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COLLECTIVE *#ArchSTL*

PRESENTATION WILL START SHORTLY

Navigating The Social Sea

Writing Effectively, Engaging Meaningfully, and Thinking Strategically Across Different Social Media Platforms

Introduction

Writing for Social Media



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- **BEST PRACTICE:** Personalize copy and content across platforms to tailor to each audience

**Writing for social media can be
overwhelming**

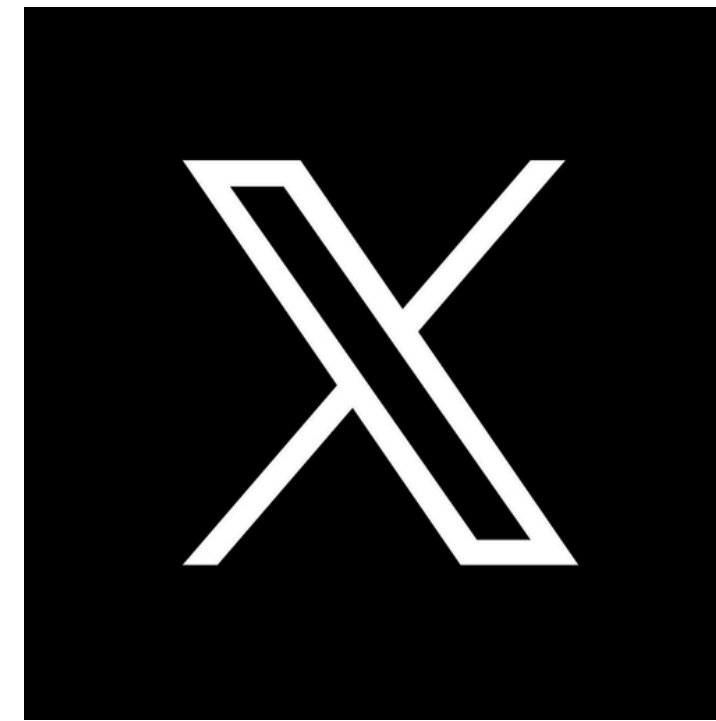
CAN IT BE EASIER??



Direct
Extensive
Descriptive



Brief
Quippy
Amusing



Limited
Formulaic
Ephemeral



Personal
Professional
Situational

The Big 4



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STRATEGY How are we using Facebook?

VOICE How should we sound?

CONSISTENCY Would someone recognize us?

FACEBOOK COPY

Direct

Descriptive

Consistent



Facebook works best when choices are intentional.



INSTAGRAM = *Where Catholic media is happening* **RIGHT NOW**



EFFICIENT ≠ IDENTICAL

Use the tool to save time.
Customize the content to fit
the platform

Post details

☒ Customize post for Facebook and Instagram

 Facebook

 Instagram

01 USE META BUSINESS SUITE

Manage + schedule directly

02 BUT CUSTOMIZE

Facebook ≠ Instagram

03 KEEP IT SHORT

Lead with what matters

The shortcut is the tool, not identical content.



Where does X Fit?



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LOWER PRIORITY

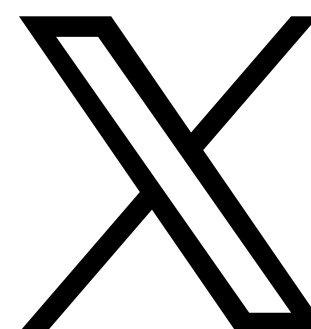
Engagement has declined, so X may not warrant the same time or investment as other platforms

STILL USEFUL

The platform can still have a role when audience or message makes sense

KEEP IT SHORT

Short and sweet is a suggestion for Instagram, but a necessity for X

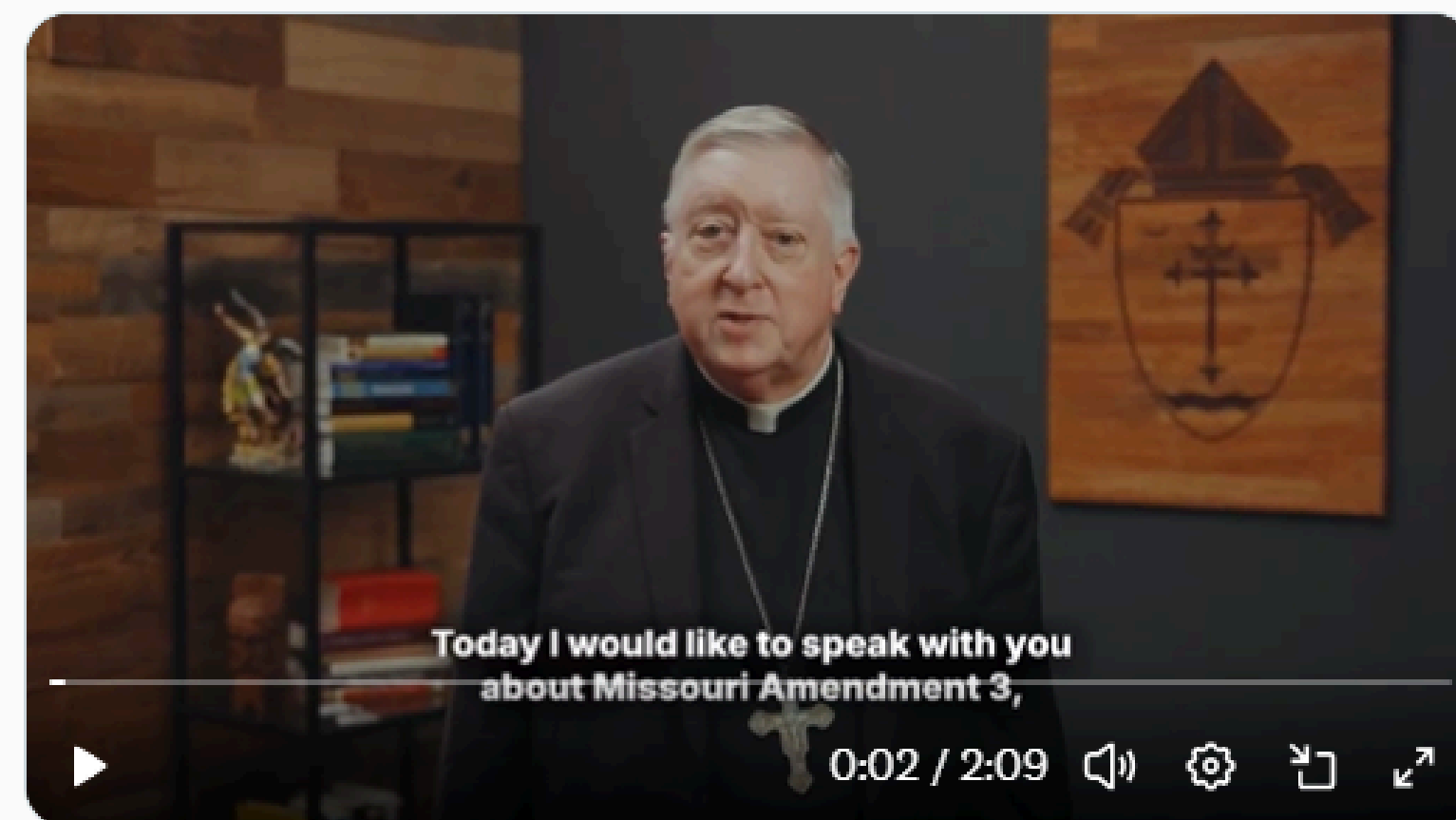


Archdiocese of St. Louis @archstl · Sep 8



On November 3, voters will get the opportunity to restore pro-life values to the Missouri Constitution. If passed, Amendment 3 would substantially limit the number of abortions performed in our state.

Visit ArchSTL.org/yes-on-3 for more information.



LinkedIn Discovery



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- Should you have a LinkedIn profile?
- Cross-functional platform for a variety of content
- **Actively engage with the type of content you want to produce**



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5,203 followers

2mo • Edited •

Over 160 educators attended yesterday's New Teacher Orientation at The Cardinal Rigali Center. Each teacher is ready to make an impact by bringing their God-given gifts to The Archdiocese of St. Louis. ...more



You and 61 others

1 comment • 4 reposts



Celebrate

Comment

Repost

LinkedIn

What NOT to do



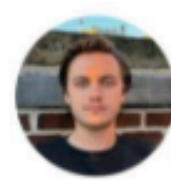
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Bryan Shankman • 2nd
Owner @ SuperSeller | Get meetings with...
2d • 🌐

I proposed to my girlfriend this weekend. 🤰

Here's what it taught me about B2B sales:...



Torrey Leonard • 3rd+
founder @ thoughtly
1d • Edited • 🌐

+ Follow

My co-founder [Casey](#) has built a reputation for himself as "the guy who sits on his laptop in bars" from SF to NYC

Last week [Thoughtly](#) brought on a customer that needed to launch within 2 weeks. He just so happened to be getting married within that 2 week window...

So, here he is wrapping up a pull request. At his own wedding.

Congrats Casey– now please, go take some time off.



Tasleem Ahmad Fateh
The LinkedIn Guide.
2w • 🌐

It's impossible to build a business on LinkedIn today

Instead here's what's possible TODAY 🙌

- You can connect with 15 ICPs from the feed.
- You can drop 10 comments to make friends.
- You can start 5 conversations to find clients.
- You can write 1 post to tell people you exist.

It'll only take you 30 minutes.

However,

In 365 days you'll have:

- 5475 ICPs in your network.
- 1825 potential clients to convert.
- 365 pieces of content to repurpose.

Don't say:

"I want to build a business on LinkedIn Today"

Instead say:

"I want to invest 30 minutes on LinkedIn today"

Remember the way to win here is simple:

...

👍❤️🌐 1,387

1,115 comments • 17

Facebook vs. X

How can length of post impact engagement?



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Facebook



Archdiocese of St. Louis

Published by Instagram · March 19 ·

...

The Savior of the world called him father.

On the feast of St. Joseph, we honor the man entrusted with the care of Jesus and Mary. Not a king, not a scholar, but a faithful husband and father whose quiet obedience helped shape salvation history.

In the hidden life of Nazareth, Joseph shows us that holiness is built in the ordinary. In daily work. In steady love. In doing exactly what the Lord asks.

St. Joseph, patron of workers, fathers, and families, pray for us! [See less](#)

X



Archdiocese of St. Louis @archstl · Mar 19



The Savior of the world called him father.

In the hidden life of Nazareth, Joseph shows us that holiness is built in the ordinary. In daily work. In steady love. In doing exactly what the Lord asks.

Instagram vs. LinkedIn

What differences do you see?



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arch_stl



arch_stl Zoë Coffman, lifelong parishioner of St. Alphonsus Liguori "Rock" Catholic Church, recently received the Leon Henderson Award for her positive impact within her Catholic community.

The annual award from the St. Charles Lwanga Center recognizes young adults for their community work, leadership, and commitment to Christ-like values.

...



[Archdiocese of St. Louis](#)

5,212 followers

3mo •

[Zoë Coffman](#), lifelong parishioner of St. Alphonsus Liguori "Rock" Catholic Church, recently received the Leon Henderson Award for her positive impact within her Catholic community. The annual award from the St. Charles Lwanga Center recognizes young adults for their community work, leadership, and commitment to Christ-like values.

"If we have a calling or a gift that's been given to us by God, I feel like I want to be a healer," Coffman said. "This is what God has put me here to do."

Coffman also recently earned a master's degree in social work from [Washington University in St. Louis](#), where she completed over 700 hours of community service including spiritual leadership and formation.

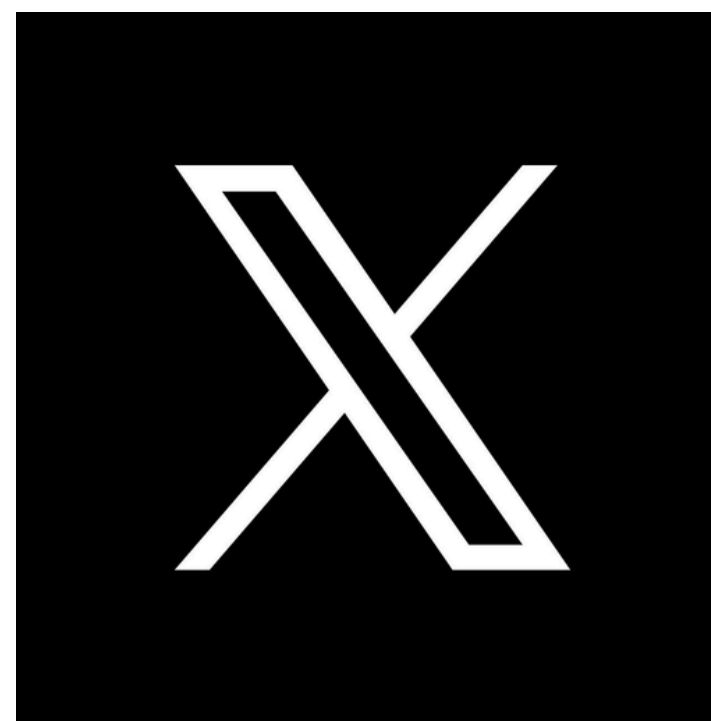
Read the full story from St. Louis Review below:



Grabbing users
immediately



Balancing between forms
of content/delivery



Limited Engagement
&
Restricted Space



Is the post too “braggy”?

Important Things to Consider



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What about TikTok?



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What about TikTok?

TikTok is having a moment in Catholic media



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What about AI?

What should the Catholic perspective be on AI social media tools?



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- It depends!
 - Generally, it's not a good idea to use generative AI
- However, utilizing select social media AI tools can be helpful
 - Ask Canva
 - Hootsuite's *OwlyGPT*
 - Meta AI
 - Always think of it as a springboard, not as a finish line

What about AI?

Would you use these images?



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What about AI?

And don't get me started on AI flyers!



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+
PLACEHOLDER
CHURCH NAME
FAITH • HOPE • LOVE

—
LOVING GOD
LOVING PEOPLE
SERVING OUR
COMMUNITY

CHURCH
Where
Faith
CHANGES EVERYTHING

BIBLICAL TEACHING
Learn and grow in God's Word.

POWERFUL WORSHIP
Experience God's presence.

STRONG COMMUNITY
Find family. Make a difference.

JESUS CHRIST IS THE SAME YESTERDAY, TODAY, AND FOREVER.
— HEBREWS 13:8 —

JOIN US THIS SUNDAY!

SUNDAY WORSHIP 9:00 AM	SUNDAY SCHOOL 10:30 AM	EVENING SERVICE 6:00 PM
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All Are WELCOME!

123 FAITH WAY
YOUR CITY, ST 12345

(123) 456-7890
WWW.YOURCHURCH.COM

COME AS YOU ARE.
LEAVE TRANSFORMED.

Content Calendars

Should I be scheduling posts well into the future?



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- Content calendars are an excellent way to plan future material
 - Hootsuite
 - Catholic Social Media
 - Sprout
 - Free tools such as:
 - Meta Business Suite
 - Buffer
- 3 separate categories of content:
 - Evergreen
 - Topical
 - Trends-Based

Three Types of Content

Each type holds value!



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Evergreen



Topical/Timely



Trends



Why Even Bother?

Is it really worth it to tailor copy and content to each platform?



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- Yes!
- **Your audience for each platform is unique. Shouldn't your copy and delivery be, too?**
- Understand your audience
- Key elements of social copy to always consider:
 - Length
 - Tone
 - Vocabulary
 - Style
 - Cohesion

Q&A

Did anything strike your attention? Confuse you? Excite you?

Prompt

Put your skills to the test!



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- Your parish is welcoming a new pastor next month and your team is in charge of making the announcement across all social media channels. His name is Fr. Bob Smith and he's been a priest for over 15 years.
- Practice writing the announcement post in at least two different styles - Facebook, Instagram, X, LinkedIn, and TikTok. Feel free to do all three or four if time permits! Think about audience, style, and delivery.
- Full creative control! You are free to make up whatever details you like, and are welcome to make creative choices on hashtags (or lack thereof), length, style, etc.