



**Diocese of Palm Beach
Office of Communications
Parish Communication Strategy Meeting Minutes
July 8, 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/sfn69ix3rh>
4. Are you all receiving our emails? If not, email
communications@diocesepb.org
5. Office of Communications hiring for two positions!
 - a. Reporter/Photographer/Digital Production Coordinator
 - b. Multimedia Graphic Design Coordinator
 - Visit <https://www.diocesepb.org/employment-center/job-listings.html>
6. New communication videos available! Please do not post the videos prior to these release dates below.
 - a. July 8, 2021: Post Full Promo on at noon on social media and website
 - b. July 9, 2021: Email all parishes and schools with promo video links
 - c. July 13, 2021: Post Website Promo on social media and website
 - d. July 20, 2021: Post TV Mass Promo on social media and website
 - e. July 27, 2021: Post Social Media Promo on social media and website
 - f. August 3, 2021: Post Florida Catholic Promo on social media and website
 - a. Full Promo: <https://vimeo.com/568547691>
 - b. Website Promo: <https://vimeo.com/568548733>
 - c. TV Mass Promo: <https://vimeo.com/568549010>
 - d. Social Media Promo: <https://vimeo.com/568548603>
 - e. Florida Catholic Promo: <https://vimeo.com/568548867>
7. Reminder of tools available to you
 - a. Website
 1. Website updated daily, www.diocesepb.org (currently averaging more than 11,000 per month)
 2. Parish Bulletin Editors and Communication Staff Link, <https://www.diocesepb.org/ministriesoffices/offices/communications/parish-bulletin-editors-communication-staff.html> organized in the following way:
 - a. New Important Information
 - b. Expected Information to be published
 - c. Bulletin Announcements
 - d. Office and Ministry Updates
 - e. Resources for Communication Staff
 3. Please submit events on <https://www.diocesepb.org/news/event-submission.html> (must follow current CDC protocol to be promoted)
 - b. Social media pages
 1. <https://www.diocesepb.org/news/social-media-links.html>



2. Social Media Online Administrators Agreement
3. Social media tips and tricks
- c. Florida Catholic Media
 1. Currently seeking Reporter, Photographer, Digital Production Coordinator: <https://www.diocesepb.org/employment-center/job-listings.html/title/reporter-photographer-digital-production-coordinator-pastoral-center>
 2. New look/feel: <https://www.thefloridacatholic.org/dioceses/palm-beach/>
 3. New marketing push for promotion found on: <https://www.diocesepb.org/ministriesoffices/offices/communications/florida-catholic-graphics.html>
 4. 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)
 5. Submit story ideas online, <https://www.diocesepb.org/ministriesoffices/offices/communications/the-florida-catholic/submit-a-story-idea.html>
 6. Story deadlines, where to find stories once they have been published, statistics, new Spanish section
- d. Televised Catholic Mass
 1. Available every Sunday on CW34, on website <https://www.diocesepb.org/ministriesoffices/offices/communications/2021-masses.html> and FB
 2. In 2021, reaching more than 11,000 households per Sunday, viewership is up 30% from first quarter last year
- e. Second Collections
 1. Letters available in English and Spanish on <https://www.diocesepb.org/ministriesoffices/offices/communications/collection-letters.html>
- 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.
- g. Announcements
 1. Step Up For Students parish marketing information <https://www.stepupforstudents.org/catholic-toolkit/#banner-ads>
 2. General photos added to Communications Page in the near future
 3. Please include a link to the Diocese of Palm Beach website on your parish's website
 4. Directory is updated and on the DMR
 5. Sign up for Family Life E-Newsletter!
 6. Additional resources:
 - a. Canva
 - Catholic Link

Sprout Social
Shareable Faith
USCCB
Stock Snap
Franciscan Media
Unsplash
Repost It
Flip-a-gram
Skitch
PicPlayPost
VideoScribe

8. Round Robin to discuss what is working in each parish and what you need help with at this time.
9. Next meeting is in October