



ARCHDIOCESE
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PRESENTATION WILL START SHORTLY

FROM BIG IDEAS TO BRILLIANT CONTENT:

An In-Depth Exploration of, Storytelling, Content Strategy, Design, Best Practices, and the Pursuit of Content That Actually Gets People's Attention.



STOP OR SCROLL



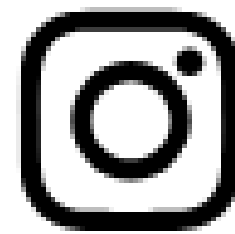
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Placeholder text for the user's name and bio.



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Description

🐾🙏 “Ask the beasts and they will teach you the beauty of this earth.”
— St. Francis of Assisi

What a beautiful day it was for our Blessing of the Animals! Thank you all so much for bringing your wonderful animals to receive a special blessing! 🐶🐱🐰🐦

It is always important to remember how special animals are and just how much they can teach us about God’s beautiful creation. Let us remember all that St. Francis of Assisi taught us and strive to love and care for all animals as our brothers and sisters in Christ.

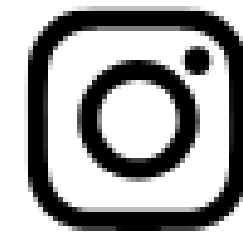
May God continue to bless all the animals of the earth and all those who care for them!

St. Francis of Assisi, pray for us! 🐾🙏

[#blessingoftheanimals](#) [#stfrancisofassisi](#) [#creation](#) [#delmarny](#)
[#CatholicCommunity](#)



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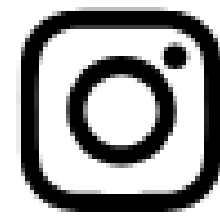


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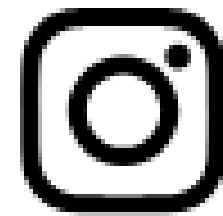


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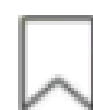
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likes



Description

At the Beatification of Blessed Fulton J. Sheen in St. Louis, priests, deacons, seminarians, religious sisters, families and faithful from near and far gathered together to celebrate a man whose life brought so many people closer to Christ.

For the seminarians and clergy who attended, the day was especially meaningful. Many had been shaped by Bishop Sheen's preaching and writings, and seeing so many generations of Catholics gathered together made his legacy feel very personal.

Perhaps most moving was seeing families, many with young children, reverently receive the Eucharist. In those moments, the celebration was about more than remembering Blessed Sheen. It was about witnessing the living Church: young and old, clergy and laity, from many places and backgrounds, united in faith.

EUCCHARISTIC

procession

OF ALL DEVOTIONS, THAT OF ADORING JESUS IN THE BLESSED SACRAMENT IS THE GREATEST OF THE SACRAMENTS, THE ONE DEAREST TO GOD AND THE ONE MOST HELPFUL TO US.

ST. ALPHONSUS LIGUORI

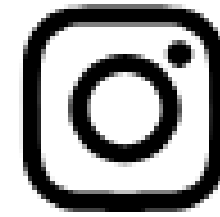
FOLLOWING 8 P.M. MASS

PROCESSING AROUND MIZZOU'S CAMPUS

11TH OCTOBER



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[View this post on Instagram](#)



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BIG IDEA: STORYTELLING



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Story Telling

From Big Ideas to Brilliant Content



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- Audiences Remember Stories, not information dumps.
- When deciding on what content you would like to create, consider this framework:

Story Telling

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 - **Who** would benefit from this piece of content?

Story Telling

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 - **Who** would benefit from this piece of content?
 - **What** need/problem do they need resolved?

Story Telling

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- Audiences Remember Stories, not information dumps.
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 - **Who** would benefit from this piece of content?
 - **What** need/problem do they need resolved?
 - **What** are you offering them to resolve this conflict?

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Hero on a Journey



Case Studies

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Spicy Chicken Wing Challenge

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Spicy Chicken Wing Challenge

- **Who: Faithful of the Archdiocese**

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Spicy Chicken Wing Challenge

- **Who:** Faithful of the Archdiocese
- **What:** People don't know who the transitional deacons are? How can we introduce them to the faithful and their unique personalities?

Case Studies

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Spicy Chicken Wing Challenge

- **Who:** Faithful of the Archdiocese
- **What:** People don't know who the transitional deacons are? How can we introduce them to the faithful and their unique personalities?
- **What:** Let's provide entertaining content of them eating spicy wings and allow our viewers to get to know them!



CONTENT STRATEGY: WHY IT MATTERS



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Content Strategy

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- **Content Strategy is essential!**
- **Several Aspects to consider**

Content Strategy

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 - **Format:** What type of content will tell this story the clearest?
 - **Video will do the most heavy lifting in this category.**

Content Strategy

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 - **Your audience should inform this!**

Content Strategy

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 - **Distribution:** Organic vs. Paid
 - Do people just outside of my organic audience need to see this?
 - Yes? - Paid / No? - Organic

Content Strategy

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 - **Performance:** How did this perform? How can we adjust going forward?

Content Strategy

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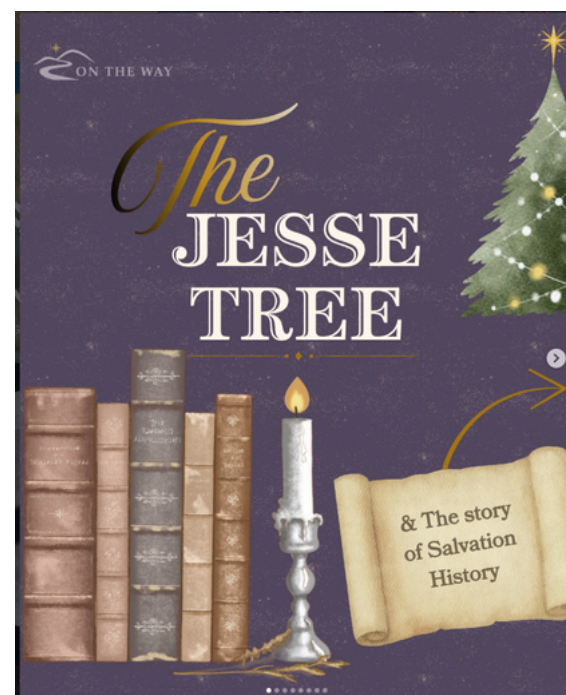
DON'T IGNORE YOUR ANALYTICS!

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“On the Way” Advent Series

Case Studies

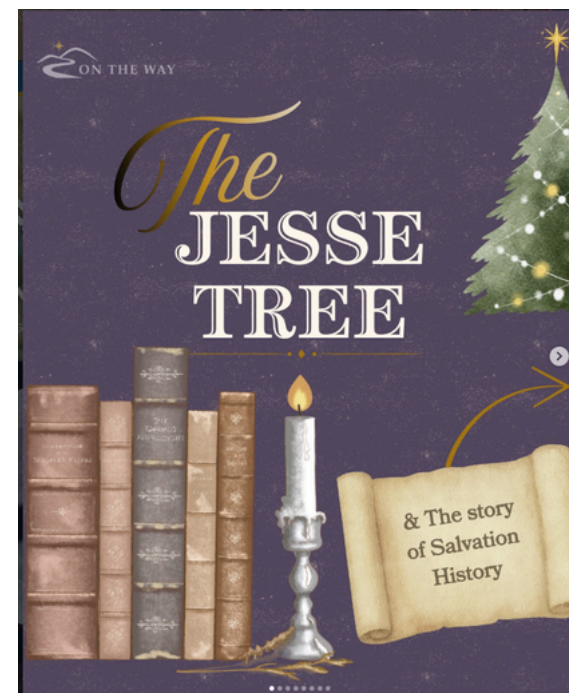
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Having patience during advent - Week 1 2025
Archdiocese of St. Louis



“On the Way” Advent Series

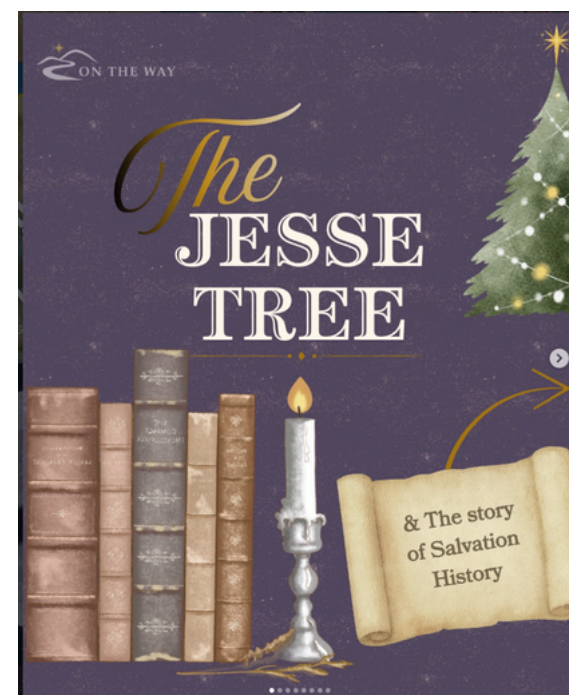
- **Who?** - Faithful of the Archdiocese or those exploring Catholicism
- **What is the problem?** - Most Catholics misunderstand that Advent is a sacred time of preparation, but often don't take that time because they are too busy planning and prepping their own holiday parties and celebrations.
- **What can we offer?** - Weekly reflections on the virtues and how to overcome this.

Case Studies

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“On the Way” Advent Series

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Content Strategy

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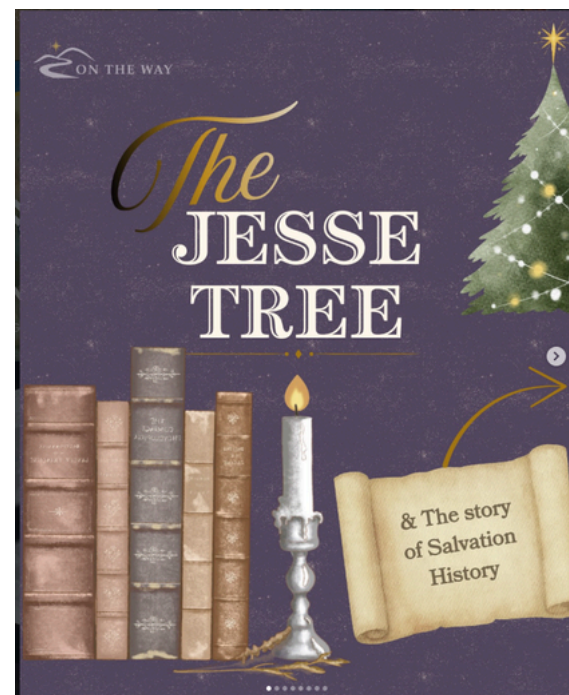
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Having patience during advent - Week 1 2025
Archdiocese of St. Louis



“On the Way” Advent Series

- **Who?** - Faithful of the Archdiocese or those exploring Catholicism
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Content Strategy

- **Formats**
 - Videos of speakers to introduce weekly themes and offer reflections
 - Graphics to reinforce themes and educate on their significance
- **Platform:** Facebook and Instagram (where videos perform best)
- **Distribution** - Organic and Paid, so we can increase visibility among those just outside our audience base.

You can shoot Video!

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- A quick note on video....
- You can create high-quality content with minimal gear!
- Phone cameras are good enough to record high-quality content!
- Do some research via YouTube and learn how to film and edit
- **“All you have is all you need!”**

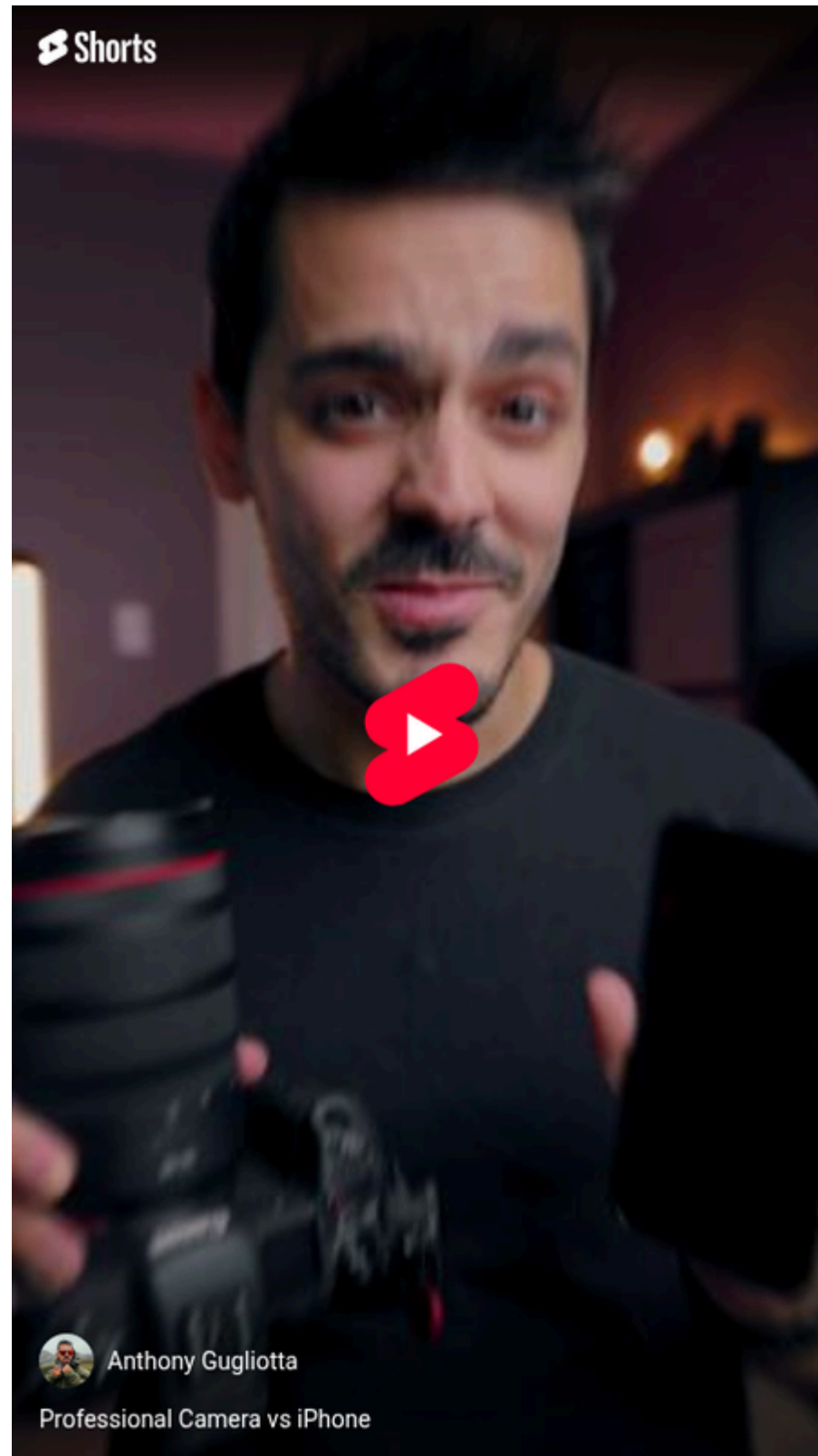
You can shoot video

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DESIGN BASICS THAT MATTER MOST



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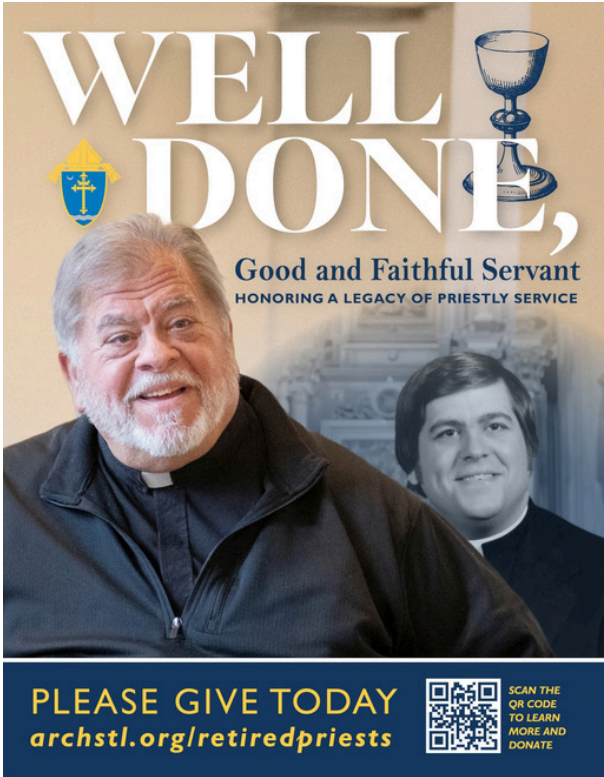
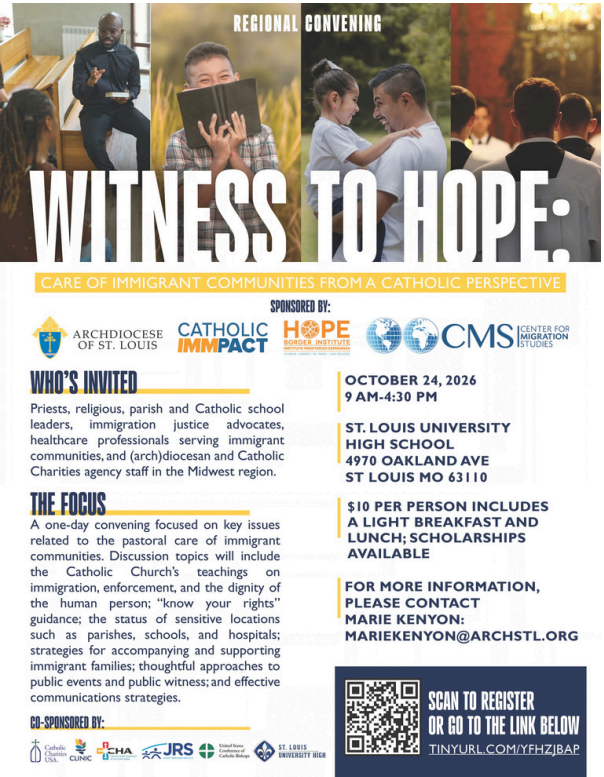
CORE ELEMENTS

DESIGN BASICS THAT MATTER THE MOST



WHAT IS GRAPHIC DESIGN?

Graphic Design is the art of Effective Communication through Visual Content.



CORE ELEMENTS

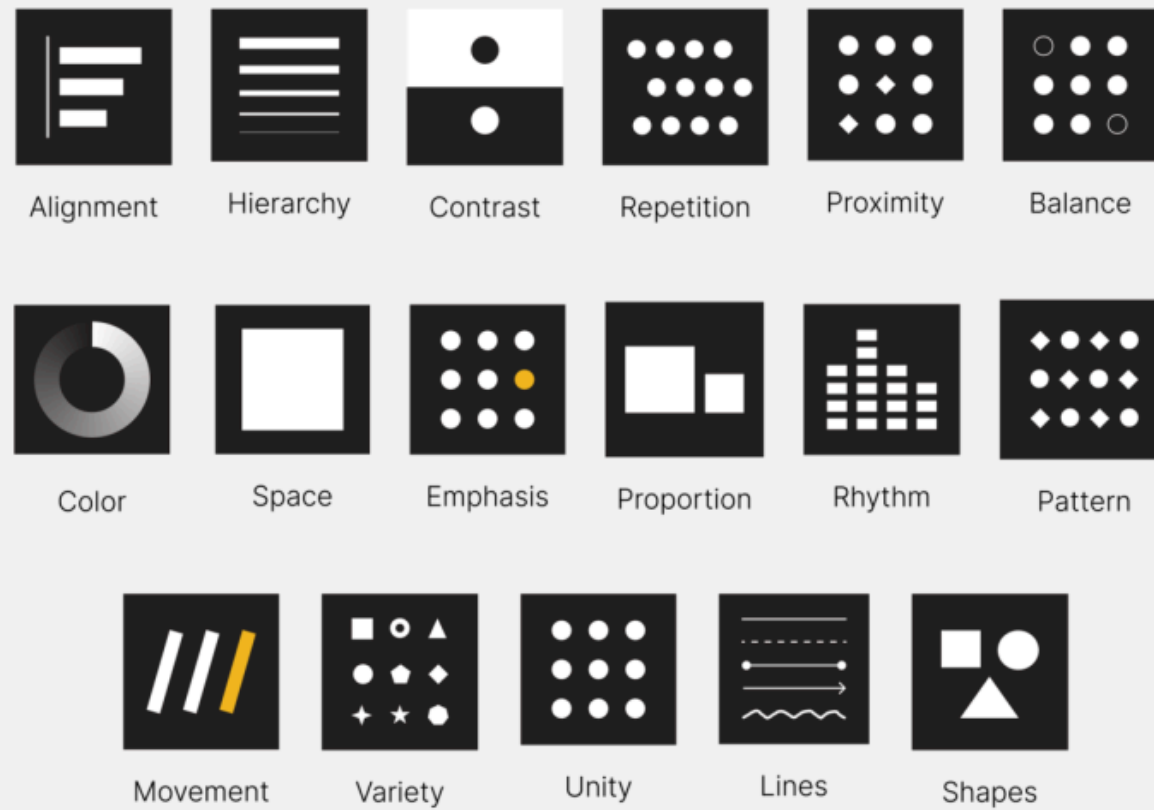
DESIGN BASICS THAT MATTER THE MOST



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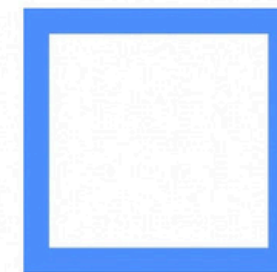
17 KEY PRINCIPLES OF DESIGN



point



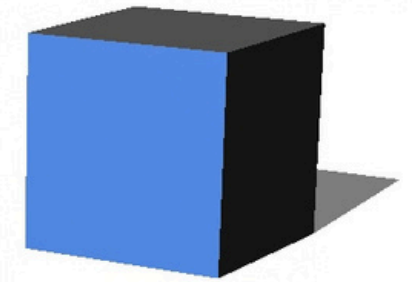
line



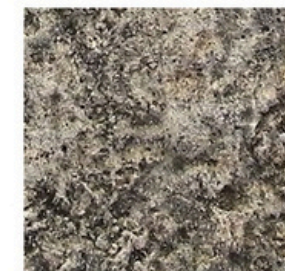
shape



form



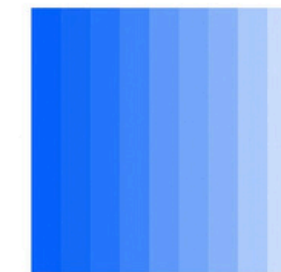
THE ELEMENTS OF DESIGN



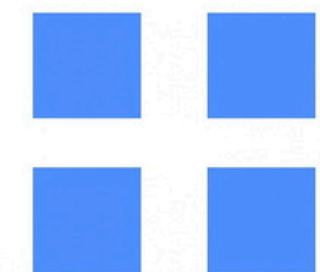
texture



color



value



space

**WHAT ARE THE
BASICS OF DESIGN?**

3 CORE ELEMENTS

DESIGN BASICS THAT MATTER THE MOST



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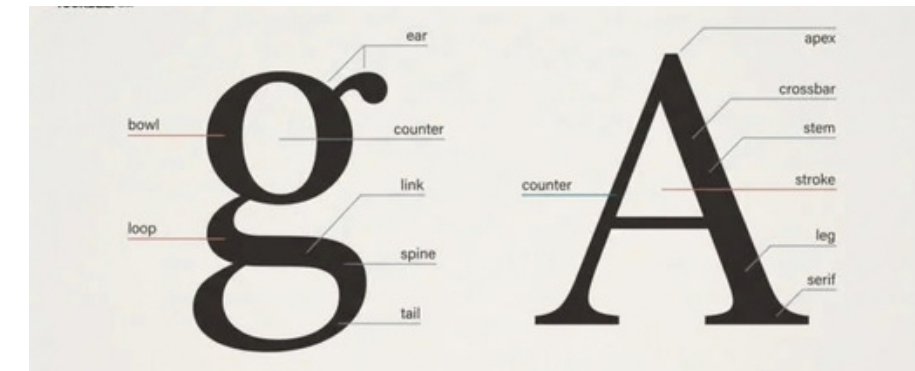


THE BASICS

The most basic elements of Design are:

- **Typography**
- **Hierarchy**
- **Color**

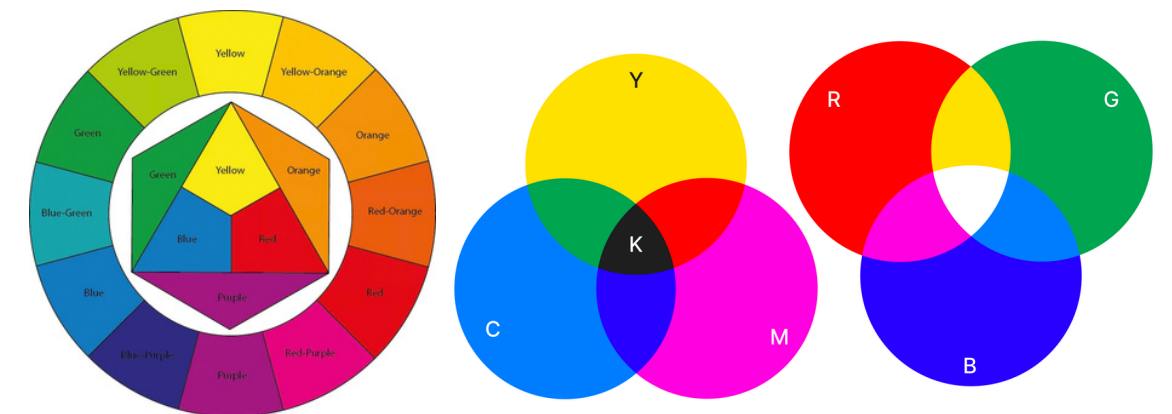
TYPOGRAPHY



HIERARCHY



COLOR



3 CORE ELEMENTS

DESIGN BASICS THAT MATTER THE MOST



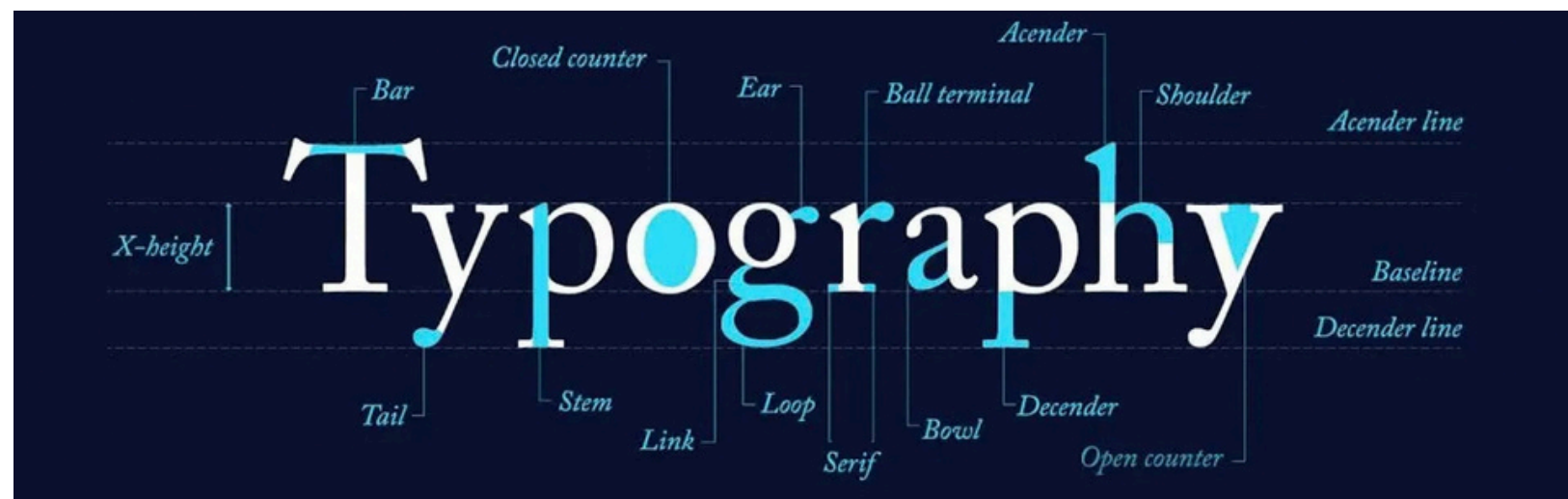
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TYPOGRAPHY

Typography is the art of arranging typeface to make written language legible, readable, and visually appealing.

- **Fonts** — Typefaces and their family
- **Spacing** — Kerning and Leading
- **Alignment** — Creates structure
- **Size & Weight** — Add emphasis



3 CORE ELEMENTS

DESIGN BASICS THAT MATTER THE MOST



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HIERARCHY

Hierarchy is about creating a clear order of importance. Good Hierarchy is about making the message easier to understand.

GOOD DESIGN IS **C.R.A.P.**

C.R.A.P. (Contrast, Repetition, Alignment, Proximity) are the pillars of Composition and Hierarchy.



YOU'LL READ THIS ONE LAST

YOU WILL READ THIS FIRST

THEN YOU'LL READ THIS



3 CORE ELEMENTS

DESIGN BASICS THAT MATTER THE MOST



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COLOR THEORY

Color theory is the idea that colors can work together in different ways and influence messaging.

- **Set a mood** — calm, energetic, playful, serious
- **Guide attention** — make key information stand out
- **Communicate meaning** — reinforce ideas or emotions
- **Build a brand** — create a consistent, recognizable look

60-30-10 RULE

- **60%** — Main color
- **30%** — Supporting color
- **10%** — Accent color

60

30

10



KEEP YOUR DESIGN PRACTICAL

When in doubt — K.I.S.S. (Keep It Simple... Somehow)



BEST PRACTICES **WHAT ACTUALLY** **GETS ATTENTION**



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TIP #1

BEST PRACTICES WHAT ACTUALLY GETS ATTENTION



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DO THE RESEARCH

When I design, I always start with four questions:

- **Who is this for?**
- **What makes this different?**
- **What are the Practical Steps we hope to accomplish?**
- **What is a Victory?**



Creation Care Summit

Sponsored by the Laudato Si Commission

Planting Seeds of Peace & Hope

Saturday, Sept. 13

9:00 a.m. - 12:30 p.m.

Cardinal Rigali Center
20 Archbishop May Dr.



Register Here!

bit.ly/2025CreationSummit

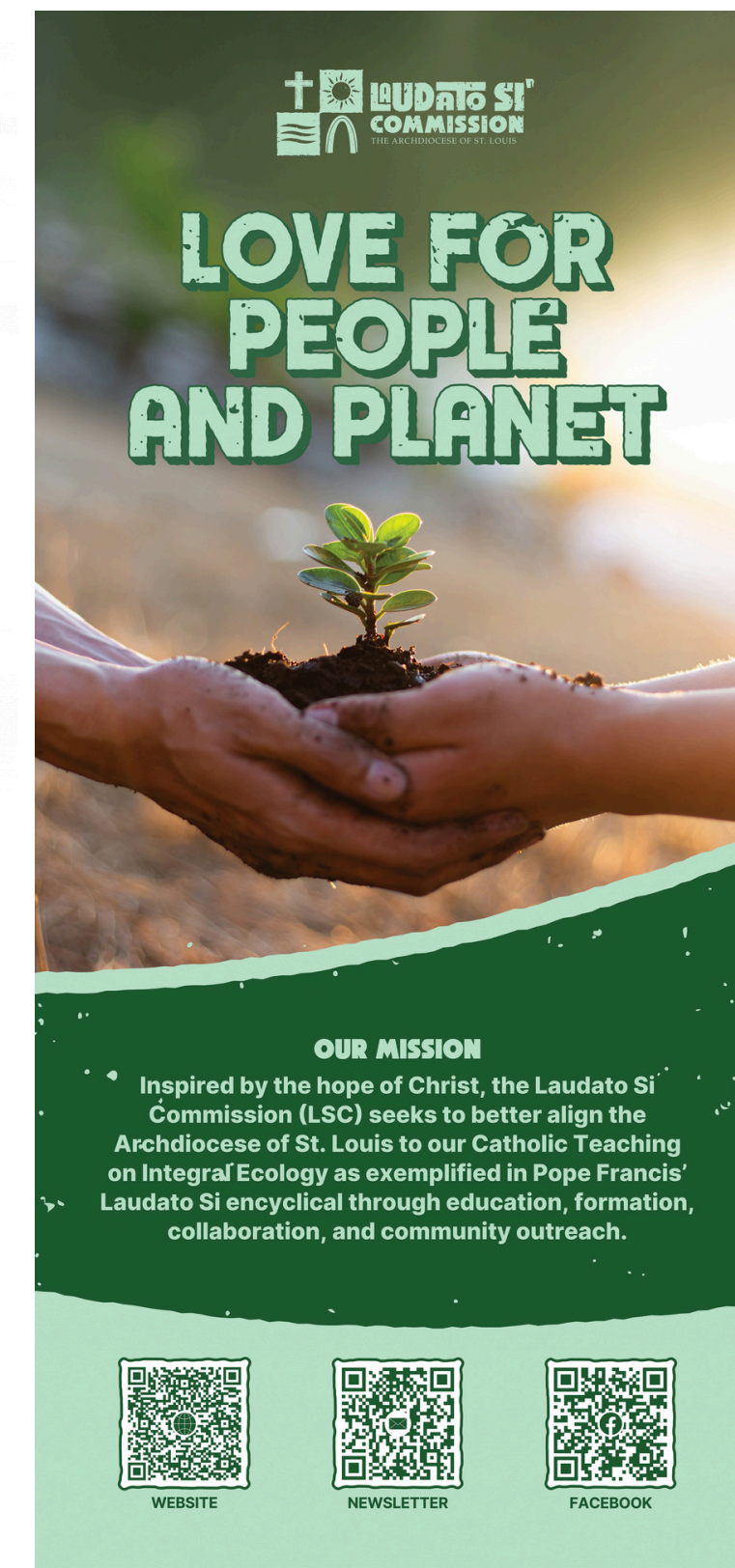


CASE STUDY
BEST PRACTICES WHAT ACTUALLY GETS ATTENTION



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CASE STUDY

BEST PRACTICES WHAT ACTUALLY GETS ATTENTION



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TIP #2

BEST PRACTICES WHAT ACTUALLY GETS ATTENTION



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DESIGN WITH INTENTION

Good Design Solves Problems.

- **Every element has a purpose.** — Everything on a design should serve a purpose. If it doesn't contribute, it distracts.
- **Visual choices should guide, inform, and communicate.** — “What do you want the viewer to notice first?” Design creates a path for the eye and a structure for the mind.
- **Design isn't decoration, it's communication** — The goal of design isn't to make something look good. The goal is to make something clear, understandable, memorable, and useful.



ARCHDIOCESAN MASS
FOR THE
PRESERVATION OF
PEACE AND JUSTICE

On the Holiday Weekend
Commemorating the Legacy of
Dr. Martin Luther King, Jr.

Sunday, January 18, 2026 2:30 pm
Cathedral Basilica-St. Louis
4431 Lindell Blvd.

Honoring The Model Of Justice Honorees
Most Reverend Mitchell T. Rozanski - Celebrant
Rev. Arthur J. Cavitt - Homilist

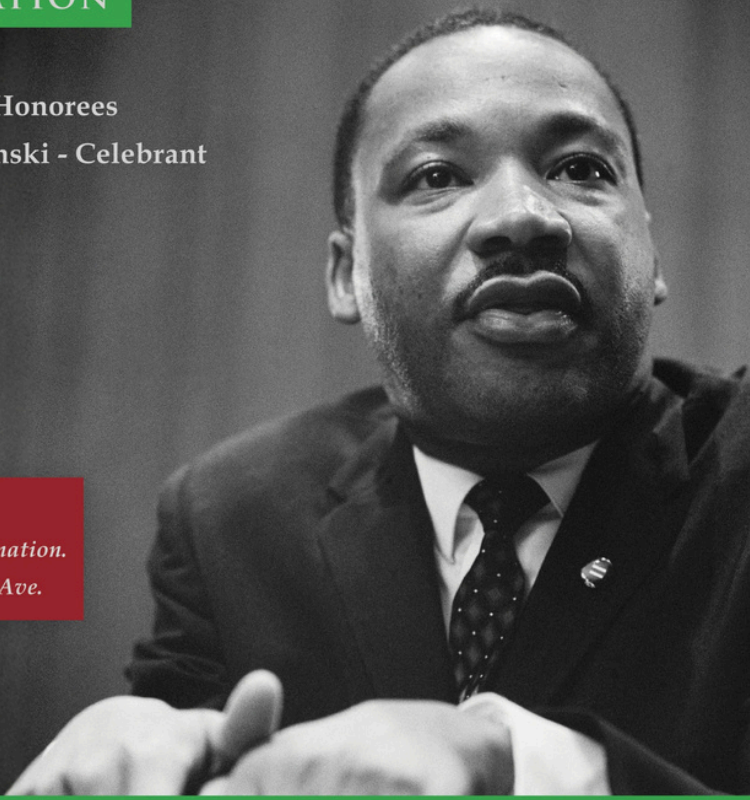
watch live at:
<https://cathedralstl.org/liturgy-sacraments/livestream>

Contact Corliss Cox at 314.792.6551 or
corlisscox@lwangacenter.org for more information.
Parking available at Lindell Blvd. & Taylor Ave.

SUPPORTED BY THE
ANNUAL CATHOLIC APPEAL
BUILD MY CHURCH

SAINT CHARLES
LWANGA
CENTER

ARCHDIOCESE OF ST. LOUIS
Office of Racial Harmony



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ARCHDIOCESAN MASS
FOR THE PRESERVATION
OF PEACE AND JUSTICE

On the Holiday Weekend Commemorating the Legacy of Dr. Martin Luther King, Jr.

50TH ANNUAL CELEBRATION

Honoring The Model Of Justice Honorees
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CASE STUDY

BEST PRACTICES WHAT ACTUALLY GETS ATTENTION



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TIP #3

BEST PRACTICES WHAT ACTUALLY GETS ATTENTION



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BUILD A SYSTEM, NOT A TEMPLATE

Brand Guidelines are a Living Document

- **Define the rules** — establish principles that guide every expression of the brand.
- **Flexibility** — build for the platform/medium and design for a the purpose
- **Branding should feel alive** — Not every design needs to look the same.
- **Brand Guideline and Branding Systems** — guidelines create the rules, branding systems lets them evolve

PROPER USE



Palatino Linotype

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEX

HEX, or hexadecimal, is the fancy way web designers represent RGB values on the web or within design software.

IMPROPER USE



Gill Sans

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



PRAYERS FOR
Minneapolis

IN THESE TROUBLING DAYS, WE RECOGNIZE WITH HEAVY HEARTS THAT THE EVENTS UNFOLDING IN MINNEAPOLIS DO NOT REFLECT THE VALUES WE HOLD DEAR AS A CHURCH AND AS A NATION. AS CATHOLICS, WE BELIEVE THAT THE DIGNITY OF HUMAN LIFE IS NOT DEPENDENT ON LEGAL OR ANY OTHER STATUS.

THE GOSPEL MAKES THIS CLEAR, AND THIS BELIEF IS REFLECTED IN OUR NATION'S FUNDAMENTAL PRINCIPLE OF INALIENABLE RIGHTS, CONFERRED TO US NOT BY THE GOVERNMENT, BUT BY GOD, OUR FATHER.

PLEASE JOIN ME IN PRAYING FERVENTLY THAT OUR LEADERS WILL WORK TOGETHER TO SEEK JUST AND MORAL SOLUTIONS TO THE CHALLENGES CONFRONTING US.


Most Reverend Mitchell T. Rozanski
Archbishop of St. Louis

JOIN THE ARCHDIOCESE OF ST. LOUIS'
OFFICE OF YOUNG ADULT MINISTRY
AND MILLIONS OF CATHOLICS
FROM AROUND THE WORLD FOR:

**WORLD
YOUTH
DAY**

지금 등록하세요
REGISTER NOW!

**SEOUL
2027**

**SCOLARSHIP
\$500 OFF**
FOR THE FIRST 20 REGISTRANTS

JULY 30 - AUGUST 9, 2027
ESTIMATED PRICE \$5,000/PERSON
3-STAR HOTEL
GUIDED PILGRIMAGE
FOR AGES 18 - 39

SCAN QR CODE OR VISIT
Bit.ly/4wTA4cq
TO REGISTER



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How do I
Thank God for
WHAT IS?



**WELL
DONE,**

Good and Faithful Servant
HONORING A LEGACY OF PRIESTLY SERVICE



**CLICK TO SUPPORT OUR
RETIRED PRIEST TODAY!**

archstl.org/retiredpriests

CASE STUDY

BEST PRACTICES WHAT ACTUALLY GETS ATTENTION

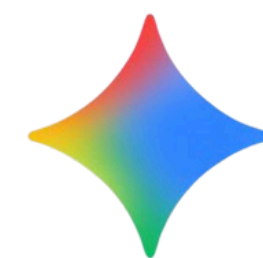


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ChatGPT



Gemini



Claude



Copilot

Can I use AI?

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Our Brand

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**LET'S MAKE SOME
CONTENT!**

- You will break off into small groups for this activity. (3-4)

Content Workshop

From Big Ideas to Brilliant Content



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- You will break off into small groups for this activity. (3-4)
- Create one piece of engaging content about the things you have learned/experienced today at the CCC!
 - Can be a graphic, photo, or video

Content Workshop

From Big Ideas to Brilliant Content



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- You will break off into small groups for this activity. (3-4)
- Create one piece of engaging content about the things you have learned/experienced today at the CCC!
 - Can be a graphic, photo, or video
- Incorporate key aspects of creating brilliant content
 - Storytelling
 - Content Strategy
 - Basics of Design
 - CRAP
 - KISS

Content Workshop

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 - KISS
- DON'T USE AI! Use your fellow colleagues to create something original and cool!

Content Workshop

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 - Basics of Design
 - CRAP
 - KISS
- DON'T USE AI! Use your fellow colleagues to create something original and cool!
- The best post will be featured on ARCHSTL social channels!

Content Workshop

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COLLECTIVE

CLOSING THOUGHTS

Resources!

From Big Ideas to Brilliant Content



ARCHDIOCESE
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- Storybrand 7-Part “Hero on a Journey” Framework
- The Elements of Content Strategy by Erin Kissane
- Top 25 Viral Insta-Hooks
- The Non-Designer’s Design Book by Robin Williams
- How To Be a Graphic Designer Without Losing Your Soul by Adrian Shaughnessy
- TED TALK - How to design a library that makes kids want to read | Michael Bierut
- Designing brand systems that scale: from the first visuals to long-term identity.
Phenomenon Studio
- Design Your Way.