



A Simple Guide to Facebook For Parishes in the Archdiocese of Milwaukee

Images & graphics

- Have a consistent look & feel meaning use the similar/same fonts and colors.
- Look professional and use your logo.
- Avoid making everything look different. Focus on a specific color palette to consistently use.
- Avoid cartoonish graphics or animations and avoid silly fonts such as Curlz.
- Try to use professional software to create graphics such as Adobe Photoshop.
- Use the correct sizing recommendations from Facebook. A post size (square) is different from an event section size (rectangle).
- Photos: Try to use uplifting photos of parishioners, praying, conversing, or smiling as they participate in activities, worship at Mass, etc. Frame photos nice and have good lighting.

Messaging

- Be concise and brief (try to keep your message under 80 words).
- Proof your work. For instance, God and Gospel are capitalized. Always check your grammar, too.

Posting & Scheduling

- Plan your posts a month in advance and maintain a weekly schedule.
- Use the liturgical calendar to plan from (for instance Holy Thursday, Good Friday, Saturday Vigil and Easter are great posts to have). Use it as the foundation and build your schedule around it. <https://www.archmil.org/Our-Faith/liturgical-calendar.htm>
- Post 2-4 times a week (schedule content in Facebook in advance).
- Have a mix of content such as a weekly faith message from your pastor, introduce staff or new staff, highlight stewardship & giving (be sure to share campaign goals & updates), have weekly inspirational messages, post weekly prayers customized for your audience, post fun things like a photo of a summer parish garden update, or a mini video from the parish choir. Always be inviting and welcoming.
- Share content from other Facebook pages such as the Archdiocese of Milwaukee (@Archmil) or neighboring parishes.
- Make sure your website is up to date, so when you have a link to your website, the information is correct.
- Tag the organizations you mention in your post.

After you Post:

- Monitor comments and respond to questions.
- Boost events or special content (even spending as little as \$20 can help promote an event).

Social Media Budget

- Have a social media budget to promote important initiatives (even spending as little as \$25 can help promote an event).

Announce you have a Facebook page

- Spread the word in your parish bulletin, on your website, and through your other social media outlets and neighboring parishes that you have a Facebook page. Ask people to follow your page and share your content with others.
- Include the Facebook icon link on your website and email signatures.

Safe Environment/Posting Photos of Children

- Follow the Safe Environment guidelines established by the Archdiocese of Milwaukee for protecting children. Visit <https://www.archmil.org/offices/safeguarding/Social-Networking-Policy.htm>.

Experiment and Test

- Test to see what works with your audience. Facebook has analytics to help you gauge what gets responses and what doesn't. Give it time, but if you discover something not getting the response you want, feel free to move on and try something new.

Examples of Effective Catholic Facebook Pages or They Have Many Elements of a Good One:

- Archdiocese of Milwaukee: <https://www.facebook.com/Archmil>
- St. Anthony on the Lake: <https://www.facebook.com/stanthonyonthelake>
- Blessed Sacrament School: <https://www.facebook.com/BlessedSacramentSchoolMke>
- The Cathedral of Saint John the Evangelist: <https://www.facebook.com/SJCathedralMKE>

Suggested Facebook Pages to Follow:

- Archdiocese of Milwaukee: <https://www.facebook.com/Archmil/>
- Milwaukee Catholic Herald: <https://www.facebook.com/MilCathHerald>
- Saint Francis de Sales Seminary: <https://www.facebook.com/SFDSSeminary>
- Parishes in your local community
- USCCB - United States Conference of Catholic Bishops: <https://www.facebook.com/usccb>
- Vatican News: <https://www.facebook.com/vaticannews>