

SOCIAL MEDIA FOR EFFECTIVE COMMUNICATION

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JENNIFER M. TREFELNER APR, CPRC

- ▶ Accreditation in Public Relations, Certified Public Relations Counselor through FPRA
- ▶ Director of Communications, Marketing, and Social Media for the Diocese of Palm Beach
- ▶ Member of Florida Public Relations Association and Public Relations Society of America
- ▶ Provide consultative services in a wide array of areas for schools, businesses, government agencies, parishes, etc. in the areas of social media, marketing, public relations, communications, etc.
- ▶ Enjoy speaking at conferences, writing articles for publications, sharing best practices





ABOUT TODAY'S PRESENTER

- ▶ Graduate of John Carroll High School
- ▶ Married to Joey for 17 years
- ▶ Olivia Grace: 12-years-old
- ▶ Edwin: 23-years-old
- ▶ Auburn Graduate
- ▶ Active in FPRA and PRSA
- ▶ Volunteer, travel, laugh, and try to leave the world a better place

Explore the two-way communication tools available through social media platforms and learn how to be more strategic with your social media planning.

Discover how to effectively cross-promote messages across multiple platforms and optimize each post for maximum results.



ABOUT TODAY'S PRESENTATION



1. Understand the latest research on the importance of social media and how to use data to reach marketing goals

2. Learn tips and tricks to use social media efficiently, as well as how to create a social media plan

GOALS FOR THE PRESENTATION



How do you represent today?



Do you utilize social media?



If so, which platforms?



Do you manage the social media?



Do you manage someone who manages social media?



Do you just want to learn more about social media in general?

GETTING TO KNOW YOU

- ▶ Continues to show strong annual growth with 9% increase MAU year over year
- ▶ Most widely used social media platform with 2.32 billion MAU worldwide as of December 31, 2018
- ▶ 1.52 billion people on average log onto FB as DAU for December 2018, a 9% increase year over year
- ▶ This is important because your stakeholders are on Facebook and that audience is growing exponentially.



2019 FACEBOOK STATISTICS



- ▶ Instagram also continues to grow, with a current estimation of 59% of 18-29 year-olds utilizing this photo sharing site.
- ▶ Instagram has a large business segment, with 71% of US businesses having a profile to showcase their products
- ▶ 80% of Instagram users also follow a business page

2019 INSTAGRAM STATISTICS



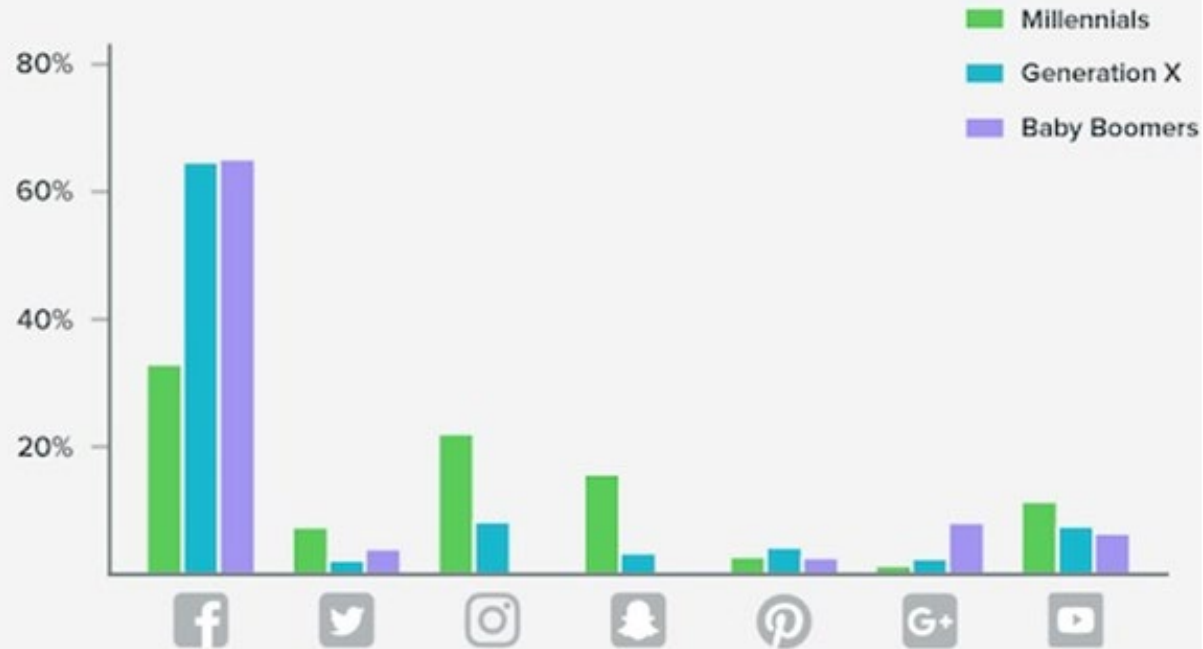
- Twitter has 330 million monthly users
- 500 million tweets are sent each day
- 24% of adults use Twitter
- Users tend to be educated, higher-income

2019 TWITTER STATISTICS



Network Preferences by Generation

Q1 2017



sproutsocial

sproutsocial.com/ir

GENERATIONAL TRENDS

► Communication Survey

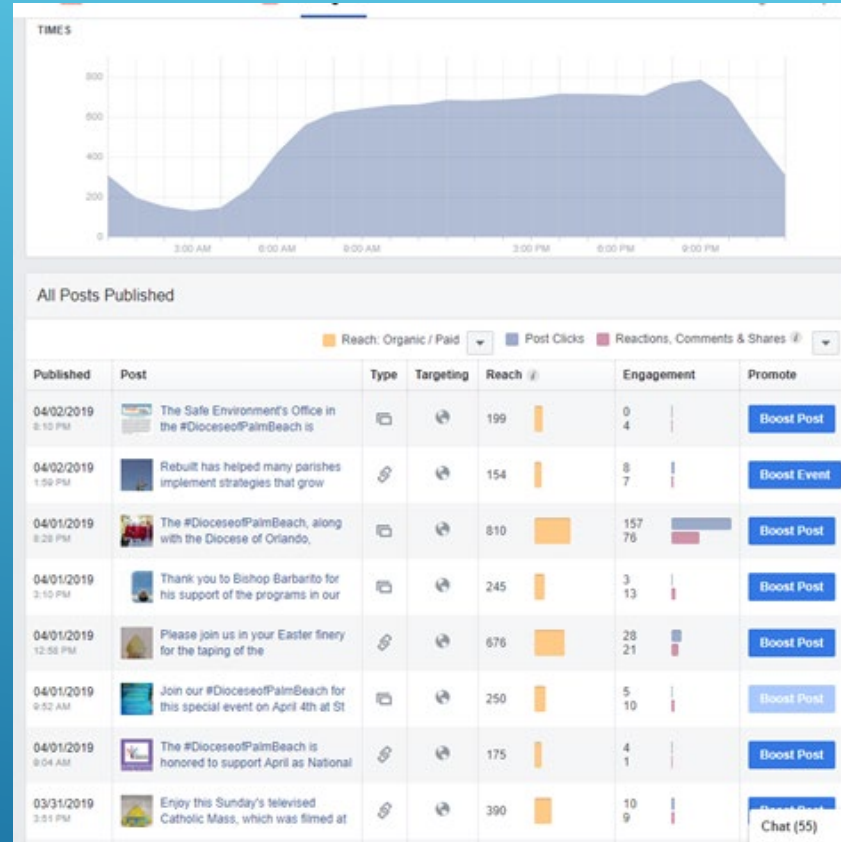
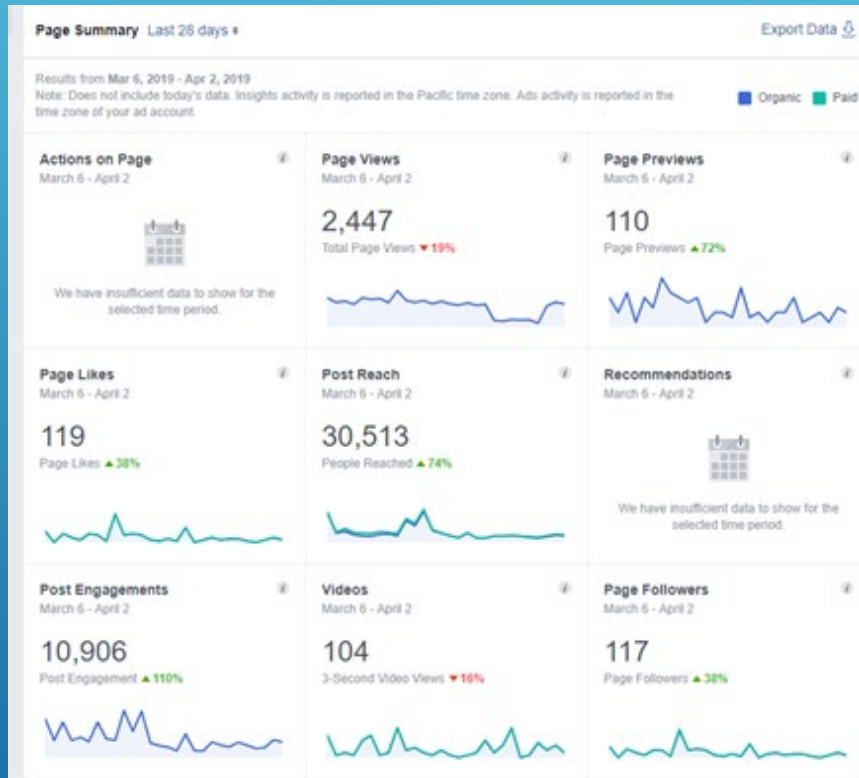
- What social media sites do you follow?
- How often do you visit them?
- Why do you visit them?
- Positive and negative feedback on social media sites
- What would you like to see?
- Add website, e-newsletter, news outlets to survey



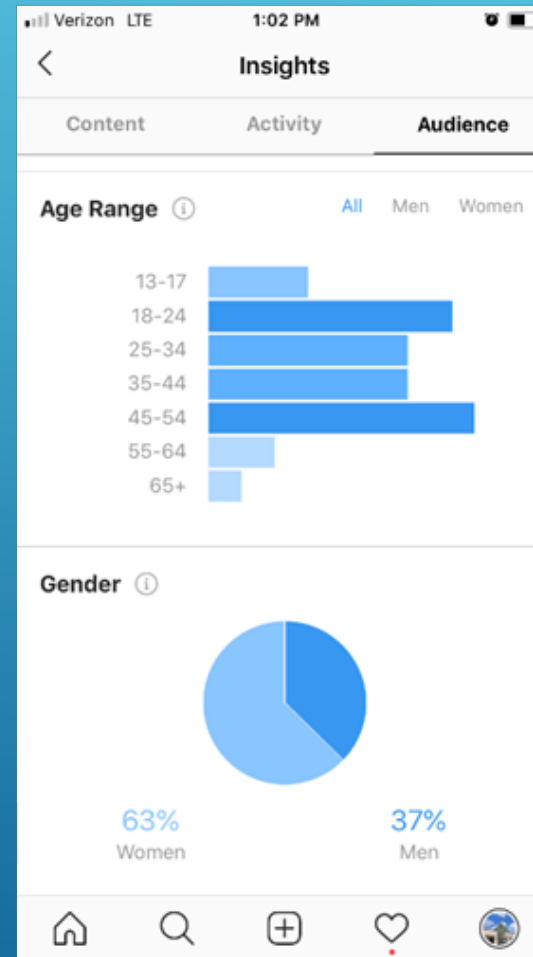
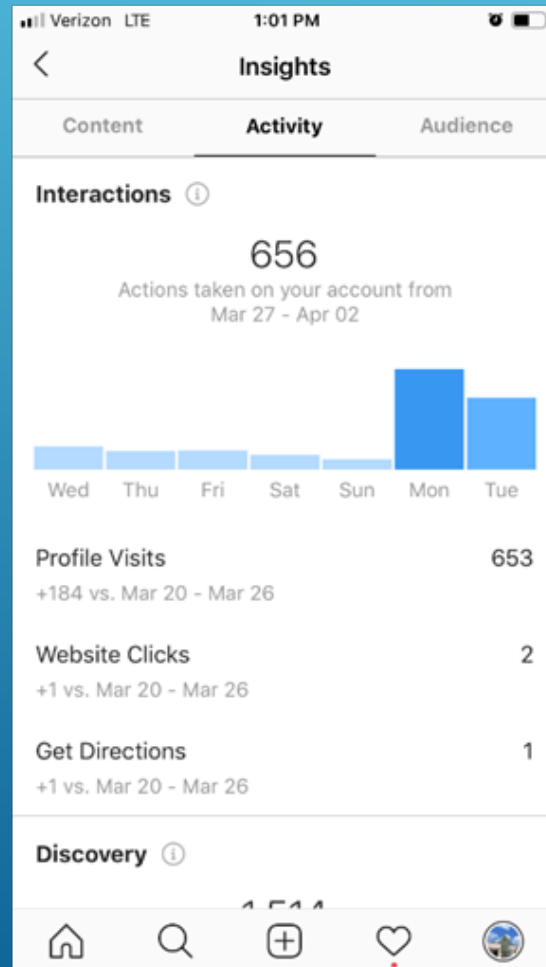
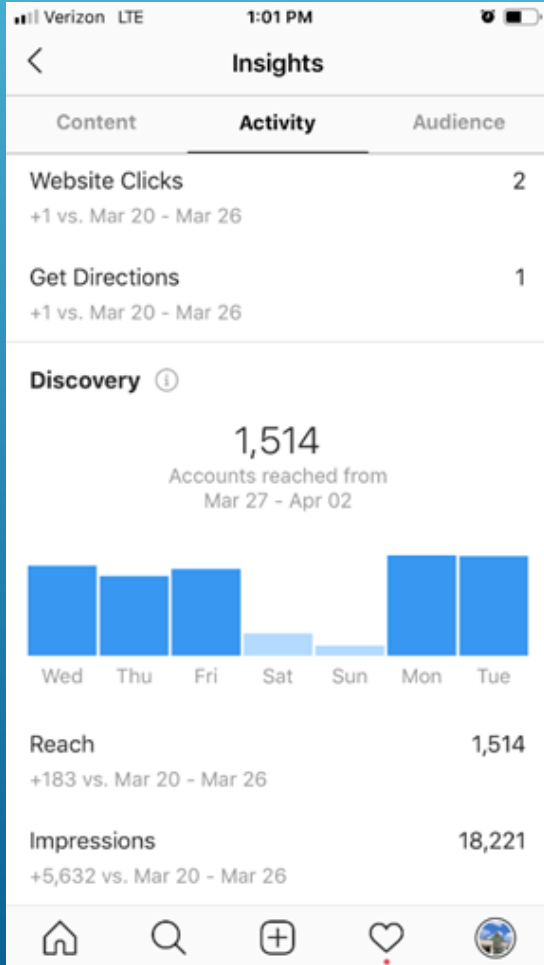
FIND YOUR STATISTICS

AUDITING YOUR FACEBOOK PAGE

- Likes
- Reach
- Post engagements
- Timing of posts
- Best performing posts
- Page views



AUDITING YOUR INSTAGRAM PAGE



- Age range
- Gender
- Interactions
- Profile visits
- Reach
- Impressions
- Profile visits

Analytics Home Tweets Audiences Events More

DoPBCatholicSchools Sign up for Twitter Ads

Mar 2019 - 31 days

Tweet Highlights

Top Tweet earned 548 impressions
Great leaders @JohnCarrollHS
twitter.com/dallavis/statu...

Top mention earned 142 engagements.
Newman Hoops (14-11, 8-2)
@CHHS_BoysHoops Mar 25
The Boys Basketball Banquet is underway. The families are fed and now it's time for the awards. @NewmanCrusaders @DOPBCatholicSch #buildinglifeschampions pic.twitter.com/DtMSKVEKKW

Top Follower followed by 773 people
Julie Cantillon
@julie725cardi 7K followers
Associate Director of Schools - Diocese of San Diego
View profile View followers dashboard

Top media Tweet earned 429 impressions
Great time last night at @NewmanCrusaders gala...Gone Wild! Congratulations on a wonderful evening! pic.twitter.com/MMW88Fn1FV

MAR 2019 SUMMARY

Tweets	9	Tweet impressions	2,503
Profile visits	142	Mentions	47
New followers	3		

Analytics Home Tweets Audiences Events More

DoPBCatholicSchools Sign up for Twitter Ads

Tweet activity Last 28 Days Export data

Your Tweets earned 1.6K impressions over this 28 day period

YOUR TWEETS
During this 28 day period, you earned \$6 impressions per day.

Engagements
Showing 28 days with daily frequency
Engagement rate 2.0% (Apr 3 6.0% engagement rate)

Link clicks
3 (Apr 3 8 link clicks)

On average, you earned 0 link clicks per day

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
DoPBCatholicSchools @DOPBCatholicSch Mar 15	Brilliant 🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟 twitter.com/sanjudeschoo...			98	1	1.0%
DoPBCatholicSchools @DOPBCatholicSch Mar 15	Our principals are engaged in lots of professional development this week. This group learns about augmented reality with @EDJuvinator @allsaintsjup @stjullianapwb @SJC Schargers @JohnCarrollHS @StClareNPB @NewmanCrusaders @FlaCathBps			400	13	3.2%
DoPBCatholicSchools @DOPBCatholicSch Mar 14	Thanks @EDJuvinator for some great sessions today at FCC Administrators Conference @FlaCathBps pic.twitter.com/GH8FZJvP			331	16	4.8%

AUDITING YOUR TWITTER PAGE

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

HOW TO USE DATA FOR MARKETING



Schedule posts



Use strategies for successful posts



Discontinue types of posts that are not popular



Spend money based on followers



Draft messaging based on generation of followers



Use data-driven decisions to justify changes

April

2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Child Abuse Prevention Post	2 Safe Environments Post	3 SHARE Meet our Seminarians	4 DSA by the Numbers	5 -Bishop's Signature Statement -Parish Profile-CMP -St Vincent Ferrer Feast Day	Child Abuse Prev Post
7 Weekly Wisdom TV Mass	8 SHARE Unbound Video	9 Taping of the Easter Mass	10 SHARE Meet our Seminarians	11 Lumen Christi Save the Date	12 -Bishop's Signature Statement -Parish Profile-CMP	-Bishop's full FCC -Second Collectio 4/19 -Miracle House Bl CMP
14 Weekly Wisdom Palm Sunday Post TV Mass	15 Child Abuse Prevention Post	16 -DSA Quote #ThoughtfulTuesday -St. Bernadette Feast Day - Chrism Mass	17 SHARE Meet our Seminarians	18 Holy Thursday Post	19 -Bishop's Signature Statement -Good Friday Post -Parish Profile-CMP	Holy Saturday Po -Second Collectio 4/27
21 Weekly Wisdom Easter Post TV Mass	22 Earth Day Post	23 DSA Easter Prayer	24 SHARE Meet our Seminarians	25 -Stations of the Cross reminder for 4/27 -Rebuild Roadshow-CMP - St Mark Church and Evangoelist Feast Day	26 -Bishop's Signature Statement -Parish Profile-CMP	-Bishop's full FCC -Graduation Retre School of Christia Formation
28 Weekly Wisdom TV Mass	29 SHARE Unbound Video	30 Child Abuse Prevention Post				

SOCIAL MEDIA PLAN FOR DIOCESE

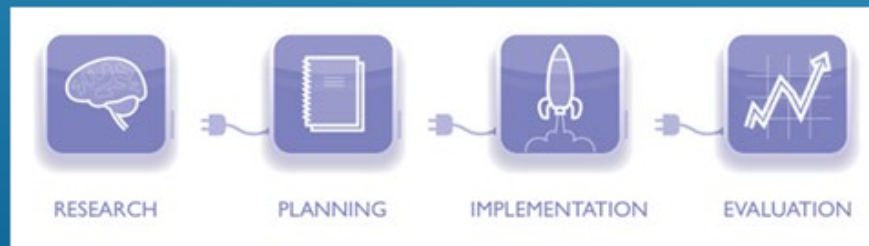
1. Research
2. Identify target audience
3. Set measurable, timely objectives
4. Implementation (use data-driven decisions)
5. Evaluation (measure against objectives)
6. Budget

HOW TO MAKE A SOCIAL MEDIA PLAN FOR A DIOCESE



SOCIAL MEDIA PLAN FOR A SCHOOL

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



Social Media Plan (Example)

Facebook

Audience: Prospective and current parents, grandparents, community members, businesses
 Administrator: Director of Enrollment Management
 Frequency of posts: Monday, Wednesday, Friday during peak hours

Date – posting	Academics	Value-Added/ Extracurricular	Faith Formation	JOPD/Recruitment- Admissions- Retention	Athletics
Week 1 – Monday	AP Scholars win awards			Save the date for Preview Night	
Week 1 – Wednesday		Upcoming Leadership Retreat			Congratulations to softball team
Week 1 – Friday			Photo-Gallery from Grandparent Mess		

Twitter

Audience: High School students, professional organizations, alumni
 Administrator: Director of Enrollment Management
 Frequency of posts: Daily

Date – posting	Academics	Value-Added/ Extracurricular	Faith Formation	JOPD/Recruitment- Admissions- Retention	Athletics
Week 1 – Monday	Students who earned college scholarships				
Week 1 – Tuesday					Live tweeting from football game
Week 1 – Wednesday			FCA meeting reminder		
Week 1 – Thursday		#TBT to alumni celebration			
Week 1 – Friday				Student Spotlight on unsung hero	

Instagram

Audience: Middle and High School Students, Current Parents
 Administrator: Associate Director of Admissions
 Frequency of posts: Tuesday and Thursday at dismissal

Date – posting	Academics	Value-Added/ Extracurricular	Faith Formation	JOPD/Recruitment- Admissions- Retention	Athletics
Week 1 – Tuesday	Instagram Story of Award Ceremony				
Week 1 – Thursday				Multiple photos of recruitment series	

HOW TO MAKE A SOCIAL MEDIA PLAN FOR A SCHOOL



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.

WHAT IS A SOCIAL MEDIA AMBASSADOR PROGRAM?



Program Goals:

1. Virality
2. 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

Account Name	Handle	Likes as of 8/1/18	Likes as of 5/1/2019	Difference	Change Percentage
Diocese of Palm Beach	DiocesePB	1200	1914	714	59.50%
Diocese of Palm Beach Office of Catholic Schools	DoPBCatholicSchools	464	637	173	37.28%
Diocese of Palm Beach Youth Ministry	DPBYouth	315	366	51	16.19%
Catholic Young Adults of Palm Beach	CYAPB	95	163	68	71.58%
Diocese of Palm Beach Family Life	DiocesePBFamilyLife	159	227	68	42.77%
Catholic Charities Palm Beach**	CatholicCharitiesPB	584	759	175	29.96%
Diocese of Palm Beach Hispanic Ministry(Started 9/2/18)	DiocesePBHispanicMinistry	0	1047	1047	100.00%
Palm Beach Vocations	PBVocations	624	682	58	9.29%
Father Albert Dello Russo **	ChancellorPalmBeach	3051	3616	565	18.52%

- ▶ Host monthly Social Media Strategy meetings
- ▶ Teach best practices
- ▶ Share content
- ▶ Review analytics
- ▶ Present new technology
- ▶ Review upcoming ads

COLLABORATE WITH
DEPARTMENTS/MINISTRIES/OFFICES

TIPS AND TRICKS #1

- ▶ Cross promote sites
- ▶ Follow those you respect
- ▶ Tag others





Utilize hashtags



Review what is trending



Engage with your followers



TIPS AND TRICKS #2

TIPS AND TRICKS #3

- ▶ Use videos- Vimeo account, PicPlayPost, Skitch, VideoScribe, Bitable
- ▶ Use graphics-Canva, Catholic Link, Unsplash, Pexels, Pixabay
- ▶ Communication handout
- ▶ Clearly articulate how people can find your content

Diocese of Palm Beach
#DioceseofPalmBeach

Connect WITH US ON

- ▶ **Diocese of Palm Beach**
@DiocesePB
- ▶ **Diocese of Palm Beach Office of Catholic Schools**
@DoPBCatholicSchools
- ▶ **Diocese of Palm Beach Youth Ministry**
@DPBYouth
- ▶ **Catholic Young Adults of Palm Beach**
@CYAPB
- ▶ **Diocese of Palm Beach Family Life**
@DiocesePBFamilyLife
- ▶ **Palm Beach Vocations**
@PBVocations
- ▶ **Catholic Charities Palm Beach**
@CatholicCharitiesPB
- ▶ **Father Albert Dello Russo**
@ChancellorPalmBeach
- ▶ **NEW: Diócesis de Palm Beach, Pastoral Hispana**
@DiocesePBHispanicMinistry

Talk to us!
We want to communicate with you, and here are some ideas on how we can work together...

- 1. Website:** www.JohnCarrollHigh.com
Visit our website which is updated daily, features links for all social media outlets, has a Google calendar, and allows you to make payments, check grades, and watch RamTV, etc.
- 2. Facebook:** **John Carroll Catholic High School**
"Like" us and see our interactive posts that feature photos, school news and events, and fun competitions. Don't forget to "tag" yourself and friends in the posts and to "share" our news.
- 3. Twitter:** **JohnCarrollHHS**
Follow us as we post updates on our page. We "tweet" about school events, sports, and interesting school news, in addition to retweeting pertinent school information.
- 4. Instagram:** **JohnCarrollHighSchool**
View photos of JCHS students and campus life! Don't forget to tag your friends.
- 5. E-Newsletter:** email kstanton@johnCarrollHigh.com to be added to our list
Read our informative emails which are distributed every other week to update alumni, parents, and friends of JCHS.

You can expect the JCHS Newsletter to feature the following information in each publication:

1. Administration Announcements (the latest news from school officials)
2. Support: Today for a Better Tomorrow (updates on your philanthropy)
3. Academics & Extra-curriculars (information on student accomplishments)
4. "Ram Pride" (news on JCHS athletes)
5. Faith & Service (examples of showing God's love on campus and in our community)
6. Staying Connected (updates and information on school news)

6. Use a Hashtag
Use #JCHSRamFam to help query our JCHS images and messages!

To submit information to be used on the website, social media sites, and in the e-newsletter, please contact Jennifer M. Truchette at jenniferTruchette@johnCarrollHigh.com or 164-5200, ext. 116.

“One of the most essential ways God speaks to us is through His word in the Scriptures. The Scriptures give us continual messages from God of His love for us. From the Book of Genesis to the Book of Revelation, we have a written Valentine from God expressing His love for each one of us.”



Most Reverend Gerald M. Barbarito, D.D., J.C.L., Bishop of Palm Beach

FEBRUARY 8, 2019



TIPS AND TRICKS #4

- ▶ Repurpose information
- ▶ Create an Administrator Agreement
- ▶ Monitor sites for comments

View Results

OVERVIEW EDIT AD

What went well? (Optional)
Provide your feedback here...
Skip Submit

You targeted **men and women, ages 18 - 65+** who live in **4 locations**, and have **6 interests**.
Show full summary

This ad ran for **1 day**.

Your total budget for this ad was **\$20.00 USD**

1,269	307	\$20.00
People Reached [?]	Post Engagement	Amount Spent [?]

Actions | People | Placements | Locations

Photo Clicks	10
Comments	83
Shares	17

336 194 Comments 69 Shares

Like Comment Share

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Boost Another Post Close

- ▶ Continue to think in a RPIE mindset
- ▶ Pay to play
- ▶ Translate content

TIPS AND TRICKS #5

16 de junio

Deseando a todos los padres un bendecido y feliz

Día del padre

*“Descienda sobre ustedes nuestra bendición,
en nombre del Señor”*
Salmo 129:8

TIPS AND TRICKS #6

- ▶ Working with parishes through a common platform
- ▶ Establish creative initiatives
- ▶ Utilize an Identity/Branding Guide

Diocese of Palm Beach Visual Branding Kit

COLOR PALETTE

Primary Colors

- PB Diocese Blue
- PB Diocese Gold

Secondary Cool

- Blue
- Dark Blue
- Slate

Secondary Warm

- Tan
- Burgundy
- Green



<p>PB DIOCESE BLUE PANTONE: 300 C Web Safe: 18 70 b8 RGB: 0 112 192 CMYK: 87 54 0 0</p>	<p>BLUE Web Safe: 63 b8 e9 RGB: 99 184 233 CMYK: 55 12 0 0</p> <p>DARK BLUE Web Safe: ae b0 af RGB: 29 61 101 CMYK: 97 80 35 23</p> <p>SLATE Web Safe: ae af af RGB: 173 175 175 CMYK: 0 33 26 27</p>	<p>TAN Web Safe: c6 b7 83 RGB: 198 183 121 CMYK: 24 23 56 0</p> <p>BURGUNDY Web Safe: b8 36 29 RGB: 184 54 41 CMYK: 20 92 96 10</p> <p>GREEN Web Safe: 14 5f 49 RGB: 20 95 73 CMYK: 87 39 75 31</p>
<p>PB DIOCESE GOLD PANTONE: 122 C Web Safe: f8 c8 47 RGB: 249 201 70 CMYK: 2 21 83 1</p>		



DIOCESE of PALM BEACH

Parish Communication Strategy Meeting

JUNE 6, 2019 9-11 A.M.
Pastoral Center Main Conference Room
9995 N. Military Trail, Palm Beach Gardens, FL 33410

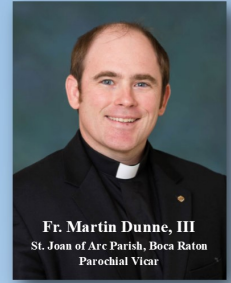
All bulletin editors, social media and website administrators, plus those involved with parish communications are encouraged to attend.

RSVP by May 30, to communications@diocesepb.org or by calling 561-775-9561, so that we can plan accordingly.

How can the Office of Communications help your parish?

- WEBSITE UPDATES
- SOCIAL MEDIA STRATEGY
- TELEVISED MASS SCHEDULE
- FLORIDA CATHOLIC STORIES
- PARISH GRAPHICS & INFORMATION

Meet Our Recently Ordained Priests



Fr. Martin Dunne, III
St. Joan of Arc Parish, Boca Raton
Parochial Vicar

How many years have you been a priest?
I have been a priest for two years.

Who has helped you to reach this point as a priest?
My family and my close friends

What inspires you daily?
That God chose me to be His instrument to help bring people closer to Him

How do your parishioners inspire you as a priest?
I am inspired by their joy, patience, kindness, reliance upon God and their generosity.


Since you have become a priest, what has been the most pleasant surprise in your new role?
That God takes care of everything when you give your all—even when you feel like you weren't your best.

Now that you are a recently ordained priest, what advice would you give a current seminarian?
Prayer (directly to God and especially through the intercession of Mary). Balance. Cling to the conviction that it's worth it at least five times over.

What do you hope your parishioners learn from you as a priest?
That God is infinitely patient, but He eagerly longs for us all to be free from all things that cause unhappiness

In your free time, what hobbies do you enjoy?
I enjoy running and being with great friends.

Do you have any words of wisdom you would like to share with the community?
Please place your trust in God totally as you strive to say "yes" to Him daily with your unique lives in every moment and decisions.



Diocese of Palm Beach Office of Vocations
561 775 9552 | vocations@diocesepb.org
Facebook: @PBvocations

TIPS AND TRICKS #7

- ▶ Create databases for quick reference
- ▶ Create templates for yourself and others
- ▶ Update the visuals of documents



The Diocese of Palm Beach Office of Safe Environments is a Resource for Those in the Community

The Diocese of Palm Beach is committed to the safety and protection of minors and vulnerable adults in its care.

Visit www.diocesepb.org/safe-environments for information on policy and procedures, education, background screening, real life and online safety resources, parenting tips, and helpful websites. The Diocese has implemented numerous procedures to minimize risk, build barriers, and continue to foster a culture of safe environment.

We train everyone to prevent and report abuse.

We require background checks.

We work with law enforcement.

We report all allegations.

We provide outreach to those abused.

DIOCESE of PALM BEACH

9995 N. Military Trail
P.O. Box 109650
Palm Beach Gardens
Florida 33410-9650

Telephone (561) 775-9529
Fax (561) 775-9556
Communications@DiocesePB.org
www.DiocesePB.org

April 22, 2019

**DIOCESE OF PALM BEACH'S STATEMENT ON THE
FATHER JOHN GALLAGHER**

"The Diocese of Palm Beach is obviously pleased with the decision of the U.S. Supreme Court. We have made clear throughout this unfortunate litigation that the matter had nothing to do with the covering up of abuse but about the correction of Father John Gallagher in light of his public statements. We are grateful that this decision brings closure to this matter."

###

Parish Formal Name	Parish Handle	Notes
Ascension Catholic Church	AscensionBocaFL	
Cathedral of St Ignatius Loyola	CathedralPB	
Emmanuel Catholic Church		St. Emmanuel's Catholic Church-Unofficial
Holy Cross Catholic Church - Indiantown	HolyCrossCatholicChurchIndiantown	
Holy Cross Catholic Church - Vero		Page Holder
Holy Family Catholic Church	HolyFamilyCCPSLFL	
Holy Name of Jesus Catholic Church	MyHJN	
Holy Redeemer Catholic Church	HolyRedeemerCC	
Holy Spirit Catholic Church		Holy Spirit Catholic Church-Unofficial
Mary Immaculate Catholic Church		
Notre Dame Mission	notredamecc	
Our Lady of Guadalupe Mission		Our Lady of Guadalupe-Unofficial
Our Lady of Lourdes Church		Our Lady of Lourdes Church-Unofficial
Our Lady of Perpetual Help Mission	PerpetualHelpMission	
Our Lady Queen of the Apostles Church	OLQACatholicChurch	
Our Lady Queen of Peace Church	QueenofPeaceDelray	Out of Date
Sacred Heart Church - Lake Worth	sacredheartlakeworth	
Sacred Heart Church - Okeechobee		Sacred Heart Catholic Church-Unofficial
San Juan Diego Hispanic Center		
St Anastasia Church	stanastasiachurch	
St Andrew Catholic Church		St Andrew Catholic Church-Unofficial
St Ann Catholic Church		Historic St. Ann Catholic Church
St Bernadette Church	St. Bernadette Catholic Church, Port St. Lucie, Florida 34986	
St Christopher Church	St.ChristopherChurch	
St Clare Catholic Church		Unofficial
St Edward Catholic Church	St.EdwardCatholicChurch	
St Elizabeth Ann Seton Church	Seaspsl	
St Francis of Assisi Church		
St Helen Catholic Church	StHelenVero	
St Joan of Arc Church	SaintJoanofArcCatholicChurch	
St John Fisher Catholic Church		St John Fisher Catholic Church
St John of the Cross Church	StJohnVeroBeach	
St John the Evangelist Church		
St Joseph Catholic Church	sjccflorida	
St Jude Catholic Church - Boca Raton		St Jude Church - Boca Raton, Florida

THANK YOU FOR YOUR TIME AND ATTENTION

▶ Do you have any questions?

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.