

Talking About Social Media Offline

08/11/2023 3:08 pm CDT

How many times have you entered a coffee shop or hardware store and seen signs that beg you to follow the organization on social media or like and share their content? It happens all the time. And it is right for small businesses to do this!

While you don't need to plaster signs all over the place, you can use your secret weapon – **your community gathers weekly to worship**. You have a captive, live audience on a regular basis. Take some time before or after Mass to talk with your parishioners about social media. Share the benefits of following your accounts.

Here are a few benefits to share with your parishioners:

- They'll get great content from Father and lay ministers every day
- They can share the Good News with their friends in a nonconfrontational way
- They can stay connected to your community of faith when they can't be at the parish
- They will never miss a feast day ever again

By talking about your social media presence offline, you'll energize your community online. This will let you reach more people, thereby spreading the Gospel and getting the word out about your parish.



TAKE ACTION

Pick an upcoming weekend of Masses, during which you can offer a brief announcement before/after Mass about the goal of the parish's social media presence. Invite parishioners to join the cause.
