



**Diocese of Palm Beach
Office of Communications
Parish Communication Strategy Meeting Minutes
April 14, 2021, 1 PM Via Zoom**



1. Welcome and Prayer
2. Please use chat box for questions today
3. Go to this link on your phone or scan the QR code to the right
<https://www.menti.com/7r4t9i484o>
4. Reminder of tools available to you
 - a. Website
 1. Website updated daily, www.diocesepb.org (currently averaging more than 10,000 visitors per day)
 2. Walk through new layout and obtain feedback
 3. Parish Bulletin Editors and Communication Staff Link,
<https://www.diocesepb.org/ministriesoffices/offices/communications/parish-bulletin-editors-communication-staff.html> organized currently in the following way:
 - a. New Important Information
 - b. Expected Information to be published
 - c. Announcements
 - d. Office and Ministry Updates
 - e. Resources for Communication Staff
 4. Please submit events on <https://www.diocesepb.org/news/event-submission.html> (must follow current CDC protocol to be promoted)
 5. Sharepoint for internal documents in the near future
 - b. Social media pages
 1. <https://www.diocesepb.org/news/social-media-links.html>
 2. Social media tips, handles for other parishes and schools available in E.1.
<https://www.diocesepb.org/ministriesoffices/offices/communications/parish-bulletin-editors-communication-staff.html/article/2021/03/08/april-2021-bulletin-and-communication-announcements>
 3. DPB Facebook page currently has nearly 5,000 followers and reaches 14,000 people monthly
 - c. Florida Catholic Media- Cecilia Padilla, Reporter, Photographer, Digital Production Coordinator
 1. New look/feel: <https://www.thefloridacatholic.org/dioceses/palm-beach/>
 2. New marketing push for promotion found on:
<https://www.diocesepb.org/ministriesoffices/offices/communications/florida-catholic-graphics.html>
 3. Free, e-edition published every Friday, Dose of Faith e-newsletter published once a month, delivered to your email every Friday (sign up

https://www.thefloridacatholic.org/users/signup/?referer_url=https%3A%2F%2Fwww.thefloridacatholic.org%2F

4. Submit story ideas online,
<https://www.diocesepb.org/ministriesoffices/offices/communications/the-florida-catholic/submit-a-story-idea.html>
5. Story deadlines, where to find stories once they have been published, statistics, new Spanish section

d. Televised Catholic Mass

1. Currently few more openings for priests to participate in 2021 program
2. Available every Sunday on CW34, on website
<https://www.diocesepb.org/ministriesoffices/offices/communications/2021-masses.html> and FB
3. In 2021, reaching more than 11,000 households per Sunday, viewership is up 30% from first quarter last year

e. Second Collections

1. Resumed in February 2021
2. Letters available in English and Spanish on
<https://www.diocesepb.org/ministriesoffices/offices/communications/collection-letters.html>
3. If you need help with online giving, please let me know
4. Do you prefer the letters emailed as PDF or Word documents?

f. DSA

1. All resources available on
<https://www.diocesepb.org/ministriesoffices/offices/communications/parish-bulletin-editors-communication-staff.html/article/2021/03/08/april-2021-bulletin-and-communication-announcements> under B.2.
2. What types of new resources would you like for this quarter?

g. Announcements

1. Bryan Smith with 8th Avenue Studios is willing to make promo videos for each parish, \$150 base price if he has filmed or will be filming a TV Mass at your parish, you can contact him directly to discuss, here is an example:
<http://www.8thavenuestudios.com/project/parish/>
2. Step Up For Students parish marketing information
<https://www.stepupforstudents.org/catholic-toolkit/#banner-ads>
3. What would you like translated and in what languages (Spanish, Creole?)

5. Round Robin to discuss what is working in each parish and what you need help with at this time.
6. Next Zoom is July