

NCSW Social Media Pack

Make the most of your posts by following this guide to promote your National Catholic Sisters Week event!

Thank you for hosting and promoting your National Catholic Sisters Week event! This guide will help you optimize the NCSW social-media team and reach more people. In the attached document you'll find:

- A [Social Media Calendar](#) with recommended text and images for promoting your event
- A [Swipe File](#) with additional text for social media, newsletters, etc.
- [Images](#) for your campaign
- [Additional Resources](#) to share the work of Catholic sisters through SisterStory.

This plan is designed to help you **promote** your National Catholic Sisters Week event quickly and easily on social media.

Event Checklist

Brainstorm Your Event!

Gather a group of individuals to determine an appropriate and engaging event for your community, parish, school, classroom, etc.

Confirm Event Details

Once the idea is solidified, confirm the dates, time and location of the event and other logistics, such as seating, technology (if hosting a panel presentation) and promotional opportunities. If the event is large-scale (i.e., block party, 5K walk/run), you may be required to attain a city permit.

Create Customized NCSW Branded Invitations

Using the NCSW invitation template (found on the nationalcatholicsistersweek.org in the event toolkit). Include all of the event details and, if relevant, call attention to your website and/or social channels that you plan to use to provide event updates leading up to the event day.

Confirm Attendance of any Honorary Guests

(i.e., sisters) that will be playing an important role at the event as a presenter or guest(s) of honor.

Compile an Invitation List

If personal invitations are required, compile a list and include guests' mailing address and/or email depending on how you plan to invite attendees. Be sure to compile the list well in advance of the event date.



Distribute Invitations

Send out a customized NCSW-branded invitation to raise awareness of your event. Depending on the type of event, be sure to distribute invitations well in advance of the event. If the event has capacity limitations or requires headcount for meals, please ask invitees to RSVP.

Promote, promote, promote!

Determine all of the channels of communication to promote your event: website, social media channels, an article in the church bulletin, email or newsletter, hanging posters, distributing flyers, word-of-mouth, etc. Remember, we have planning resources in the event toolkit that include posters, logos and other promotional materials to make promoting your event as easy as possible.

Evaluate News Hook and Media Opportunity

If a local reporter or journalist would be interested in your event, extend an invitation one week in advance. Provide details on what makes your event unique or noteworthy, suggest a profile of a sister who will be there, summarize a multi-generation friendship between a sister and a lay person.

On the Event Day...

Make the memories last a lifetime by taking photos or short videos on your phone! Take photos to document the fun and share them on social media (use the #NCSW hashtag) and publish them in a bulletin or newsletter as a follow up article.

Create Your Event on the NCSW Event Calendar Page!

Prior to your event...

1. Send your event to [National Catholic Sisters Week](#) and we'll share it on our website and social media pages.
2. Follow and engage with the NCSW social media platforms so we can help promote your event! Remember to use #NCSW2017 in your posts!
 - On Facebook, you can search for [NationalCatholicSistersWeek](#) and [asisterstory](#) or click on the blue text to go directly to the page.
 - Engage with us on Facebook by
 1. commenting on the picture or link
 2. sharing our post so everyone who follows you will see our post
 3. “liking” our posts
 - Follow us on Twitter [@NCSWeek](#) and [@asistersstory](#) by searching for our handles or clicking on the blue text to go to our page.
 - Engage with us on Twitter by
 1. retweeting our messages so everyone in your feed will see our messages
 2. replying to our messages
 3. clicking on the heart (“favoriting” them)
 - Follow up on Instagram by searching for [@asisterstory](#) or by clicking on the blue text to go to our page.
 - Engage with us on Instagram by
 1. leaving a comment about the picture
 2. tapping the heart under our photos (“liking” them)
 - Follow us on Pinterest by searching for [sisterstory](#) in the “pinner” category or by clicking on the blue text to go to our page.
 - Engage with us on Pinterest by
 1. “repinning” our pins
 2. tapping the heart (“liking” them)

If you aren't on one (or several) of these platforms, don't worry! Focus on the platforms you're currently using to reach people who may be interested in your NCSW event. It's more important to send high-quality messages on the right platforms than it is to send a high quantity of hastily crafted messages through many mediums. If you have the time and resources, you might consider adding a new social media platform, but we recommend you prioritize managing your current platforms well.

3. Identify partners in your community who will help you promote your event! Share images and text with them as needed and make them share your social media posts with their networks.
 - If your partners are on social media, be sure to tag them in your posts.
 - Tag National Catholic Sisters Week and SisterStory in your posts, too!
 - Always use #NCSW2017! We will search that hashtag often during National Catholic Sisters Week and share, comment, repost, etc. as much content from others as possible.
 - You can search for #NCSW2017, too, and share content from others celebrating National Catholic Sisters Week!

Don't forget to use #NCSW2017 so we can find and share YOUR content!

4. Reach out to multiple local news agencies and groups. Never underestimate the following of a local publication! Groups to connect with include:

- TV stations
- Newspapers
- Local radio shows
- Local news websites
- Community centers

Invite them to your event, ask if you can promote your event on their website and offer to share photos. Make promoting your event as interesting and easy as possible.

5. Schedule posts through a social media management site like [Hootsuite](#) or [Buffer](#) to schedule your posts if you're unable to post daily. These sites have free versions or you can choose to upgrade if you'd like to use more features. This will allow you and anyone interested in helping to work together to create a plan and set it in motion.
6. Once your posts are scheduled, monitor them closely! Respond to any comments people share or questions asked. Conversations on any social media platform will lead to more people hearing about your event.

During your event...

1. Post pictures and updates about your event as they happen!
 - Coordinate your team so you know
 - o Who is posting and when
 - o What events, moments or idea you want to be sure to capture
2. Engage with people interested in your event who couldn't attend but are following you on social media. If you have people who expressed an interest but were unable to attend, tag them in posts and comments. Remember: Your conversation with them is public, so it's a great way to reach more people!
3. Wrap up your event on social media with a thank you and a recap. Take the opportunity to tag more people and share the purpose of your event.

After your event...

1. Don't let the energy you created go to waste!
 - Share articles or pictures from others on your social media sites.
 - On Thursdays, use the #TBT (Throwback Thursday) hashtag to highlight your favorite moments from the event.

Don't forget to use #NCSW2017 so we can find and share YOUR content!

Recommended Social Media Posting Calendar

January						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5  Join us on <date> at <location> to celebrate #Catholic sisters! #NCSW2017	6	7
8	9	10 Have you registered for our #NCSW event on <date> <location> yet? <link> #NCSW2017	11	12	13	14
15	16  We are so excited for our #NCSW event on <date>! Have you registered yet? #NCSW2017 <link>	17	18 <share a favorite podcast>#NCSW2017 	19	20	21
22	23	24 <share a favorite video>#NCSW2017 	25	26 Here's a #podcast from SisterStory that we love! #NCSW2017 <link>	27	28
29 Share	30 your	31 favorite	NCSW	images	this	week!

Don't forget to use #NCSW2017 so we can find and share YOUR content!

February						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2  Join us on <date> at <location> to celebrate #Catholic sisters! #NCSW2017	3	4
5 Be	6 creative!	7 Share	8 your	9 event	10 info	11 here!
12	13  We are so excited for our #NCSW event on <date>! Have you registered yet? <link> #NCSW2017	14	15	16 <share a favorite video> #NCSW2017 #countdown 	17	18
19 Have you registered for our #NCSW event on <date> <location> yet? #NCSW2017 <link>	20	21 <share a favorite  podcast>#NCSW2017	22 Getting ready for #NCSW, we're listening to a #podcast from SisterStory! #NCSW2017 <link>	23	24	25
26	27	28				

Don't forget to use #NCSW2017 so we can find and share YOUR content!

March						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1 <event description and link> #NCSW2017	2	3 #NCSW2017 Are you ready? <insert image or share event info>	4	5
6	7	8 Today is the first day of National Catholic Sisters Week! How are you celebrating? #NCSW2017? 	9 <share a favorite podcast> #NCSW2017 	10 <share your event info, highlights, pictures> #NCSW2017	11 <share a favorite video> #NCSW2017 	12 <share your event info, highlights, pictures> #NCSW2017
13 <Share event pictures and use #sisterselfie as well as #NCSW2017 for any pictures with sisters!>	14  Thank you to everyone who supported our #NCSW event on <date>! #NCSW2017	15	16 #TBT <share your favorite picture, moment or story from #NCSW2017>	17	18  Keep the fun going! Share your #sisterselfie with us! #NCSW2017	19
20	21	22	23 #TBT Here are some of our favorite pictures from #NCSW2017 <attach pics>	24	25	26
27	28	29	30	31		

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Swipe File

Feel free to “swipe” (copy and paste) the text below and modify it to promote your NCSW event!

Event Promotion

- We're celebrating National Catholic Sisters Week on <insert date>! Will you join us? #NCSW2017 <registration link>
- We're celebrating National Catholic Sisters Week by <event description> at <location> on <date and time>. We would love to see you there! Register here to save your space! #NCSW2017

Starting a Conversation

- Is your life better because you met a Catholic sister? March 8-14 is National Catholic Sisters Week and we'd love to hear your story. Share your thoughts in the comments or email us at <email address>. #NCSW2017
- How has a Catholic sister inspired you? Share your story with us as part of National Catholic Sisters Week (March 8-14, 2017): Leave a comment or email us at <email address>. #NCSW2017
- “I love nuns because _____.” Finish this sentence! #NCSW2017 #madlib
- How are you celebrating National Catholic Sisters Week? #NCSW2017
- Have you <seen/heard/read> this <video/podcast/blog post> from SisterStory? Tell us what you think! #NCSW2017

Messages of Love, Appreciation and Encouragement

- God bless #Catholic Sisters! #NCSW2017
- Thank you, sisters, for your work. We are #blessed to have known you! #NCSW2017
- “We can do no great things, only small things with great love.” –Mother Teresa #NCSW2017
- “What would the Church be without you? Women of strength, fighters, with that spirit of courage which puts you in the front lines in the proclamation of the Gospel. To you, religious women, sisters and mothers of this people, I wish to say ‘thank you,’ a big thank you... and to tell you that I love you very much.” –Pope Francis to Catholic sisters #NCSW2017 @pontifex

Create your own text, too. Just remember #NCSW2017!

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Images

- Click on the image you'd like to use.
- Save the image to the folder you created for NCSW images!



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Additional Resources

Not only do we want to promote our NCSW events, we want to share information and stories about Catholic sisters! [SisterStory](#) is a great resource, and here are a few of our recommendations:

1. Share a podcast so people can listen to stories from and about Catholic sisters while they drive to work, go for a walk or cook dinner!
2. Engage your visual learners with high-quality, compelling videos on the [SisterStory Vimeo page](#).
3. Share a blog written by a college student about befriending a nun: <https://www.sisterstory.org/student-blog>

Podcasts

<https://soundcloud.com/asisterstory/sets/be-inspired>

<https://soundcloud.com/asisterstory/sets/sisterstory-presents>

<https://soundcloud.com/asisterstory/sets/curve-riders>

<https://soundcloud.com/asisterstory/sets/interpreting-sisterhood>

<https://soundcloud.com/asisterstory/sets/set-apart>

<https://soundcloud.com/asisterstory/sets/heres-my-secret>



Video

<https://vimeo.com/album/2966282/video/96616045>

<https://vimeo.com/album/3421206/video/132843383>

<https://vimeo.com/album/3170035/video/114370699>

<https://vimeo.com/album/3463110/video/131104722>

<https://vimeo.com/album/3569578/video/138087394>

<https://vimeo.com/album/3176899/video/119246423>



Blogs

<https://www.sisterstory.org/sophia-fiore/frans-magic>

<https://www.sisterstory.org/maakwe-cumanzala/sound-drum>

<https://www.sisterstory.org/katie-bowden/fact-or-fiction-nuns-having-fun>

<https://www.sisterstory.org/lizeth-andrade-vital/little-book-commandments>

<https://www.sisterstory.org/yaretzi-campos/light-providence>