



THURSDAY, SEPTEMBER 5, 2024

**Workshop for Parish Communicators**

**WELCOME!**



WORKSHOP FOR PARISH COMMUNICATORS

**Mike Schafer**

**Director of Communication & Evangelization**



**My Lord God, I have no idea where I am going.**

**I do not see the road ahead of me.**


**I cannot know for certain where it will end.**

**Nor do I really know myself, and the fact that**

**I think that I am following your will**

**does not mean that I am actually doing so.**

**But I believe that the desire to please you does  
in fact please you. And I hope that I have that desire  
in all that I am doing.**







I hope that I will never do anything  
apart from that desire.

And I know that if I do this you will lead me  
by the right road though I may know nothing about it.

Therefore I will trust you always though  
I may seem to be lost and in the shadow of death.

I will not fear, for you are ever with me, and  
you will never leave me to face my perils alone.

Amen.



# Morning Agenda

9:00-9:15	Welcome, Prayer, Agenda	Mike Schafer
9:15-11:30	Creating a Communications Plan – Theory & Practice	Katie Pesha
11:30-12:00	Open Q&A	All
12:00-12:45	Lunch	All
12:30-12:45	Beacons of Light Update	Jeremy Helmes



# Afternoon Agenda

12:45-1:15	iVoteCatholic	A. Musgrave
1:15-1:30	Break	
1:30-2:00	Social Media	Taylor Motley
2:00-2:30	Search Engine Optimization	Jake Emser
2:30-2:45	Crisis Communications Tips	Jennifer Schack
12:00-12:45	Wrap Up, Prayer	Mike Schafer





## MEET THE TEAM

# The Catholic Telegraph



**Jessica Rinaudo**  
*Editorial Director*



**Dcn. Graham Galloway**  
*Media Sales Director*



**Greg Hartman**  
*New Media &  
Circulation Manager*



**Emma Cassani**  
*Graphic Designer*



ARCHDIOCESE OF  
CINCINNATI







# The Catholic Telegraph

The official magazine of the Archdiocese of Cincinnati proclaiming the beauty, goodness and truth of the Catholic faith to more than 128,000 homes throughout western and southwestern Ohio.



ARCHDIOCESE OF  
CINCINNATI







## MEET THE TEAM

# Media Relations & Digital Content



**Jennifer Schack**

*Director of Media Relations & Digital Content*



**Margaret Swensen**

*Director of Video Content*



**Colin Rahill**

*Director of Digital Engagement*



**Taylor Motley**

*Social Media Coordinator*





## Media Relations & Digital Content

Provides proactive reputation management and crisis/other communication assistance for the Catholic Church, parishes and schools.

Provides digital communication and inspiration to area Catholics.



ARCHDIOCESE OF  
CINCINNATI







WORKSHOP FOR PARISH COMMUNICATORS

**KatiePesha**

**Vice President, Strategic Communications for CLI**  
**President & Founder, KP Consulting Group**



# Questions?



ARCHDIOCESE OF  
CINCINNATI





**ENJOY LUNCH!**

**We will resume at 12:30**



ARCHDIOCESE OF  
CINCINNATI



WORKSHOP FOR PARISH COMMUNICATORS

**Jeremy Helmes**

**Director of the Center for Parish Vitality**





ARCHDIOCESE OF CINCINNATI

**BEACONS**  *of* **LIGHT**

*Pastoral Planning for Our Third Century*

# Introductions

## **Fr. Jan Schmidt**

*Director, Pastoral Vitality*  
Beacons of Light "CEO"  
Liaison to Archbishop



— CENTER FOR —  
PARISH VITALITY

## **Jeremy Helmes**

*Director, Center for Parish Vitality*  
Beacons of Light "COO"  
CPV Team Leader

## **Rob Brock**

*Director, Strategic Planning*  
Data Analysis  
Administrative Planning

## **Fr. Tom DiFolco**

*Associate Director*  
Leadership Formation

## **Deacon Mike Lippman**

*Director, Pastoral Planning*  
Pathway 5 Phases  
Liaisons

## **Leisa Anslinger**

*Parish Vitality Specialist*  
Parish Stewardship  
Pastoral Councils  
Communication Strategy

## **Gloria Ann Castleman & Diane Thomas**

*Administrative Support*  
Events, Correspondence,  
Support

## **Liaisons**

*20+ professionals in change mgmt.*  
Coach for pastor and team  
Link to CPV

[vitality@catholicaoc.org](mailto:vitality@catholicaoc.org)

513.263.6692



# BEACONS *of* LIGHT

## *Pastoral Planning for Our Third Century*

# WHY

### **Missionary Discipleship:**

Every Catholic should have an opportunity to belong to a parish that forms them to embrace the call to missionary discipleship.

### **Domestic Church:**

People will be formed to live and nurture their faith at home.

# HOW

### **Vital Parishes**

57 Families of Parishes, each led by a pastor who shepherds the community to radiate Christ

Each Family develops a pastoral plan to grow in communion and live in mission as a community of faith.

# WHAT

### **People and Parishes that Radiate Christ**

### **Planning Principles**

- Eucharist
- Church
- Leadership
- Stewardship
- Evangelization
- Love in Action



# BEACONS *of* LIGHT

## Principles

**Essential aspects of parish life which  
must be fully realized for parish vitality**

### THE SIX GUIDING PRINCIPLES



**Eucharist**



**Church**



**Leadership**



**Stewardship**



**Evangelization**



**Love In Action**

## PASTORAL PLANNING

# Pathway Phases



### **Leadership** 12 – 18 Mo

Building a Family Leadership Team (FLT) and a unified Family Pastoral Council (FPC) will establish the depth and breadth of staff and lay leadership which will engage in Beacons of Light project.

**Outcome:**

**FLT & FPC**



### **Vision** 6 – 9 Mo

A vision is a rallying cry for a vital and missionary Family of Parishes. The FLT must collaborate with lay leadership to cast this vision. Visio Day and the Family Visioning Process foster collaboration and support from a broader group.

**Vision Statement**



### **Culture** 6 – 9 Mo

Vision only works if it is purposefully incorporated into the parish family life and ecclesial culture. The Culture phase will enable the FLT and other leaders to align their strategies and activities with the vision of a vital and missionary Family of Parishes.

**Strategy for Culture Management**



### **Planning** 6 – 9 Mo

Now that a vision and ecclesial culture are defined, the FLT and Family leadership then collaborates on a strategic plan that identifies the strategies, work steps, resources, and timelines necessary to achieve that vision and continue to foster the ecclesial culture defined by the vision.

**Plan**



### **Mission** 9 – 15 Mo

Implementing the planned action steps is how the Family of Parishes then achieves that vision, changing the Family of Parishes culture to support unity, parish vitality, and missionary discipleship. *This then becomes an ongoing mode of operation as the Family of Parishes continues to plan and execute.*

**Vibrant Parish - Making Disciples!**

*The first three phases of Beacons of Light (Leadership, Vision, Culture) build a refreshed foundation for a renewed Family of Parishes that can then plan and execute for mission in the subsequent phases.*



# BEACONS LIAISONS Culture Phase

## Three Components



**1**  
AWARENESS &  
ASSESSMENT

**Kickoff**  
Aug 20 / 21



**2**  
CULTURE  
DEFINITION

**Retreat**  
Oct 7/8 Maria Stein  
Nov 13/14 Milford

**2**  
CULTURE  
DEFINITION

**3**  
DISCIPLESHIP  
FORMATION



- Grateful Disciples
- Process for Evangelization and Discipleship
- Salt & Light
- Amazing Parish Leadership

3

DISCIPLESHIP  
FORMATION



DISCIPLES RADIATE CHRIST

*Fall 2024*

# YEAR 2 FAMILY PATHWAY REPORT

With the submission of the Family of Parishes Annual Plan Report to Archbishop and results from the DMI Survey received, now is the perfect opportunity to update parishioners through a Year 2 report for the Family.

It is important to make communication specific, honest and aspirational. There are many emotions and trials during the process of uniting as a community; by sharing what has happened in the first year in the Family and sharing plans for the coming year, parishioners will look forward to a brighter future for their Family and the Archdiocese of Cincinnati.



## Report Generator

Use this tool to quickly generate a report PDF that you can easily share with parishioners.

[GENERATE YOUR REPORT](#)

[Or download PDF Template](#)





**Questions?**



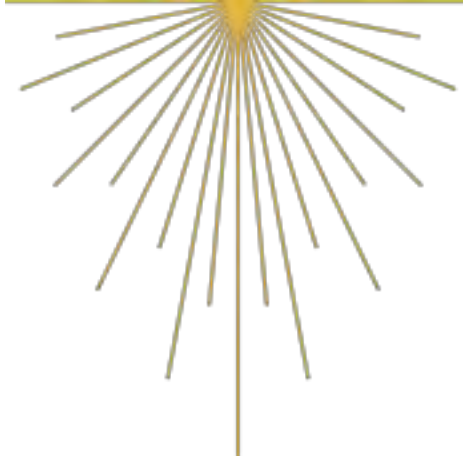
ARCHDIOCESE OF  
CINCINNATI



WORKSHOP FOR PARISH COMMUNICATORS

**Andrew Musgrave**

**Director of the Catholic Social Action Office**



# iVoteCatholic

*Let faith - not political parties - guide your vote.*



ARCHDIOCESE OF  
CINCINNATI



iVoteCatholic is a digital resource to help form consciences for faithful citizenship, organized around the seven themes of Catholic Social Teaching.

iVoteCatholic

Inspired by Faithful Citizenship

The Catholic Way to Vote

Help Build the Kingdom on Earth

We are called to live our faith in all aspects of our lives, but – when it comes to voting – this can be difficult. During this election season, immerse yourself in the Church’s teaching and gain a fuller understanding of the Church’s commitment to a consistent ethic of life which guides us to be advocates for a variety of issues related to life and human dignity. Of course, not every issue is morally equivalent, nor can commitment to one issue excuse indifference to the rest. We will not be telling you for whom or what to vote. Rather, to inform your vote we encourage discernment, prayer, and a universal call to holiness and compassion. Before exploring the resources, we invite you to read more about the US Bishops’ teaching on voting decisions and learn how this initiative came to be.

*To read more about the guidance the U.S. Bishops offer on voting in divided, polarized times, click the 'From the Bishops' button below. To watch a video of the launch of iVoteCatholic in 2020, click the 'Initiative History' button.*

FROM THE BISHOPS

INITIATIVE HISTORY



# WORKSHOP FOR PARISH COMMUNICATORS

## iVoteCatholic

Resources organized three different ways



**Weekly Focus**

**of the Human Person:** Human life is a gift from God sacred. We must protect the life and dignity of every at every stage of life.

**Responsibilities:** Human dignity can be protected and a unity achieved only if human rights are defended and met.

**Family, Community, & Participation:** Each human person is not also social.

**Poor & Vulnerable:** Giving priority concern to margins strengthens the health of the whole society.

**iVoteCatholic**  
Life & Dignity of the Human Person

**iVoteCatholic**  
Rights & Responsibilities

**iVoteCatholic**  
Family, Community & Participation

**iVoteCatholic**  
Option for the Poor & Vulnerable

**Resources**

What We Believe

Family, Community, & Participation

Dignity of Work & Rights of Workers

Option for the Poor & Vulnerable

Life & Dignity of the Human Person

Solidarity

Rights & Responsibilities

Care for God's Creation

Liturgical Resources

Communication Tools

Teachers & Parents

ADDITIONAL RESOURCES



# WORKSHOP FOR PARISH COMMUNICATORS

## iVoteCatholic

Weekly Focus	
<b>Week 1</b>	<b>Life &amp; Dignity of the Human Person:</b> Human life is a gift from God and therefore sacred. We must protect the life and dignity of every human person at every stage of life. <a href="#">LEARN MORE</a>
<b>Week 2</b>	<b>Rights &amp; Responsibilities:</b> Human dignity can be protected and a healthy community achieved only if human rights are defended and responsibilities met. <a href="#">LEARN MORE</a>
<b>Week 3</b>	<b>Family, Community, &amp; Participation:</b> Each human person is not only sacred but also social. <a href="#">LEARN MORE</a>
<b>Week 4</b>	<b>Option for the Poor &amp; Vulnerable:</b> Giving priority concern to those on the margins strengthens the health of the whole society. <a href="#">LEARN MORE</a>



**iVoteCatholic**  
Life & Dignity of the Human Person



**iVoteCatholic**  
Rights & Responsibilities



**iVoteCatholic**  
Family, Community & Participation



**iVoteCatholic**  
Option for the Poor & Vulnerable

## iVoteCatholic

### Families of Parishes plan

#### **Week 0 - 9/8 Introduction**

- Bulletin announcement: Introduction iVoteCatholic: We are called to live our faith in all aspects of our lives. This provoking question requires much prayer and discernment from each of us. We acknowledge the difficulty of this question and the perceived alignment or misalignment of the candidates and issues with our Catholic faith. Our Church teaches a consistent ethic of life so we are called to be advocates for a variety of issues related to life and human dignity. Some have misinterpreted this teaching to convey that each related issue is morally equivalent. This is not the case. Some have misinterpreted this teaching to convey that one related issue could excuse indifference to the rest: this is not the case either. We have challenging work ahead of us! During this election season, the Archdiocese of Cincinnati will be offering prayers, scripture, quotes, family activities and discerning questions through the lens of the seven principles of Catholic Social Teaching to aid the discerning vote. We will not be telling you for whom or what to vote. We will be encouraging careful discernment, intentional prayer, and a universal call to holiness and compassion to inform your voting. Find out more at [www.iVoteCatholic.org](http://www.iVoteCatholic.org).

#### **Week 1 - 9/15 - Option for the Poor & Vulnerable**

##### <https://ivotecatholic.org/option-for-the-poor-vulnerable/>

- Mk 8:27-35 - Jesus calls us to take up our cross and follow Him, and Christ sets for us an example to take special care of those who lost, forgotten, and marginalized
- Intentions: For the poor: may they know they too are heirs to the treasures of heaven... For leaders of cities, states, and nations: may they work for the common good, upholding the dignity of the poor and vulnerable...
- Bulletin announcement: iVoteCatholic: During this third week, we focus on Option for the Poor and Vulnerable. "Lord, when did we see you hungry and feed you..." (Matt 25:31). Scripture reminds us that some people's needs are so urgent and so great that their needs come first. Therefore, while everyone is important, those whose voice in our society is ignored, those whose human rights are violated, those whose dignity is not recognized, must take our first priority. When we enter into the

Ready-made plan!



# WORKSHOP FOR PARISH COMMUNICATORS

## iVoteCatholic

### Liturgical Resources

+ SCRIPTURAL ROOTS

+ 2024 Connections to Gospel Readings

+ Novena & USCCB

Intentions for the Univers



Musical Suggestions



### Teachers & Pa

LESSON PLANS AND ACTIVITIES



LESSON PLANS AND ACTIVITIES



### Communication Tools

Bulletin Notices



Social Media Posts

### Youth Prayer

God of love, we pray for peace in our world and an end to war. Instead of hatred, let there be love. Shelter your children and protect us. Guide us and keep us from harm, so we can build a world of love and live our lives in peace. Through Christ our Lord.

Amen.

### Adult Prayer

*The Grail Prayer*

Lord Jesus. I give you my hands to do your work, I give you my feet to go your way, I give you my eyes to see as you do, I give you my tongue to speak your words, I give you my mind that you may think in me, I give you my spirit that you may pray in me, Above all, I give you my heart that you may love in me your Father and all mankind, I give you my whole self that you may grow in me so that it is you Lord Jesus who live and work and pray in me. Amen.

On each of the seven pages

# WORKSHOP FOR PARISH COMMUNICATORS

## iVoteCatholic

### Communication

### Social Media Posts

#### Week 1: Family, Commu

The person is not only sacred also social. Family must be supported, and people have right & duty to participate in society for social problems are best addressed by commun

The family forms people in lo sense of justice and concern



...work is of fundamental imp the development of society.

*Eucharist, 2007 no. 74*

The obligation to earn one's right to do so. *St. John Paul II*

### Life & Dignity of the Human Person

**iVoteCatholic:** During this fourth week we focus on the Life and Dignity of the Human Person which is also the focus of that we are all created in the image and human life is sacred. Every life is worth take this dignity away. All of our Cathol People are more important than things abortion, racism, war and terrorism, th out more at [www.iVoteCatholic.org](http://www.iVoteCatholic.org).

### Solidarity

**iVoteCatholic:** During this fifth week, we focus on Solidarity. We believe that every human person was created by th and sisters. We are all connected. As or people around the world—wherever th affected by the joy and suffering of all. suffer. If one member is honored, all re means that we take action to make sur living in conditions that honor human o as immigration, refugees, homelessness empowerment, and religious freedom.

### Election Topic Videos (from Catholic Social partners)



### Additional Resources



Archdiocese of Cincinnati | Faithful Citizenship  
<http://www.catholicaoc.org/faithfulcitizenship>

USCCB Catholic Social Teaching  
<http://usccb.org/beliefs-and-teachings/what-we-believe/catholic-social-teaching/index.cfm>

USCCB Catholic Social Teaching resources  
<https://wearesaltandlight.org/>

USCCB Catholic Social Teaching prayers  
<https://wearesaltandlight.org/pray-together/prayers-dignity-and-life>

Connecting Catholic Social Teaching & the Ten Commandments  
<http://www.usccb.org/beliefs-and-teachings/how-we-teach/catechesis/catechetical-sunday/human-dignity/teaching-aid-colecci.cfm>



# WORKSHOP FOR PARISH COMMUNICATORS

## iVoteCatholic

### iVoteCatholic

Inspired by Faithful Citizenship

Communication Resources

#### US BISHOPS ON VOTING DECISIONS

Catholics often face difficult choices about how to vote. This is why it is so important to vote according to a well-formed conscience that perceives the proper relationship among moral goods.

A Catholic cannot vote for a intrinsically evil act...if the vote of a Catholic would be guilty of fratricide.

At the same time, a voter should not justify indifference or inattention to human life and dignity. (34)

(for the full text of this section -

#### Sample Week

Here's a simple plug and play option you can use with any of the themes. The resources for all of these ideas are linked below.

- Insert the Bulletin Announcement in the Sunday bulletin.
- Include the sample intention(s) in the Universal Prayer at Mass (e.g. petitions, general intercessions)
- Get your youth leaders the Activities for Youth and your group leaders (not matter the group) the Discussion Questions.
- Urge catechists to incorporate the weekly theme into religion class.
- Share the Musical Suggestions with your worship team.
- Encourage priests and deacons to connect their homilies to the assigned theme.

1. **Monday - share (via social media or other means) the theme for the week.** Example: *Life & Dignity of the Human Person* are all created in the image and likeness of God. Because of this fact, every human life is sacred. Every life is worth living. They must not be taken away.
2. **Tuesday - share a social media post.** Example: *Society as a whole must respect, defend and promote the dignity of the human person in every condition of that person's life. St John Paul II, Evangelium Vitae, no. 81*
3. **Wednesday - encourage people to prayerfully consider topics influenced by the Church's teachings on the topic.** Example: *The Church's commitment to the Life & Dignity of the Human Person, consider the Church's position on issues such as abortion, the death penalty, assisted suicide, racism, and war and where different political candidates stand on these issues.*
4. **Thursday - share another social media post.** Example: *We believe that every person is precious, that people are more important than things. The primary measure of every institution is whether it threatens or enhances the life and dignity of the human person.*
5. **Friday - offer a discussion question or two to consider as they enter the weekend.** Example: *What does it mean to be pro-life from conception to natural death? How have you fallen short of upholding someone else's dignity?*

Parish Leader Playbook





# WORKSHOP FOR PARISH COMMUNICATORS

## Two More Resources

[catholicaoc.org/voting](https://catholicaoc.org/voting)

### VOTING INFORMATION IN OHIO

Voting is a crucial way for us to participate in society. Unfortunately, it's not always easy to know how (or where) to vote so we've collected the following resources to help guide you in this important effort.

*If there is any information you can't find here, please let us know. Likewise, if you know of any resources that should be included here but are not, let us know!*

The State of Ohio Office of the Secretary of State has most of the information you need.

#### Acceptable forms of Identification

For more information, [click here](#).

The following types of photo IDs will be accepted when you go to vote:

- Ohio driver's license;
- State of Ohio ID card;
- Interim ID form issued by the Ohio BMV;
- A US passport;
- A US passport card;
- US military ID card;
- Ohio National Guard ID card; or

All photo IDs must have the following:

- An expiration date that has not passed;
- A photograph of the voter;
- The voter's name, which must substantially conform to the voter's name as it appears in the Poll List or in the Poll Book

\*\*\*Check your ID to make sure the expiration date isn't before 11/5/24.\*\*\*

#### Obtaining Identification

Here's how you can obtain a [free ID](#).  
Here are the [documents](#) you can use to obtain an ID.  
These [places](#) can help you obtain those documents in Cincinnati.  
This [place](#) can help you obtain your birth certificate in Dayton.

#### Where/How to vote

Find your [polling location](#).  
How and where to [vote early](#).  
How to [vote absentee](#).  
Vote [provisionally](#).

#### Volunteer

[Drive others](#) to the polls. (Select "Driver" and enter "GCVC" for organization.)  
Work the polls:  
- [Hamilton County](#); [Youth at the Booth](#) (17 years olds)  
- [Montgomery County](#)  
[Election Protection](#) (legal professionals and others)

#### Registration

[Register](#) to vote here.  
[Check](#) your registration.  
[Make sure](#) you aren't being purged.

#### Getting to the polls

[Voting accessibility](#) information.  
Get a ride to the polls:  
- [Sign up](#) here  
- [Cincinnati](#) or Take the bus for free  
- Dayton - take the bus for free  
- Springfield - [Dial-a-Ride](#) for \$4

## USCCB Political Activity Guidelines



### POLITICAL ACTIVITY AND LOBBYING GUIDELINES FOR CATHOLIC ORGANIZATIONS

The United States Conference of  
Catholic Bishops

Office of General Counsel

June 27, 2024



**BREAK!**

**Please be back in your seats in 15 minutes**



ARCHDIOCESE OF  
CINCINNATI



WORKSHOP FOR PARISH COMMUNICATORS

**Taylor Motley**  
**Social Media Coordinator**

WORKSHOP FOR PARISH COMMUNICATORS  
S O C I A L M E D I A



**Five** Tips on Social Media



ARCHDIOCESE OF  
CINCINNATI



Inbox

Respond to messages, set up automations and more.

Create messaging ad



Available



# 1. Turn on Automatic Messages

## Business Suite: Inbox > Automations

“Thank you for your message. We would love to hear from you and we ask that you would instead send an email to [communications@catholicaoc.org](mailto:communications@catholicaoc.org). God bless!”

**Automations**  
Set up automations that manage your conversations and streamline your workflows, giving you more time to focus on your business.

**Suggested for you**

- Identify unanswered messages**  
Find messages that haven't received a reply.  
Organize messages  
Try it
- Custom keywords**  
Reply to a message that contains specific keywords.  
Share information  
Try it
- Contact information**  
Reply to a message asking for your contact information.  
Share information  
Try it
- Hours**  
Reply to a message asking for your hours.  
Share information  
Try it
- Location**  
Reply to a message asking for your location.  
Share information  
Try it

**Your automations**

Search by name or goal

Status	Name	Goal	Channel	
<input checked="" type="checkbox"/>	Instant reply	Greet people	WhatsApp, Instagram	Edit
<input type="checkbox"/>	Frequently asked questions	Share information	WhatsApp, Instagram	Edit
<input type="checkbox"/>	Away message	Greet people	WhatsApp, Instagram	Edit



# 2. AOC Post Notifications

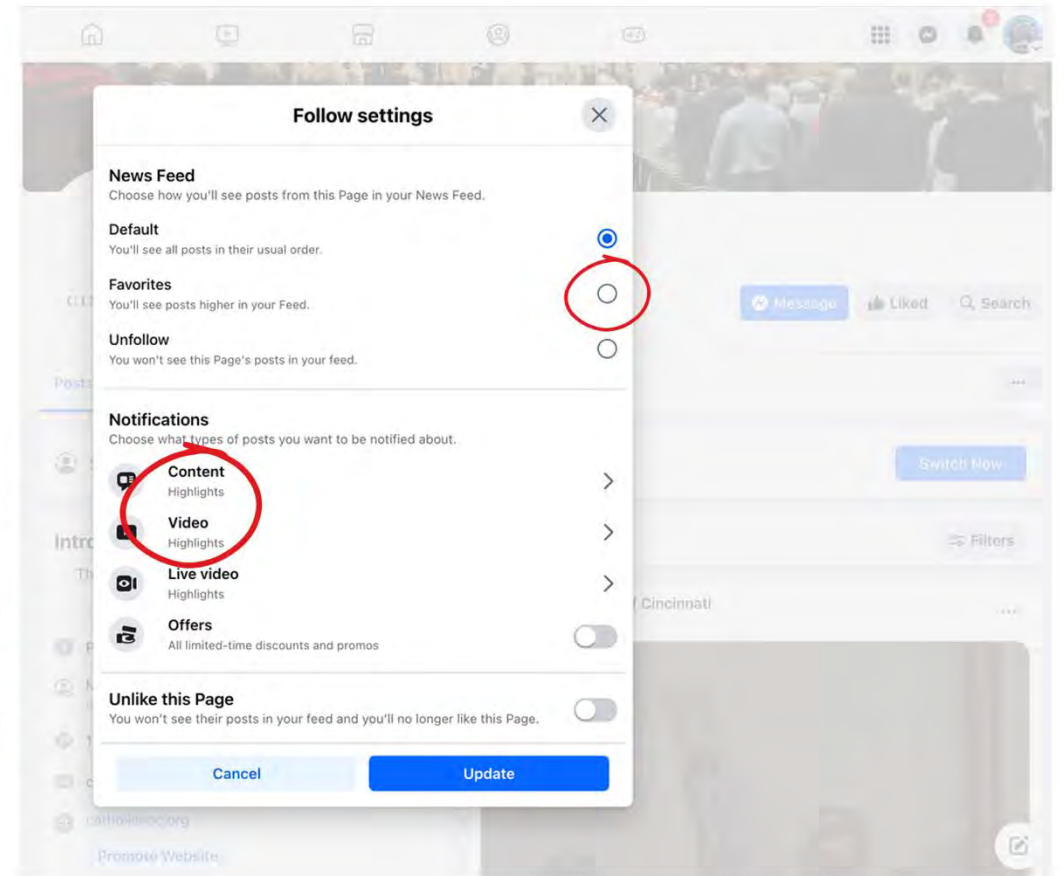
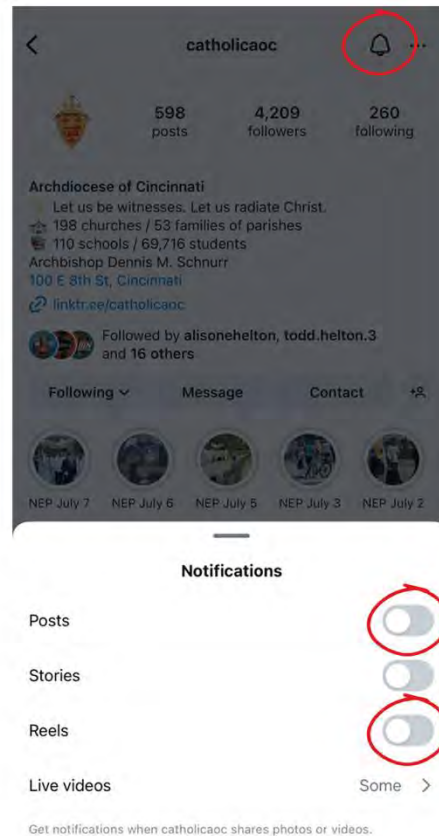
## Get notified for posts!

### INSTAGRAM:

- Bell symbol > Posts / Reels

### FACEBOOK:

- Favorites
- Notifications: Content/  
Video/ Live





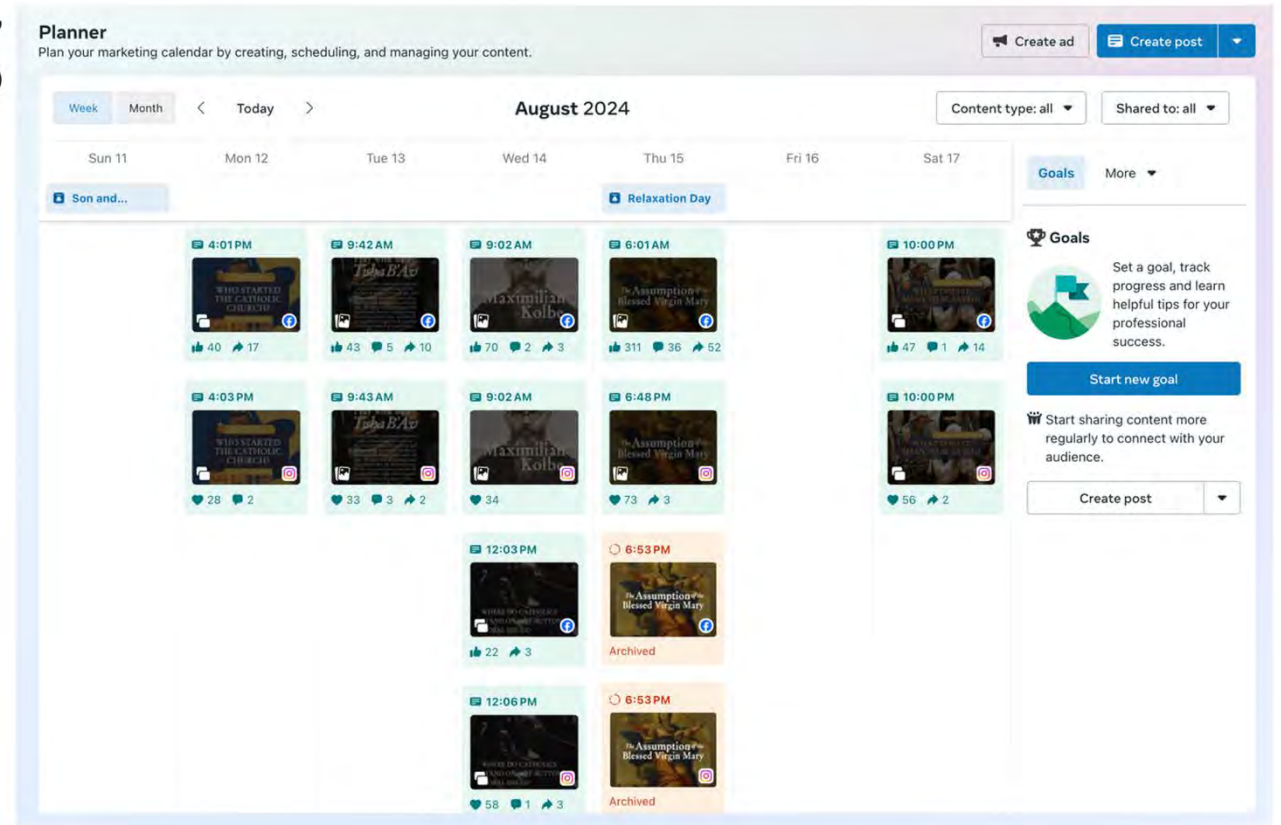
# 3. *Schedule* on Business Suite

## Post without having to be in real time

Recommended times based off of followers!

Schedule content you can create ahead of time:

Saints Feast Days, Holy Days, Events Promo, Mass Times, etc.



## 4. *Video or Photo* engage more

Share photos or videos  
if you have them!

**Reels:** CapCut has templates to choose from and create short reels.

**iMovie:** On your iPhone you can create a horizontal video. Recommend disabling “Kens Burns”

**Canva:** Graphics to customize to your branding, short graphic videos, signs, flyers, print material, etc.





## 5. Set time aside to interact

Engaging with other pages your page follows **boosts** your posts in the algorithm.

Engage **before** or **after** posting for a good amount of time.

Like, comment, share other pages content.

Give to get, like any other scenario in life :)



WORKSHOP FOR PARISH COMMUNICATORS  
SOCIAL MEDIA

How Can We  You?



ARCHDIOCESE OF  
CINCINNATI

- Do you see the AOC or CT posts?
- How often do you share AOC posts?
- What keeps you from sharing posts or content the AOC has provided?





# How can we get graphics and content to you better?

- \* Digital Library coming soon: access link to photos from the AOC



# Are you following us?

Facebook

Archdiocese of Cincinnati

Instagram

@CatholicAOC

Twitter

@CatholicAoC

LinkedIn

Archdiocese of Cincinnati

YouTube

Archdiocese of Cincinnati



S O C I A L M E D I A

# Reach out!

**I want to post events and what is going on in your parish!**

**Share information beforehand and quality photos after by emailing me or tagging us!**

**[tmotley@catholicaoc.org](mailto:tmotley@catholicaoc.org)**







WORKSHOP FOR PARISH COMMUNICATORS

**Jake Emser**

**Director of Strategy & Communications**

**Center for the New Evangelization**



# SEO For Parishes

Search Engine Optimization

# What is SEO?

- Search Engine Optimization
- Helping search engines (Mostly Google) to understand and rank relevant content on the internet
- Over 200 ranking parameters are used at google to determine rankings

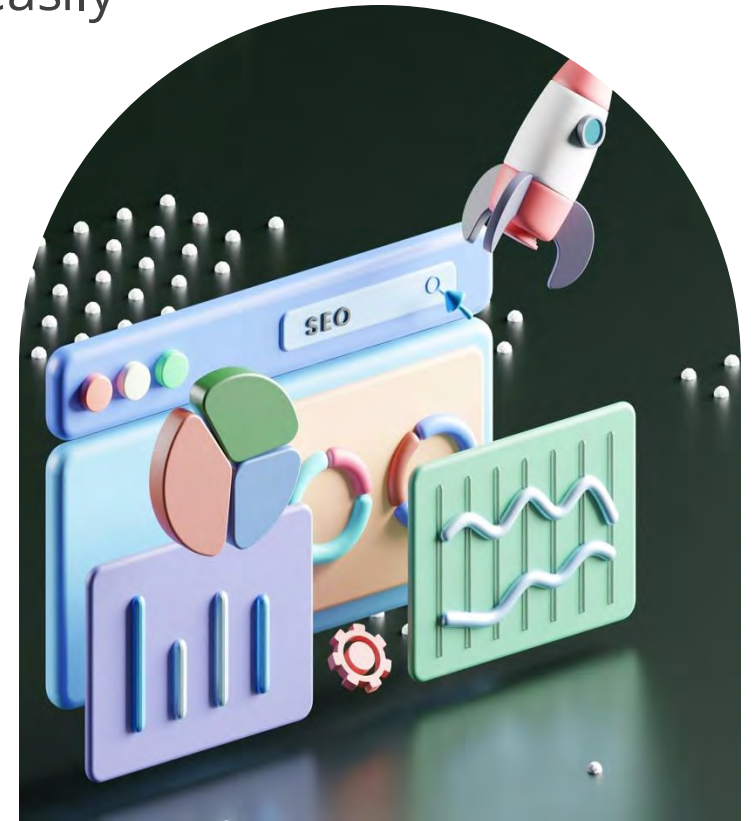




# Why is SEO Important to Parishes?

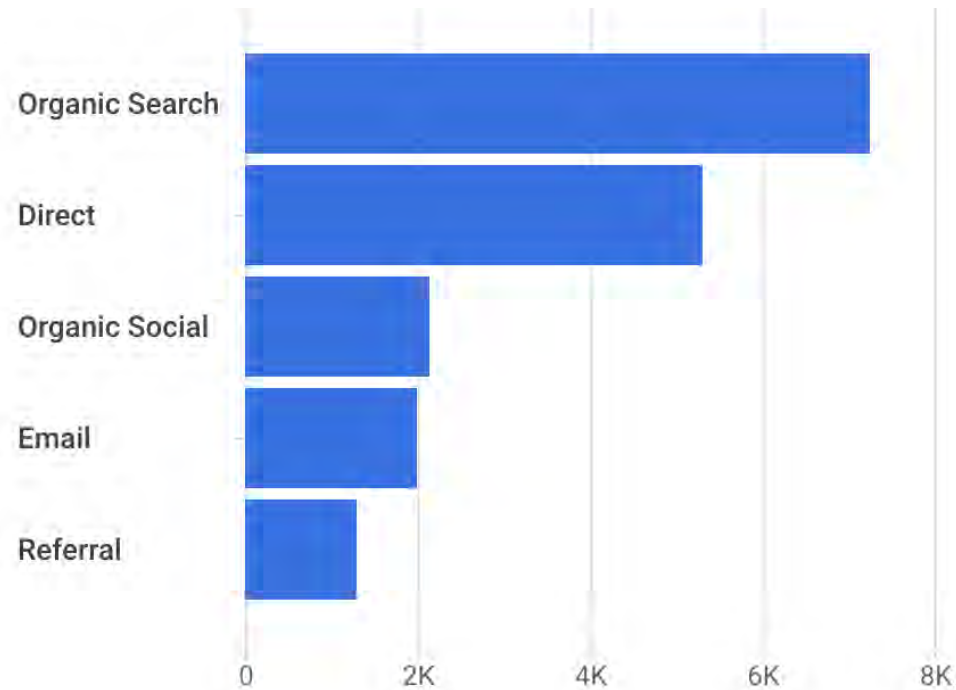
- Stand out amongst other churches
- Helps people who are seeking information to find it more easily

Unfortunately, most of you are likely competing against each other in this space...



# Your Website is Your Digital Home

There are many ways to enter a home...



30 day snapshot of traffic to AOC site.



# Keywords

- Keywords are the search terms people enter into Google to look for something
- Google ranks pages based on the term being search and displays the most relevant pages to the user
- Your goal is to rank as highly for all of your relevant search terms






# Keyword Data

Search Term: **“Catholic Churches in Cincinnati”**

Related Keywords	Monthly Search Volume	Difficulty
catholic churches cincinnati oh	1600	15
downtown cincinnati catholic churches	210	10
catholic churches in cincinnati mass times	110	14

# SERP CTR Data

#1 39.8% 

 Catholic Community of Northwest Dayton  
<https://northwestdaytoncatholic.org> ⋮

## Catholic Community of Northwest Dayton: CCNWD

The parishes of Precious Blood, St. Paul and St. Rita have joined Holy Trinity, Emmanuel, and St. Joseph, to form the St. Gaspar Family of Parishes.



#2 18.7% 

 St. Joseph (Dayton)  
<http://www.stjosephdayton.org> ⋮

## St. Joseph Catholic Church, Dayton Ohio

Welcome, Current Events at St. Joseph Church, St. Joseph Church is a member of the St. Gaspar Family of Parishes.

[St. Gaspar](#) · [Bulletins](#) · [Calendar](#) · [Sacraments](#)



#3 10.2% 

 Yelp  
<https://www.yelp.com> > Religious Organizations ⋮

## TOP 10 BEST Catholic Church in Dayton, OH - Updated 2024

Top 10 Best Catholic Church Near Dayton, Ohio · 1. Emmanuel Catholic Church · 2. St. Anthony's Catholic Church · 3. Holy Family Catholic Church · 4. St Mary's ...



# Landing Pages

- Each individual page on your site can be listed in SERPs
- Important information deserves to have it's own page

For Example:

Mass Times  
Events  
Staff  
Formation

Note: If your Mass times are not on their own page, you might be missing the opportunity for a ranked page or a Google Site Link.





# Google Site Links

“Our systems analyze the link structure of your site to find shortcuts that will save users time and allow them to quickly find the information they're looking for.”

- Google



St. Gertrude Church  
<https://www.stgertrude.org> ⋮

## St. Gertrude Church

Parish Office Hours: Mon.–Fri., 8:30 a.m.–5 p.m. ...

### Bulletin

Parish Portal. Bulletin. Submissions: Bulletin ... 6543 ...

### Mass & Confessions

At St. Gertrude Church, we strive to make the sacraments as readily ...

### About

Known for our preaching, teaching, and beautiful and reverent ...

### St. Gertrude School

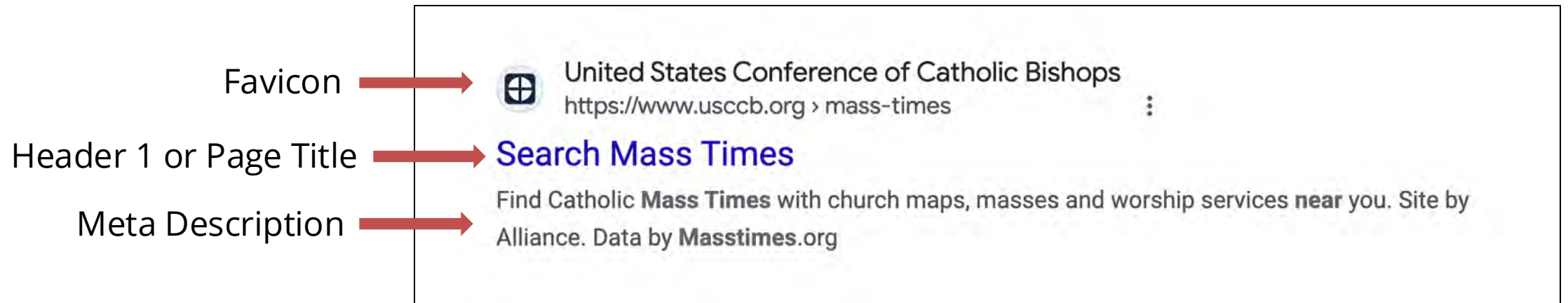
St. Gertrude School, in Madeira, is a Catholic elementary school in ...

### Parish History

St. Gertrude's origins date back to November 16, 1923, when a ...

[More results from stgertrude.org »](#)

# Headers and Slugs



- Make sure that page titles, headers, slugs, and meta descriptions include the desired keyword
- Make sure to establish focus Keywords for pages within your CMS if you have the ability to



# Meta Descriptions

- 155 to 160 characters
- Use desired keyword(s)
- Don't over stuff with keywords. Pick one or two
- Include a CTA
- Be original

Meta Description



U.S. News & World Report

<https://www.usnews.com> > 360 Reviews > Sleep

## We Tested the 14 Best Mattresses for Every Sleeper

Find the best **mattress** for you today. View our comprehensive guide to the best **mattresses** with our reviews of the top-rated **mattresses** for 2024.

[Hybrid mattresses](#) · [How We Test Mattresses](#) · [Best Mattresses Without...](#) · [Back Pain](#)





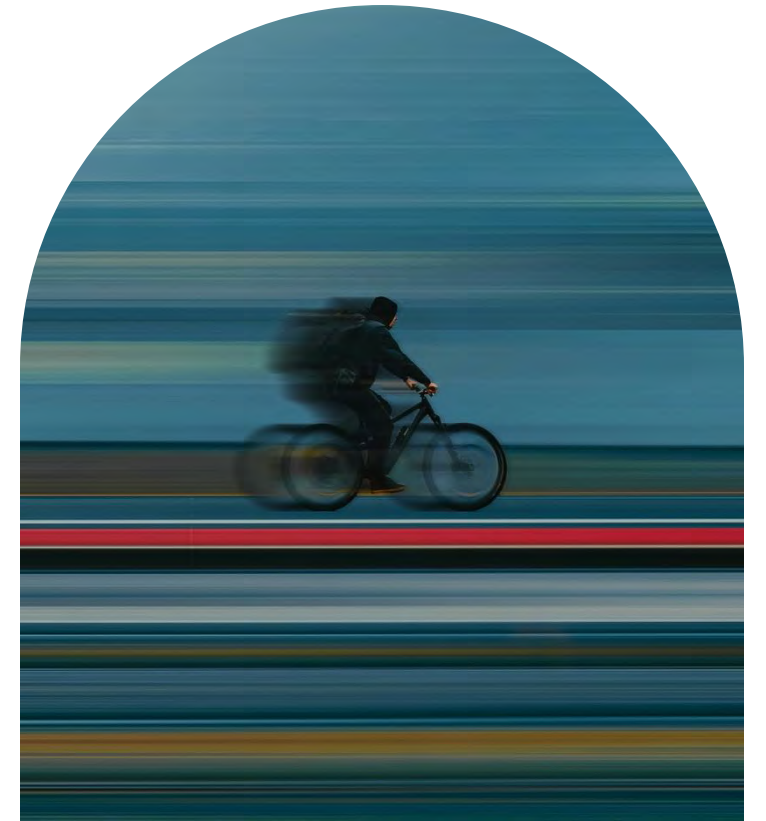
# Backlinks

- Backlinks are links from other sites to yours
- This is one of Google's biggest ranking parameters
- The more authority that a site has, the more Google credits the link to your site
- Social and Email links do not count for SEO Equity
- Ask Equitable sites to link to you and offer them value



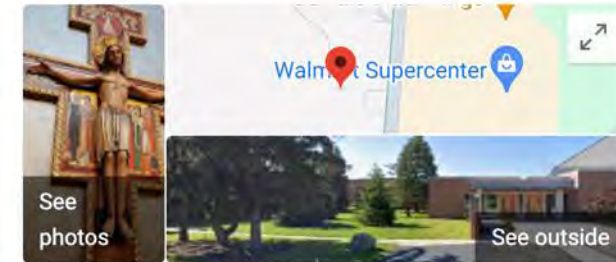
# Optimization for Page Speed

- Page speed is a factor that Google analyzes
- Keep images small and compressed by resizing and using an online compression tool. Shoot for 100kb or less. Here is a tool I like to use: <https://tinypng.com/>
- Host video using outside tools such as YouTube or Vimeo
- Run a site speed test using Pingdom: <https://tools.pingdom.com/>



# Localization and Google Business

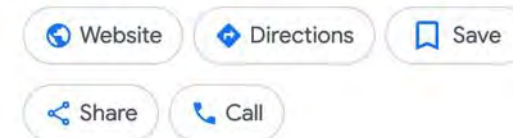
- Register for Google Business for this SERP Feature
- Make sure all information and hours are always up to date
- Post holidays and closings
- Solicit positive reviews!
- Add your own professional photos that highlight the beauty of the parish



## St. Francis of Assisi Roman Catholic Church

4.7 ★★★★★ 76 Google reviews

Catholic church in Centerville, Ohio



**Address:** 6245 Wilmington Pike, Dayton, OH 45459

**Hours:** Open · Closes 9 PM

**Phone:** (937) 433-1013

[Suggest an edit](#) · [Own this business?](#)

# Changing Sites & Merging Domains

- Make sure to use permanent redirects (301) to preserve site Equity
- Keep old domains intact for redirect use
- Only use temporary redirects when needed





# Tools to Analyze With

### Free

- Google Search Console
- Google Analytics
- Moz Bar (Chrome Extension)
- Pingdom – Speed Test

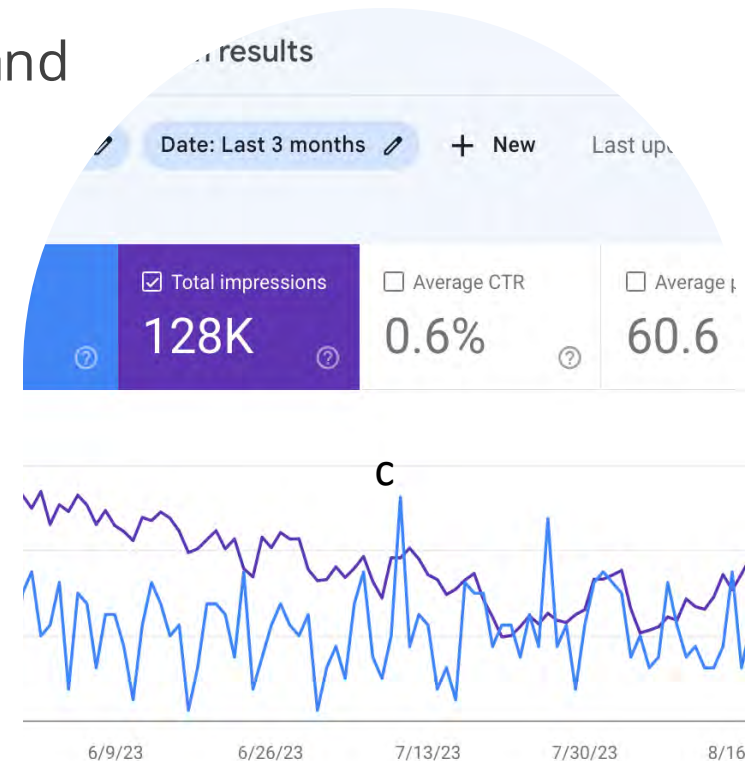
### Paid

- Moz Pro
- SerpStat



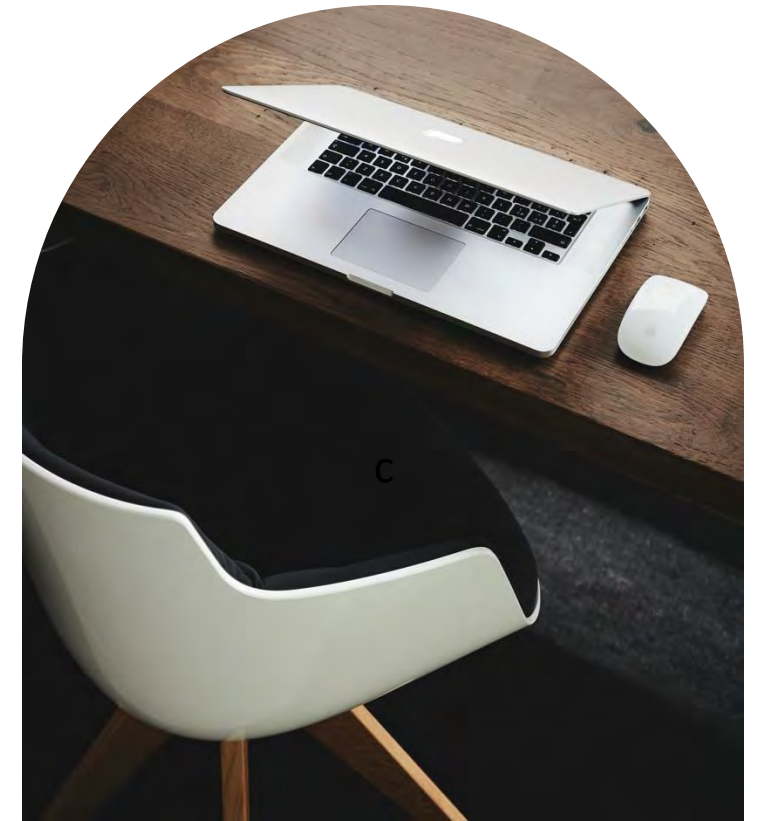
# Google Search Console

- Free tool that give in-depth look at how your site performs on Google's SERPS
- Great to see what pages are performing well on SERPs and where you can look to improve
- Compliments the power of Google Analytics



# 6 Things You Can Do Tomorrow:

1. Add meta descriptions and focus keywords to your top pages
2. Test your site speed on [Pingdom](#)
3. Register on [Google Business](#) or if you have one, update it and add new photos
4. Create a Google review strategy
5. Ask 5 people to link from their site to yours
6. Ask your tech lead about accessing Google Analytics and search console



Search Engine Optimization

---



# *Radiate Christ Awards*

Center For the New Evangelization

[LEARN MORE](#)



# SEO Q&A



# Situation Communications

## *Top 5* Tips on

# Situation Communications



# Situation Communications

1. Get facts +  
Take a deep breath



# Situation Communications

You *always* have time to  
slow down, take a  
breath and make the  
next right decision.





# Situation Communications

2. You are *not* in this  
alone.



# Situation Communications

Who is there to help?

- Law Enforcement
- Pastoral Center
- Key Leaders



# Situation Communications

**3. Leaders should focus  
on the situation at  
hand.**



# Situation Communications

Communication staff should be ready  
to assist with considerations of:

- Awareness of Communication Channels
- Draft Messaging
- Considerations of Proactive and Reactive Messaging
- Monitoring the Situation





WORKSHOP FOR PARISH COMMUNICATORS

---

# Situation Communications

## 4. Second set of eyes



# Situation Communications

- Any written communication during a situation or crisis may end up in the *hands of the media*
- Legal ramifications
- Making issue bigger



# Situation Communications

## Common Missteps:

- *Oversharing* for sake of transparency
- Sharing *privileged* information
- Sharing with *incorrect* audience
- *Not understanding* channels for sharing information



# Situation Communications

**5. Pray for grace to  
“weather the storm”**





WORKSHOP FOR PARISH COMMUNICATORS

---

# Situation Communications

**Call or email any time:**

**Jennifer Schack**

**[jschack@catholicaoc.org](mailto:jschack@catholicaoc.org)**

**513-263-6618**

**Mike Schafer**

**[mschafer@catholicaoc.org](mailto:mschafer@catholicaoc.org)**

**513-263-6626**





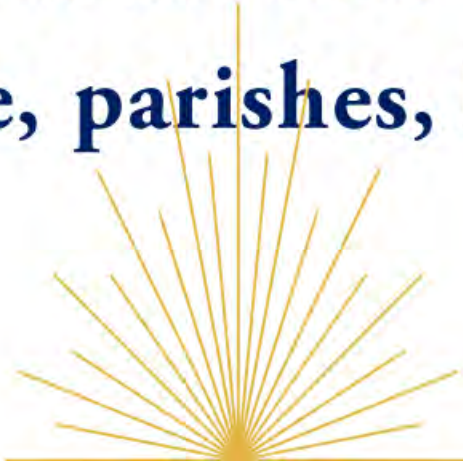
WORKSHOP FOR PARISH COMMUNICATORS

**Mike Schafer**

**Director of Communication & Evangelization**



**Mary, Mother of the Church and our Mother,  
present our prayer of thanksgiving to your Son.  
Beg from Him the graces we need to be faithful disciples  
who follow Him with enthusiasm and joy.  
May our witness to the love of God bear fruit  
in our archdiocese, parishes, homes and hearts.**



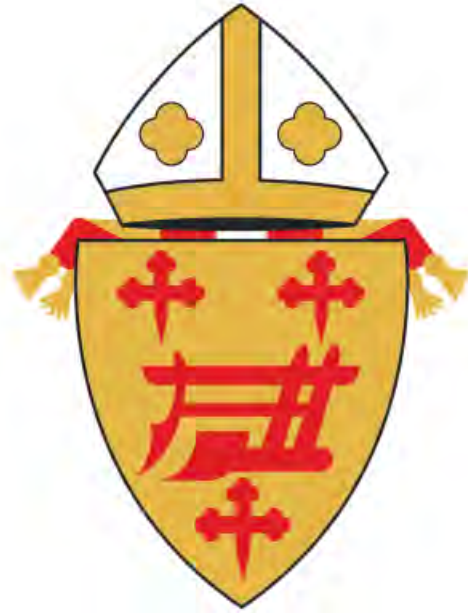


**Teach us to be God's joyful witnesses  
to radiate Christ in all we do,  
so that all people might know, love and follow  
your Son through this life and into the next.**

**Amen.**







— ARCHDIOCESE OF —  
**CINCINNATI**

**RADIATE CHRIST**