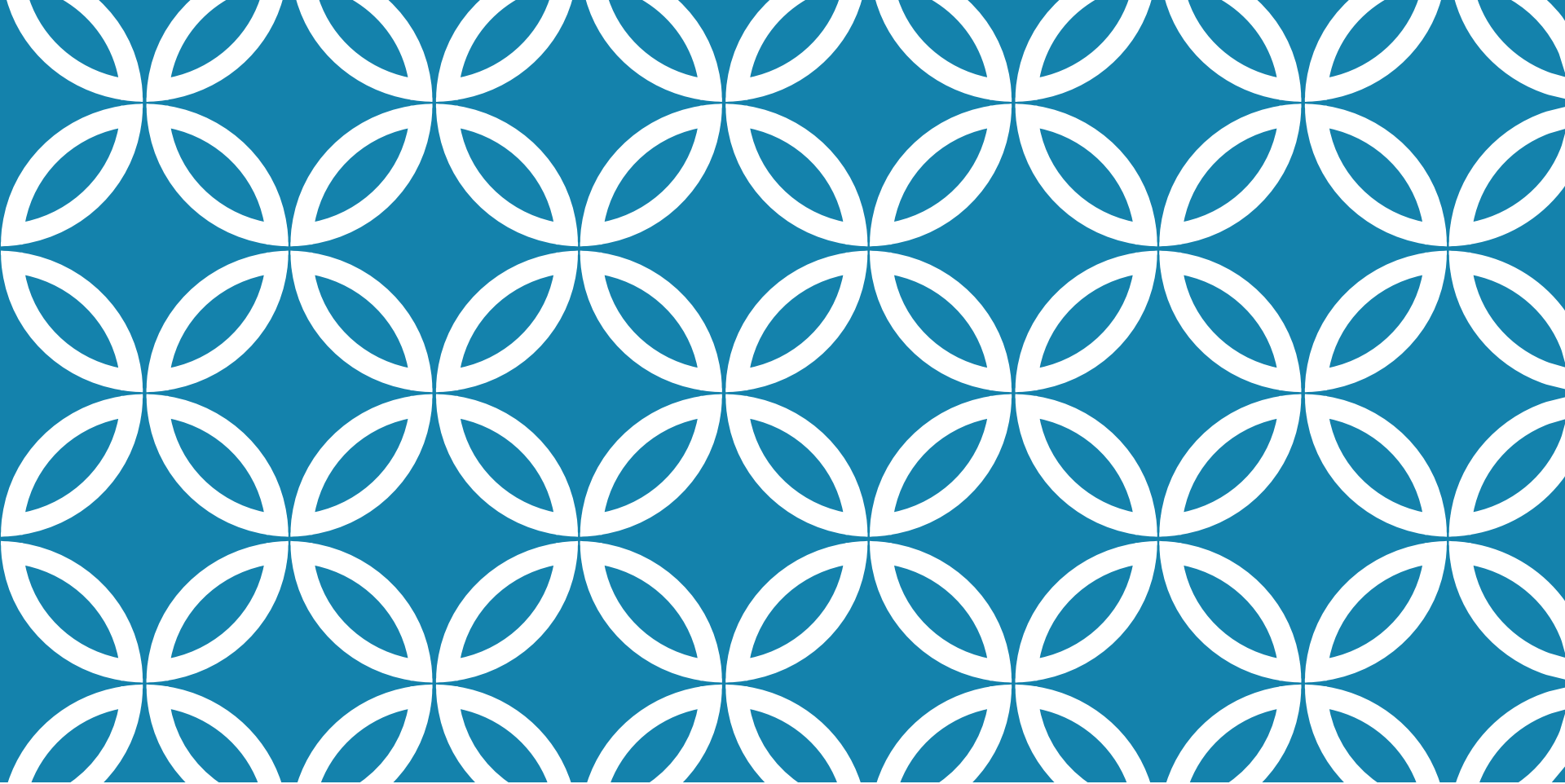
Skitch- example to the right

PicPlayPos-t

<https://mixcord.co/picplaypost/p/oh2h61BrzmXExaXdB4DXGg>

VideoScribe





**ACTIVITY: VISIT ONE OF THESE
WEBSITES OR APPS TO SEE WHAT
THEY HAVE TO OFFER**



Holy Redeemer
Catholic Church
@HolyRedeemerCC

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Holy Redeemer Catholic Church

January 22 at 11:43 AM · 🌐

JAN
25

January 25, 2020

8:30AM

[Add to Calendar](#)

Monthly Stations of the Cross for our Priests

Each month on the last Saturday of the month, the Cathedral of St. Ignatius Loyola hosts a monthly Stations of the Cross done as a sacrificial prayer for all priests. All those in attendance at Mass and Cathedral parishioners are encouraged to participate. The Cathedral also extends an invitation to people from other Churches to attend.

The Saturday morning 8:30 a.m. Mass is followed by the Stations of the Cross and will be completed by 9:30 a.m. Mass and prayer will take place in the Cathedral -- not the chapel.

Organizers hope eventually a similar Stations of the Cross will be done at parishes across the diocese, state and country. If you want more information or assistance in bringing this to your parish, please call Jim Fabian.



Cathedral of St. Ignatius Loyola
9999 N. Military Trail
Palm Beach Gardens, FL 33410

📞 561-371-1658



1



Like



Comment



Notre Dame
Catholic Church
@notredamecc

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NOTRE DAME
MISSION'S
VIDEOS ARE
EYE-CATCHING!

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Share

...

Posts



Notre Dame Catholic Church is with Fatoutou Bwanef and Yves Geffard at Notre Dame Catholic Church.

Yesterday at 12:44 PM · Fort Pierce · 🌐

My brothers and sisters,
We are happy to share with you the homily of the p. For the third Sunday of ordinary time.
May each of us always keep our eyes fixed on Jesus. May we continue to see with his eyes, hear with his ears, touch with his hands and love with his heart.

Readings for the third Sunday of ordinary time, year a... [See More](#)

⚙️ · [See original](#) · [Rate this translation](#)





St. Anastasia
Catholic Church
@stanastasiachurch

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St. Anastasia Catholic Church

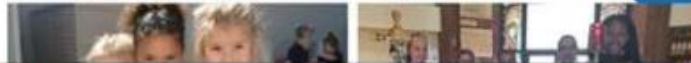
January 17 at 1:14 PM · 🌐

ST. ANASTASIA CATHOLIC SCHOOL

Open House

Friday, Nov. 15 | 9 a.m. - 2 p.m.

Friday, Jan. 24 | 10 a.m. - 2 p.m.



FRI, JAN 24

St. Anastasia Catholic School Open House

St. Anastasia Catholic School - Fort Pierce

👤 You like St. Anastasia Catholic School

★ Interested

USE OF EVENTS BY ST. ANASTASIA

ST. ELIZABETH ANN SETON INVITED US TO LIKE THEIR PAGE



St Elizabeth Ann
Seton Catholic
Church
@seaspsl

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St Elizabeth Ann Seton Catholic Church invited you to like
this Page

Show that you're interested in this Page by liking it.

👍 Like Page



St. Helen Catholic
Church

@sthelenvero

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Thank you to St. Helen Catholic Church for your support of our Televised Catholic Mass program! Viewers will enjoy the January 26th and February 2nd Masses whi...

See More



ST. HELEN CATHOLIC CHURCH
- VERO BEACH

ST. HELEN CATHOLIC CHURCH PROMOTING THE TV MASS

ST. JOHN OF THE CROSS'S GOOD USE OF THE VIDEO



Saint John of The
Cross Catholic
Church and Office
@StJohnVeroBeach

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Saint John of The Cross Catholic Church and Office

16 hrs · 🌐

Thursday Night Studies in the Scriptures with Fr. Brian Campbell.
1/23/2020 https://m.facebook.com/story.php?story_fbid=10157832698254932&id=848139931



844 Views

St Joseph Catholic
Church

@sjccflorida

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ST. JULIANA WAS
STREAMING EWTN
LIVE!

ST. JOSEPH CHURCH
DID WELL POSTING
ABOUT THE FOOD
PACKING EVENT



St Juliana Catholic
Church

@stjulianacatholicchurch

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Liked Following Share ...

 **St Juliana Catholic Church**
4 hrs · 🌐

LIVE  1.5K

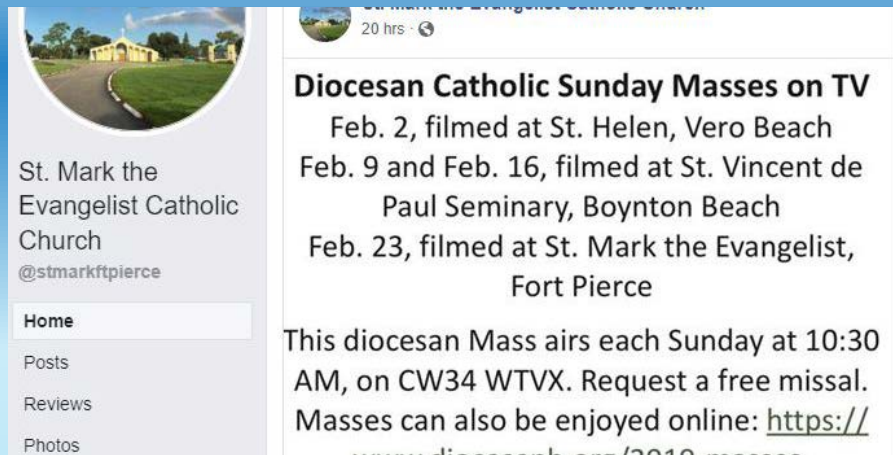
MARCH FOR LIFE 47TH ANNUAL MARCH FOR LIFE
1 I could have been there but I'm babysitting my 5 beautiful gr/ #whywemarch

EWTN is live now.
5 hrs · 🌐  Like Page

RIGHT NOW ON EWTN: The 47th Annual March for Life, LIVE from Washington, D.C.

Tell us where you're watching from, and include why YOU march for life!

#WhyWeMarch



ST. MARK THE EVANGELIST POSTED THE SCHEDULE FOR THE FEBRUARY TV MASSES, WHICH WILL INCLUDE THEIR CHURCH

ST. ANASTASIA SCHOOL- CREATIVE SELFIE CAMPAIGN FOR #CSW20



ST. HELEN AND CNHS INSTAGRAM PAGES PROMOTED TIMELY EVENTS

GREAT USE OF VIDEO BY SAINT JUDE CATHOLIC SCHOOL ON TWITTER AND PROMOTION OF OH FLYER BY ALL SAINTS ON INSTAGRAM!



ST. LUKE
USED OCS
FLYER TO
MAKE A A
LOVELY
POST ON
TWITTER
AND ST.
VINCENT
FERRER
MADE A
GREAT
COLLAGE ON
TWITTER!



QUESTIONS?

Thank you for
coming!

Please
complete the
survey!

