

# PARISH SOCIAL COMMUNICATIONS

a formation workshop for parish staff in the Archdiocese of Philadelphia

Thursday  
**October 5, 2023**

@ Saint Charles Borromeo Seminary



developed & directed by

The John Cardinal Foley Chair of Homiletics & Social Communications

[www.scs.edu/chairs/foley-chair-of-social-communications/parish-workshop](http://www.scs.edu/chairs/foley-chair-of-social-communications/parish-workshop)

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.

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

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