

# How a Catholic Social Media Trial Works

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## Introduction

Since its inception in 2018, Catholic Social Media has always started with a 30-day free trial that comes with no financial obligation. Over the years, thousands of North American parishes have taken advantage of this, resulting in increased engagement among parishioners and strong, lasting relationships between families and the parish.

The purpose of the trial is threefold:

- To give you a quick overview of how Catholic Social Media works
- To give you thirty days of great content you can post right away
- To teach you a bit about how a strong digital presence can have lasting, positive consequences for your parish

In terms of content, the trial gives you the following:



## **How the service works**

Catholic Social Media is a web-based platform that lets you post incredible, unbranded content to Facebook, Twitter (X), and Instagram at the click of a button. We add fresh content every Tuesday morning so you can have the perfect post for your followers!

Every post we create for you is tied to the liturgical calendar, theologically sound, and designed specifically to attract and engage your parishioners. We also include bonus posts that you can use as you see fit. Best of all, our content is always one week ahead, so you are able to schedule days and days in advance.

Our social media content comes without any branding or logos, so everything looks like it was created by you and keeps the focus on your local parish.

As a way to remind you, every Tuesday you'll receive a content preview email from us, as well as some helpful tech tips and ministry tips you can share with your team. This little nudge will remind you to log into our platform and see what's going on!

Over the thirty days of the trial, we'll also send you a series of emails that teach you how to make the most of the free trial. We know your time is valuable, so everything we send will be designed so that you can quickly and easily implement it at your parish.

Finally, at the end of the trial, we'll share tons of interesting and useful information with you. We'll tell you what types of posts your parishioners like the best, what time you should post to reach the most people, and how you can use social media to reach the Catholics in your neighborhood who aren't attending Mass.

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