

PARISH SOCIAL COMMUNICATIONS

a formation workshop for parish staff in the Archdiocese of Philadelphia

JUNE 13-14-15, 2022

@ Saint Charles Borromeo Seminary

developed & directed by

The John Cardinal Foley Chair of Homiletics & Social Communications



Each day **begins at 9:00 a.m.** with a gathering and **concludes by 3:30 p.m.** Lunch will be provided.

Monday, June 13 – Thriving in the “Ecology” of Parish Communications

Session #1 (9:30 – 10:00 a.m.) ... Introduction to the Workshop

*a look at the “why” and the “how” of this new program
to form disciples in the work of parish social communications*

REV. THOMAS F. DAILEY, O.S.F.S.
The John Cardinal Foley Chair of Social Communications



Session #2 (10:15 – 11:45 a.m.) ... on the Parish in a Digital World

*hearing the story of an award-winning parish “conversion”
as told by the Pastor and the Resident Millennial*

REV. PATRICK WELSH & VANESSA TURCHI
St. Matthew’s Parish (Mayfair)



Session #3 (1:00 – 2:00 p.m.) ... on Digital Communications

*appreciating the work of parish communications
as mission > task in the life of the local church*

SARAH YAKLIC
Chief Digital Officer, Archdiocese of Los Angeles



Session #4 (2:15 – 3:15 p.m.) ... on the “Ecology” of Parish Life

*recognizing how new communication technologies affect
how we think about & relate to one another in the parish*

REV. MATTHEW KUNA
Church Communications Ecology Program



Each day **begins at 9:00 a.m.** with a gathering and **concludes by 3:30 p.m.** Lunch will be provided.

Tuesday, June 14 – Promoting “Encounter” & “Engagement” through Social Media

Session #5 (9:30 – 10:30 a.m.) ... about Websites

*incorporating elements of design & functionality
to create a “digital front door” to the parish*

JOE GARCIA
CRO / Senior Evangelist



Session #6 (10:45 – 11:45 a.m.) ... about Video Streaming

*appreciating the power of visual engagement
through producing and sharing videos online*

BILL ROSE
Creator / Proprietor



Session #7 (1:00 – 2:00 p.m.) ... about Social Media

*learning strategies for effecting engagement
among digital communities on social media platforms*

PAULA M. RILEY
Oblate Communications Consultant



Session #8 (2:15 – 3:15 p.m.) ... about Integrating Systems

*looking at digital systems and their benefits
for mass communication and data management*

RICHARA KRAJEWSKI
St. Raymond of Peñafort Parish (Philadelphia)



Each day **begins at 9:00 a.m.** with a gathering and **concludes by 3:30 p.m.** Lunch will be provided.

Wednesday, June 15 – Doing “Evangelization” by way of Social Communications

Session #9 (9:30 – 10:30 a.m.) ... about Online Publications

*learning key elements of effective print publication
for online distribution*

TRACY EARL WELLIVER
Senior Director of Church Engagement



Session #10 (10:45 – 11:45 a.m.) ... about Online Faith Formation

*looking at religious programming via digital portals
as a powerful way to promote growth in the faith*

PATRICK MCCABE
Senior Product Manager, Parishes/Schools



Session #11 (1:00 – 2:15 p.m.) ... planning a Social Communications Project

*participants will create an innovative design for a
communications project to be implemented in their parish*

LORI TEDJESKE
Leadership Consultant, “NextGen Parish”



Session #4 (2:15 – 3:15 p.m.) ... presenting the Social Communications Plan

*participants will gain feedback from the experts
to refine the formulation of their parish projects*

REV. THOMAS F. DAILEY, O.S.F.S.
The John Cardinal Foley Chair of Social Communications

