

# How to Use Personalization Parameters

08/22/2023 3:27 pm CDT

Personalization parameters are a fun, easy way you can help your parishes personalization content copy without giving them extra work.

Personalization parameters are phrases that are commonly used in parish social media. Currently, the following personalization parameters are available to use inside of Catholic Social Media.

- Organization Informal Name
- Organization Formal Name
- Pastor Name
- Weekend Mass Days and Times
- Weekday Mass Days and Times
- Website URL

When a parish connects their social media accounts to the Catholic Social Media platform, they are prompted to fill these in with their own information...

**Personalization Parameters for Social Media 1** ✕

Mouse over the tooltips to see examples. Then fill in each box below to have post text automatically personalized for you.

**Organization Informal Name** ⓘ

Holy Family

**Organization Formal Name** ⓘ

Holy Family Catholic Church

We never grow in faith alone, but always in communion with one another. May <Organization Formal Name> be such a place of welcome, growth, and joy.

**Pastor Name** ⓘ

Fr. Bob

**Weekend Mass Days and Times** ⓘ

Saturday at 5:00 pm and Sunday at 7:30 am, 9:00 am, 10:30 am and 5:00 pm

**Weekday Mass Days and Times** ⓘ

Monday-Saturday 8:15 am

**Website URL** ⓘ

<https://www.holyfamilyduxbury.org/>

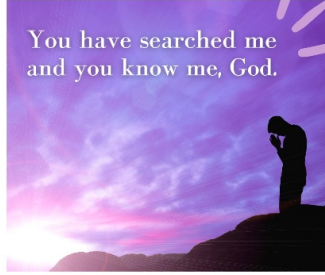
Enter full URL path including protocol for example http:// or https://

Cancel Save

That way, when you insert one of these parameters in your content, it will automatically be replaced for the parish with whatever they input.

To utilize these while creating social media content, just click the "Select Parameter" dropdown above the copy text box and click the one you want.

Create Post



Select Parameter

- Select Parameter
- Organization Informal Name
- Organization Formal Name
- Pastor Name
- Weekend Mass Days and Times
- Weekday Mass Days and Times
- Website URL

Editor's Notes...

Schedule Post

Recommended post date(s)

On a Day

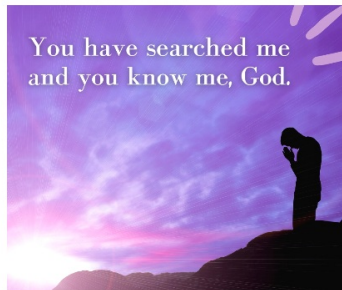
Start Date

Tuesday, August 22 2023



Next

Create Post



Organization Informal Name

Hello <organizationInformalName> family!

53 Characters

Normal B I U

Editor's Notes...