

# How to Create Integrated Events and Notify Your Parishes and Schools

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You can create integrated events in Catholic Social Media to keep event details, social media posts, and Resources together in one place. This makes it easier for dioceses to prepare parishes and schools for upcoming events, campaigns, major announcements, or breaking news—and notify them directly when content is ready to use.

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## Creating an Integrated Event

1. Log in to Catholic Social Media.
2. Go to the Calendar.
3. Click the plus icon on the day you want to create the event.
4. Click Create Event.
5. Add the event name.
6. Add a short description if you want parishes or schools to have more context.
7. Choose a color for the event by entering a six-digit hex code.
  - If you do not choose a custom color, the event will use the default Catholic Social Media blue.
8. Confirm the event date.
9. Click Next.

## Adding Tags and Distribution Groups

1. After entering the event details, you can assign content tags or distribution groups.
2. This step is optional.
3. Use tags or distribution groups if you want the event organized or targeted for specific users.
4. Click Next when you are ready to continue.

## Adding Social Media Posts

1. The next step will show social media posts that have already been created in Catholic Social Media.

2. Click Add on any posts you want attached to the event.
3. You can attach multiple posts to the same event.
4. If you add the wrong post, click Remove.
5. Once all relevant posts are added, click Next.

## Adding Resources

1. The next step will show Resources that have already been created in Catholic Social Media.
2. Click Add on any Resource category or file you want attached to the event.
3. This is useful for:
  - Flyers
  - Graphics
  - Bulletin inserts
  - Documents
  - Other materials parishes and schools may need
4. If you add the wrong Resource, click Remove.
5. Once all relevant Resources are added, click Next.

## Notifying Your Parishes and Schools

1. On the final step, you can choose to send an email notification to parish and school users.
2. Check the box labeled Send email notification to parish users about this event.
3. Catholic Social Media will automatically create an email template for you.
4. The email includes:
  - The parish user's name
  - The event name
  - The event date
  - A direct link to view the event
5. You can edit the email message before sending.

6. When the message looks ready, click Publish.
7. Once published, the event will be created and the notification email will be sent to parish and school users.

## What Parish and School Users See

When parish or school users receive the email, they can click the View Event link. If they are already logged into Catholic Social Media, the link will take them directly to the event.

The event will also appear on their Calendar. From the event, they can view attached materials, including:

- Social media posts
- Resource categories
- Files and other collateral

They can then use those materials to schedule posts, download files, or prepare communications.

## Editing or Deleting an Event

1. After an event has been created, return to it from the Calendar.
2. Open the event to preview the details, posts, and Resources attached to it.
3. Click Edit if you need to make changes.
4. Click Delete if the event should be removed.

## Best Practices

- Create your social media posts and Resources before building the integrated event.
  - Use a clear event name that parishes and schools will recognize.
  - Add a short description when the event needs extra context.
  - Attach only the posts and Resources that are directly related to the event.
  - Use notifications when you need parishes and schools to take action quickly.
  - Remember that this feature can also be used for breaking news, urgent announcements, campaigns, or time-sensitive content—not just traditional calendar events.
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