



“Let us boldly become citizens
of the digital world.”


Pope Francis



GETTING PAST LIKES AND FOLLOWS

Strategies to make real connections with
parishioners & your community online

Nicole Ossevoort
Communications & Social Media Specialist
Diocese of Syracuse





Hello!

My role in fulfilling the Diocese of Syracuse mission of evangelization...

Manage 8 Facebook, 3 Twitter, 2 Instagram, 1 YouTube and 2 MailChimp accounts

Analytics (web + social), SEO & reputation management

Media relations

In-house marketing consulting for 22 Catholic schools and 120+parishes

Work closely with Bishop Cunningham (messaging, social media)

Webmaster @ syracusediocese.org

Aspiring graphic designer

Sometimes on-air personality

Content creator

Contact me: nossevoort@syrdio.org





MISSION

The mission of the Roman Catholic Diocese of Syracuse is Evangelization.

The three goals of Evangelization are:

To live our faith and freely share our faith with others.

To invite all people to hear the message of Jesus Christ as expressed in the Catholic parish.

To foster Gospel values in our society so that our nation and the world will be transformed by the saving power of Jesus.

Our Strategy

- ✓ Social media
- ✓ Email
- ✓ The Catholic Sun & Syracuse Catholic TV
- ✓ Secular media
- ✓ Diocesan website

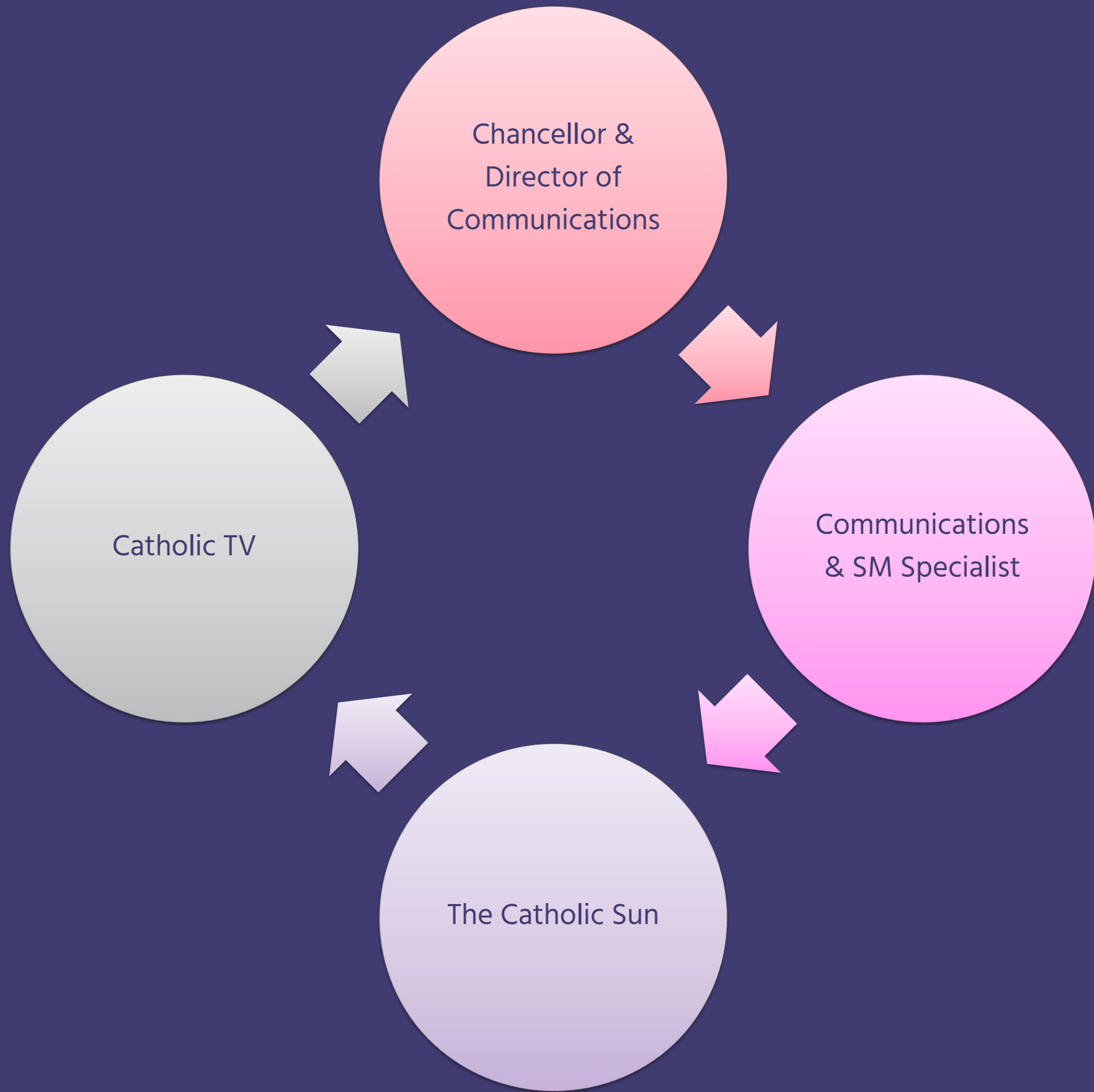
Internal communications:

toolkits

Wednesday email

diocesan communication events

diocesan portal



A network of social media icons including Instagram, Pinterest, Facebook, and Twitter, connected by lines, located in the top-left corner.

Weekly Team Meetings

What stories can we tell?

What are our recent successes?

Recap campaign analytics

Opportunities for cross-promotion w/ Sun, CTV

Regional coverage?

BRAINSTORMING

A network of social media icons including Twitter, Pinterest, Facebook, and Instagram, connected by lines, located in the bottom-right corner.

Our Strategy

- Visit parish websites and read the bulletin
- Check parish social media
- Pull from diocesan event calendar
- Parish/school tips
- Subscribe to parish/school newsletters
- Attend parish/school meetings



EXERCISE: Parish Communication Checklist

Do you have a website that is updated regularly?

Do you have a social media presence that is updated regularly?

Do you have an online bulletin?

Do you have an easily-accessible event calendar on your website?

Do you have a database of parishioner email addresses?

Do you send emails to parishioners on a regular basis?

Do you send press releases to secular media announcing parish news and events and soliciting media coverage?

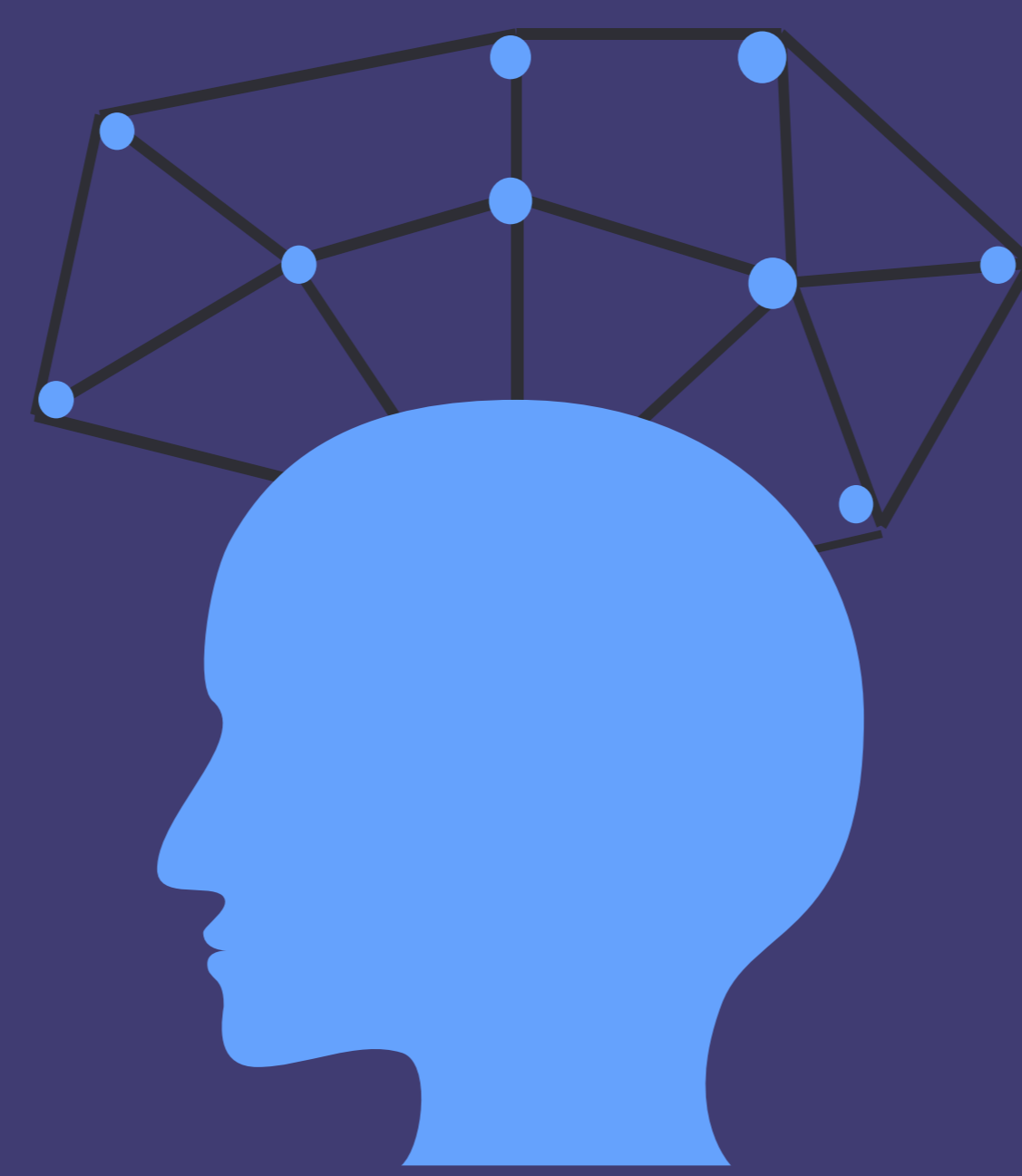
Do you advertise with your diocesan newspaper and communicate with them about news and events?

Do you utilize diocesan video services (i.e. Catholic TV) if available?

Do you communicate regularly with parishes in your area?

Do you communicate with the diocesan Office of Communications?





Know Your Audience



WHO is our audience?

Social Media: women 45 to 65+



The Catholic Sun: women 44 to 54

Diocesan website: women 45 to 65+3

Interested in food/dining, LOCAL news, books, entertaining, family, travel, Catholicism, sports



Accessing our information via mobile devices (47%), desktop/laptop (35%), tablets (19%)



WHY do we need to know who they are?



You can't have a meaningful relationship with someone unless you understand who they are.

You can't engage someone unless you are delivering content that they care about.

HOW do we know who they are?

Google Analytics



Social media analytics (Buffer, Facebook Insights, Twitter/YouTube/Instagram analytics), MailChimp reports

Surveys

Tools for Effective Digital Evangelization: Analytics

Social Media

In the past four years, our focus has shifted from **WEBSITE** to **SOCIAL MEDIA**.

Likes
Shares
Comments

*MailChimp: opens, clicks

The Catholic Sun

Page visits
Referral traffic
Bounce rate
New vs. Returning visitors
Time on page

Diocesan Website

Top pages*
Search terms
Conversions**

*It's been the same top 3 pages since I joined the diocese

**More than one page viewed/visit; contact us form initiated

Tools for Effective Digital Evangelization: Analytics

Custom Analytics Reports

Hours & Days Report: <http://bit.ly/hrdreport> (which day of the week and what time of day your site receives optimal traffic – knowledge of GA: 2)

Visitor Acquisition Efficiency Analysis Report: <http://goo.gl/HMPvV> (one report to view effectiveness across all traffic sources to your website, including paid ads, social media, referring sites – knowledge of GA: 4.5)

*New Google Analytics User Starter Pack: <http://bit.ly/2sSzIEy> (fourteen reports for new GA users – knowledge of GA: 1.5 to 4)



<https://analytics.google.com/analytics/gallery/#landing/start/>
<https://blog.kissmetrics.com/expert-google-analytics-reports/>

Tools for Effective Digital Evangelization: Analytics

How do we use our data?

Measure effectiveness and return on investment of various campaigns (paid ads, social media {paid/organic})

Fine-tune the content we create and share

- Are people engaged?
- Are we posting at the optimal time?



<https://www.facebook.com/GoogleAnalytics>

<https://www.youtube.com/user/googleanalytics>

Tools for Effective Digital Evangelization: Analytics

How do we use our data?

After four years, we truly have GOOD DATA to generate comparisons year over year, Lent this year vs. last, etc.

GA reports support strategy – we always ask “How can we measure the success?” before making an investment (time, money)

A network of social media icons including Facebook (f), Instagram (camera), Pinterest (p), and Twitter (bird) connected by lines, set against a dark blue background. The icons are arranged in a circular pattern around the central text.

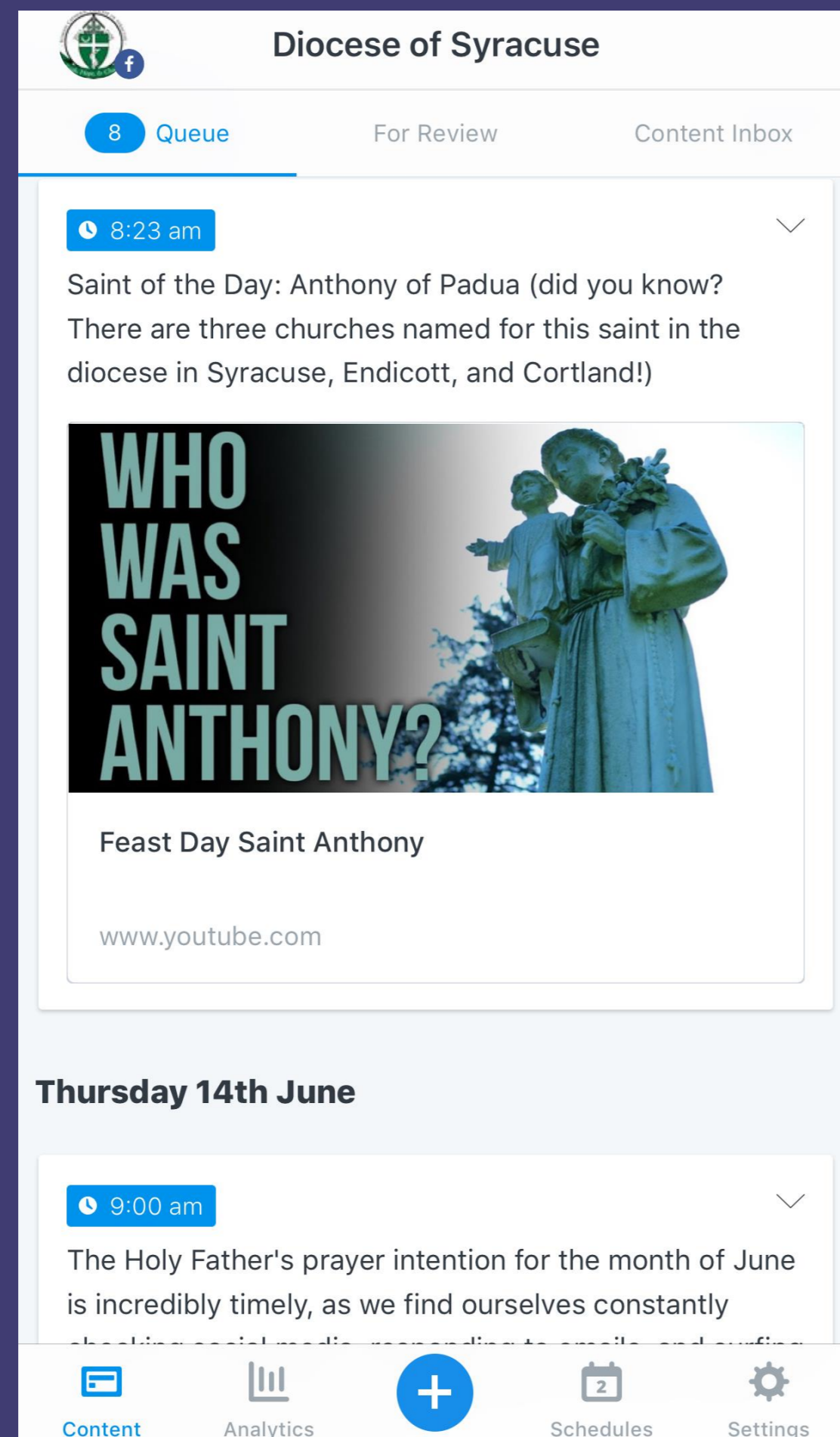
You deserve a
break.

Tools for Effective Digital Evangelization: Buffer

Social media marketing management tool – schedule posts, view analytics

\$144/year for Pro Plan (20% discount for purchasing this plan as opposed to paying monthly)

8 accounts (we use all 8 – Business Plan is \$1010/year, add more accounts, add team members, 2K scheduled posts {vs. 100})



Favorite feature: schedule Instagram posts!

Tools for Effective Digital Evangelization: Email

The Diocese of Syracuse uses MailChimp

Weekly e-newsletter on Thursday evening – video message from Bishop Cunningham, links to the week's Catholic Sun headlines, Sunday's readings, list of events, other promotions

Average open rate of 29% and click rate of 5% (slightly above industry average)

Auto-post link to email to Twitter, Facebook

+ 700 subscribers in the last 12 months

Tools for Effective Digital Evangelization: Email

Schedule emails in advance (especially during Lent and Advent)

Free until you hit 2K subscribers; we currently pay \$64/month

Robust analytics

A/B testing

Create custom templates or use a pre-made template

Save time by replicating campaigns week to week

Tips for Effective Digital Evangelization: Schedule posts

Facebook allows you to schedule posts ahead of time

Buffer, Hootsuite, other social media management tools (\$\$)

Take one day a week and schedule posts

*Analytics tells us that our audience is most engaged in the evenings between 7 and 9 pm (later on Instagram), so we typically post once in the morning and once at night – sometimes midday depending on content

Every Thursday night: diocesan weekly email

Every Sunday morning: weekly priest prayer request

Tips for Effective Digital Evangelization: Video

Facebook video editor was recently updated and it's REALLY GOOD

*Facebook Insights tells us that our videos receive more views (8% more, in fact) when I upload a video file to Facebook vs. sharing a link to the video on YouTube

Choose thumbnail, cross-post to other pages, add captions (this has been a great move for us – although time consuming – as it is inclusive of our deaf community in the diocese)

Video ads have also been successful

Tips for Effective Digital Evangelization: Ads

Facebook advertising has been a cost-effective way to generate event awareness and increase page follows

Using Instagram for Business? Your Facebook page ads will now populate on Instagram

We have also had success promoting Instagram posts (so far, we've promoted posts that are already performing well)

Parishes/schools: consider social media ads when creating your budget (grants?)

Tools for Effective Digital Evangelization

Canva – create free graphics sized perfectly for social media

Repost for Instagram – quickly share a post by another user (great for cross-promotion or when you are short on time)

Create an evergreen content calendar (Google Calendar) – share with your team – I reference USCCB calendar



Tips for Effective Digital Evangelization: Bulletins

Two-sided print bulletin + weekly e-bulletin
3 or 4 page print bulletin + e-bulletin brief

*The bulletin is still the most-preferred way to communicate with people in the pews – and it is also an important EVANGELIZATION tool for your parish (visitors!)

Save \$ on printing

Reach those who may not be regular Massgoers

Pull content from the bulletin and share on social media

Communicate with your community via their preferred method



Websites

Digital Evangelization
Tools



A decorative graphic in the top-left corner featuring a network of interconnected nodes and lines. The nodes are represented by various social media icons, including Facebook (a blue circle with a white 'f'), Pinterest (a red circle with a white 'p'), Instagram (a grey camera icon), and Twitter (a blue bird icon).

96% of 30-49 use the internet – this is the group that the Church is trying to “bring back”

77% of adults have a smartphone

80% of smartphone owners use it to access the internet and social media

A decorative graphic in the bottom-right corner, mirroring the top-left graphic. It shows a network of nodes and lines with social media icons for Facebook, Pinterest, Instagram, and Twitter.

How do people choose a parish?

47% of people polled by Pew Research went online to get information about nearby parishes (because LOCATION is still the top consideration for Catholics when searching for a parish)

37% of people polled said that they chose a parish based on their website (a feeling of WELCOME and vibrancy)

Only 19% of people polled actually called the parish before attending Mass!

Best Practices: Parish Websites

A decorative network of social media icons including Facebook, Instagram, Pinterest, and Twitter, connected by lines, located in the top-left corner.

Be welcoming

Looks are important

Give people what they want

Make it easy for people to find and contact you

A decorative network of social media icons including Facebook, Instagram, Pinterest, and Twitter, connected by lines, located in the bottom-right corner.

Best Practices: Parish Websites

Local SEO (Search Engine Optimization)

Claim your Google, Bing listings

Google your parish/school!

Linked/merged parishes? Link to the other parishes
(parish schools link to the parish website)

People use social media sites as search engines



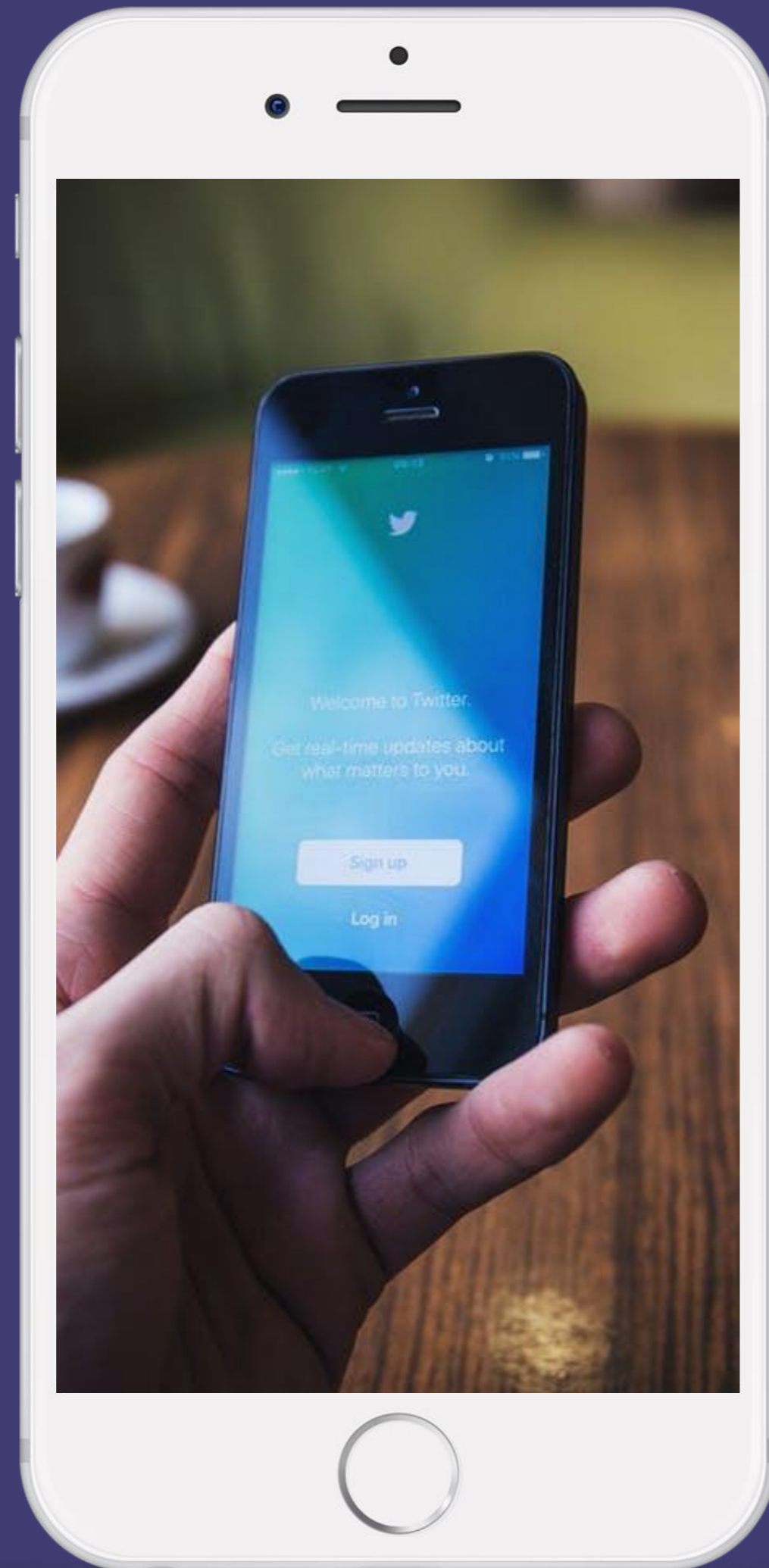
Facebook



Twitter



Instagram

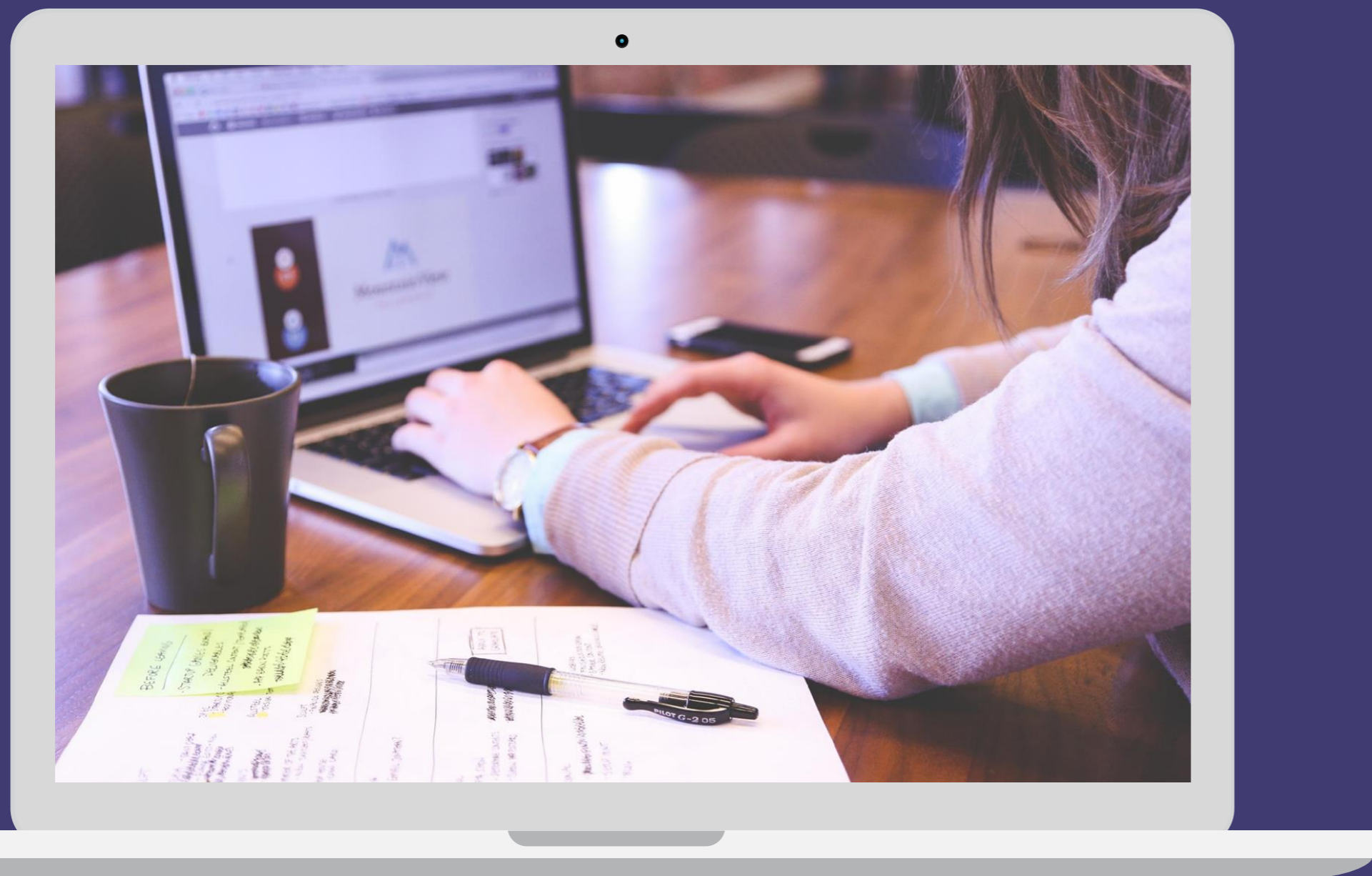


80% of adults age 30-49 use social media daily.

64% of adults 50-64

34% of adults 65 +

Over half say they search for places and things nearby on a social media site (like Facebook)



Let's talk!

Questions?

What is working in your parish or school?





Thanks!

Any questions?

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CREDITS

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- Presentation template designed by [Slidesmash](#)
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 - Vector Icons by [Matthew Skiles](#)
- 

Presentation Design

This presentation uses the following typographies and colors:

Free Fonts used:

<http://www.1001fonts.com/hind-font.html>

<https://www.fontsquirrel.com/fonts/lato>

Colors used

