

2018 “Fr. John Catoir Social Media Evangelization Award”

1st 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



WEBSITE Pages and Information tied into Social Media with articles, projects and resources for the “Year of the Family” 2017

Fr. Catoir Social Media Evangel...

(9) Diocese of Syracuse - Home

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🔒 <https://www.facebook.com/DioceseOfSyracuse/>

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 **Diocese of Syracuse**
April 27 at 8:14am · 🌐

As the Year of the family continues - tips for families on how to establish a culture that supports vocations, courtesy the United States Conference of Catholic Bishops, courtesy of this week's issue of The Catholic Sun:



The Year of the Family: Fostering Vocations
The ABCs of Fostering Vocations in the home
THECATHOLICSUN.COM

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Year of the Family

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Year of the Family

Enriching the Church

Resources for Parishes & Ministries

Study Guide

Further Action Tips and Reading Suggestions >

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A Message from Most Rev. Robert J. Cunningham, Bishop of Syracuse:

"It is my sincerest belief that we in the Church must focus on the family if we are to be successful in carrying out the mission of the Church. To that end, I have written a second pastoral letter, [Enriching the Church, The Role of the Family in the Life of the Church of Syracuse and Beyond](#).


There is an obvious need to renew our relationship with our families, no matter their make-up, and equip them with ways to live out our Catholic beliefs joyfully. For these reasons, I am pleased to declare a Year of the Family in the Diocese of Syracuse commencing the first week of Advent, Sunday, December 3, 2017 and concluding on the Feast of Christ the King, Sunday, November 25, 2018.

During this year, it is my hope that parishes throughout the diocese will reach out to parents and families in new and different ways that will result in a growing feeling of being at home in the Church and a burning desire to [know, live, and share the Catholic faith](#)."



<https://www.facebook.com/DioceseOfSyracuse>

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11:30 AM
4/30/2018

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.

Fr. Catoir Social Media Ev x (11) Diocese of Syracuse x

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The Year of the Family | April 12

Diocese of Syracuse
about 2 weeks ago · 🌐

In his most recent Year of the Family video message, Bishop Cunningham invites today's family to encounter God each week at Sunday Mass.

54 12 Shares 2.6K Views

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Most Rev. Robert J. Cunningham
Bishop of Syracuse

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Profiles in Faith | John Brusa
Diocese of Syracuse ✓
1.4K Views
3:46

Congrats and blessings to the newest transitional deacon in the...
Diocese of Syracuse ✓
2K Views
0:21

The offISHal passing of the Holy Mackerel Lenten Fish Fry trophy! Congra...
Diocese of Syracuse ✓
3.6K Views
1:07

Holy Week 2018
Diocese of Syracuse ✓
2.6K Views
2:36

Being Catholic: The Joy of Easter

Write a comment...

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11:53 AM 4/30/2018

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The Year of the Family

 **Diocese of Syracuse**
about 5 months ago · 🌐

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In case you missed it: Most Rev. Robert J. Cunningham, Bishop of the Roman Catholic Diocese of Syracuse, has announced his new pastoral letter, Enriching the Church, and a special Year of the Family beginning December 3. Visit syrdio.org and click on YEAR OF THE FAMILY for more information! #YearOfFamily

👍❤️👏 85

15 Shares 3.2K Views


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


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11:56 AM
4/30/2018

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

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Third Week of Advent
856 views · December 18, 2017

Happy Birthday Holy Father!
1K views · December 17, 2017

Kids Explain Confession
1.5K views · December 15, 2017

The Year of the Family | December 7
364 views · December 12, 2017

Second Week of Advent
1:45

Father Tom Ryan reflects on the Solemnity of the Immaculate...
1:52
788 views · December 8, 2017

Feast of Our Lady of Guadalupe
1K views · December 6, 2017

The Year of the Family: Holy Family Icon Explained
3:48
3.1K views · December 6, 2017

Growing in Faith During Advent
521 views · December 11, 2017

Praying as a Family During Advent
3:44
1.2K views · December 4, 2017

The Year of the Family
2:29
3.2K views · December 4, 2017

Happy Thanksgiving from Bishop Cunningham
2:10
480 views · November 23, 2017

...still wondering what to bring to #Thanksgiving dinner? First...
1:00
6K views · November 22, 2017

BE NOT AFRAID: Watch Bishop Cunningham's message for...
0:32
471 views · October 15, 2017

St. Matthew's Church in E. Syracuse celebrates its 100th...
1:41
382 views · October 2, 2017

St. Matthew's Church in E. Syracuse celebrates its 100th...
1:38
1K views · September 21, 2017

A message from Bishop Cunningham on the Day of...
1:16
407 views · September 9, 2017

Bill Cunningham
Kathleen Thomason ...
Cindy Coleman
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Lana Lynne Higginbo...
Jennifer Mitten
Darrell Segura
Jami Wolfenberger
Don Wall
Linda Draves
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Sharon, Mary, Mike, ...
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11:57 AM
4/30/2018

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.

Forming a 'domestic church' in the

https://thecatholicsun.com/forming-domestic-church-year-family-community/

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

Dec 20, 2017 | 2017 Archives, Latest news, Sun December 21, 2017, US & World, Year of the Family



"Let us not forget that the family and the Church are communities that build us up and support us in love. When the family is a strong community then the Church is strengthened and becomes an impressive 'cloud of witnesses' (Hebrews 12:1). Please help to build up the community of the Church of Syracuse and beyond by first building up your family as a community centered on Christ."

— From "Enriching the Church: The Role of the Family in the Life of the Church of Syracuse and Beyond"

With the publication of his pastoral letter, "Enriching the Church: The Role of the Family in the Life of the Church of Syracuse and Beyond," Bishop Robert J. Cunningham announced a special Year of the Family, which began in the diocese on Dec. 3.

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Get the 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!
- **Bonus suggestion:** Go to <https://syracusediocese.org/year-of-the-family/> to watch video

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they're all a part of our Catholic community.

• **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:
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