

DURING THE LAST TWO YEARS
WE HAVE BEEN ENGAGED
IN A CRITICAL REFLECTION
ABOUT THE SOCIAL MEDIA
ENVIRONMENT,
FUTURE PERSPECTIVES
AND SOCIAL CHANGE.

#### THROUGH LISTENING AND DIALOGING

### IN A SYNODAL SPIRIT

## WE SELECTED 16 YOUNG PROFESSIONALS FOR THE FAITH COMMUNICATION IN THE DIGITAL WORLD PROGRAM



#### WE STARTED OUR REFLECTION

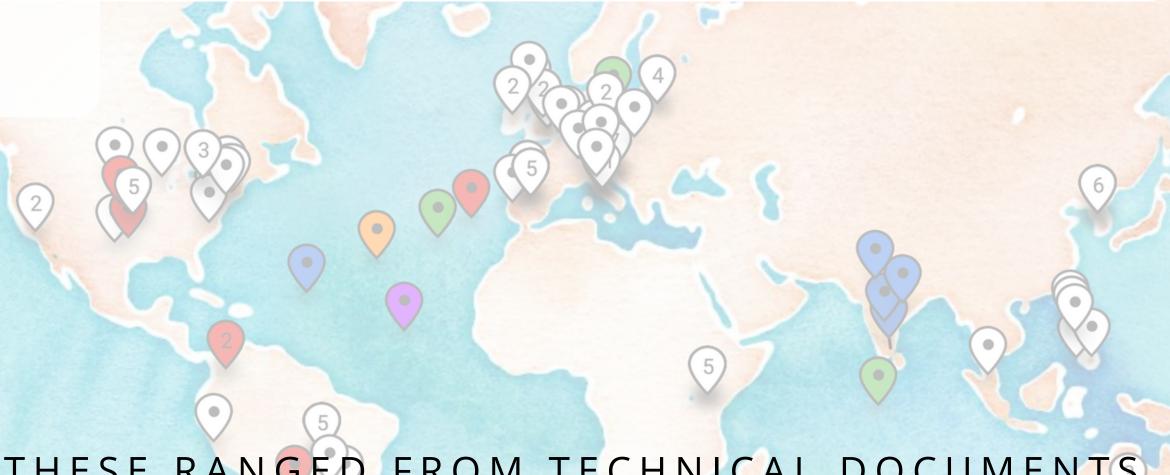
PONDERING THEIR PERSONAL AND COLLECTIVE EXPERIENCES.
THEY DUG INTO RESOURCES AND RESEARCH RELEVANT TO THEIR OWN LOCAL COMMUNITIES.



Daniella Zsupan-Jerome + 37 • 8me

### Social Media Guidelines and Communication Strategies

A Survey of Existing Resources and Documents: Post your social media guidelines examples on this map



THESE RANGED FROM TECHNICAL DOCUMENTS
TO STRATEGIC APPROACHES TO DIGITAL
COMMUNICATIONS FROM ALL ACROSS THE
GLOBE, AND THEY FORMED THE FOUNDATION
FOR SOCIAL MEDIA GUIDELINES DOCUMENT.

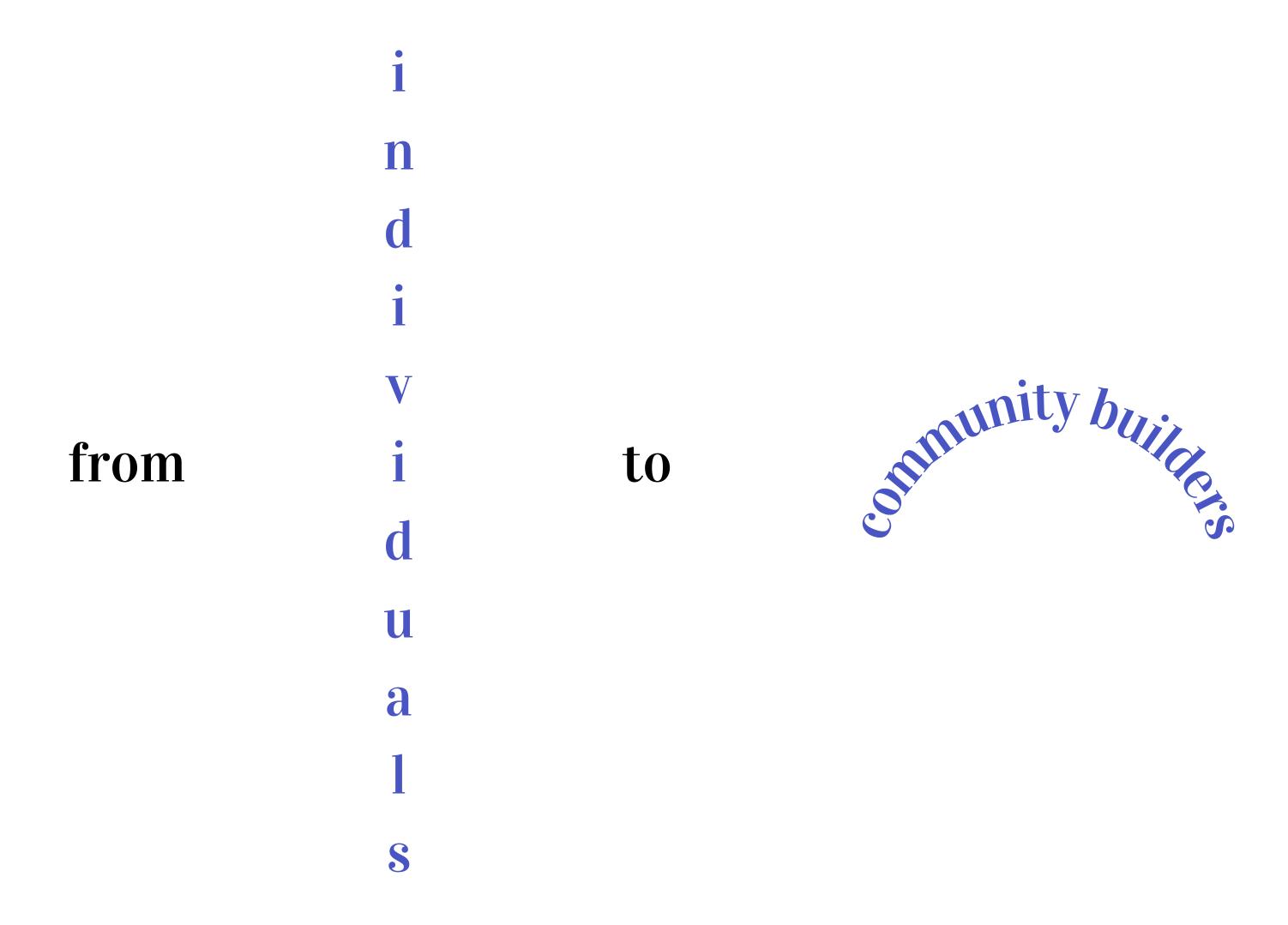
THEN WE DISCUSSED WITH THEM ABOUT 4 QUESTIONS:

WHY - WHO - WHAT - HOW

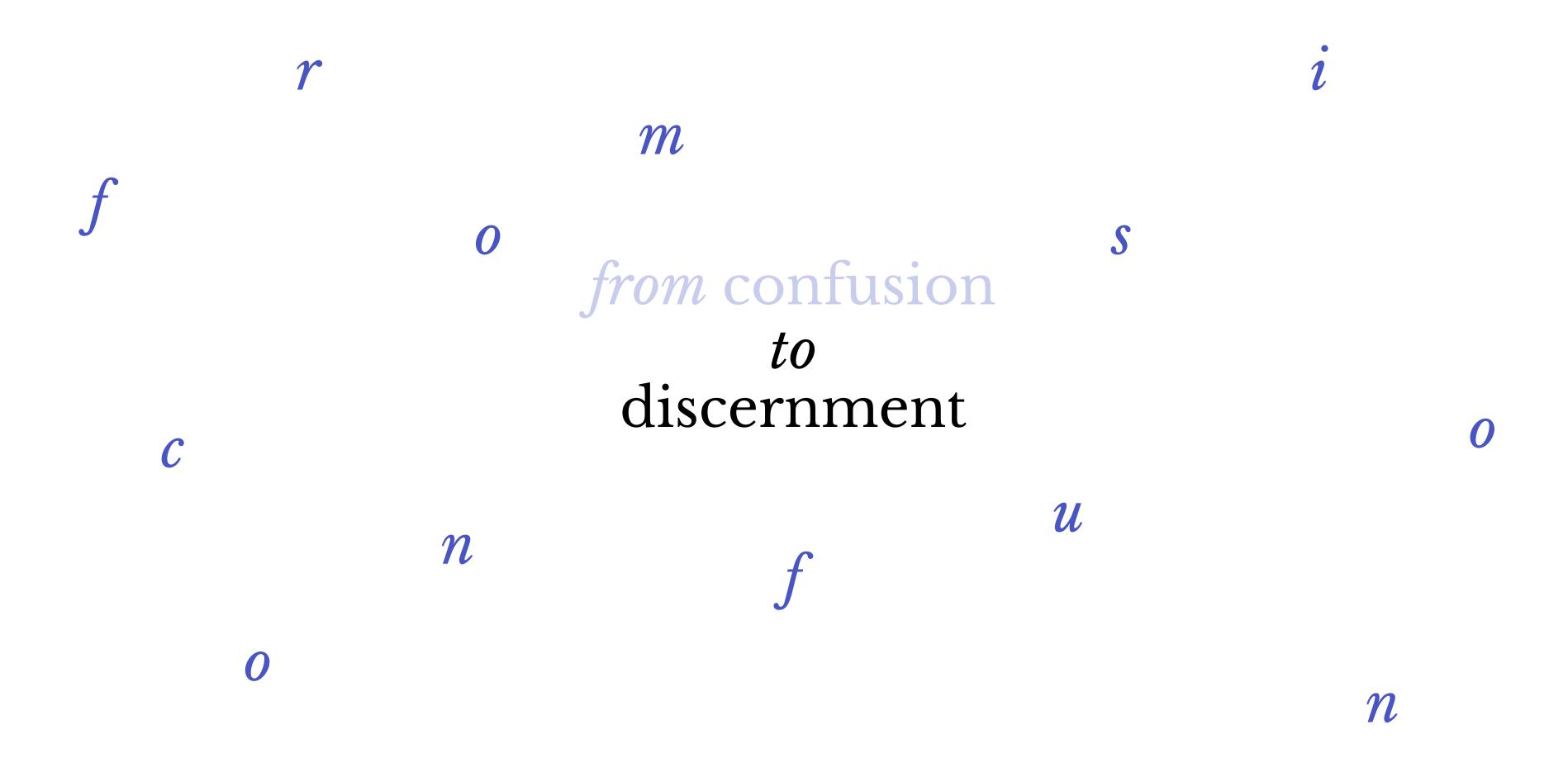
## WHY?

## WHAT CHANGE WOULD WE LIKE TO ACHIEVE IN THOSE WHO READ THE "GUIDELINES"?

from dismay — to hope



from *casual* use to a professional presence in social media



from a nartial visioni to an integral vision of social media

## WHO?

# THE GUIDELINES WILL BE FOR EVERYONE, BUT WHAT CATEGORIES OF PEOPLE DO WE WANT TO SPECIFICALLY TARGET?

#### All Catholic communicators.

Church media workers, communication managers in Church institutions, parents, educators, etc.

But more in general every christian who actively uses social media, especially those with responsibility in the Church.

### WHAT?

## OF ALL THE TOPICS CONSIDERED, WHICH CANNOT BE MISSED IN THE GUIDELINES?

#### A handful of keywords initially collected from the first group:

Spirituality

Speaking Prophetically and Preaching the Digital Gospel

Dialogue and Encounter

Authenticity and Vulnerability

Culture

**Education and Creativity** 

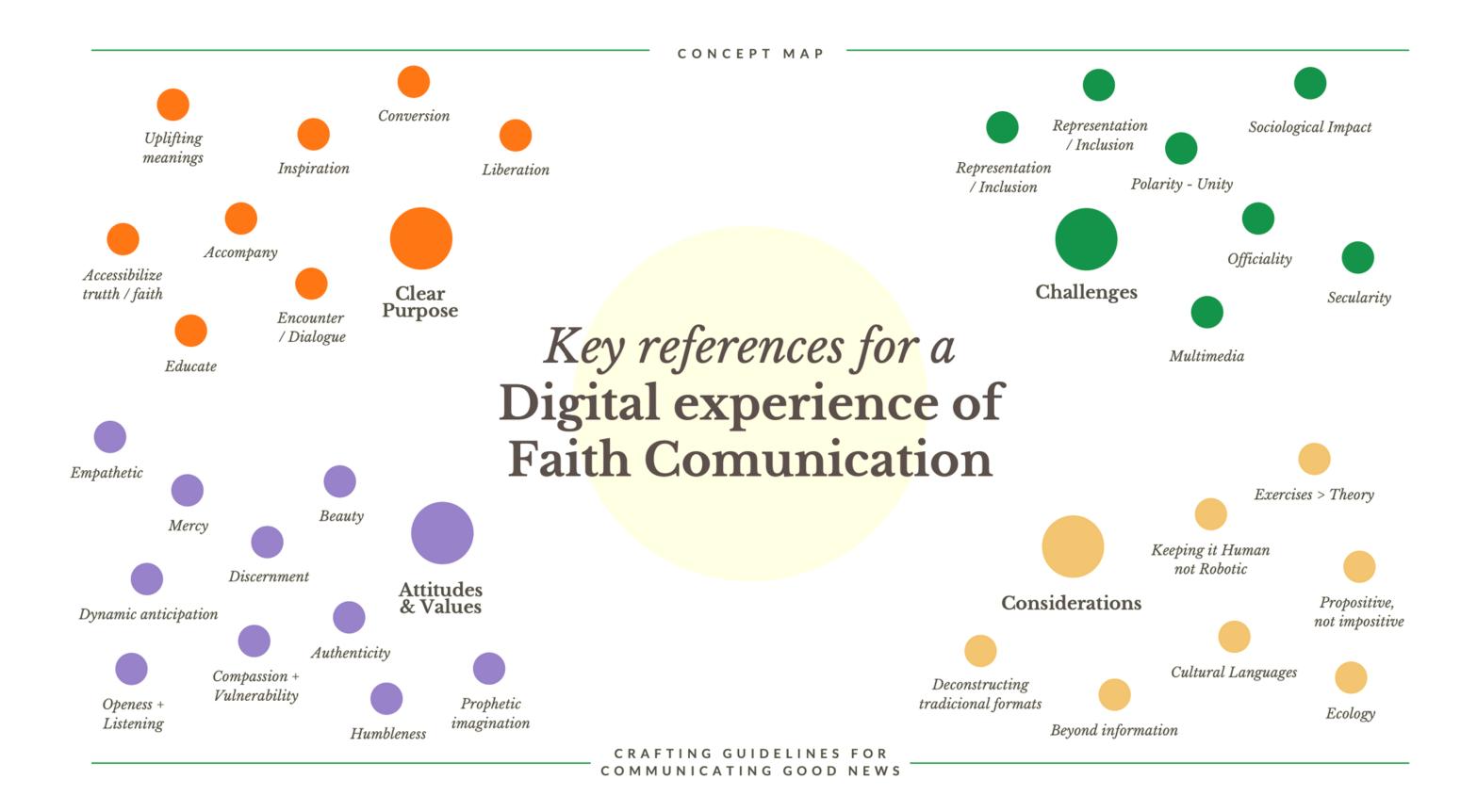
Discernment

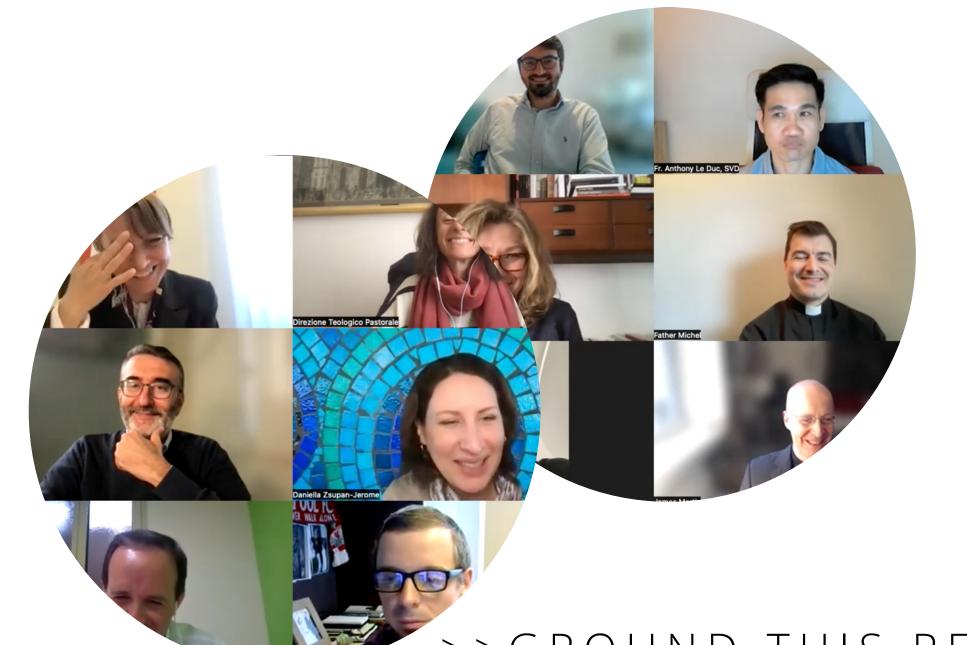


WE SELECTED A GROUP OF EXPERTS
COMPOSED BY ACADEMICS, RELIGIOUS,
JOURNALISTS, PROFESSIONALS
AND ASKED THEM THESE SAME QUESTIONS

#### DURING A FIRST 2-DAYS WORKSHOP

## WE COLLECTED THEIR ANSWERS TO OBTAIN A NEW REASONED MAP OF KEY TOPICS...





#### As a third step

MEETING WITH A SELECTED GROUP OF EXPERTS

#### ASKING THEM TO

>>PRIORITIZE THE TOPICS

>> GROUND THIS REFLECTION IN THE SCRIPTURES

>>PREFIGURE DESIRABLE CHANGES

>>POINT OUT THE ERRORS TO BE AVOIDED

## DURING THIS PROCESS WE REALIZED THAT RATHER THAN "Guidelines"

THIS NEW DOCUMENT SHOULD INVITE TO REFLECT AND INTRODUCE TO A SHARING OF BEST PRACTICES.

Pastoral Reflection on Social Media Engagement

## MEANWHILE WE LEARNED A LOT ABOUT how the Church coped with the Pandemic REINFORCING ITS PRESENCE IN THE DIGITAL ENVIRONMENT

## ON THE BASIS OF THE COLLECTED MATERIALS WE BUILT an initial structure.

WE ASKED THE EXPERTS FOR CONTRIBUTIONS ANSWERING PRECISE QUESTIONS.

THE CONTRIBUTIONS WERE THEN EDITED BY A SMALL TEAM TO ACHIEVE THE DRAFT THAT YOU HAVE RECEIVED.

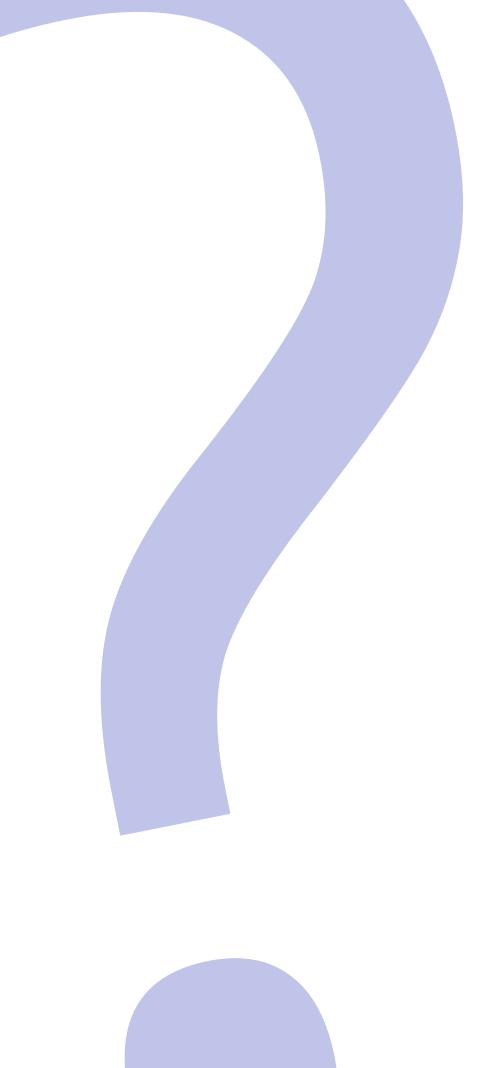
### HOW?

WHAT RECOMMENDATION COULD YOU GIVE FOR THE DISSEMINATION, SO THAT WE CAN CONTINUE THE CONVERSATION ON THE TOPIC WITH DIFFERENT CHURCH'S COMMUNITIES?

Build Learning Communities

Global Campaigns

Resources for Local Communities



## As a fourth step...

WE LISTEN TO YOUR COMMENTS