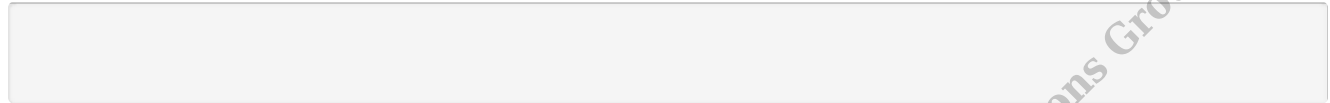


How to create and use integrated events (for parishes and schools)

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Integrated events in Catholic Social Media allow parishes and schools to keep event details, social media posts, Resources, and other collateral together in one place. This makes it easier to stay organized around upcoming events and quickly find the content you need to promote them.



Creating an Integrated Event

1. Log into 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 needed.
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. Click Next.

Adding Content Tags

1. After entering the event details, you can add content tags.
2. This step is optional.
3. Use content tags if you want to organize the event with other related content.
4. You can also skip this step if tags are not needed.
5. Click Next when you are ready to continue.

Adding Social Media Posts

1. The next step allows you to attach social media posts to the event.
2. You can add posts you have already created as a parish or school.
3. Click Add on any post you want connected to the event.
4. Use this option if you have already created posts related to the event and want to keep them together in one place.
5. Click Next when all relevant posts have been added.

Adding Resources

1. The next step allows you to attach Resources to the event.
2. Click Add on any Resource category or file you want connected to the event.
3. This is useful for keeping event materials organized, such as:
 - Flyers
 - Graphics
 - Bulletin inserts
 - Documents
 - Other event collateral
4. Once all relevant Resources have been added, click Publish.
5. The event will now appear on your Calendar.

Viewing Events from Your Diocese

If your diocese uses Catholic Social Media, they may also create integrated events that appear on your Calendar.

These diocesan events may include:

- Event details
- Social media posts
- Resources
- Other collateral your parish or school can use

You may also receive an email notification from your diocese when a new event has been created for you.

Using a Diocesan Event

1. Open the email notification from your diocese.
2. Click the event link in the email.
3. If you are already logged into Catholic Social Media, the link will take you directly to the event.
4. You can also log into Catholic Social Media and find the event on your Calendar.
5. Click into the event to view:
 - The event name
 - The event description
 - Related posts
 - Related Resources
6. If you want to use one of the posts, open the post and begin scheduling it.

Best Practices

- Create posts and Resources before building your event if you want everything connected from the start.
 - Use clear event names so your team can quickly understand what the event is.
 - Add a short description when the event needs extra context.
 - Attach only the posts and Resources directly related to the event.
 - Check diocesan event notifications so you do not miss important posts or materials made available to your parish or school.
 - Use integrated events to keep everything organized for upcoming events, campaigns, announcements, and time-sensitive communications.
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