



# SOCIAL MEDIA RESOURCES



DIOCESE of LA CROSSE

[diolc.org/media-resources](http://diolc.org/media-resources)

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# SOCIAL MEDIA GUIDELINES

Parishes and Catholic organizations join social media platforms often without formal consideration as to how those channels will be used. We're clear we need to "be out there" to reach God's people, but we aren't always intentional about the platforms we use or the way we use them.

In addition, because individual church workers also maintain personal social media profiles, the problem can arise of blurred lines between personal and professional interactions.

It's a good idea to take stock of your parish's social media presence and develop a clear policy about it. At the very least, it's crucial to publish some basic guidelines that give people the direction they need to represent your parish.

## SOME RULES OF THE ROAD WHEN USING SOCIAL MEDIA

- Don't post anything on any site that is at variance with the doctrinal and moral teaching of the Church. Not even if prefaced with "My personal opinion is ..."
- Follow all civil laws, including copyright.
- Do not divulge anything confidential – there is no privacy on the Internet.
- Do not post text, photos or videos of another person without their permission.
- Use organizational sites, not personal sites, for church events/programs. For example, establish a group page for your youth group.
- Establish a separate social media identity reserved for work. Use your work email for it.
- Keep your personal security settings private.
- All communication must adhere to the Charter for the Protection of Children and Young People ([www.usccb.org](http://www.usccb.org)), as well as the Children's Online Privacy Act ([www.coppa.org](http://www.coppa.org)).

## HERE ARE SOME HELPFUL RESOURCES TO DEVELOP SOCIAL MEDIA GUIDELINES

### USCCB: Social Media Guidelines

<http://www.usccb.org/about/communications/social-media-guidelines.cfm#personal>

### Diocese of La Crosse Computer Policy - Safe Environment

<http://www.diolc.org/files/safe-environment/ComputerPolicy.pdf>



# AN OVERVIEW OF POPULAR PLATFORMS

## WHAT IS SOCIAL MEDIA?

According to Merriam-Webster's Dictionary, "social media" refers to "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)"

– Merriam-Webster Dictionary



**FACEBOOK** is the most popular and widely used social networking website. It allows registered users to create profiles, pages and groups, upload photos and video, send messages and keep in touch with friends, family, colleagues, supporters, and customers.



**BLOGS** are websites that are similar to an online journal and include chronological entries made by individuals. The word blog was derived from the combination of the words web and log. Blogs typically focus on a specific subject (economy, entertainment news, etc.) and provide users with forums (or a comment area) to talk about each posting. Blogs can be used to post articles and links to useful resources for people interested in a specific topic, publish news announcements and press releases, document trips, conferences, holidays etc., or as a personal online e-journal. Some of the most popular blogging sites are LiveJournal, WordPress, Tumblr, and Blogger.



**TWITTER** is an online social networking service and microblogging service that enables its users to send and read textbased messages of up to 140 characters, known as "tweets," to a list of followers. It has become widely used for commercial and political purposes to keep customers, voters, supporters and fans up-to-date, and to encourage feedback.



**LINKEDIN** is a social networking website for people in professional occupations, and it is used mainly for professional networking. Network members are called "connections."



**PINTEREST** is a pinboard- style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. Users can browse other pinboards for images, "re-pin" images to their own pinboards, or "like" photos.



**YOUTUBE** is the largest video sharing site, which lets anyone upload short videos for private or public viewing. Individuals and organizations can set up their own "channels" on YouTube to organize their videos. YouTube videos can also be embedded in any website page, including other social media sites, such as blogs and Facebook.



**FLICKR** is an image hosting and video hosting website. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media.



**INSTAGRAM** is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos with their cell phone cameras, apply digital filters to them, and share them on a variety of social networking services (e.g. Facebook, Twitter).

# BEST PRACTICES

## PARISH WEBSITES

- Most people access the Internet through a mobile device. Make sure your parish has a website with responsive design. A responsive design website is a single website that displays the content and navigation of the site one way for a phone and another way for a tablet or computer.
- Use a headline and images with a short lead-in, and then link to the rest of an article rather than placing the full article on the homepage.
- Treat all interior pages as if they were the homepage. Many people may search a word on Google and then click a link that brings them to an interior page of your site. Make sure interior pages of your site have a way to easily find the navigation, show alternate content options, graphics or links of related interest to make it easy for people to explore your site. For example, someone may search Google for “summer camp” and end up at your Vacation Bible Camp. Do you have more than your registration there? Is there information about other opportunities for parents and youth promoted on that page?
- Establish a schedule of posting content to your website.
- Add links to your social media presence to the header or footer of your site.
- Add links to [catholiclife.diolc.org](http://catholiclife.diolc.org), [MassTimes.org](http://MassTimes.org), and [Diolc.org](http://Diolc.org) (Diocese of La Crosse)
- Consider using Diocesan Event Calendar ([diolc.org/calendar](http://diolc.org/calendar)) for your next parish event. To get your event posted onto the calendar please contact Pam Willer at [datebook@diolc.org](mailto:datebook@diolc.org).
- Keep your site fresh with new content.
- Use the same graphics from your bulletin on your website. Why have the same event look one way in the bulletin and another way on the website?

## EMAIL

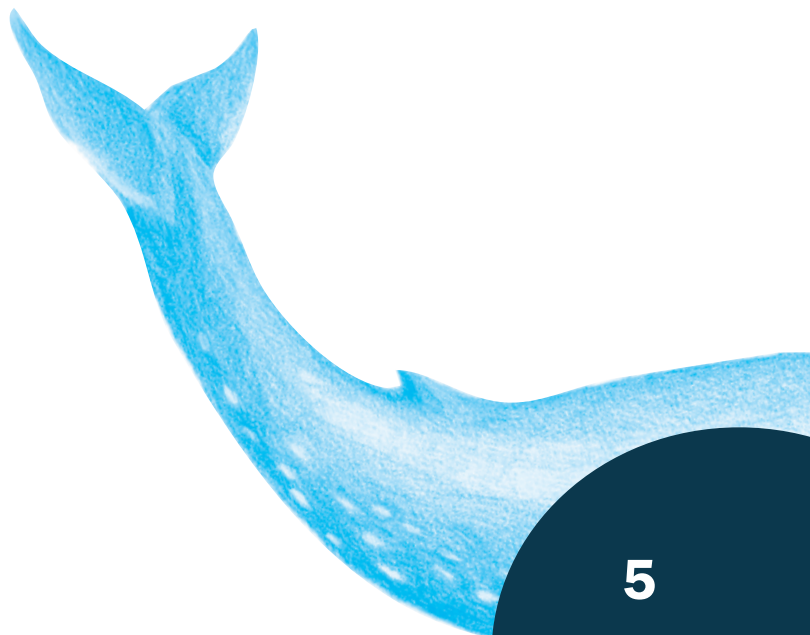
- Be sure to capture email addresses from parishioners and put them into ParishSoft
- Personalize email whenever possible
- Make sure the mobile version of your email is professional-looking
- Tap into social trends with current events
- Use some sort of email tracking service to know what your parishioners are actually clicking on (<http://www.exacttarget.com/products/email-marketing/> [email-marketing-best-practices/](http://www.exacttarget.com/products/email-marketing/email-marketing-best-practices/) [10-tips-powerful-emailstrategy/](http://www.exacttarget.com/products/email-marketing/10-tips-powerful-emailstrategy/)) (<http://blog.getvero.com/guides/email-marketingbest-practices/>)

## FACEBOOK POSTS AND TWEETS

- Don't just share content about your parish; share enriched content relevant to your parish (for example, your parish should update followers on the happenings within the parish, but also on Pope Francis, greater Catholic issues, etc.)
- Look for Twitter/Facebook posts that talk about your parish and respond to users – conversation on social media shows that you care about your followers and their opinions.
- There are no specific rules for how often to post or tweet, but remember that these posts don't stay visible for very long. Many Facebook and Twitter users follow many accounts, so your post/tweet can get pushed to the bottom very quickly.
- Twitter- Post whenever something relevant in the parish happens, but also be sure to retweet posts from related organizations
- Facebook - Post whenever something relevant in the parish happens; pictures are also very helpful.
- Write to incite conversation. Close posts with open-ended questions, and invite community members to share their experiences and perspectives. (The Church and New Media, Brandon Vogt) (<http://moz.com/beginners-guide-to-social-media/bestpractices>)

## VIDEOS

- YouTube is the easiest video site to use.
- Use videos only for important happenings in your parish.
- Consider a short “welcome to our organization” video to feature on your website homepage.



# myParish App

## [admin.myparishapp.com](http://admin.myparishapp.com)

With the myParish app, Diocesan Publications uses the latest technology to establish a means of connecting parishes with their parishioners. Our goal is to be a bridge for parishes, and in effect, to foster Catholic life every day.

We aren't just launching a new app. We are launching a new experience by which parishioners connect to parishes and vice versa.

Our app is easy to use and accessible. The user interaction and customization features allow technology to complement the user's faith life.

This results in an app experience that is both new and yet familiar and includes the following features:



**EASY TO ADMINISTER:** Simply send messages with push notifications and events, add Mass times or homilies and edit parish contacts.



**COMPLETE MARKETING PLAN:** Receive a thorough marketing plan to maximize parishioner engagement before, during and after your app launch.



**CUSTOM LAUNCH KIT:** We equip your parish with a complete launch kit, including graphics and materials developed for success.



**PERSONAL CUSTOMER SERVICE:** Talk to a real person and get the help you need from the initial set-up, through launch, with ongoing support. **1-800-997-8805**



**PARISH ADMINISTRATIVE ASSISTANTS OR SECRETARIES**  
Join this group to discuss parish census topics



# CONNECT WITH PARISHIONERS LIKE NEVER BEFORE

Keep in touch with parishioners all week and offer them a great resource to complement their daily faith life.

PARISH CONTENT



- MESSAGES:** Send push notifications
- CALENDAR:** Events, details and RSVP
- CONFESSION:** Times, reminders and guide
- PARISH INFO:** Staff and school directory
- GIVING:** Access parish online giving
- HOMILIES:** Weekly audio, video or text
- MASS TIMES:** Times and reminders
- BULLETINS:** Weekly, and optimized for mobile devices

DIOCESAN CONTENT



- BISHOPS BLOG:** Monthly messages from Bishop William Patrick Callahan
- CATHOLIC LIFE:** Stories from the Diocesan Magazine
- RADIO SHOW:** Connecting the Diocese with Bishop William Patrick Callahan
- TV MASS:** Weekly Mass recording for the sick and homebound
- FR JOE'S GUILD:** The cause of the Servant of God, Father Joseph Walijewski.
- ADORATION:** Parish times.

SUPPLIED CONTENT



- SAFE ENVIRONMENT:** Report an incident and training.
- PRAYER REQUEST:** Send your prayer intentions
- GROUPS:** Discussion with other members.
- MY OWN CHURCH:** Access ParishSOFT Mobile.
- NEWS:** Daily Catholic world news
- MASSMODE™:** Reminders to silence phone
- READINGS:** Daily Mass readings
- PRAYERS:** Reminders and requests
- SEASONAL CONTENT:** Easter, Christmas etc.
- RESOURCE APP:** Bible studies.



# RESOURCES

## USCCB

- **Catholics' Use of New Media:**  
[http://www.usccb.org/about/communications/upload/Catholic\\_New\\_Media\\_Use\\_in\\_United\\_States\\_2012.pdf](http://www.usccb.org/about/communications/upload/Catholic_New_Media_Use_in_United_States_2012.pdf)
- **Family Guide for Using Media:**  
<http://www.usccb.org/about/communications/family-guide.cfm>
- **Social Media Guidelines:**  
<http://www.usccb.org/about/communications/social-mediaguidelines.cfm>

## RECOMMENDED READING

- The Church and New Media, Brandon Vogt:  
<http://www.churchandnewmedia.com>
- The New Evangelization and You – Be Not Afraid, Greg Willits
- Transforming Parish Communications: Growing the Church Through New Media, Scot Landry:  
[www.ParishGuideToNewMedia.com](http://www.ParishGuideToNewMedia.com)
- The Social Media Gospel: Sharing the Good News in New Ways, Meredith Gould
- Social Media Guide for Ministry, Nils Smith
- The Social Church: A Theology of Digital Communications, Justin Wise
- Lisa M. Hendey, founder of CatholicMom.com, offers some talks on new media and Internet safety. She can be contacted to speak at your parish, or you can get free versions of her talks at [www.lisahendey.com](http://www.lisahendey.com)
- <http://www.christianitytoday.com/edstetzer/2014/february/using-social-media-in-your-church.html>
- Although not all Catholic, could find some helpful tips here:  
<http://www.christianpost.com/news/top-5-churches-that-usesocial-media-best-97492>

## OUR FAVORITE FACEBOOK PAGES

### Catholic Diocese of La Crosse

Facebook.com/diolc

### Catholic Life

Facebook.com/catholiclifediolc

### Father Joseph Walijewski Legacy Guild

Facebook.com/FrJoesGuild

### Marriage and Family Life

Facebook.com/marriedloveandlife

### Diocese of La Crosse Youth Ministry

Facebook.com/Diocese-of-La-Crosse-Youth-Ministry

### Diocese of La Crosse Vocations

Facebook.com/diolcvocations

### Catholic Charities of the Diocese of La Crosse

Facebook.com/CatholicCharitiesoftheDioceseofLaCrosse

### United States Conference of Catholic Bishops

Facebook.Com/usccb

### Catholic News Service

Facebook.Com/catholicnewsservice

### Mass Times

Facebook.Com/masstimes.org

### Catholics Come Home

Facebook.Com/catholicscomehome.org

### Word on Fire

Facebook.Com/wordonfire

### News.VA English

Facebook.Com/news.Va.En

## WEB PAGES TO FOLLOW

### Diocese of La Crosse

diolc.org

### Bishop William Patrick Callahan Blog

blog.diolc.org

### Connecting the Diocese

connecting.diolc.org

### Catholic Life

catholiclife.diolc.org

### Father Joseph Legacy Guild

www.frjoesguild.org

### Catholic Charities of Diocese of La Crosse

cclse.org

## TWITTER, YOUTUBE & FLICKR PAGES

**Diocese of La Crosse:** [Twitter.com/DIOLaCrosse](https://twitter.com/DIOLaCrosse)

**Catholic Life:** [Twitter.com/catholiclifelc](https://twitter.com/catholiclifelc)

**Diocese of La Crosse:** [Youtube.com/dioceseflacrosse](https://youtube.com/dioceseflacrosse)

**Diocese La Crosse:** [flickr.com/photos/diolc](https://flickr.com/photos/diolc)





# YOUR PARISH'S ONLINE PRESENCE

## ABOUT YOUR PARISH ONLINE

### SEARCH FOR YOUR PARISH

Search for your parish to see what shows up:

- Google.com
- Mass Times.org
- myParish App
- diolc.org/parishes
- parishesonline.com

### ANALYTICS

#### Google Analytics

- Google.com/analytics
- Free to use
- Tracks page views, browser, screen resolutions, etc.

#### Facebook Insights

- Reach
- Page Likes

#### myParish App Analytics

- New vs returning visitors
- Screens

### EMAIL

- Include email addresses when adding families to ParishSOFT
- Parishes should be using a parish specific email account not personal email accounts
- If you use a free account, Gmail > Hotmail
- Cons for using ISP email
- Google Apps (free option for custom email addresses)

### FEEDS WE PROVIDE

#### Youtube playlist embed codes

##### • Homebound TV Mass

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/videoseries?list=PLg5mBKKYwnusIKb48skw8PPDRRiLk4MMA" frameborder="0" allowfullscreen></iframe>
```

##### • Greetings from Bishop Callahan

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/videoseries?list=PLg5mBKKYwnutK9HYgt1WHsMPPr8hqWlgLj" frameborder="0" allowfullscreen></iframe>
```

### RSS FEEDS

##### • Blog

<http://blog.diolc.org/?feed=rss2>

##### • Connecting the Diocese Radio Show

<http://connecting.diolc.org/feed>

##### • Catholic Life

<http://catholiclife.diolc.org/feed>

### DIOCESAN CALENDAR

#### [Diolc.org/calendar](http://diolc.org/calendar)

Share your parish calendar with dioceseoflacrosse@gmail.com (Please only have relevant events on the shared calendar, for example we do not want every Mass at your parish on the calendar)

### FACEBOOK

[facebook.com/diolc](https://facebook.com/diolc)

[facebook.com/catholiclifediolc](https://facebook.com/catholiclifediolc)

[facebook.com/marriedloveandlife](https://facebook.com/marriedloveandlife)

[facebook.com/Diocese-of-La-Crosse-Youth-Ministry](https://facebook.com/Diocese-of-La-Crosse-Youth-Ministry)

[facebook.com/diolcvocations](https://facebook.com/diolcvocations)

# CONNECTING WITH YOUR PARISHIONERS

**Analytics** (points to Insights)

**Scheduling and view all posts** (points to Publishing Tools)

**Profile Picture** (points to the profile picture)

**Catholic life**  
Diocese of La Crosse, WI

Catholic Life  
@catholiclifedioc

Home

Posts

Videos

Photos

About

Community

Promote

Manage Promotions

Catholic life  
The Magazine of the Catholic Diocese of La Crosse

Cover Photo

Liked Following Share

+ Add a Button

Write something...

Share a photo or video

Advertise your business

Create an offer

Start a live video

Get messages

Publish a job post

Create an event

Write a note

Product/Service

Our Story

+ Tell people about your business

57% response rate, 22-mins response time  
Respond faster to turn on the badge

599 likes +1 this week  
Stan Gould and 11 other friends

595 follows

See Pages Feed  
Posts from Pages you've liked as your Page

Boost Your Post  
"We wish yo..." is performing better than 95% of your posts. Boost it to reach more people...

154 post reach this week

Community

See All

Jen Mickschl and 11 other friends like this

Invite Friends

599 people like this

595 people follow this

**Know your audience like never before.**

**Facebook Audience Insights** gives you aggregate information about three groups of people—people connected to your Page, people in your Custom Audience and people on Facebook—so you can create content that resonates and easily find more people like the ones in your current audience.

**Demographics overview**  
See age and gender breakdowns, education levels, job titles, relationship statuses and more.

**Find out what people like**  
Learn about people's interests and hobbies. Audience Insights also includes third-party information on what products people may be interested in purchasing.

**Learn about lifestyles**  
Audience Insights combines relationship status, income, family size and location to tell you about the types of people interested in your business.

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

The screenshot shows the Facebook interface for the 'Catholic Life' page. The page header includes the name 'Catholic Life' and a search bar. The main content area features a post from November 13, 2017, by Monica Organ. The post text reads: 'Mary Butrum from Sacred Heart Saint Patrick's Parish in Eau Claire, has been through many ups and downs in her life, one being that she survived Hurricane Katrina. Through it all her faith remained steadfast and she remained thankful to God no matter the circumstance.' Below the text is a photo of two women standing in front of a destroyed building. The post has 2,144 people reached, 1 like, and 4 shares. A pink callout points to the 'Pages you manage' dropdown menu.

# UNDERSTAND WHAT CONTENT WORKS BEST

Use your Facebook Page Insights data to adjust your Page, grow your audience and improve engagement. Do this by looking at:

## Reach

See how many people saw your posts, as well as how many liked, shared and commented on them. This will help you learn which posts get the most attention, allowing you to create more of the kinds of posts that people will interact with.

## Actions on Page

See what actions people are taking on your Page—including whether they are going to your website or clicking on your call-to-action button. This will help you adjust your Page to encourage people to take the actions you want.

## People

Understand your audience with aggregate information including age, gender and location. You'll also see when people are looking at your Page and how they found it. This can help you create posts for the best response.

## Page views

Discover how many people are viewing your Page and what sections they're looking at. Then, get aggregate details on your audience by age, gender and location. Use this information to target different audiences with boosted posts and ads, or tailor your content to their interests.

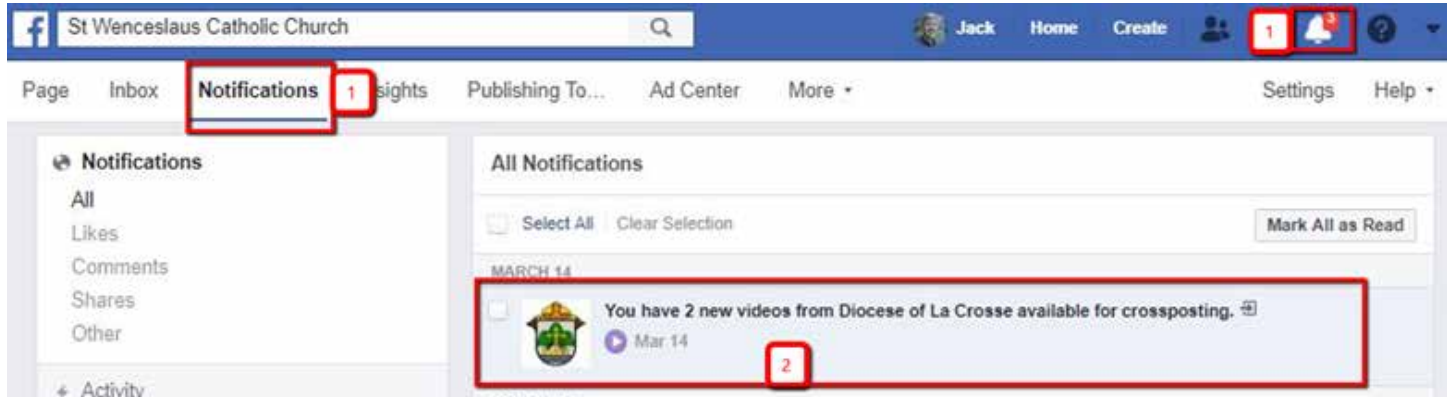
## Posts

See a breakdown of how each of your Facebook Page posts have performed over time. You'll see how many people each post has reached, how many responded with clicks and reactions and the type of post so you can quickly analyze what's working best.

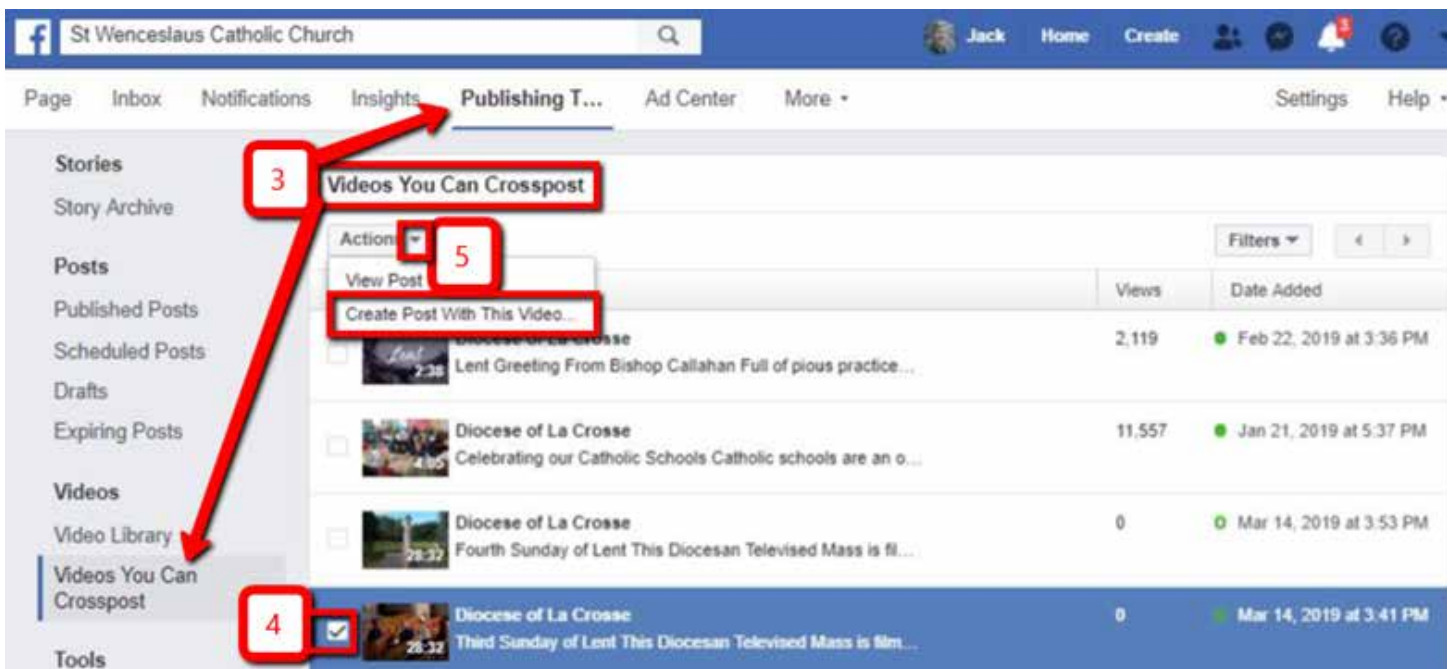
# CROSSPOST FACEBOOK VIDEOS

Crosspost is a way to share videos between your parish Facebook page and the Diocese of La Crosse. Once a crosspost relationship is established, the diocese can crosspost videos for you to add to your parish page, and the diocese can likewise share videos offered by your parish for crosspost.

A Notification (1) is sent each time the Diocese of La Crosse makes video crosspost content available for your parish Facebook page. Click on Notification in the menu bar (1), or the bell icon (1) to view the Notification entry. Click on the "You have N new videos from Diocese of La Crosse..." (2)

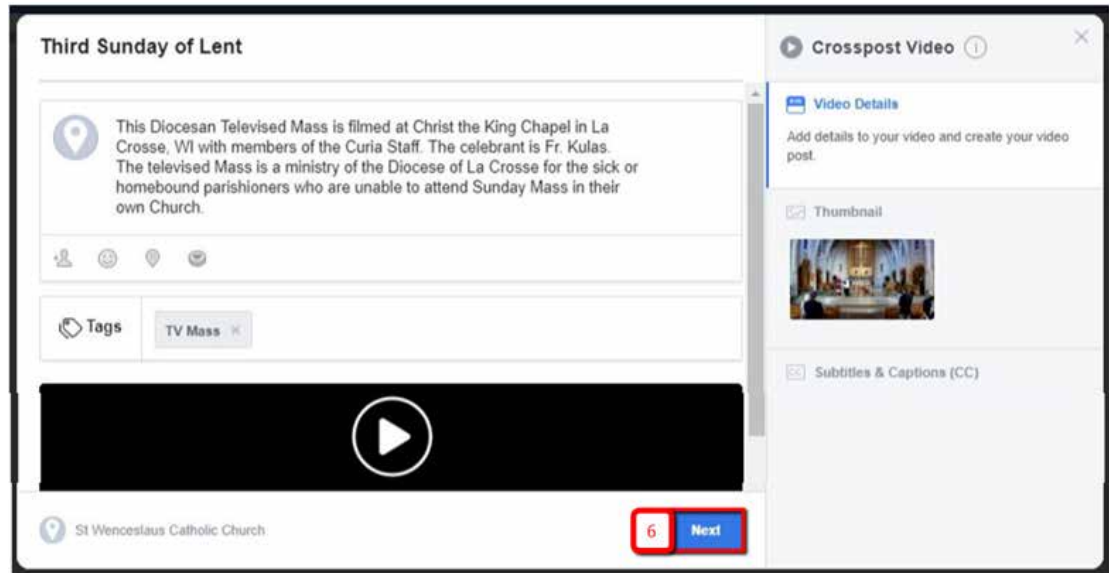


A new page appears, Videos You Can Crosspost (3). This page is also available by choosing Publishing Tools from the menu bar and then selecting Videos You Can Crosspost from the left column (3). Select the checkbox for the video you want to share (4). Click the Actions dropdown arrow (5), and then Create Post With This Video (5).

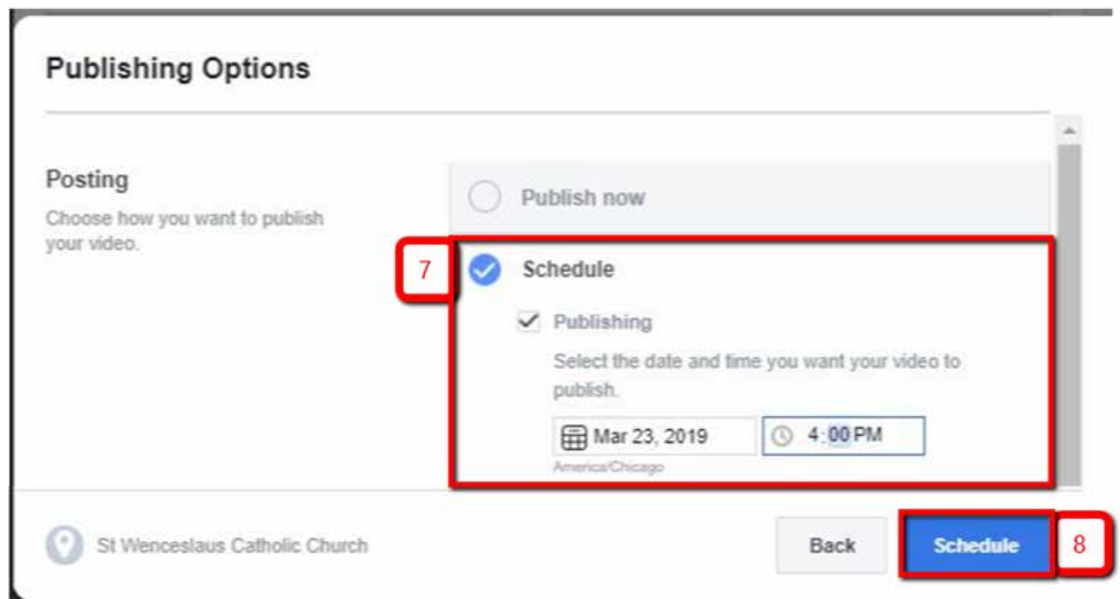


The Crosspost Video screen appears with diocesan post and tags. You may edit these as needed for your parish or school.

Click Next at the bottom of the screen. (6)



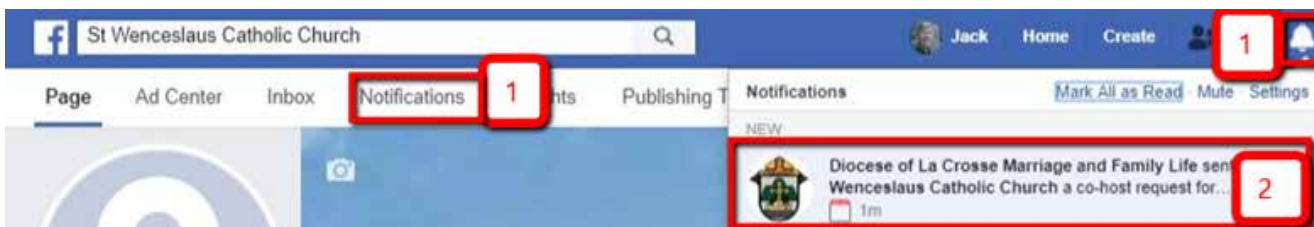
The Publishing Options screen appears. Choose Publish now, or Schedule (7) to activate the cross-post at a later date. Sunday Mass videos are typically scheduled for Saturday at 4:00pm, as shown. Click Schedule (8).



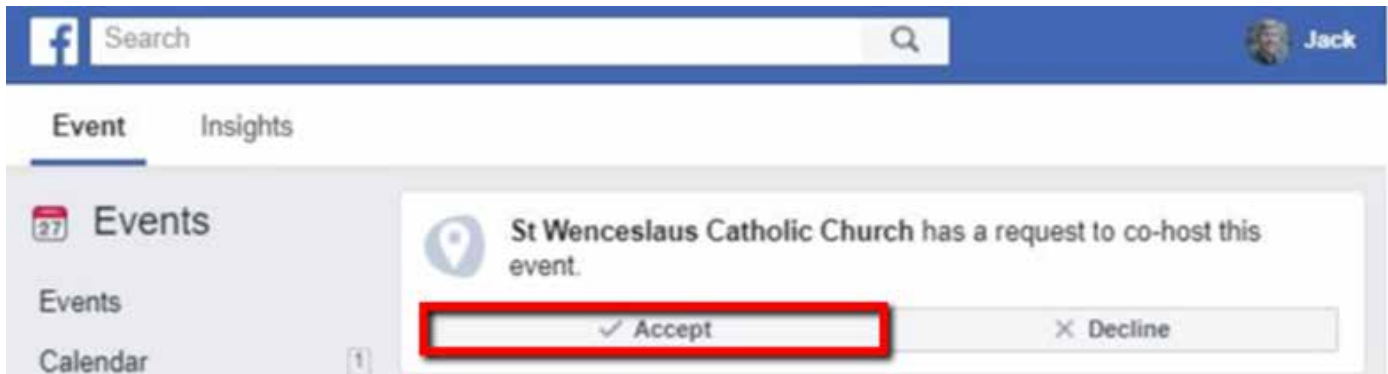
# CO-HOST DIOCESAN FACEBOOK EVENTS

Facebook events organize and promote social gatherings. The Diocese of La Crosse uses Facebook events to promote diocesan gatherings. Co-hosting expands an event's reach. A Diocese of La Crosse Facebook event can be co-hosted by up to 25 other Facebook pages. As page administrator, you may receive an event co-host request. The request notification means your parish has been selected to help promote a diocesan event. Here's how to help.

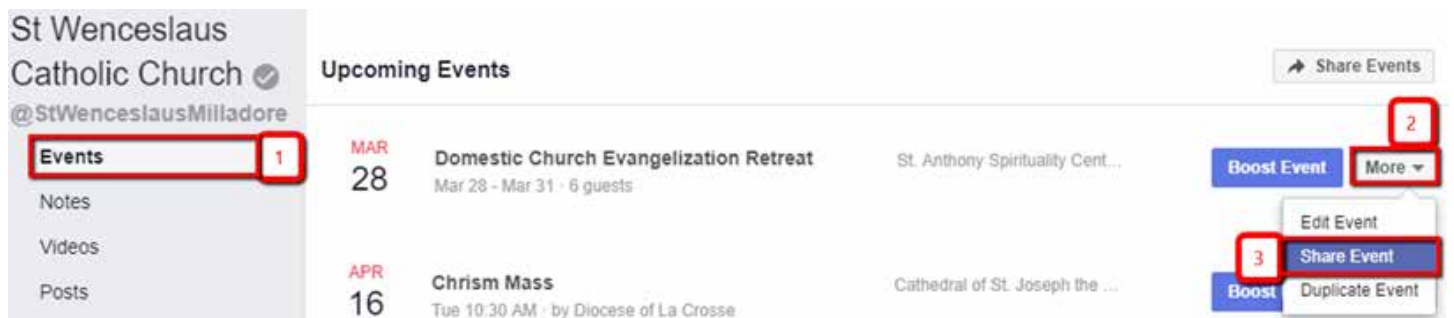
A Notification (1) is sent each time the Diocese of La Crosse requests your parish Facebook page as an event co-host. Click on Notification in the menu bar (1), or the bell icon (1) to view the Notification entry. Click the notification from the diocesan page requesting your parish page as co-host (2).



The Events page appears, displaying the co-host request. Click Accept.

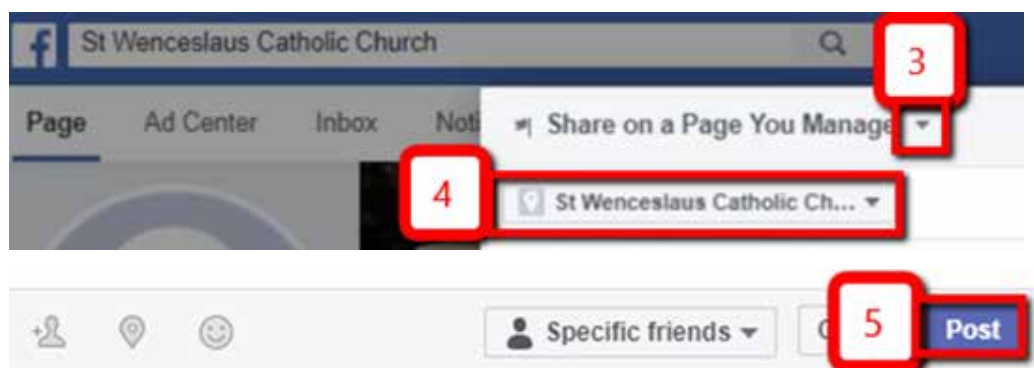


Next, share the event to your parish page. Select Events in the left column of your parish page (1). Click the More dropdown box for the event you wish to share (2). Select Share Event (3).



The share dialog box appears with Share on Your Timeline selected. Click the dropdown at right (1) to display other options. Choose Share on a Page You Manage (2).

A page sharing dialog box appears. Click the dropdown at right (3) to display available parishes. Select your parish page (4). Lastly, click Post (5) at the bottom of the screen.



# LEARN THE LINGO

**ANALYTICS** - tells you what happened. In general, it involves using technology to gather data which analysts can study. The goal of analysts is to examine this data, looking for patterns in behavior. The most common way of gathering data is using a tracking tag on a website or software application. The tag registers a “session” when a user visits and then stores data about what pages they visited, what actions they completed, and how they interacted with different elements such as clicking on buttons or performing a search.

**CONTENT CURATION** - is the process of sifting through the web to find the best and most relevant content for an audience and then presenting it to them in a meaningful way. Unlike content marketing, content curation doesn't involve publishing new content. Instead, it's about creating value for your audience by saving them time and effort. There's no shortage of content out there, but not all of it is worth reading. Plus, there's no guarantee that the best articles, videos, and infographics will show up on the first page of a Google search. Organizing related content into pinboards, newsletters, or weekly blog posts can help you build a regular audience and also demonstrate your subject expertise.

**ENGAGEMENT** - Social media engagement refers to the acts of talking to, messaging or otherwise interacting with other people on social networks. This broad term encompasses several different types of actions on social media, from commenting on Facebook posts to participating in Twitter chats. At its simplest, social media engagement is any interaction you have with other users. For that reason, it's a core part of every social media strategy. Your followers expect you to interact with them. Being social is core to social media, after all.

**FACEBOOK GROUP** - A space on Facebook where you can communicate and share content within a select group of people. There are three types of groups: public, closed, and secret. Make sure you understand the privacy settings of any group that you're a member of (here's a useful table for reference). You can join a maximum of 6000 Facebook groups. If that ever becomes a problem for you, we'd love to hear your story.

**FACEBOOK REACH** - The number of unique people who have seen content from your Facebook Page. Reach is not the same as impressions, which is the total number of times your content is viewed (including multiple views from the same user). Facebook provides two different reach metrics: total reach and post reach.

- Total reach is the number of unique people who have seen any content associated with your Page during the last 7 days. This includes people who view your Page posts, people who visit your Page after searching for it, and people who see ads that are associated with your Page.
- Post reach is the number of unique people who have seen a particular Facebook Page post in their News Feed.
- If you have ever added up the post reach from all your posts and wondered why the sum didn't match your total reach, you're not alone. The main reason for this apparent discrepancy is that total reach only counts people once, no matter how many posts they have viewed in the past 7 days. Total reach also includes people who have seen your ads and those who have visited your Page directly from search or an external link. The two primary categories of Facebook reach can be broken down further into organic and paid reach.
- Organic reach is free reach. It refers to the number of unique people who saw your content without your having to pay for it. The vast

majority of organic reach occurs when Facebook's algorithm places your posts in the News Feeds of your fans.

- Paid reach is not free reach. It refers to the number of unique people who saw your content because you paid for promoted posts or display ads.

**HASHTAG** - is a word or phrase preceded by the “#” sign. #Hashtags are a simple way to mark the topic (or topics) of social media messages and make them discoverable to people with shared interests. On most social networks, clicking a hashtag will reveal all the public and recently published messages that also contain that hashtag. Hashtags first emerged on Twitter as a user-created phenomenon and are now used on almost every other social media platform, including Facebook, Google+, Instagram, Vine and Pinterest.

**IMPRESSIONS** - The number of times an ad, sponsored update, or promoted post is displayed.

**LIKE** - Derived from the dictionary-approved meaning (children like ice cream, duh), to like something on social media is a Facebook invention that's evolved into an understood expression of support for content. Along with shares, comments, and favorites, likes can be tracked as proof of engagement. Facebook's algorithm adjusts individual content feeds based on like patterns, making for interesting results when consciously meddled with.

**MEME** - An idea, fashion, or behavior that is transmitted from person to person through media, speech, gestures, and other forms of communication. The term was conceived by evolutionary biologist Richard Dawkins in the 1970s, but it has exploded into greater relevance in the past decade with the rise of online culture. If you've spent more than five seconds on the internet, you've probably encountered a meme; whether it was a classic like All Your Base or Dancing Baby, or a modern masterpiece like Doge or Grumpy Cat, you likely felt compelled to share it, upvote it, or remix it. In Dawkins' theory, memes are ideas (or fragments of ideas) that are copied and combined as they move from person to person, much like genes are passed down from generation to generation. Dawkins surmised that we could use the concept of evolution by natural selection to understand how ideas spread and change over time. Some memes spread far and wide, some die out, and others mutate. Social media has made it possible to visualize and measure this phenomenon like never before. For example, we can see hashtags rise and fall in popularity and track how quickly they spread throughout a network. Ready to get meta? The word meme is itself a meme. The theory isn't perfect, and it has its share of critics, but it's an alluringly simple way to think about the spread of ideas. Therefore, people use the word and pass it on. Its meaning has also evolved over time as it has become increasingly used to describe viral social media content.

**ORGANIC REACH** - Describes the number of unique people who view your content without paid promotion. The distinction between organic and paid reach is, of course, that the former is free. People come across this content through the feeds, streams, posts, pages of their contacts—usually friends, family, colleagues, trusted brands, and cats/dogs.

**PAID REACH** - Similar to organic reach, this refers to the number of individuals viewing your published paid content—ads, sponsored stories, promotional material. For example, paid Facebook ads are labeled as Sponsored content, while Twitter's are identified as Pro

## COMMUNICATIONS AND TECH SUPPORT FOR THE DIOCESE OF LA CROSSE

Office of Communications and IT support oversees a host of important functions for our diocese, including:

- **Weekly TV Outreach Mass**  
[diolc.org/tvmass.htm](http://diolc.org/tvmass.htm)  
broadcast on television and online, providing remote Masses for the homebound for 30 years
- **Weekly radio show - Connecting the Diocese**  
[connecting.diolc.org](http://connecting.diolc.org)
- **Parish resource page at**  
[diolc.org/media-resources](http://diolc.org/media-resources)
- **Chancery Bulletin e-news – a vital weekly communication for diocesan priests**  
[diolc.org/chancery/past-bulletins](http://diolc.org/chancery/past-bulletins)
- **Technology services for the Diocese of La Crosse**  
[diolc.org/pims](http://diolc.org/pims)

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## MASSTIMES.ORG

One of the most valuable and widely used websites and apps for Catholics. More than 150 million visitors to [Masstimes.org](http://Masstimes.org) have found information about parishes and Masses with the click of a mouse, enabling them to practice their faith no matter where they are in the world. All parishes in the Diocese of La Crosse are listed on [Masstimes.org](http://Masstimes.org).



moted Tweets. Paid reach generally has a much larger network than organic reach so messages are potentially read by people outside of a specific contact list. You can also target specific messaging to groups based on commonalities like location and shared interests.

**PAID SOCIAL MEDIA** - refers to the use of social media for ad placement. The most common types of paid social media are native advertisements such as Facebook Ads, Twitter Promoted Tweets, LinkedIn Sponsored Updates, and YouTube sponsored videos. Other forms of paid social media include traditional display ads on social networks and Twitter Promoted Accounts.

**POST** - A Facebook status update, or an item on a blog or forum.

**RSS** - (Rich Site Summary) is a format for syndicating web content. Bloggers, news publishers, and other content creators use RSS feeds to effectively broadcast content (or content summaries) to audiences. Readers can subscribe to RSS feeds without providing personal information, and then automatically receive updates through a news reader or aggregator.

**SCHEDULING** - Planning social media updates and content ahead of time, using a social relationship platform (SRP) or another publishing tool. Scheduling allows social media practitioners to save time in their daily workflow by drafting several messages at once, often as part of a publishing approval process. It also enables them to reach audiences in different time zones and organize extended marketing campaigns.

**SEO** - Search engine optimization is the practice of increasing the “organic” visibility of a web page in a search engine, such as Google. Although businesses can pay to promote their websites on search engine results pages (Search Engine Marketing, or SEM), SEO refers to “free” tactics that enhance the search ranking of a page.

**SPAM** - Unnecessary and repetitive social media content that clogs up the feeds of social media users. In other words, the bane of your existence. The term has been used to refer to junk messages since the earliest days of the Internet. Its meaning originates from a 1970 Monty Python skit in which the word “spam” is spoken repeatedly to the point of ludicrousness. The skit culminates in a group of Vikings singing a timeless paean to everyone’s favorite canned meat product. Seriously, check it out.

**THROWBACK THURSDAY (#TBT)** A weekly social media tradition in which people make Instagram a little less instant. Although Throwback Thursday wasn’t invented on Instagram, the term has been widely popularized by the platform. Essentially, every Thursday users post either a really old photograph of themselves (as a child, in high school, etc) or a saved photo they took more recently but want to share because it’s just that good. The next time you go camping and take lots of amazing photos, hold off on spamming your followers with all of them at once. Just save them for later and #tbt every Thursday to your heart’s content.

**TREND** - A topic or hashtag that is popular on social media at a given moment. Trends are highlighted by social networks such as Twitter and Facebook to encourage discussion and engagement among their users. The “trending” concept was first popularized by Twitter and has since been adopted by Facebook, Google+, and other networks. The trends that you see on Twitter and Facebook are personalized for you, based on your location as well as who you follow or what pages you like.



# CONTENT EVANGELIZATION

Content evangelization means producing and sharing stories, photos, videos and other material for the purpose of spreading the Gospel of Jesus Christ and building up the Church. At Catholic Life, we work to:

- Develop Catholic content that builds up disciples
- Enable Catholics to easily find content from their dioceses and parishes
- Encourage Catholics to share their content with others
- Produce Catholic content in every form of media: print, online and mobile

If you're using and sharing media about your Catholic faith, you're a content evangelist, too.



**Diocese of La Crosse**  
[diolc.org](http://diolc.org)



Diocesan Events available on MyParish App

[diolc.org/calendar](http://diolc.org/calendar)



**Bishop's Seasonal Video Message**  
[youtube.com/user/dioceseoflacrosse](https://youtube.com/user/dioceseoflacrosse)



[connecting.diolc.org](http://connecting.diolc.org)



**BISHOP'S BLOG**

[blog.diolc.org/](http://blog.diolc.org/)

# Catholic life

*Built upon inspiring content intended to affect the Lord's presence in the hearts and minds of the faithful.*

## CATHOLIC LIFE RSS Feed



**Catholic life**

Leo Jocoly - Faithful Servant



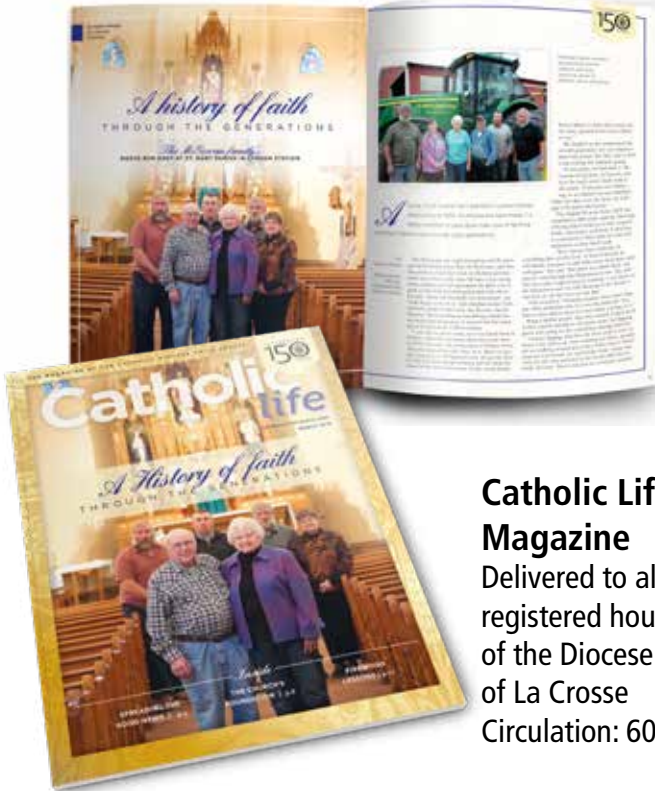
### "Welcome home"

All of us want to have a place where we feel like we are at home. We all want to have a place where we know we are loved and [...]



### Your Community - April 2018

All You Can Eat Soup Supper - Chippewa Falls  
April 4 | 4 p.m. to 6 p.m. Church of Notre Dame will be holding an All [...]



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[diolc.org/sacredworship/televised-mass](http://diolc.org/sacredworship/televised-mass)



**Catholic Life Website**  
[CatholicLife.diolc.org](http://CatholicLife.diolc.org)



**Father Joseph Walijewski Legacy Guild**  
[FrJoesGuild.org](http://FrJoesGuild.org)  
[facebook.com/FrJoesGuild](https://facebook.com/FrJoesGuild)

# IMAGE USE AND COPYRIGHT LAW

## **Sprucing Up Parish Websites & Social Media With Compelling Images**

First of all, why bother? Won't people come to the parish website regardless of whether it looks good?

Yes and No

Certainly there will be a portion of the parish that will always follow you online, but there will also be a large portion (mainly the younger generation) who will not.

People are drawn into websites and social media pages by compelling images that are attractive. If it looks unprofessional, it will turn off a certain segment of people.

## **Which brings up another question: does it really matter whom we reach on websites and social media?**

It depends on how you approach your parish website and social media sites like Facebook. Should we treat websites and social media like a bulletin board at the back of church where we post posters and flyers of events? Or should we view it as a ministry that is aimed at seeking the lost sheep?

The Internet is a place that almost everyone uses and is much more visible than a billboard on the side of a highway.

There is great potential for parishes to engage people who don't normally come to church and a primary gateway to this encounter is the attractiveness of your website and social media pages.

## **Where can we get compelling and attractive images?**

Here are some places to start:

## **Can I use images from Google Images?**

Yes, as long as the 'labeled for reuse' filter is engaged while searching. When you enable this filter only images that are set as Public Domain and/or Creative Commons will appear in the search. But always make sure to check before downloading.



# IMAGE USE AND COPYRIGHT LAW CONTINUED

## **Can I use images from Facebook or Twitter?**

As a general rule, no. After posting images, the account holder is automatically given copyright holder status (provided that they own the images in the first place).

This means that you should ask permission before using images from Facebook or Twitter **on your website, or in your bulletin.**

You can “share,” “like” or “retweet” images on social media, but you can’t use them for your own purposes without permission.

## **Can I use any image for making a meme?**

Generally speaking, there are two primary images to look out for:

- Public Domain – These images have no copyright restrictions
- Creative Commons – As long as it is labeled that you can make “derivatives.”

## **Where else can I get images?**

- pexels.com - photographs that are in the public domain
- www.clker.com - clip art that is in the public domain
- wikipedia.org - generally speaking, photographs, paintings and illustrations are either in public domain or Creative Commons
- flickr.com - millions of photos that can be used - just be sure to check on the copyright status