## 2018 "Fr. John Catoir Social Media Evangelization Award"

1<sup>st</sup> Place Winner – Diocese of Syracuse, New York

## **Some General Entrant Data:**

Highly coordinated multi-media platform Campaign for the "Year of the Family."

Catholics in Diocese of Syracuse: 237,546
Catholics residing in seven counties of Central and South Central New York State.

"The Catholic Sun" Subscribers: 18,000
Nine county coverage; Published
44 times per year

"Likes" on Facebook Page: 4,554

@DioceseofSyracuse

Videos Posted "Year of the Family" 86
Included Bishop's Reflections and
Profiles in Faith with various
Catholics & families

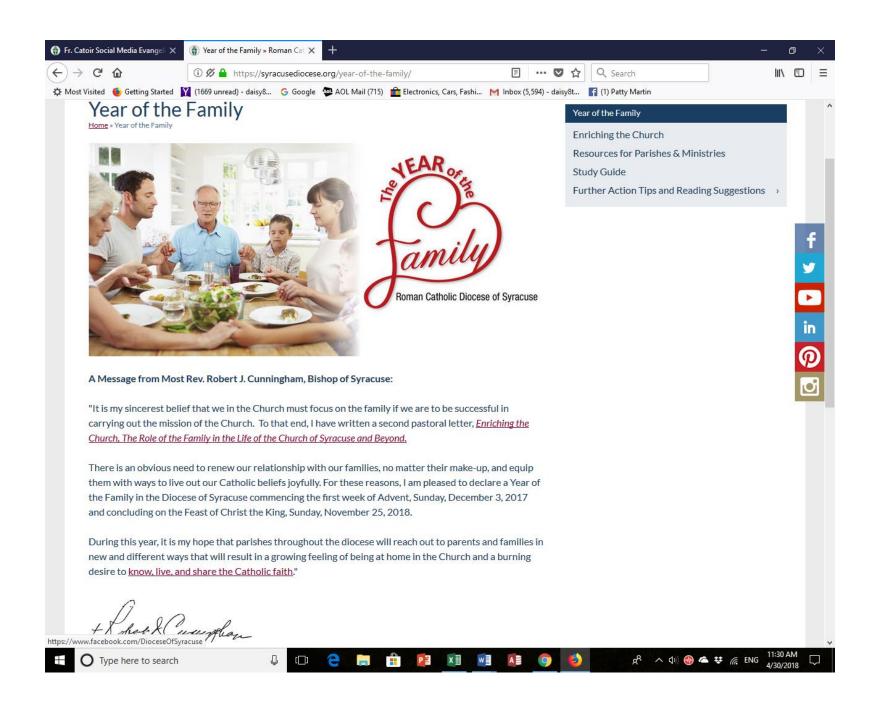
Number of Facebook Posts:

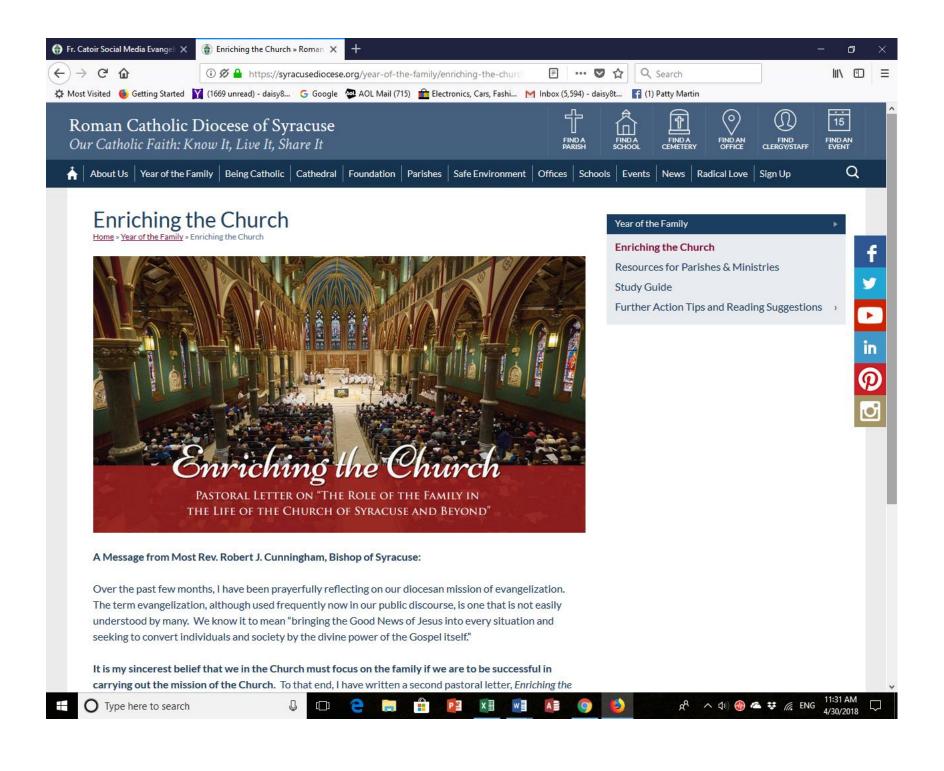
Number of Twitter Posts:

info@syrdio.org
Website: http://www.syrdio.org
www.instagram.com/syracusediocese
www.twitter.com/syrdiocese
www.youtube.com/syrdio

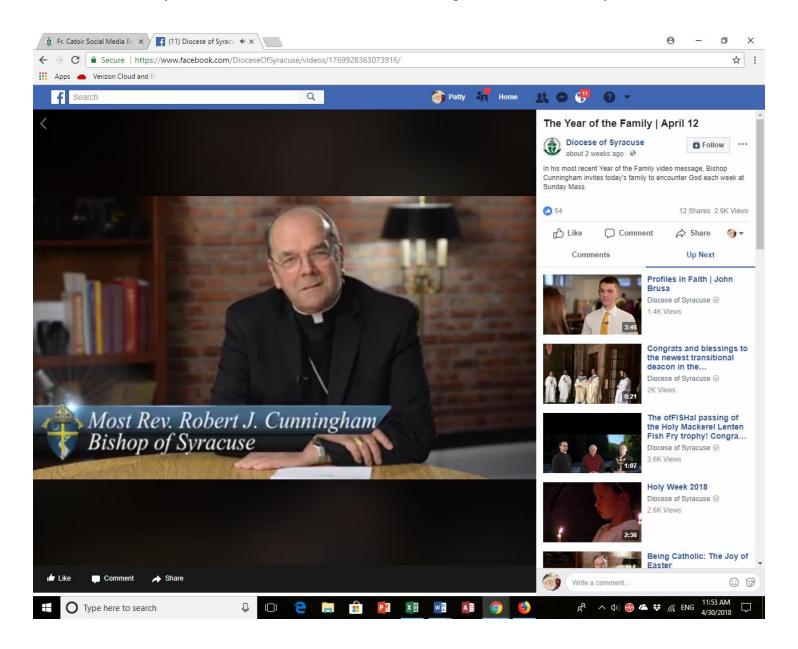


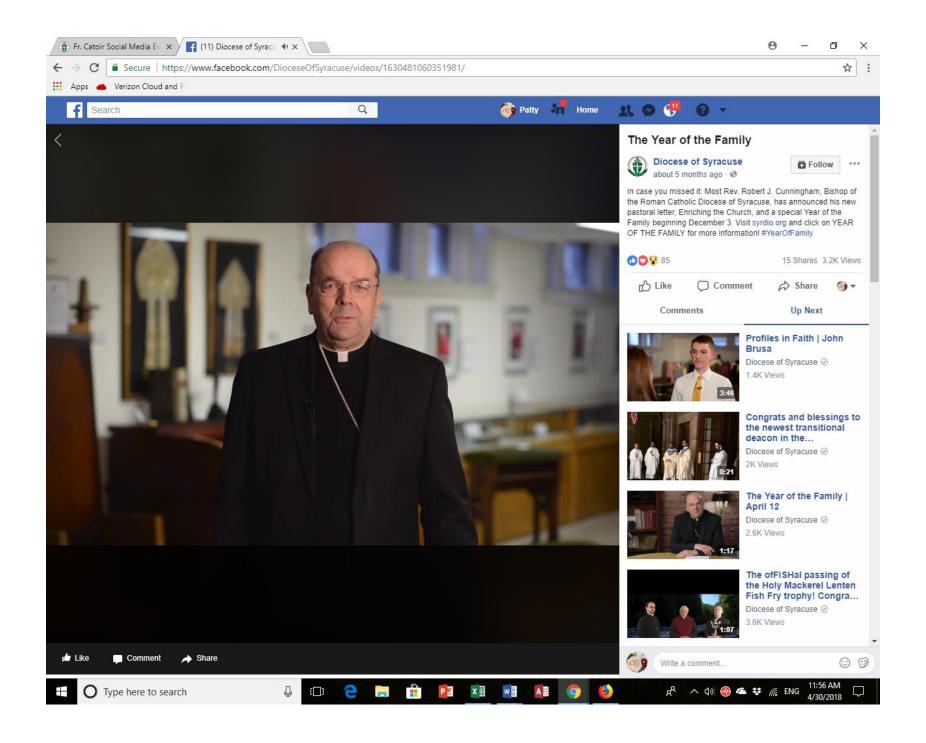




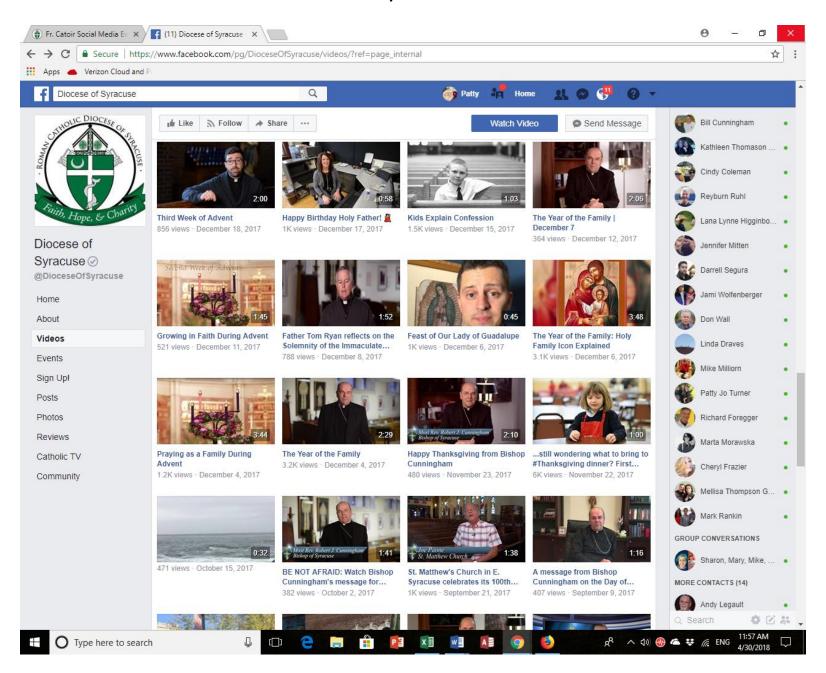


Produced various Video Clips during the Year of the Family in 2017 including reflections with Most Rev. Robert J. Cunningham; Also produced "Profiles in Faith" – a series during the Year of the Family in 2017.





## Examples of the various videos produced and shared on the website and on various social media platforms. Diocese of Syracuse – New York



Syracuse Diocesan Newspaper, The Catholic Sun, also tied articles and features into the "Year of the Family" 2017 for a very well-rounded media campaign.



CATHOLIC SUN

In his letter, Bishop Cunningham reflects on the mission of the modern family — evangelization — and how it can be accomplished by forming an "ecclesia domestica," a "domestic church."

"How does the modern family strive to live God's plan for marriage and family today, namely, by forming a domestic church of their own?" Bishop Cunningham writes. "Allow me to suggest a few time-honored, but very practical, powerful, and effective ways: (1) prayer and worship, (2) formation, (3) community, and (4) service."

Throughout the Year of the Family, the Diocese of Syracuse and its ministries will focus on each of these pillars and provide resources families can use to build their domestic churches. (Find suggestions on strengthening your family's prayer life here and suggestions for continuing your family's faith formation here.) This week, here are four ways your family can build community at home and in the world.

- Schedule family time at the table. Unplug from devices. Turn off the TV. Share a meal. Take some time to slow down, really talk to one another, and enjoy the company.
- **Find support.** If your family is struggling following a divorce, abortion, or trauma: support is available! Connect with the diocese's Separated & Divorced ministry, Project Rachel ministry, and other support groups meeting regionally. Contact the Office of Family/Respect Life or visit the diocesan events calendar at https://events.syracusediocese.org/ to find a group near you.
- Reach out to a new family at your parish. Is there a young couple with a new baby sitting in the back pew? A family newly relocated to the area? Welcome them to your faith community with a simple hello and a "we're glad you're here." Invite them to get to know the community and participate in parish activities. Make sure to let them know they are welcome and that you're looking forward to seeing them again.
- **Pray** for your parish family; for diocesan clergy, seminarians, and religious; and for our bishop they're all a part of our Catholic community!
- $\bullet \ \textbf{Bonus suggestion:} \ \textbf{Go to https://syracusediocese.org/year-of-the-family/ to watch video} \\$

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• **Bonus suggestion:** Go to https://syracusediocese.org/year-of-the-family/ to watch video messages on timely family topics from Bishop Cunningham and diocesan ministry leaders.









## **Related Articles**



Forming a 'domestic church' in the Year of the Family: Formation

Forming a 'domestic church' in the Year of the Family: Formation

Forming a 'domestic church' in the Year of the Family: Community

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