

# Truth & “Likes”

## Essentials of Church Communications

“[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)*

**Truth & “Likes”** 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.

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/faitthcomms>**

**Registration Questions?** Martha Haig • [mhaig@scd.org](mailto:mhaig@scd.org) • 916-733-0131

**Series Questions?** BeeJae Visitacion • [bvisitacion@scd.org](mailto:bvisitacion@scd.org) • 916-733-0154

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**All sessions are 9:30AM - 2:30PM**

*Hospitality available beginning at 9:00AM*

### **Pastoral Center**

2110 Broadway, Sacramento 95818

#### **SESSION 1: Tuesday, March 31, 2020**

##### **Graphic Design and Bulletins**

Building the Foundation of Faith

#### **SESSION 2: Tuesday, April 14, 2020**

##### **Websites, Emails, and myParish App**

Communicating with Brevity and Clarity

#### **SESSION 3: Tuesday, April 28, 2020**

##### **Photography and Videography**

Telling a Compelling Visual Story

#### **SESSION 4: Tuesday, May 12, 2020**

##### **Social Media, Part I: An Introduction**

Come and Follow Me

#### **SESSION 5: Tuesday, May 26, 2020**

##### **Social Media, Part II: Next Steps**

From Followers to Faithful