Developing a Platform of Discernment

Advanced Website Development and Social Media Optimization

Building the Platform

Plug n' Play vs. Independent Designer

Driving Traffic
Plug n' Play V. Independent Designer and Management

What is best for me?

Do it for me!

I want to do it!
Plug and Play Options

Eccatholic
Vianney Vocations
Our Sunday Visitor
Positives

- Ready-Made Fast Content
- Ease of Use
- Inexpensive
Plug and Play Options

Ecatholic
Vianney Vocations
Our Sunday Visitor
Negatives

- Limited Themes
- Limited Templates
- Limited Color Choices
- Limited Content
- Generic Content
Plug and Play Options

Ecatholic
Vianney Vocations
Our Sunday Visitor
Plug n' Play V. Independent Designer and Management

What is best for me?

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Independent Designer and Management

- Solutio Software
- The Catholic Web Company
- Local Website Development firm
Positives

- FLEXIBILITY!
- Versatility in content development and design
- Personalized Content
- Tailored to your needs and desires
- OPTIONS!
Independent Designer and Management

- Solutio Software
- The Catholic Web Company
- Local Website Development firm
Negatives

- Time and Effort
- Planning
- Structuring
Independent Designer and Management

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Best Practices for Content Development

Where to Start?

Three Tiers of Content
Decide on your Goal

The Goal

Behind the Scenes
Decide on your Goal
How do you drive your narrative?

The Goal

Behind the Scenes
Decide on your Goal

How do you drive your narrative?

What do you want the user to do?
Decide on your Goal
How do you drive your narrative?
What do you want the user to do?
How do you want the user to feel?
Decide on your Goal

How do you drive your narrative?

What do you want the user to do?

How do you want the user to feel?

What is your website saying about your program?
Primary Goal

• Get the potential Candidate to call the Director of Vocations.
  • What is it like to be a priest?
  • What is it like to be a seminarian?
  • What do I have to do in order to know if I should call the DOV?
Secondary Goals

- Serious Website = Serious people
- Feel the call to do something great
- Stir up feelings of self-sacrifice, respect, greatness of mission, attachment to the Church, magnanimity.
Decide on your Goal

How do you drive your narrative?

What do you want the user to do?

How do you want the user to feel?

What is your website saying about your program?
Behind the Scenes

• SEO Placement
• Branding
• Color Selection
  (Pantone)
Decide on your Goal

How do you drive your narrative?

What do you want the user to do?

How do you want the user to feel?

What is your website saying about your program?
Building the Platform

Best Practices for Content Development

Where to Start?

Three Tiers of Content
Three Tiers of Content

- Tier 1 - High Level Production
- Tier 2 - Low Level Production
- Tier 3 - Social Media
Tier 1 - High Level Production: Not Essential
Tier 1 - High Level Production: Not Essential

Positives:
- Very Effective for your individual program
- Hype up both potential discerners and potential donors
- Highlights your men and your Diocese
Tier 1 - High Level Production: Not Essential

Positives:
- Very Effective for your individual program
- Hype up both potential discerners and potential donors
- Highlights your men and your Diocese

Negatives:
- Cost - $$
- Time
- Personal Resources
Local vs. National Production Companies
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Gives you an opportunity to show more of your own priests
Local vs. National Production Companies

Gives you an opportunity to show more of your own priests
Local vs. National Production Companies

Gives you an opportunity to show more of your own priests

Show a young man what the priesthood or seminary life is like "Behind the Veil"
Three Tiers of Content

- Tier 1 - High Level Production
- Tier 2 - Low Level Production
- Tier 3 - Social Media
Tier 2 - Low End Production - ESSENTIAL!

PHOTOS, PHOTOS, PHOTOS!!!
- DSLR Camera
- Iphone, Android - All your men already have them
- Internships from Local Colleges and High Schools
- Get your Authorization for Use signed!
Low End Production - Tools

Canva - Free or $9.95 per month for Pro

FOR YOU HAVE BEEN CALLED TO LIVE IN FREEDOM. USE YOUR FREEDOM TO SERVE ONE ANOTHER IN LOVE

Galatians 5:13

NashVocations

NONSO OHANAKA
ST. MEINRAD SEMINARY
ST. MEINRAD, INDIANA
Low End Production - Tools

Videoleap: App for Iphone and Android
- Free to start then $139 Annually
Low End Production - Tools

Audio Recording and Podcasting: $200 for Microphones and a good computer
Low End Production - Tools

Doodly - $67 for Basic Software
Low End Production - Tools

Creating Clickbait: Free - Google Images with Labeled for Reuse or Modifications
Three Tiers of Content

- Tier 1 - High Level Production
- Tier 2 - Low Level Production
- Tier 3 - Social Media
Choose your platforms
Choose your platforms

Which is the easiest to use?
Choose your platforms

Which is the easiest to use?

Who is my Target Demographic?
Choose your platforms

Which is the easiest to use?

Who is my Target Demographic?

How do I control my Content?
Define your audience

Facebook
Parents, Donors, Target
Demographic (18-25)

Instagram
Target Demographic (15-25).
Parents, Donors

YouTube
Housing and channel
(5 billion videos per day)
Instagram
Instagram

PHOTOS PHOTOS PHOTOS!!!
Instagram

PHOTOS PHOTOS PHOTOS!!!

Social posts vs.
Instagram

PHOTOS PHOTOS PHOTOS!!!

Social posts vs.
OTOS!!!
Instagram

PHOTOS PHOTOS PHOTOS!!!

Social posts vs.
Instagram

PHOTOS PHOTOS PHOTOS!!!

Social posts vs.

Branded posts
Instagram

PHOTOS PHOTOS PHOTOS!!!

Social posts vs.

Branded posts
JOSHUA BERTRAM
PARISH
CHURCH OF THE ASSUMPTION
NASHVILLE
SEMINARY
NOTRE DAME SEMINARY
NEW ORLEANS, LOUISIANA
NASHVOCATIONS
Instagram

PHOTOS PHOTOS PHOTOS!!!

Social posts vs.

Branded posts
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Social posts vs.

Branded posts

Photo Editing- you want the men to look their best!
Instagram

PHOTOS PHOTOS PHOTOS!!!

Social posts vs.

Branded posts

Photo Editing— you want the men to look their best!
Inside Your Post

Use Simple Language

#hashtags - up to 11

Location
Tagging
Sharing
You can always go back!!!
Happy, happy Birthday @cc_ohanaka ! We hope you have the best day! #prayforhim #hepraysforyou #nashvocations
always go
Inside Your Post

Use Simple Language

#hashtags - up to 11

Location

Tagging

Sharing

You can always go back!!!
Facebook
Facebook

Majority of Americans use Facebook
Facebook

Majority of Americans use Facebook

TEXT TEXT TEXT
Facebook

Majority of Americans use Facebook

TEXT TEXT TEXT

STILL IMPORTANT even though not target demo
Facebook

Majority of Americans use Facebook

STILL IMPORTANT even though not target demo
NashVocations's Post

NashVocations is at Notre Dame Seminary.
Posted by Will Braeuner
4d · New Orleans, LA · 📍

Our #NDS seminarians enjoyed the Welcome Back Social as they kick off the new year of formation in New Orleans #nashvocations #thinkingpriesthood #dionash #semlife

19

3 Shares

Like Comment Share
Next

even though not
An inside look at our Being A Priest project, and our priests just "Being Real" #dionash #beingreal #nashvocations #beingapriest #catholic
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Driving Traffic
Intentional Social Media Use

Social Media Campaigns vs. Social Media Presence
Organic

Posts that will reach those people who already follow your page

Have you ever considered being a priest?
Intentional Social Media Use

Social Media Campaigns vs. Social Media Presence
**Boosted (Facebook) or Promoted (Instagram) Posts**

Reach more people in your base or target audience.
Intentional Social Media Use

Social Media Campaigns vs. Social Media Presence
Ads and Promotions

Precise audience": Age, Interests, Location, Demographic
Ads and Promotions

Precise audience": Age, Interests, Location, Demographic
Campaign vs. Presence

Campaign - Coordinated Marketing designed to an event, launch endeavor

Presence - Engage with Audience - normal day in the life, branding etc.
How to Start a Campaign

- Choose an Objective
- Create a #Hashtag
- Develop/Create/Find content that you are going to use for all platforms
- Set a Schedule - peak posting time - 6:00am, 12:00 pm, 2:00 pm, 6:00 pm, 9:00 pm
- All in - all the stakeholders, entities, people
- No more than 10 posts a day
Questions???
Intentional Social Media Use

Social Media Campaigns vs. Social Media Presence
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