

Putting FAITH in Technology

Communications Specialization

"[Each] of us should find ways to communicate Jesus wherever we are." (*Evangelii Gaudium*, 121)

Presented by the Diocese of Sacramento Office of Communications in partnership with the Office of Family & Faith Formation (OFFF)

The all new **COMMUNICATIONS SPECIALIZATION** is a five-part workshop series for bulletin editors, webmasters, myParish App administrators, social media managers, and any parish staff who is looking to improve the effectiveness of their communications. **Completion of this series leads to a Communications Specialization Certificate from OFFF.**

Through this series, attendees will be:

1. **Equipped** with a practical skill set for improving church communications
2. **Empowered** to engage both the faithful and the un-churched with technology
3. **Encouraged** to foster a culture of community that is supplemented, not replaced, by technology

Register today! \$25 per class (*Lunch included in registration*)

<https://www.scd.org/faithcomms>

Registration Questions? Julia Jimenez • jjimenez@scd.org • 916-733-0177

Series Questions? BeeJae Visitacion • bvisitacion@scd.org • 916-733-0154



All sessions are 9:30AM - 3:00PM

Hospitality available beginning at 9:00AM

Sacramento Newman Center

5900 Newman Court, Sacramento 95819

SESSION 1: Saturday, March 16, 2019

Bulletins, Websites, and Graphic Design

Building the Foundation of Faith

SESSION 2: Saturday, March 30, 2019

myParish App and Emails

Communicating with Brevity and Clarity

SESSION 3: Saturday, April 13, 2019

Social Media, Part I: An Introduction

Come and Follow Me

SESSION 4: Saturday, May 4, 2019

Photography and Videography

Telling a Compelling Visual Story

SESSION 5: Saturday, May 18, 2019

Social Media, Part II: Next Steps

From Followers to Faithful

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