

PARISH SOCIAL COMMUNICATIONS

a formation workshop for parish staff in the Archdiocese of Philadelphia

With funding from the Catholic Foundation of Greater Philadelphia, Saint Charles Borromeo Seminary is offering another formation workshop for parish staff working in the realm of communications. A second cohort of twelve (12) participants, ideally one from each deanery, will be selected to participate in this **FREE program**.

Revised for 2023, this **one-day workshop** will engage local and national experts to equip participants with the principles and practices of social communications, for the sake of contributing to the pastoral mission of their parish in today's digital world:

- *by thriving in the “ecology” of parish communications today*
- *by promoting “encounter” and “engagement” through social media*
- *by doing “evangelization” by way of social communications*










Interested pastors and potential participants are invited to contact us for more information by email to **foleychair@scs.edu**.



October 5, 2023

@ Saint Charles Borromeo Seminary

SCHEDULE for October 5, 2023 ... in the Vianney Auditorium / Lounge

8:30	<i>gathering ... coffee + pasties available</i>		
9:00	Introduction to the Workshop	REV. THOMAS DAILEY, O.S.F.S. Cardinal Foley Chair of Social Communications 	<i>a look at the “why” and the “how” of this new program to form disciples in the work of parish social communications</i>
9:15	on the Parish in a Digital World	REV. PATRICK WELSH & VANESSA TURCHI St. Matthew’s Parish (Mayfair) 	<i>hearing the story of an award-winning parish “conversion” as told by the Pastor and the Resident Millennial</i>
10:30	<i>bio break</i>		
10:45	on the Church’s Digital Mission	SARAH YAKLIC Chief Digital Officer, Archdiocese of Los Angeles 	<i>appreciating the work of parish communications as mission > task in the life of the local church</i>
11:30	about Parish Websites	JESSIE MARUSHAK Founder & CEO, 7C Communications 	<i>incorporating elements of design & functionality to create a “digital front door” to the parish</i>
12:15	<i>food & fellowship</i>		
1:15	about Video Messaging	BILL ROSE Creator / Proprietor 	<i>appreciating the power of visual engagement through producing and sharing videos online</i>
2:00	about Social Networks	PAULA M. RILEY Oblate Communications Consultant 	<i>learning strategies for effecting engagement among digital communities on social media platforms</i>
2:45	<i>bio break</i>		
3:00	about Online Faith Formation	PATRICK MCCABE Senior Product Manager, Parishes/Schools 	<i>seeing religious programming via digital portals as a powerful way to promote growth in the faith</i>
3:45	about Parish Communications	Q&A session with participants in the 1 st cohort of the Parish Social Communications Workshop 	<i>sharing practical advice and forming a network of parish communicators</i>
4:30	Conclusion to the Workshop	REV. THOMAS DAILEY, O.S.F.S. Cardinal Foley Chair of Social Communications 	<i>considering next steps for spreading the Good News via parish social communications</i>
5:00	<i>happy hour ... then on your way!</i>		

Participation in the 2023 Program

A cohort of parish staff will strive to include **one (1) representative from each of the twelve (12) deaneries** in the Archdiocese of Philadelphia.

- **Pastors** of all parishes in the Archdiocese will receive (on 8/1/23) an invitation to nominate a participant from their parish ... **by September 1.**
- Each **nominee** will receive (on 9/4/23) an invitation to apply to the program ... **by September 15.**
- From the applications received, members of the Advisory Committee to the John Cardinal Foley Chair of Social Communications at the Seminary will select the participants and announce the 2023 cohort ... **on September 22.**

OBJECTIVES

- to appreciate the **need** for social communications in parish life in the 21st century
- to understand the **dynamic** of a church communications ecology in parish life
- to facilitate **skills** related to information and communications technologies for parish life
- to learn about educational and commercial **resources** for social communications in parish life
- to form **fellowship** with staff from other parishes engaged in the work of social communications



Expectations of the PASTOR

- to nominate a staff member or a volunteer with responsibility for some aspect of communications in the parish ... ***due by Sept 1***
- to support the nominee's full participation in the program
- ***to attend the introductory sessions of the workshop (9:00-10:30 a.m.) together with the participant***
- to encourage implementation of the participant's learning in the work of the parish's communications

Expectations of the PARTICIPANTS

- to complete and submit a simple application ... ***due by September 15***
- to be available for the entire day in order to attend all sessions
- ***to be personally enthused and actively engaged in all aspects of the program***
- to commit to working with the pastor and other parish staff to adapt and implement what was learned during the workshop



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Expectations of the SEMINARY

- ***Grant funding will cover all expenses in the program, including costs for food, facilities, and speakers.***
- Grant funding *may* provide stipends to those participants who are not already paid as parish staff.