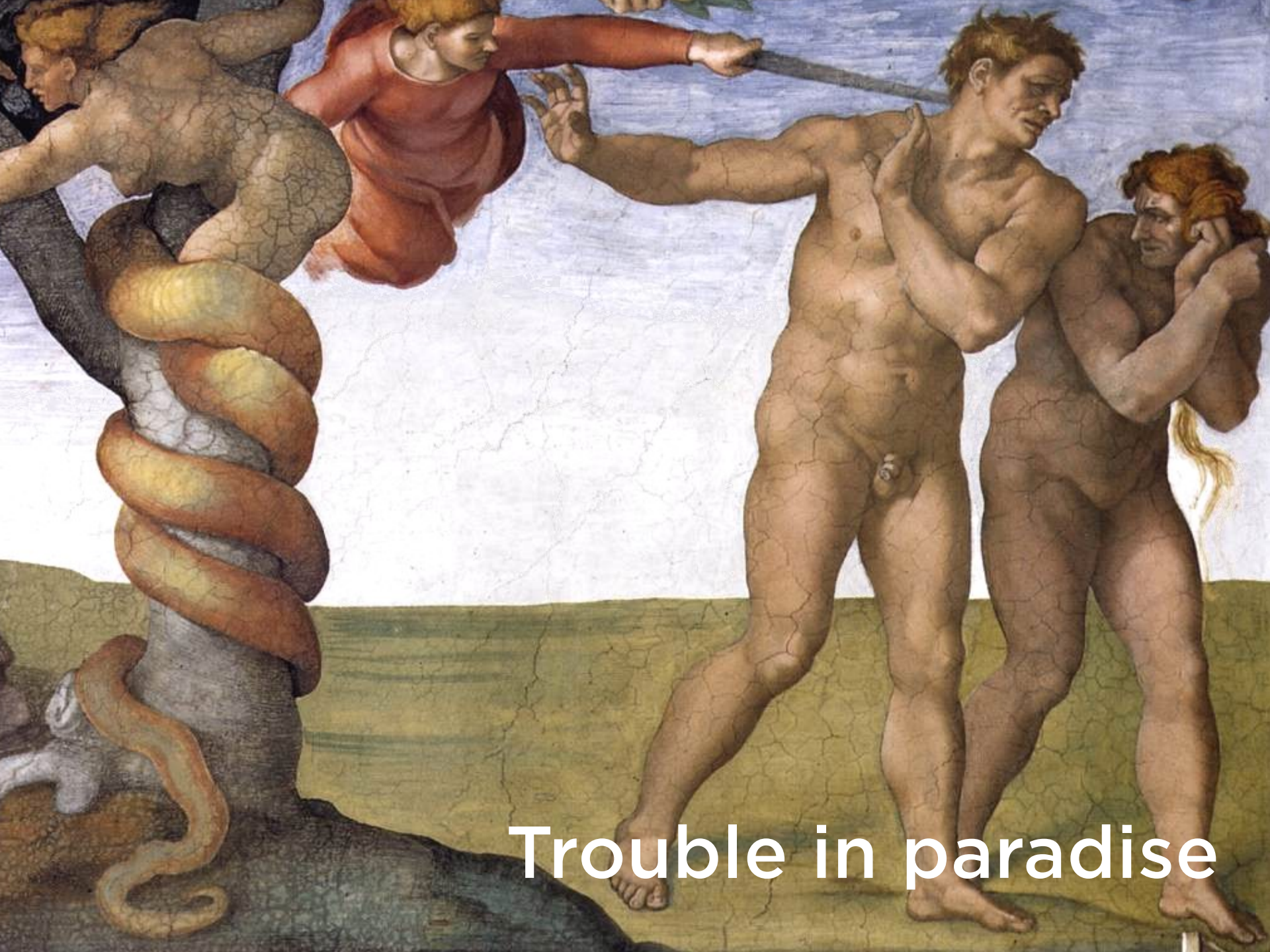


Mobile as a Springboard to Inspiring Faith

Mike DiCosola
Director myParish App

In the beginning . . .





Trouble in paradise

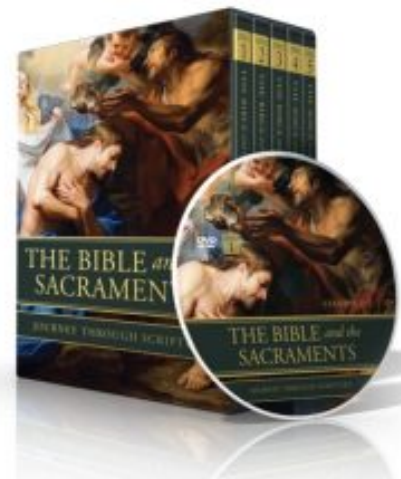
Exploring Mobile Experiences as a Springboard to Inspiring Faith

our challenge



The greatest
story ever told

The best time ever to tell it



Few are listening



where is
the
disconnect?

“When a child is given
to his parents, a
crown is made for
that child in Heaven,
and woe to the
parents who raise a
child without
consciousness of that
eternal crown!”

— Fulton J. Sheen,
Life Is Worth Living





The Holy Land

To the weak I became weak,
to win over the weak.

St. Paul

I have become all things to all





where
are the
people?





A hand holding a Samsung smartphone, displaying the home screen. The screen shows a grid of app icons including AT&T, Google, Samsung, Amazon Kindle, Amazon, AT&T FamilyMap, Setup & Transfer, AT&T Smart Wi-Fi, Calculator, Calendar, Camera, Chrome, Clock, Contacts, DriveMode, Email, Facebook, Galaxy Apps, Gallery, Games, Hancom Office 2014, Instagram, Internet, Lookout, and Maps. The status bar at the top shows 6% battery and 1:41 PM. The word "Surprised?" is overlaid in large white text.

Surprised?

"The phone is the new battleground for the media.

Controlling the homescreen of the phone is controlling the most valuable real estate in media."

- Wall Street Journal chief innovation officer Edward Roussel

earn the
right to be
heard

**‘need trustworthy
sources’**

**‘anyone can post
anything’**



NEWS

Viral Pope Election Photos Tweeted By NBC News Are Misleading (PHOTOS)

🕒 03/14/2013 04:44 EDT | Updated 03/14/2013 07:14 EDT



Lauren Strapagiel

The Huffington Post Canada

A photo tweeted by NBC News comparing pilgrims in St. Peter's Square in 2005 and 2013 is going viral on social media.

The image composite shows a crowd lit up like a Christmas tree with smartphone, tablet and camera screens. The 2005 photo has only a mere spattering of flip-phone screens:

"What a difference 8 years makes," the tweet says.



technology as a
means

engage in social life

learn something new

great story

trusted sources

through mobile



**into the
vineyard**

Very early in the morning, while it was still dark,
Jesus got up, left the house and went off to a
solitary place,

where
he
prayed





story matters!

Tell Great Stories

- Where I was; where I am; what I hope for
- Moving from 'what' to 'who' and 'why'
- Mixing inspiration with information
- Tell them what happened
 - Great results promote the larger story
- Great Stories take time to tell

A Picture Says . . .

- Make it beautiful
- Make it relevant – real people
- Video: quality to longevity
- Free “samples” work



Our Lady of Consolation - Rockford, MI



Published by Nickie Wentworth-Holton [?] · September 1 at 10:17am · 🌐

Are you ready for the adventure?
Sign up for Alpha today!



Thanks be to God for a beautiful morning to start the Way of the Cross Pilgrimage.



947 people reached

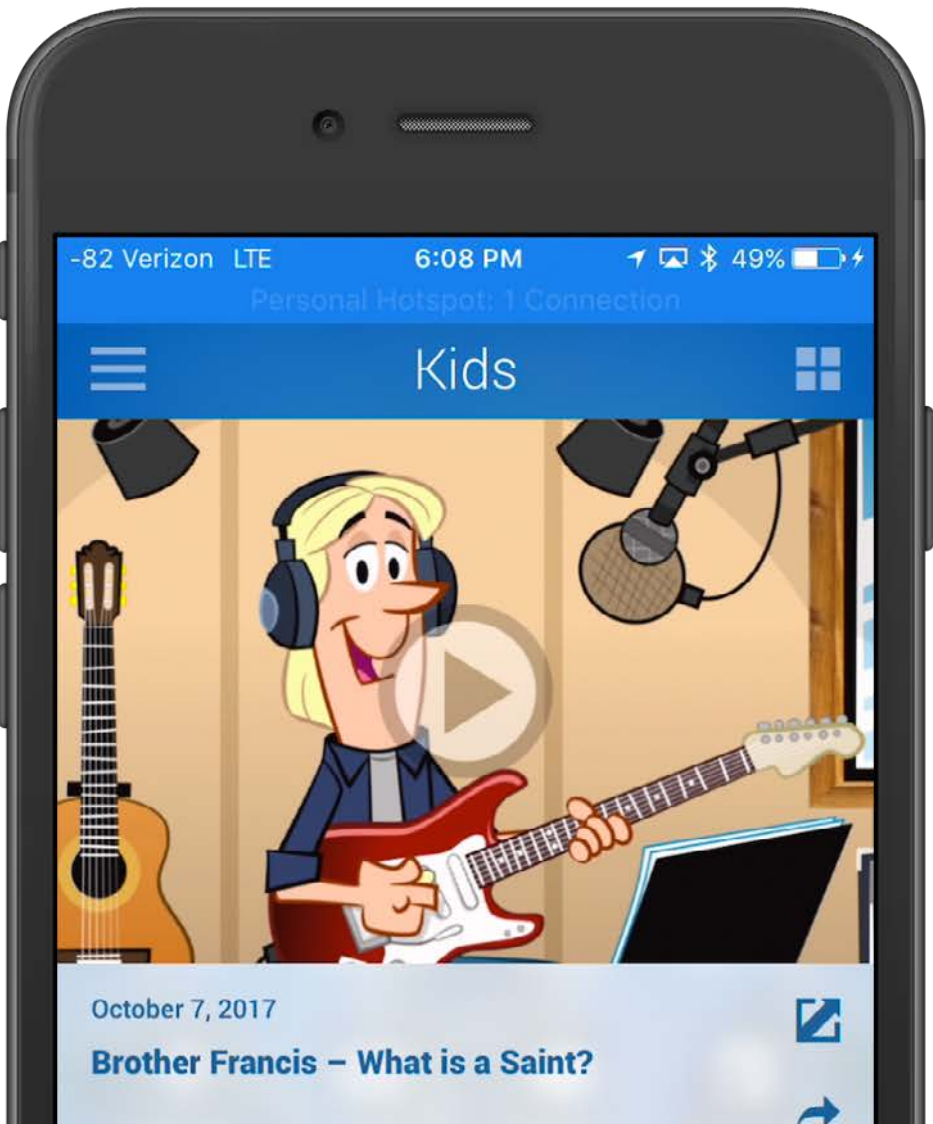
Boost

Thank you to everyone who came out for the Way of the Cross Pilgrimage. What a great morning of prayer and reflection - a beautiful way to enter into Holy Week.



667 people reached

Boost Post



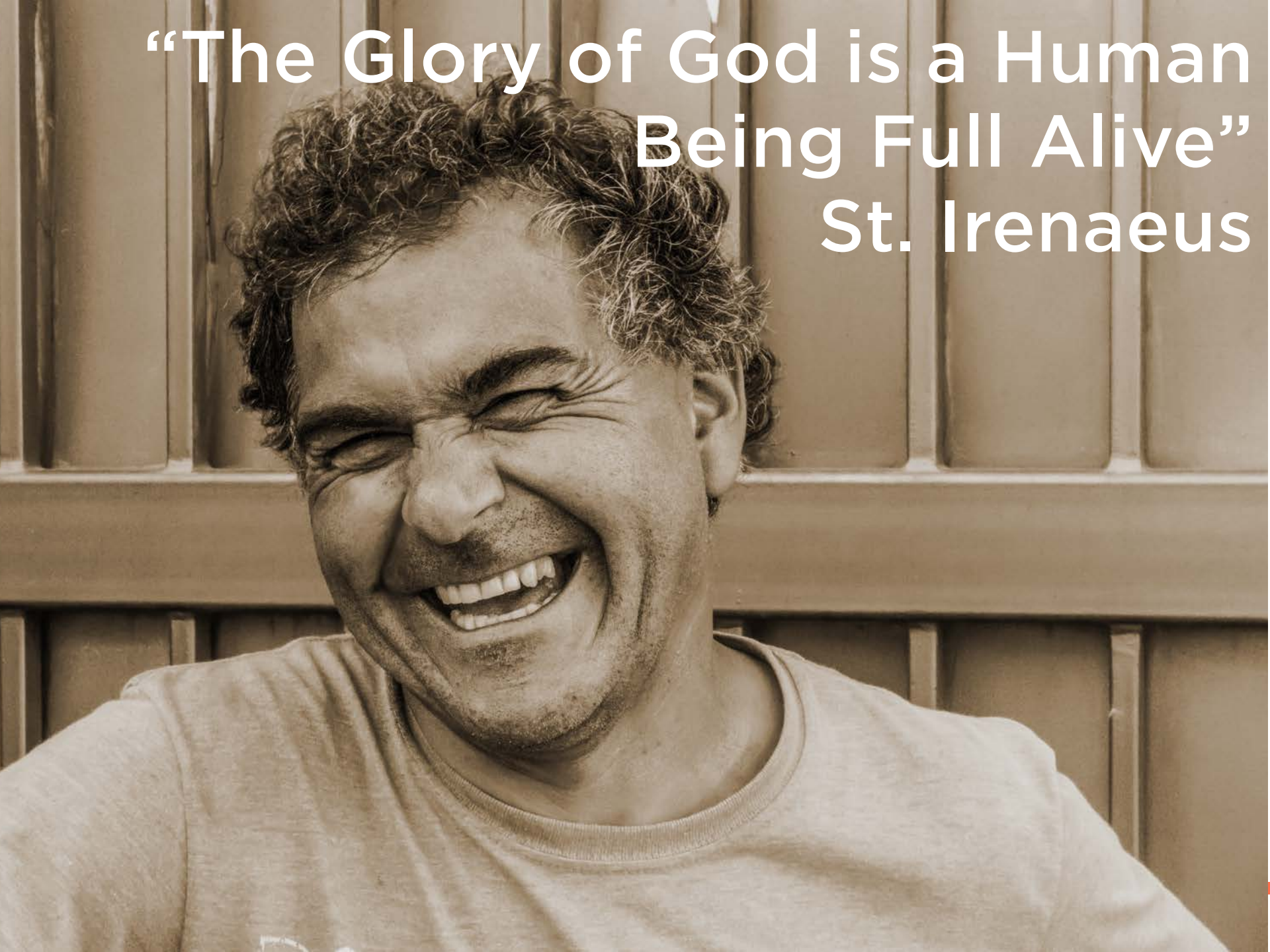
Take aways

- Don't promote programs – tell stories
- Mix the 'why' with the 'what'
- Mix inspiration with information
- Use videos and images
- Plan to spend the proper time

Resources

- Great Free Content:
Word on Fire, St. Paul Center, Dynamic Catholic, ODB Films, Brother Francis, Ascension Presents, Wild Goose
- Pexels – Royalty Free Images
- Adobe Spark – MEME maker
- Truly Social w/Tara Hunt
Story telling and social content advice
- “The Story Factor” – Annette Simons

“The Glory of God is a Human
Being Full Alive”
St. Irenaeus



A close-up photograph of a man with curly, light brown hair and a slight beard, smiling warmly. He is wearing a light-colored, possibly white, t-shirt. The background consists of vertical wooden slats, suggesting a window blind or a wooden wall. The overall tone is warm and positive.

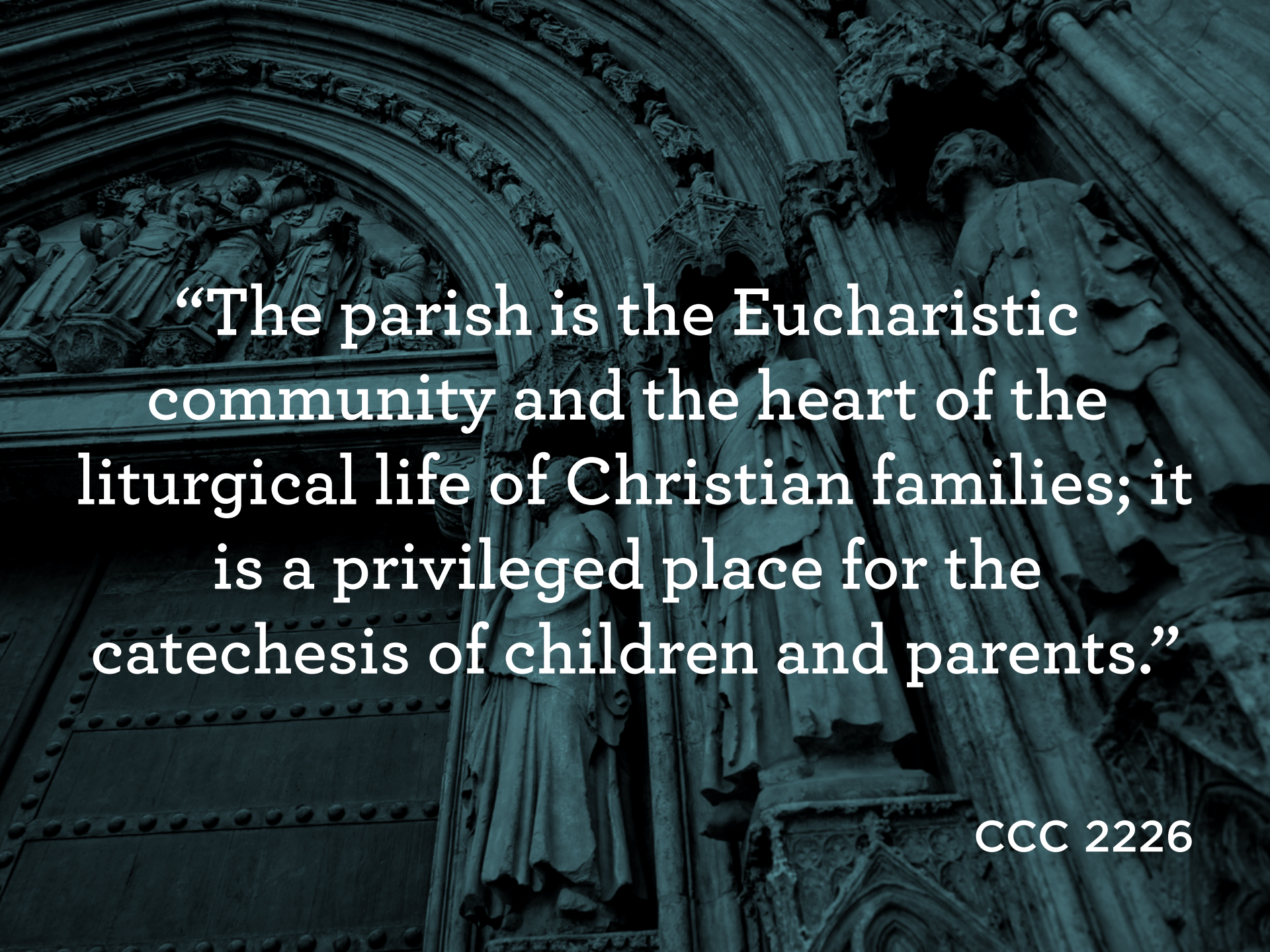
People trust those who care
about them and the things
they care about most

Trust in Authority

- Pope Francis
- Bishop
- Priest
- Parents & family
- Friends
- The Church
- Diocese
- Parish
- 10 commandments
- Bible
- Catechism
- Trusted content sources

A photograph of Pope Francis waving from the back of a motorcade in St. Peter's Square, Rome. He is wearing his white papal attire and a white zucchetto. In the foreground, several men in dark suits are visible, some wearing sunglasses. The background shows the grand architecture of St. Peter's Basilica and the surrounding buildings of the square. The image is overlaid with a semi-transparent dark rectangle containing white text.

“It is not technology which determines whether or not communication is authentic, but rather the human heart”



“The parish is the Eucharistic community and the heart of the liturgical life of Christian families; it is a privileged place for the catechesis of children and parents.”

CCC 2226

Trust through Authenticity

- Core Values – Spirituality of Stewardship
 - Identity
 - Trust
 - Gratitude
 - Love
- Be authentic & consistent
- Earning the right to be heard
 - Listening and being present
 - Show the results

Create Trusted Spaces

- Promote them as such:
 - Parish Facebook page
 - Parish Website
 - Parish App
- Recruit visible people in the parish to tell your story – through their stories
- The Pastor and Bishop are authentic sources – use them

Take aways

- Live the Core Values
- Always be present on social media
- Create trusted spaces and promote them as such
- Recruit people to tell the story
- Invite your Pastor and Bishop to start telling the big stories

go where they are
present & listening



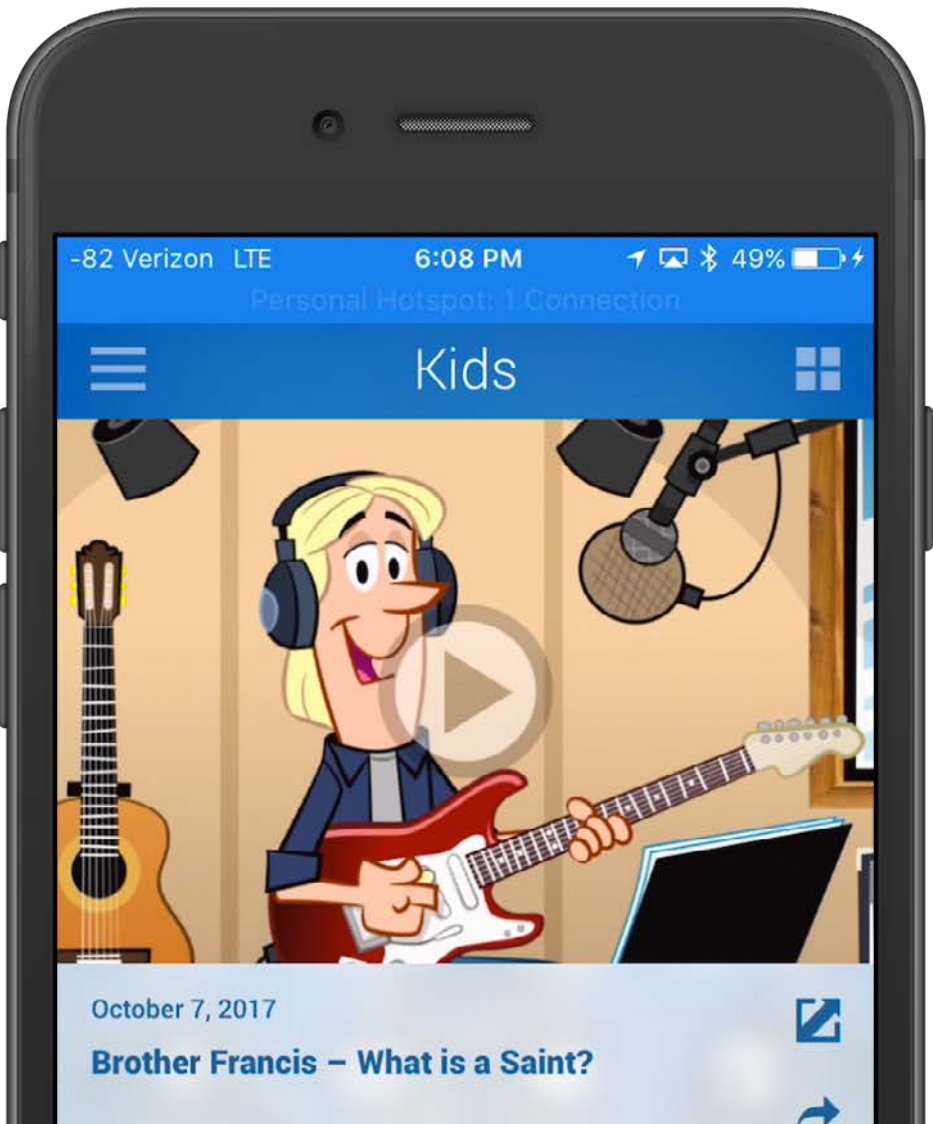
What Makes it Mobile?

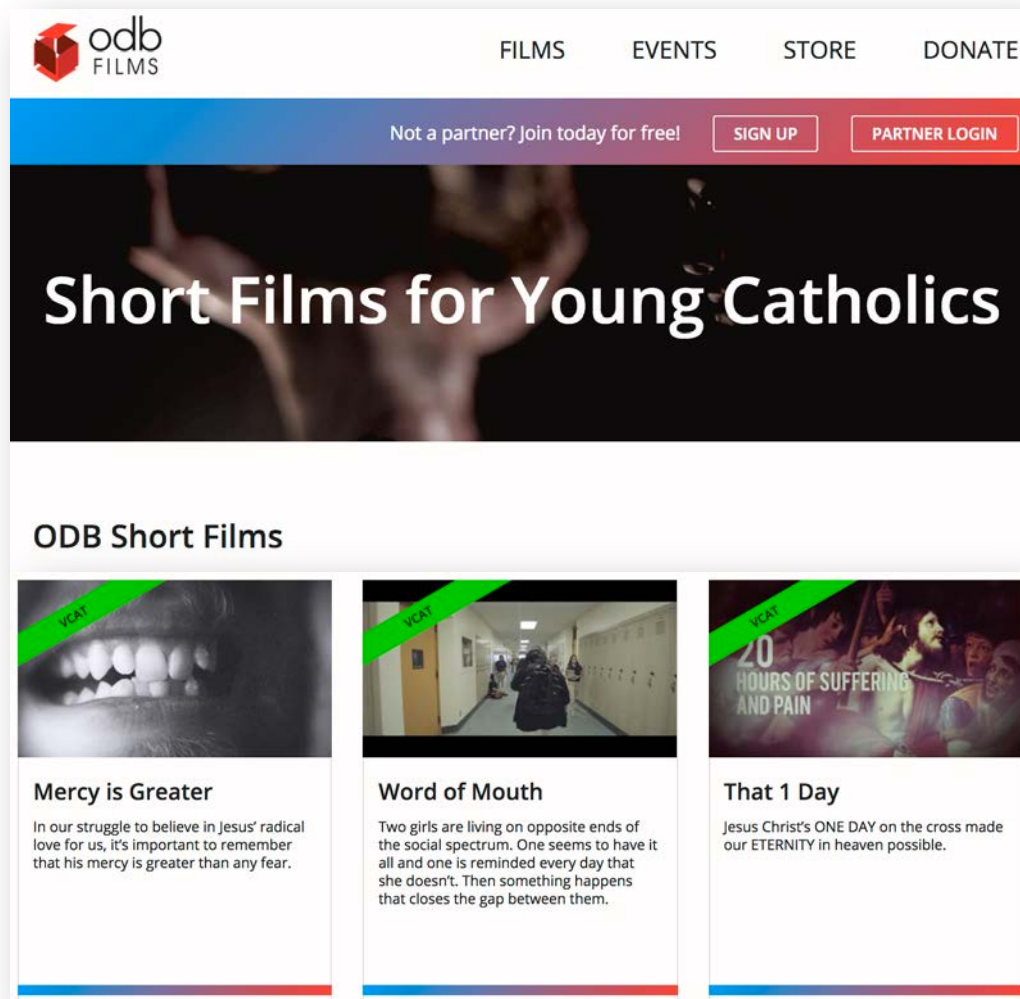
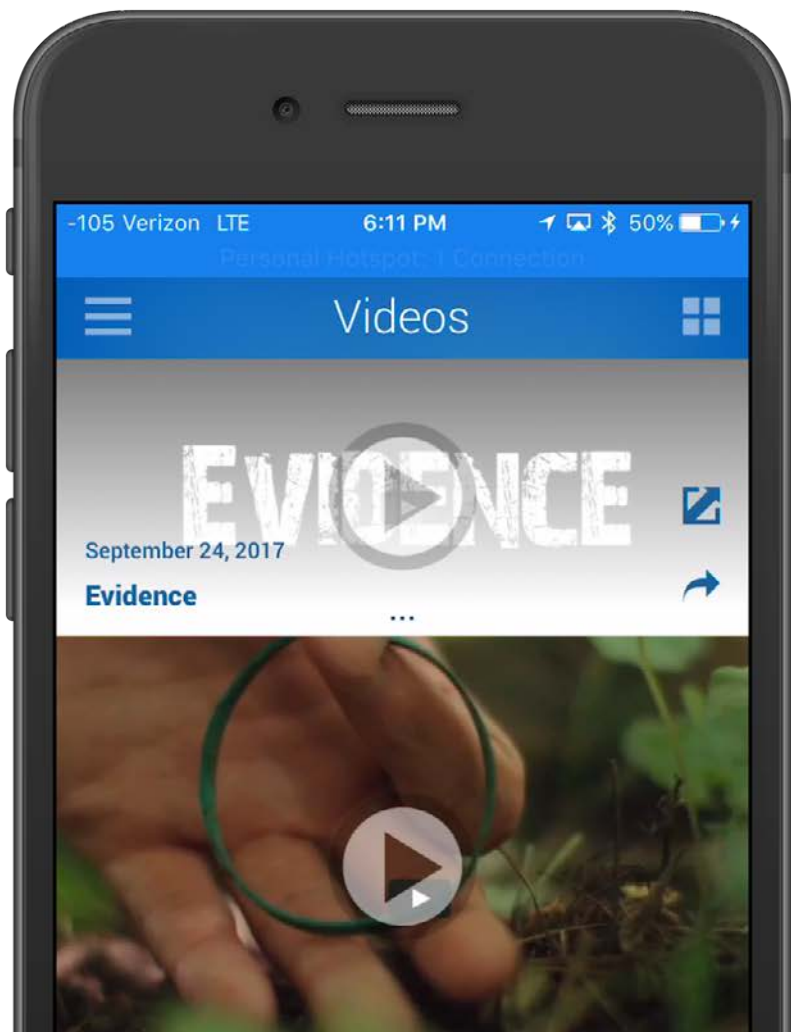
- Mobile-responsive Website
- Messaging Apps: Email, SMS, What's App
- Social: Facebook, Instagram, Twitter
- Parish App: myParish App

if you
build it . . .

Using Mobile

- myParish App
Content, notices, promotions
- Social strategy
Content and engagement
- Web combined w/email and other alerts
Web content, email and app reminders



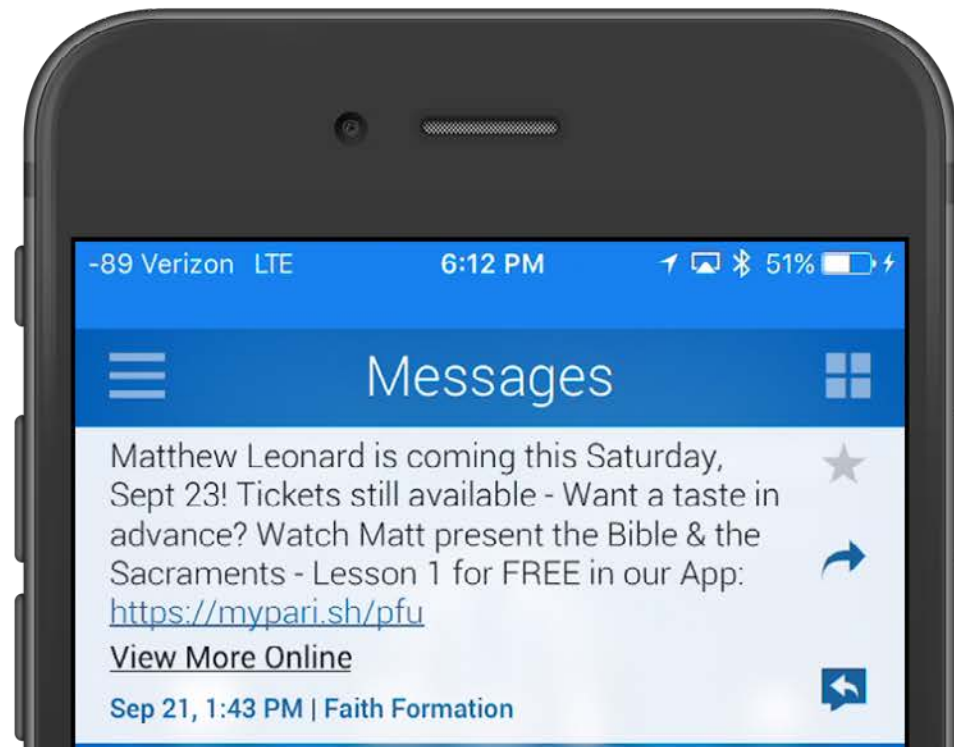
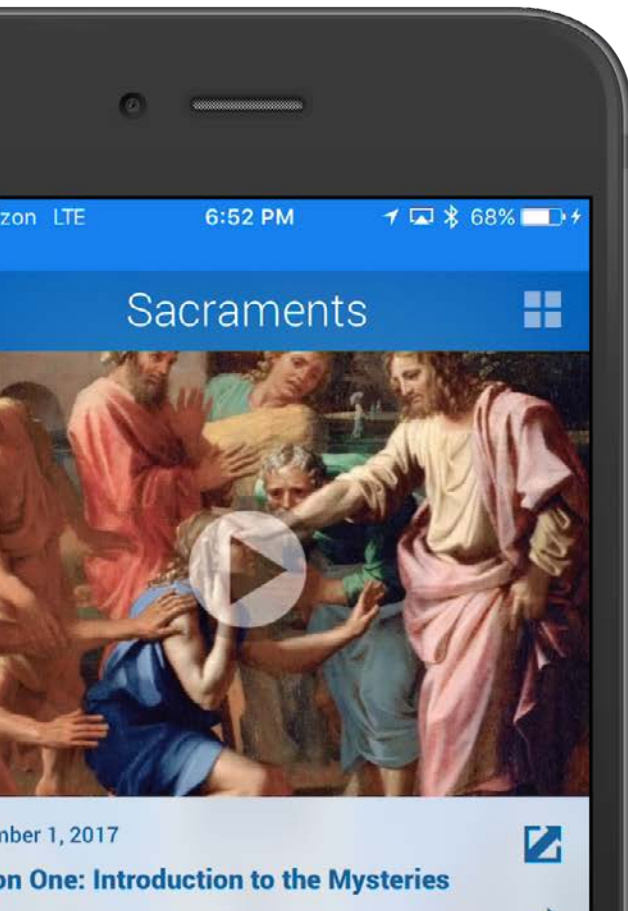




Watch *The Bible and the Sacraments* for free this fall

Watch Now

SIGN UP TO RECEIVE DR. SCOTT HAHN'S **FREE** SUNDAY BIBLE REFLECTIONS EVERY WEEK.



Resources

- myParish App Faith Formation Program
myparishapp.com/faith-formation/
myparishapp.com/faith-formation-promos/
- ODBFilms.com
- stpaulcenter.com

Take aways

- Great content and samples
Mobile and social
- Reminders and promotions
Push notifications, emails, social
- Invite them to more
If you liked that – try this!

Does it work?

- myParish App

Screen Views:

- Messages 0:46
- Readings 2:54
- Prayers 2:55

Formation Content

- 400 parishes
- 11,000 screen views

Go Therefore

- Pray for success
- Determine the best Mobile Path
 - myParish App
 - Social strategy
 - Web combined w/email and other alerts
- Create trusted spaces
- Create good stories
- Use video & images

Mobile as a Springboard to Inspiring Faith

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