

ARCHDIOCESE OF
NEW ORLEANS

Media Missionaries and Digital Disciples

What is the role of the Office of Communication?

As the official voice of the archdiocese, this office directs all media relations activities, coordinates publicity for archdiocesan events, and creates initiatives that use traditional and new media for evangelization, instruction, formation and information.

What is the role of the Office of Communication?

- ❖ Parish Centric
- ❖ Digitally-focused
- ❖ Data driven

Communications and Clarion Herald Collaboration

- Combined editorial calendars and coordinated coverage
- Sharing of staff and resources
- Improved digital focus to expand audiences
- Combined eNewsletter (NOLACatholic eNews Now)
- New ClarionHerald.org coming soon!

A Ministry of Presence:
Catholic Church's Response to Hard Rock Hotel Collapse



Media Missionaries – Traditional Media

- Clarion Herald
- Branding Guidelines for Print Projects
 - Archdiocesan logos
 - Communications approvals
 - Approved fonts and colors
 - Beware of copyrighted photos and logos
 - **NO CLIP ART!!!**

Media Missionaries – New Media

- Social Media use should be centralized or through approvals
- Office and ministry webpages redeveloped on nolacatholic.org
- Expanded focus on video
- New focus on podcasts
 - Podcasts – [NOLACatholic Parenting Podcast](#)

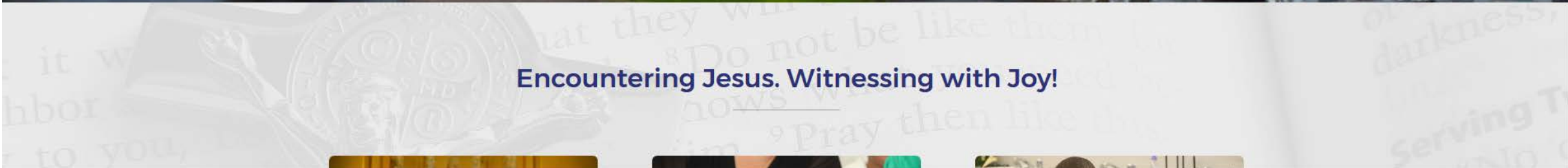
Media Missionaries – New Media

- eBulletin - <https://nolacatholic.org/e-bulletin>
- NOLACatholic eNews Now – [October 16 edition](#)
- Website – nolacatholic.org
- Social Media
 - Facebook – [Roman Catholic Archdiocese of New Orleans](#)
 - Twitter - @nola_catholics
 - Instagram - @archdioceseofno



All Saints Day is November 1

Click here for a listing of Masses and Cemetery Blessings



Encountering Jesus. Witnessing with Joy!

Digital Discipleship

- Like and follow us on social media then share our posts.
- Use our hashtags!
 - #NOLACatholic
 - #WitnesswithJoy
 - #HaveFaithinCatholicSchools

Digital Discipleship– New Media

- Archbishop Gregory Aymond
- Archdiocese of New Orleans Respect Life
- Black Catholics of New Orleans
- Catholic Charities Archdiocese of New Orleans
- Clarion Herald
- New Orleans Catholic Cemeteries
- New Orleans Catholic Schools
- NOLA Vocations- Info for Men and Women
- Notre Dame Health System
 - Notre Dame Hospice
- Project Lazarus
- Second Harvest Food Bank

Digital Discipleship

- Email etiquette
 - Always include a signature line
 - Respond within 24 business hours
 - Use vacation messages
 - Proofread

We're here to help!

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