

Facebook

POSTING TIPS FOR PARISHES



Archdiocese
of St Andrews
& Edinburgh

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IMPORTANT

Your parish priest

The **priest** is responsible for what appears on the parish Facebook page. He should have the highest admin rights on the page. Ensure you keep him updated about what you are posting on behalf of the parish. If in doubt, ask!

Support the Archdiocese

Share posts from the Archdiocese's Facebook so that parishioners are kept up to date with news and events.

➔ Share



Pin important items

Use the pin feature to place important posts to the top of your page.



Share the newsletter!

The parish bulletin has all the latest info and news so ensure it is posted each week.

Guide...

The Archdiocese has a simple guide on how to post your newsletter onto Facebook. Find it at archedinburgh.org (admin > comms > resources)

Free images!

These sites have copyright-free images if you need a generic picture to illustrate a post.

Canva

Unsplash

pixabay freepik



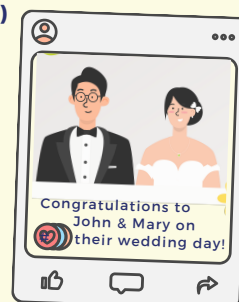
TIP: If you livestream, you can set it up so it appears live on Facebook.

CONTENT IDEAS

Photos (and video!)

- Parish events
- Weddings
- Baptisms
- Anniversaries
- Old pics of the parish

*Make sure you have permission from those in the photo.



Other:

- Parish charity work
- Special collections
- Confession times
- Adoration times
- Achievements of parishioners
- Cancellations
- News from parish groups, eg SSVp
- Death notices, obituaries (with family permission)
- Children's Liturgy info
- Updates from parish committees.
- Safeguarding updates
- Mass Offerings
- Xmas Mass times
- Mass times for Holy Days of Obligation
- Feast Days
- Local school info relating to parish
- Sunday's Gospel Reading reference
- Catechesis (refer to parish priest)
- Info for new parishioners
- RCIA dates/info
- Updates from priest
- Parish days out
- Parish history
- Parish who's who
- Pro-Life updates
- Newsletter items

TIP: Visit other parish Facebook pages for ideas on what works well.

How often should I post?

Generally, not more than once a day and not less than once a week.

What type of content?

It's best to stick mainly with parish-based info and news. See top right of this page for ideas.

What should I avoid posting?

Use your judgement on what to avoid. It's the Parish Facebook page so avoid posting your pet subjects or giving your opinion on issues (see right).

How do I deal with problem comments?

Offensive comments can be hidden or deleted.

"Those who use social media as part of their Church ministry should do so for the purposes of evangelisation and catechesis."

"All social communications should be underpinned by Christian charity."

Bishops' Conference of Scotland



Keep it simple. Keep it positive.

This document is a **guide only** for those who have been given the responsibility of posting on a Parish Facebook page. Use prudence and common sense to judge what is appropriate to post. Posts should be in accordance with the Church's teaching on faith and morals.

For support contact
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