

# Engaging Diocesan Constituents Through Digital Media:

## A Panel Discussion

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**Hanover AB | 2:00-3 p.m.**

Please use #ICSC55 to continue the  
conversation & Spread the Gospel

**Stewarding the Church is a  
focused rationale for enacting a  
year-round education and  
formation initiative.**

# ***UBICUMQUE ET SEMPER***

APOSTOLIC LETTER IN THE FORM OF *MOTU PROPRIO*  
***UBICUMQUE ET SEMPER***  
OF THE SUPREME PONTIFF BENEDICT XVI  
ESTABLISHING THE PONTIFICAL COUNCIL  
FOR PROMOTING THE NEW EVANGELIZATION

It is the duty of the Church to proclaim always and everywhere the Gospel of Jesus Christ. He, the first and supreme evangelizer, commanded the Apostles on the day of his Ascension to the Father: "Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you"  
(Mt 28:19-20).

# ***UBICUMQUE ET SEMPER***

## **Article 3**

Among the specific tasks of the Council are particularly the following:

1. to examine in depth the theological and pastoral meaning of the new evangelization;
2. to promote and to foster, in close collaboration with the Bishops' Conferences concerned—which may establish *ad hoc* organisms—the study, dissemination, and implementation of the Papal Magisterium related to topics connected with the new evangelization;
3. to make known and to support initiatives linked to the new evangelization that are already being put into practice in various particular Churches, and to promote the realization of new projects by actively involving the resources present in Institutes of Consecrated Life and in Societies of Apostolic Life, as well as in groups of the faithful and in new communities;
4. to study and to encourage the use of modern forms of communication as instruments for the new evangelization;
5. to promote the use of the *Catechism of the Catholic Church* as an essential and complete formulation of the content of the faith for the people of our time.

**We know that communication is a problem, but the company is not going to discuss it with the employees.**

**- *Anonymous***

# Communication channels

- Media
- Website
- Print
- Advertising
- **Social**
- Direct mail
- Face-to-face
- Events



# Four C's

- New Digital
  - Creating
  - Curating
  - Connecting
  - Culture

**You can't build a reputation on  
what you are *going* to do.**

**- *Henry Ford***



# Social Media

- **Social media** includes web- and mobile-based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals.

*Wikipedia*



# Social Media Landscape 2015



# Next steps in Social Media

- It is only one part of your communications plan
- Determine what is best for you
- Make sure it is sustainable
- Start with one and grow over time
- Appropriate staffing
- Be on your best behavior.
- Strive to be interesting.
- Organize your information.

# Next steps in Social Media

- Maintain a lively discussion. Reply to comments.
- Don't make it difficult for people to give you feedback.
- Interact with your fans. A contest or a few surveys.
- Choose a good username.
- Integrate all your social media applications together.
- Check - and recheck - your privacy settings.
- Link to your social media site from your main site.
- Social media sites do not replace a main diocesan site.

*Adapted from seoconsult.com*

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# DIGITAL EFFORTS

- **Increase Engagement**

- Types of Posts
- Creating Search Terms
- Call to Action

- **Identify Audience(s)**

- Young Adults
- Hispanic/Latino
- Catholic Schools

- **New Ideas/Outreach**

- Targeting Ads
- Snapchat
- Instagram
- Videos

# INCREASE ENGAGEMENT



- **Types of Post**
  - Inspiring
  - Pictures
  - Tell a story
- **Creating Search Terms**
  - Hashtags
  - Segmentation
  - Subgroups
- **Call to Action**
  - Educate
  - Engage
  - Excite

***Not everything that can be counted counts, and not everything that counts can be counted.*** -William

# IDENTIFYING AUDIENCES

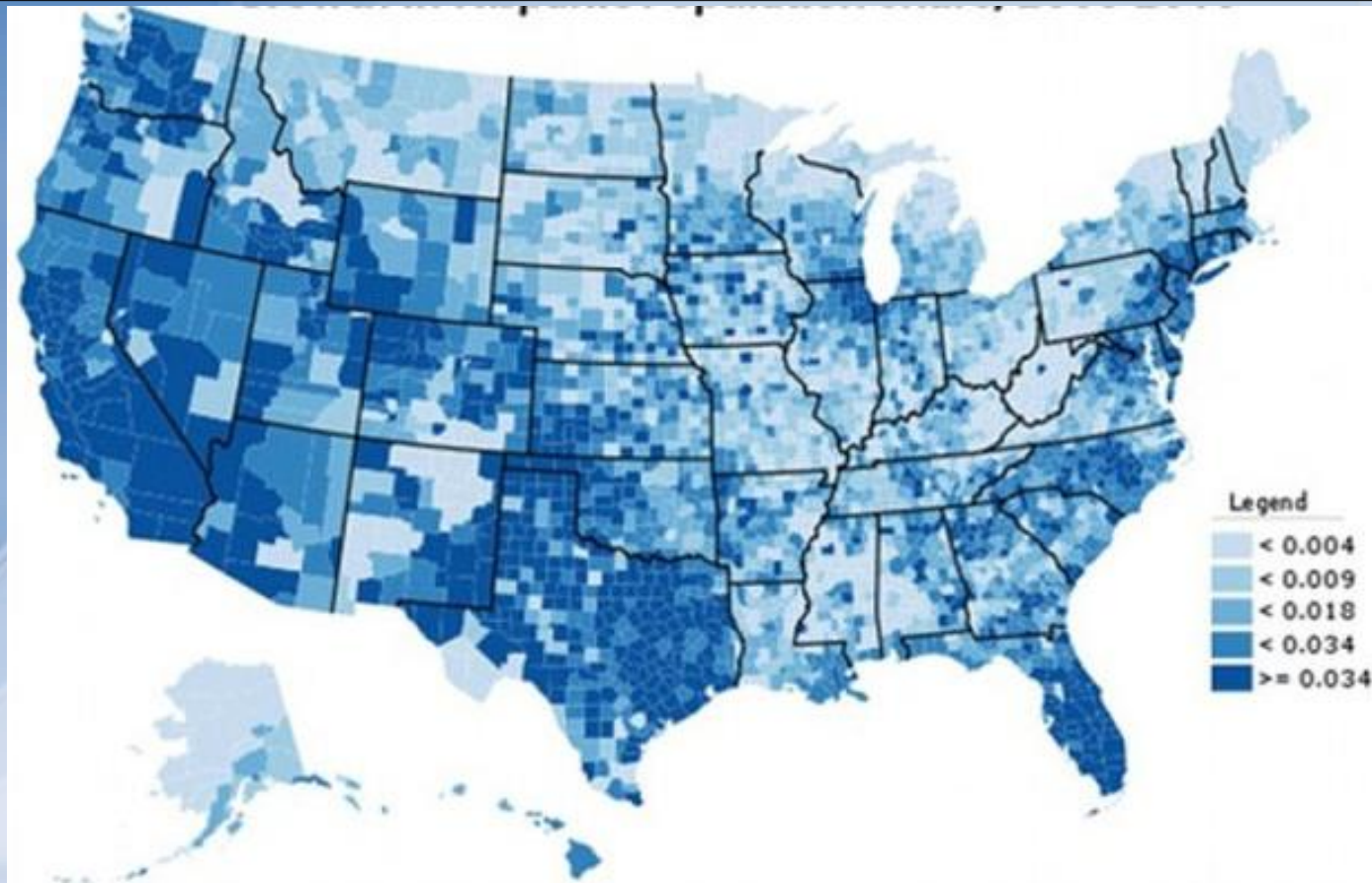
- **Young Adults**
  - Instagram
  - Snapchat stories
  - Video Outreach
- **Catholic Schools**
  - Target
  - Invite
  - Convert
- **Hispanic/Latino**
  - Inform
  - Unique Messaging
- **Influencers**
  - Who are they?



**You can't be *everything* to everyone,  
but you can be *something* to someone**



# THE HISPANIC/LATINO MARKET



**At 57 million in 2015, Hispanics account for 17.7% of the U.S. population today. Much of this growth since 2000 has come from the births of Hispanics in the U.S. rather than the arrival of new immigrants. As a result, English use among Hispanic adults is on the rise. Today, about six-in-ten U.S. adult Hispanics (62%) speak English or are Bilingual.**

# NEW IDEAS/OUTREACH

- **Targeting Ads**
  - Facebook
  - Instagram
  - Video/Photo
- **Snapchat**
  - Stories
  - Follow
- **Videos/Photos**
  - Tell a story
  - Empathy
- **Other ideas**
  - Chatbots
  - Augmented Reality
  - 360 / VR / Live



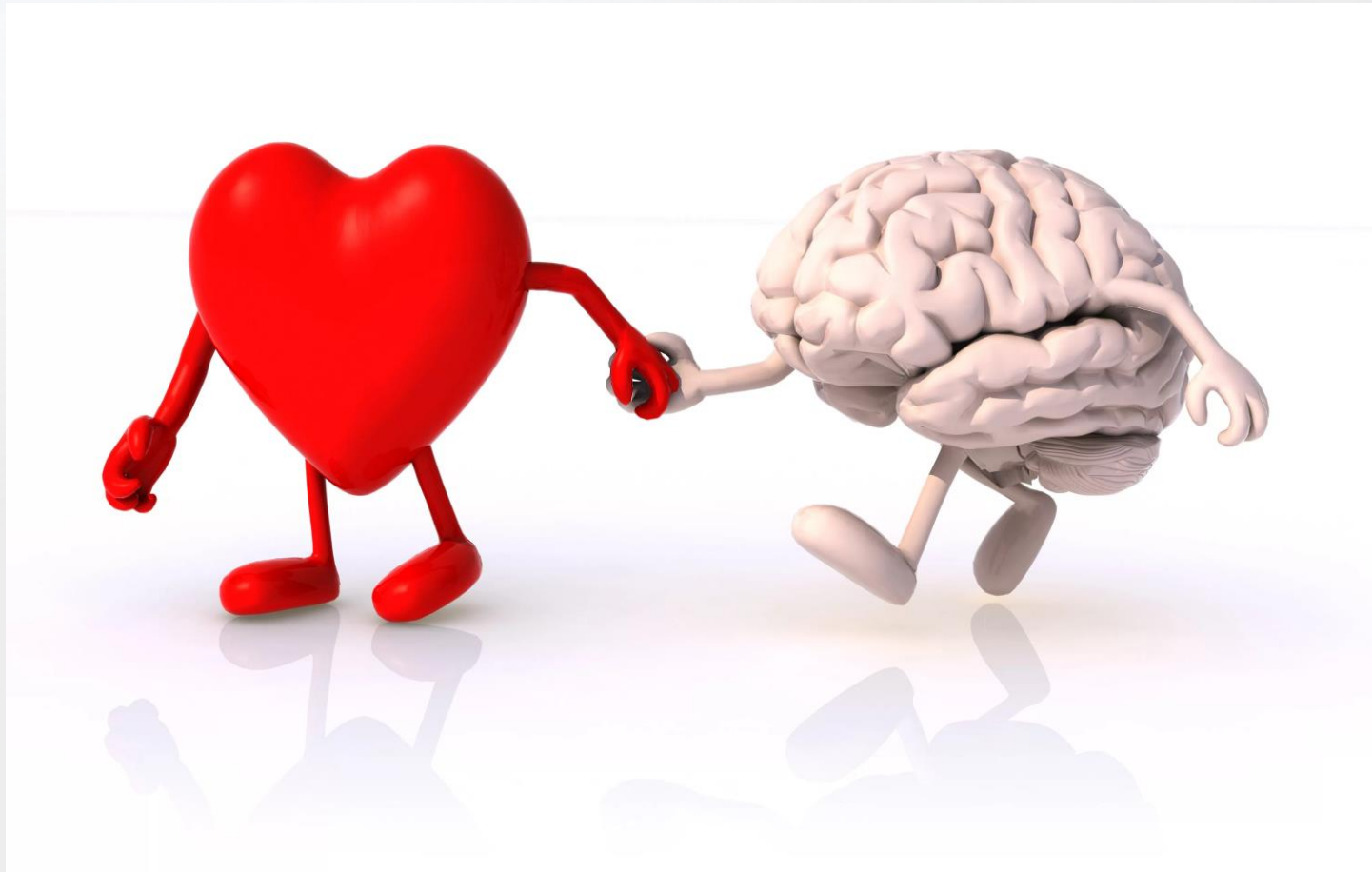
***Be comfortable in the uncomfortable***

"The problem with quotes on the Internet is that it is hard to verify their authenticity."

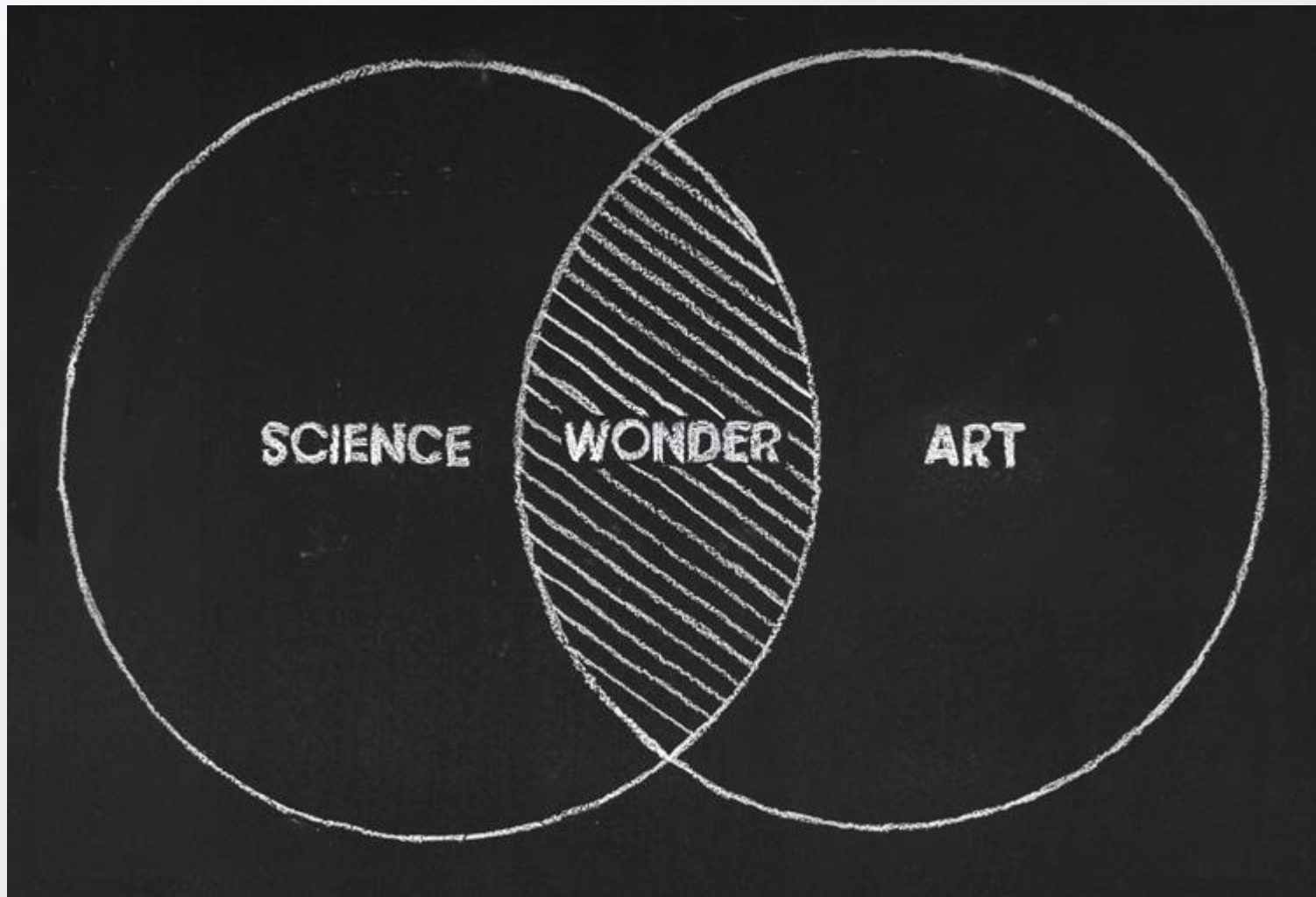
~ Abraham Lincoln

**As a Church, if we want to value the  
importance of creating sustainable  
Christ-Centered relationships in our  
day and age, we must value the  
importance of data**

# Importance of Data



# Importance of Data



**Effective marketing is not an art – it is a science. It depends on the same principles as the scientific method; you need control groups, variables, must measure results, and be able to form conclusions. Your marketing needs to have built-in benchmarks and measurables so you can accurately gauge what is working and what isn't. If you are not taking a scientific and measurable approach to your marketing, you're blindly throwing time and money into a well.**

# Importance of Data

**WHY THEN?**



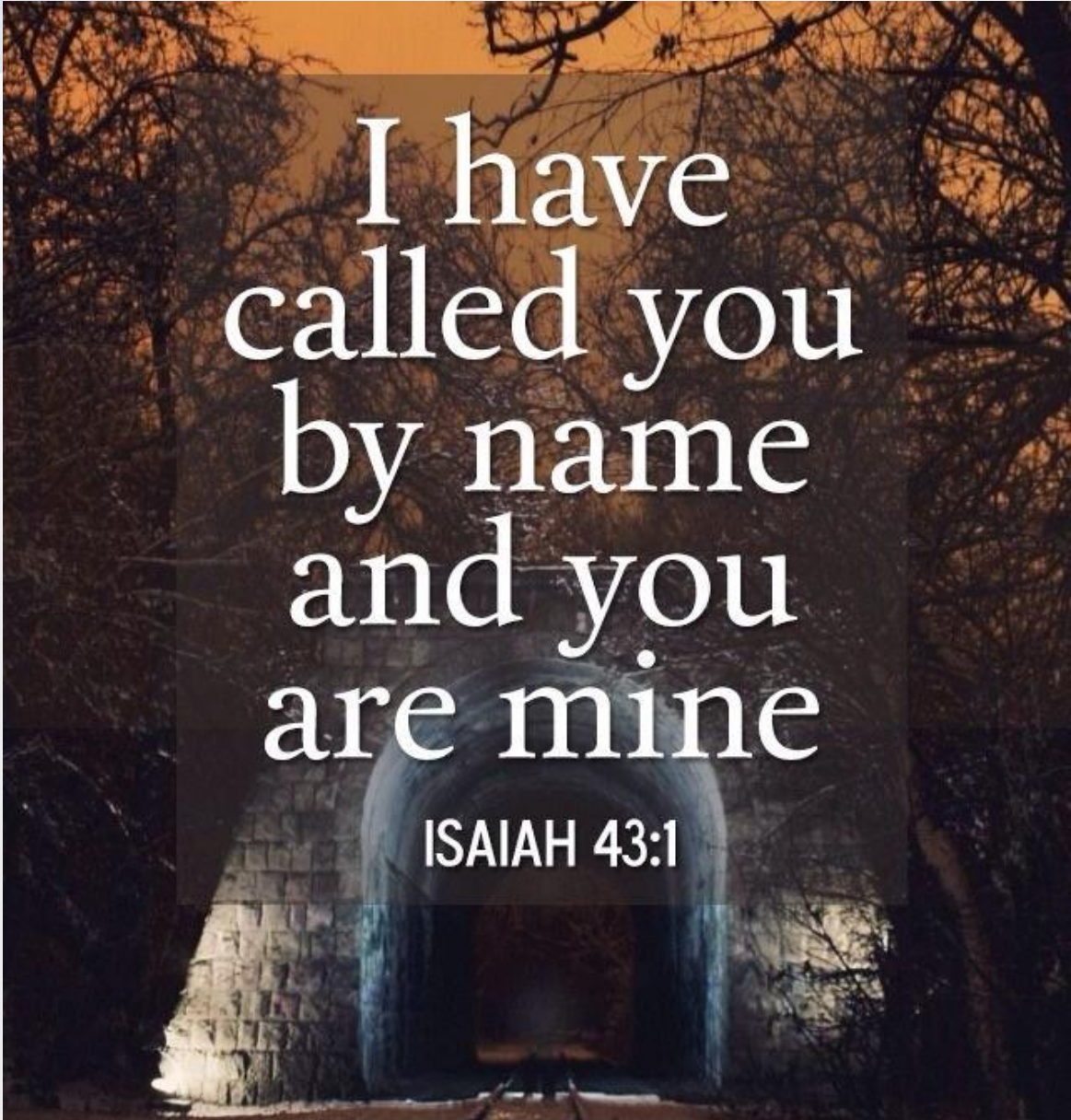
**“Being a disciple means  
being constantly ready  
to bring the love of Jesus to  
others, and this can happen  
unexpectedly and in any place.”**

~ Pope Francis, *Joy of the Gospel*

**Bishop William Donald Borders  
(October 9, 1913 – April 19, 2010)**

**Once described himself as the  
"Bishop of the Moon" since the Diocese of  
Orlando encompassed Cape Canaveral,  
from where Apollo 11 launched in 1969.**

# Importance of Data



I have  
called you  
by name  
and you  
are mine

ISAIAH 43:1

# Data Integrity

# Engaging – Gathering Data



SIGN UP

## Customer Satisfaction

Get real-time feedback to improve products, services, and business overall.



## Employee Engagement

Understand how to retain the best talent and build a healthy company culture.

## Event Planning

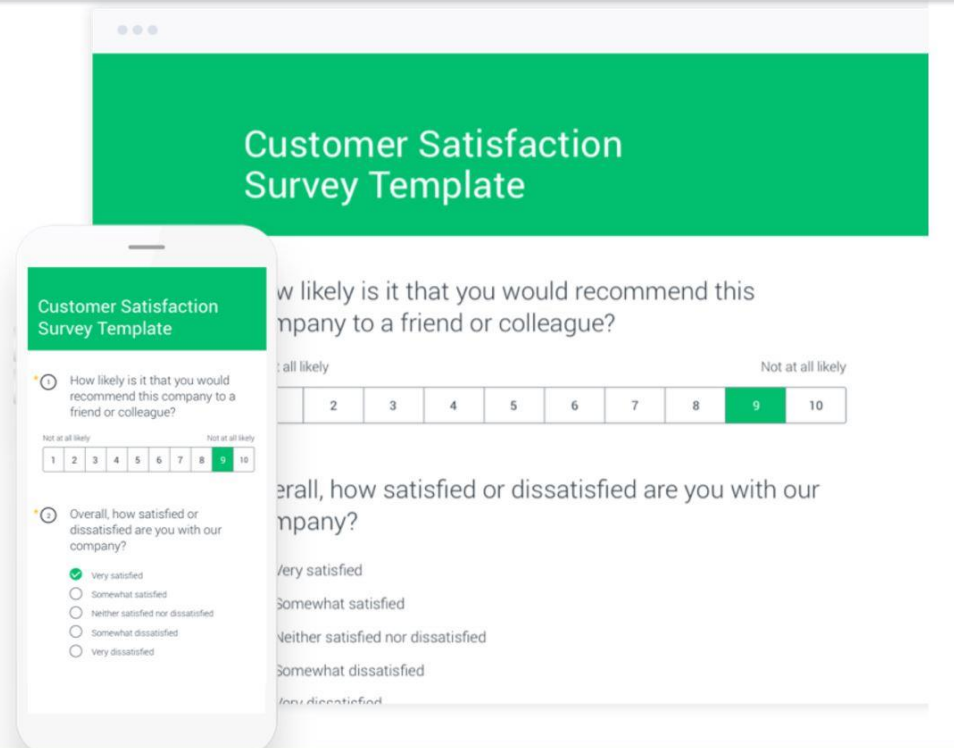
Gather feedback before, during (in real time!), and after your events.

## Education & Schools

Get answers to improve programs, processes, and academic achievement.

## Market Research

Keep track of industry and market trends to stay



<https://SurveyMonkey.com>

**Keeping the Data**

**Protecting the Data**

# Big Data

**Big Data means, in essence, that everything we do, both on and offline, leaves digital traces. Every purchase we make with our cards, every search we type into Google, every movement we make when our mobile phone is in our pocket, every "like" is stored.**

**The Pew Research Center reports that 95 percent of Americans have a cell phone, with 77 percent of those devices having smartphone technology.**





**GO**

**THEREFORE**

*and make*

**DISCIPLES**

**— OF ALL —**

**NATIONS**

**MATTHEW 28:19**

**SELTALKTHEGOSPEL**

# Big Data and the Digital Revolution



[https://motherboard.vice.com/en\\_us/article/big-data-cambridge-analytica-brexit-trump](https://motherboard.vice.com/en_us/article/big-data-cambridge-analytica-brexit-trump)

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