



ST. ANN

CATHOLIC CHURCH

CELEBRATING 150 YEARS

Established 1869 #StAnn150

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Why Should I Use Websites, Email and Social Media?

1. Get discovered online.
2. Use valuable time effectively.
3. Maintain a good reputation.
4. Respond with timeliness and effectiveness.
5. Be seen as an authority in the field.
6. Look professional, engaging and diverse.
7. Have an impact, inspire and challenge.
8. Be locally and universally relevant.
9. Engage and grow the target audience.
10. Increase followers.
11. Track results.
12. Tell stories uniquely.
13. Use specific platforms effectively.

THE TOP 10 MUSTS OF – ALL – MEDIA

1. Be Consistent
2. Use a 50-50 Balance Promotional vs. Inspirational Content
3. Interact, Engage and Respond
4. Show Me: Use Photo, Video, Digital Media; Tell Stories; Show Personality
5. Promote Your Platforms Everywhere

THE TOP 10 MUSTS OF – ALL – MEDIA

6. Use the Platform Formatting Properly
7. Plan and Schedule all Content You Can
8. Know Your Audience
9. Track Results
10. Brand Your Content

What Factors Make All Media Engaging? ► The Top 10 Musts of Media

RESOURCES

stanndc.org/media-resources



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