



Mother Angelica's 10 Tips for Social Media

*How the EWTN foundress' philosophy for
media evangelization can help you improve
your social media strategy*



Debbie Cowden, Social Media Coordinator

dcowden@ewtn.com

- With EWTN since 2013
 - Series Producer for various EWTN shows from 2013-2016
 - Social Media Coordinator since 2016
- Past Experience:
 - MTV, New York, NY
 - HSN, St. Petersburg, FL
 - PBS in Northwest Ohio (WBGU-TV)
 - Clear Channel in West Central Ohio
- Bachelor of Arts in Telecommunications
Bowling Green State University, Ohio





What Would Mother Say about Social Media?

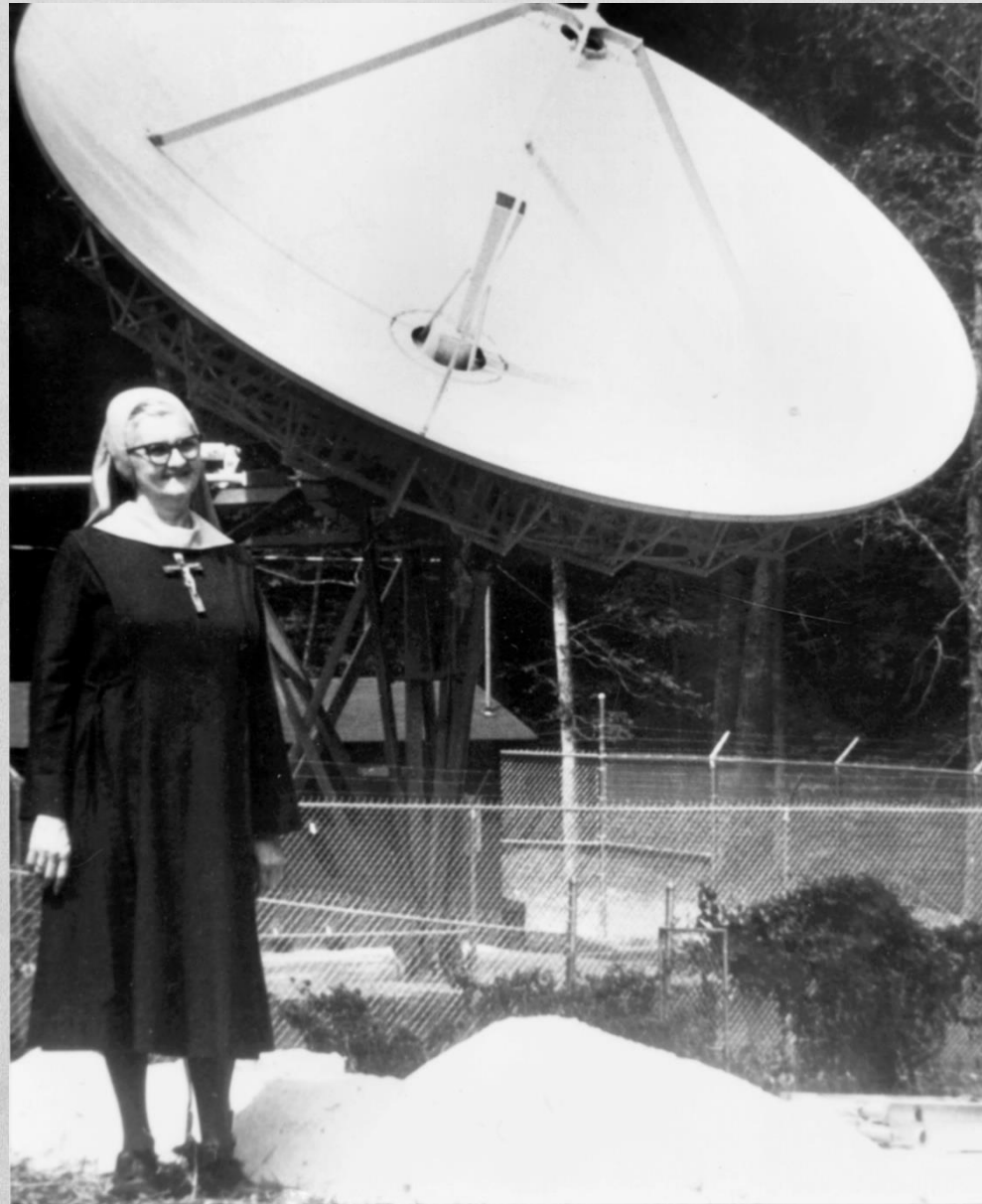
- Based on Mother Angelica's experience founding and leading EWTN Global Catholic Network
- Today's focus: less on SPECIFIC techniques, more on general principles
- Social media guru or novice, you can benefit from learning Mother Angelica's philosophy for evangelization!



dcowden@ewtn.com



1. You don't have to be an expert
to succeed with social media





Facebook's Built-In Tools: Scheduling

Page Inbox **20+** Notifications **99** Insights **Publishing T...** Ad Center Settings Help ▾

Tools

- Creator Studio
- Sound Collection

Posts

- Published Posts
- Scheduled Posts**
- Drafts
- Expiring Posts

Videos

- Video Library
- Videos You Can Crosspost

Jobs

- Job Applications









Branded Content

- Posts to Review
- Your Posts

Lead Ads Forms

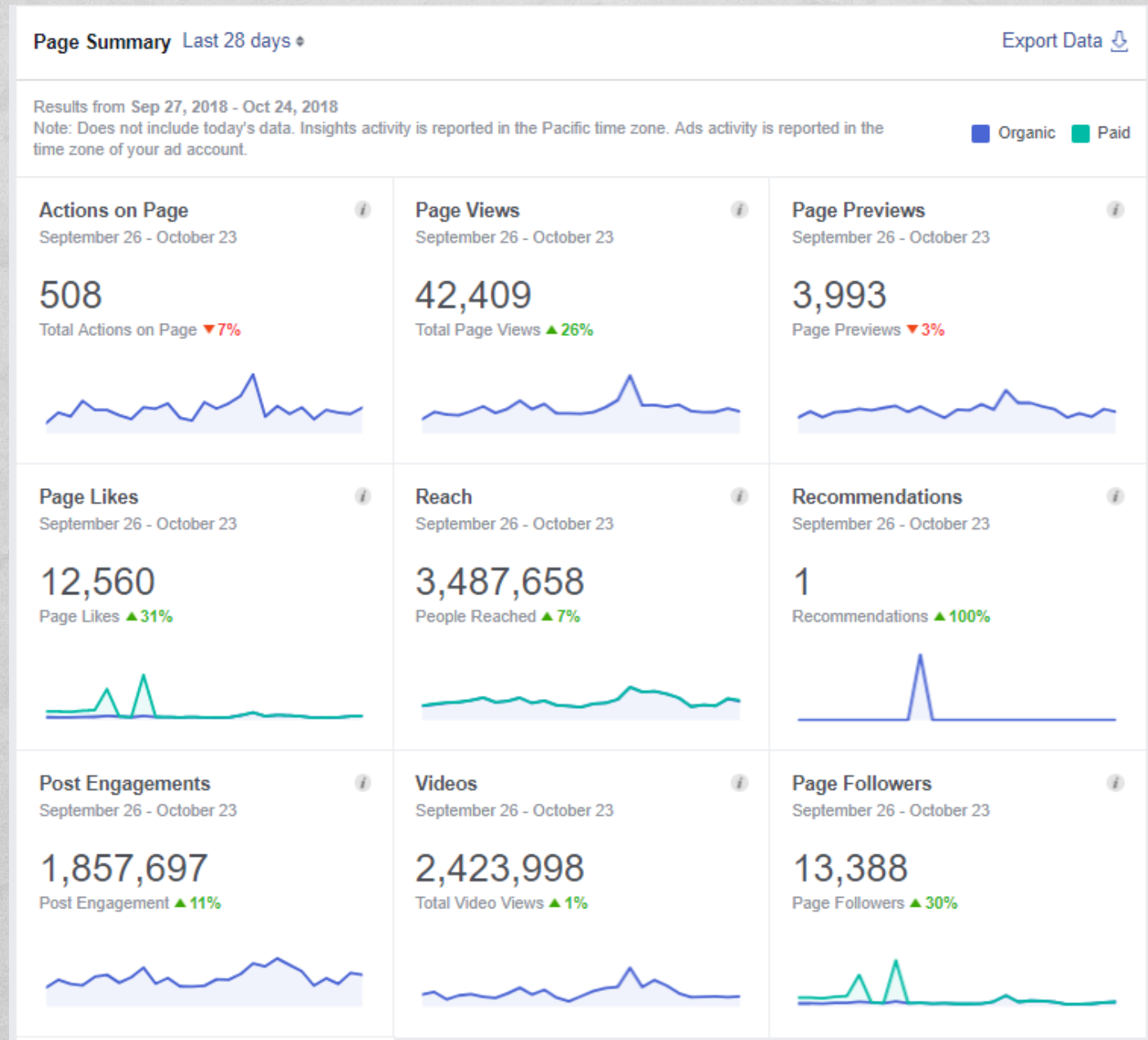
Scheduled Posts + Create

Search... Actions ▾ Showing 51 - 75 of 102 ◀ ▶

<input type="checkbox"/>	Posts	Scheduled (CST) ▾
<input type="checkbox"/>	 Please join us in praying for vocations to consecrated life. For a copy of all the EWTN Family Prayers: http://bit.ly/RCEfpbk	Dec 11, 2018 at 9:00 AM
<input type="checkbox"/>	 Family, a prayer that we pray together is a powerful prayer. Please join us in praying for greater purity. For a copy of all the EWTN...	Dec 12, 2018 at 9:00 AM
<input type="checkbox"/>	 The Holy Eucharist is the most precious gift we've ever received! Please join us in praying in thanksgiving for the Mass. For a cop...	Dec 13, 2018 at 9:00 AM
<input type="checkbox"/>	 Family, a prayer that we pray together is a powerful prayer. Please join us in praying for the help of the angels. For a copy of all the...	Dec 14, 2018 at 9:00 AM
<input type="checkbox"/>	 Family, a prayer that we pray together is a powerful prayer. Please join us in praying in adoration of the Most Blessed Sacrament. F...	Dec 15, 2018 at 9:00 AM
<input type="checkbox"/>	 Family, a prayer that we pray together is a powerful prayer. Please join us in praying for Africa. For a copy of all the EWTN Family...	Dec 16, 2018 at 9:00 AM
<input type="checkbox"/>	 Family, a prayer that we pray together is a powerful prayer. Please join us in praying for Europe. For a copy of all the EWTN Family...	Dec 17, 2018 at 9:00 AM
<input type="checkbox"/>	 Family, a prayer that we pray together is a powerful prayer. Please join us in praying for Asia. For a copy of all the EWTN Family...	Dec 18, 2018 at 9:00 AM








Facebook's Built-In Tools: Insights



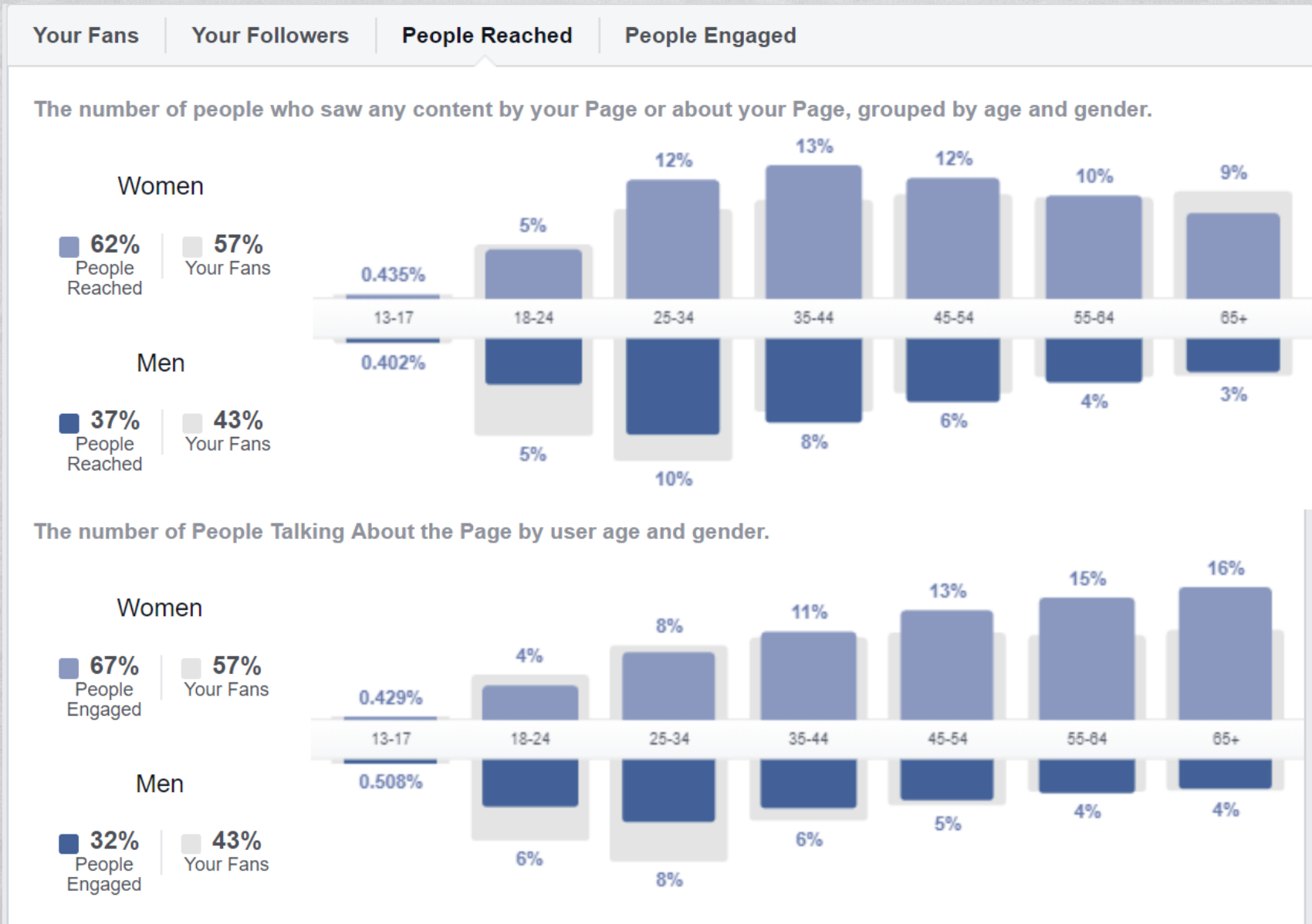


Facebook's Built-In Tools: Ads, Boosts

	Boosted Post The blood of innocent children stains the hands ... Promoted by Michelle Laque Johnson on Feb 2... Completed	12,311 People Reached	8,724 3-Second Video Vi...
	Boosted Post #Facebook recently made some BIG changes t... Promoted by Michelle Laque Johnson on Feb 1... Completed	32,190 People Reached	4,542 Post Engagement
	Page Promotion Watch President Trump's speech during the #M... Promoted by Michelle Laque Johnson on Jan 1... Completed	11,244 People Reached	1,038 Page Likes
	Boosted Post RIGHT NOW ON EWTN: LIVE comprehensive ... Promoted by Michelle Laque Johnson on Jan 1... Completed	14,731 People Reached	6,822 3-Second Video Vi...
	Boosted Post Apologist Warns of the Dangers of the "Mindfuln... Promoted by Dan Burke on Jan 6, 2018 Completed	40,606 People Reached	4,114 Link Clicks



Facebook's Built-In Tools: Demographics





Hootsuite.com

Hootsuite Publisher Planner **Content** Intro Guide

Compose message...

Publisher Filter by profile... 0

Content Promotion: Boost **NEW**

Content Sources: RSS Feeds Bulk Message Upload [Try Bulk Composer BETA](#)

Get the Hootsuite Chrome extension to quickly share links on the web. [Install Extension](#)

Oct 8, 5:53 pm (GMT-5) America/Chicago

Sep 30 — Oct 6 2018

	Sun 9/30	Mon 10/1	Tue 10/2	Wed 10/3	Thu 10/4	Fri 10/5	
10am		11:00 St. Therese, The Little Flower Wisdom rose from the heavenly from to me with a message! #MotherAngelical read on the Feast for #STTH #Catholic					
11am							
12pm	12:00 The Anders' marriage was filled with bitterness and empty of tenderness and charity. But that all changed when they came home to the Catholic Church! #EWTV	12:00 Guess what? We are getting a new saint this month!	12:00 Guess what? We are getting a new saint this month!	12:00 "If you want Peace, defend Life!" Pope Paul VI was one of the most visionary popes of the modern era! Through difficult waters, he guided the Church toward peace and life in	12:00 Christ's love never leaves us! SAINT POPE PAUL VI	12:00 Christ's love never leaves us! SAINT POPE PAUL VI	12:00 The great pope who gave us the dignity of human life + Yikes, and affirmed Church teaching on
1pm						1:00 He's baack! Watch #TONIGHT at 11 p.m. ET on EWTN: New episode of Real Life Catholic with Chris Stefanick! Live stream: http://facebook.com/realcatholic/#EWTV	
2pm						2:05 St. Faustina, pray for us! http://www.ewtn.com/devotional/mercymfrd/#EWTV #Catholic #DivineMercy	
3pm							
4pm	4:00 The Feast of the Holy Guardian Angels is October 2, but you don't have to wait til then to pray for your Guardian Angels! http://www.ewtn.com/devotional/mercymfrd/#EWTV		4:00 Angel of God, My guardian dear To whom God's love commits me here Ever this day be at my side To bid and forbid, to calm and cheer Amen	4:00 RIGHT NOW ON EWTNRC.COM - You can get a #FREE Pewter Rosary Box (\$25 value) with an #EWTV Warrior Rosary! http://bit.ly/ewtvwarrior/Catholic/#EWTV		4:00 #Today is St. Faustina's feast day. She was a poor girl with very little formal education, but the Lord used her to share His message of Divine Mercy with the world.	
5pm					5:00 Celebrate the Silver Jubilee of Magnificat with us! Full schedule, including talks by Bishop Robert Barron, Fr. Peter Cameron, OP, and Fr. Scott Hovey http://bit.ly/ewtvjubilee	5:00 #Today is the feast day of St. Faustina, whom #Jesus called "the Secretary of Divine Mercy." See what else He said to her... http://bit.ly/ewtvjubilee/#EWTV #Catholic	



Hootsuite.com

Find profile... 3 x v Compose message...

- EWTNRelCat
- EWTN Religious Catalogue
- ewtnreligiouscatalog
- EWTNRelCat
- EWTN
- EWTN
- EWTN - Vaticano
- EWTN Catholic Radio
- EWTN News Nightly
- National Catholic Register
- ewtnmedia
- EWTN
- Add social network

Add a link...

Publish photos directly to Instagram Business Profiles
To enable direct photo publishing, make sure your Business profile is set up properly. Click the link to get started.
[Set up direct photo publishing](#)

280 2000 2200 Clear Save

Edit Scheduled Message

Facebook Twitter LinkedIn

Our Lady of Fatima is right - praying the #Rosary will bring peace to the world!
#EWTN #Catholic <http://bit.ly/EWTNrosary>

Add a link...

October 2018

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2018-10-10

6 : 00 AM PM

Email me when message is sent

[View date in Publisher](#)

Timeline Photos

Publish photos directly to Instagram Business Profiles
To enable direct photo publishing, make sure your Business profile is set up properly. Click the link to get started.
[Set up direct photo publishing](#)

160 1879 2079 Cancel Save Changes

#



Hootsuite.com

ose message...

Rel. Cat. | EWTN News Nightly (Facebook Pages)

New Post Upgrade my plan

Messages EWTN

- Albertina Rapalo** 5:25pm
Thank you
- Norma Monsees** 4:26pm
- EWTN** 4:22pm
Thanks for writing! Send your own photos for consideration here. Email questions re: programs or the faith to viewer@ewtn.com. Submit prayer requests at <http://bit.ly/EWTNprayer>. To support EWTN, please go to donations.ewtn.com. God Bless!
- Ezeh Chy** 3:31pm
How can I be joining daily in saying the rosary
- Rossana Colman** 2:06pm
HAN YUOR SEET SPASBECOUSES LIVE AREN HOUSES
- Lise Neamtu** 1:16pm
- EWTN** 12:46pm
Thanks for writing! Send your own photos for consideration here. Email questions re: programs or the faith to viewer@ewtn.com. Submit prayer requests at

Activity EWTN

- Comment to EWTN
Sharon Furiesz View full post · 2 mins ago
Amen
- Comment to EWTN
Grace Kendrick View full post · 7 mins ago
Thanks for reminding me, dear Mother Angelica. Loved and shared++
- Comment to EWTN
Nicholas Wenban View full post · 9 mins ago
halloween is an 'excuse' to dabble in the occult, so no i dont celebrate halloween; but i do celebrate All Saints' Day.

My Tweets EWTN

- EWTN retweeted
EWTN Rel. Catalogue @EWTNRelCat 2 hours ago
These Tiny Saints were already a great price, and now you can save even more! St. Francis, St. Michael, and St. Therese, prayforus! bit.ly/RCH0SET #EWTN #Catholic #ChristmasisComing #StockingStuffers #MondayMotivation
- EWTN @EWTN** 3 hours ago
The Bible recounts the life and miracles of #Jesus, but is there any PROOF of his existence, divinity, or miracles? Ask your toughest questions BELOW, and Fr. Spitzer will answer them Wed. at 2 p.m. ET on #EWTN: bit.ly/watchewtn #Catholic #Faith #atheism #Scripture

My Posts ewtnmedia

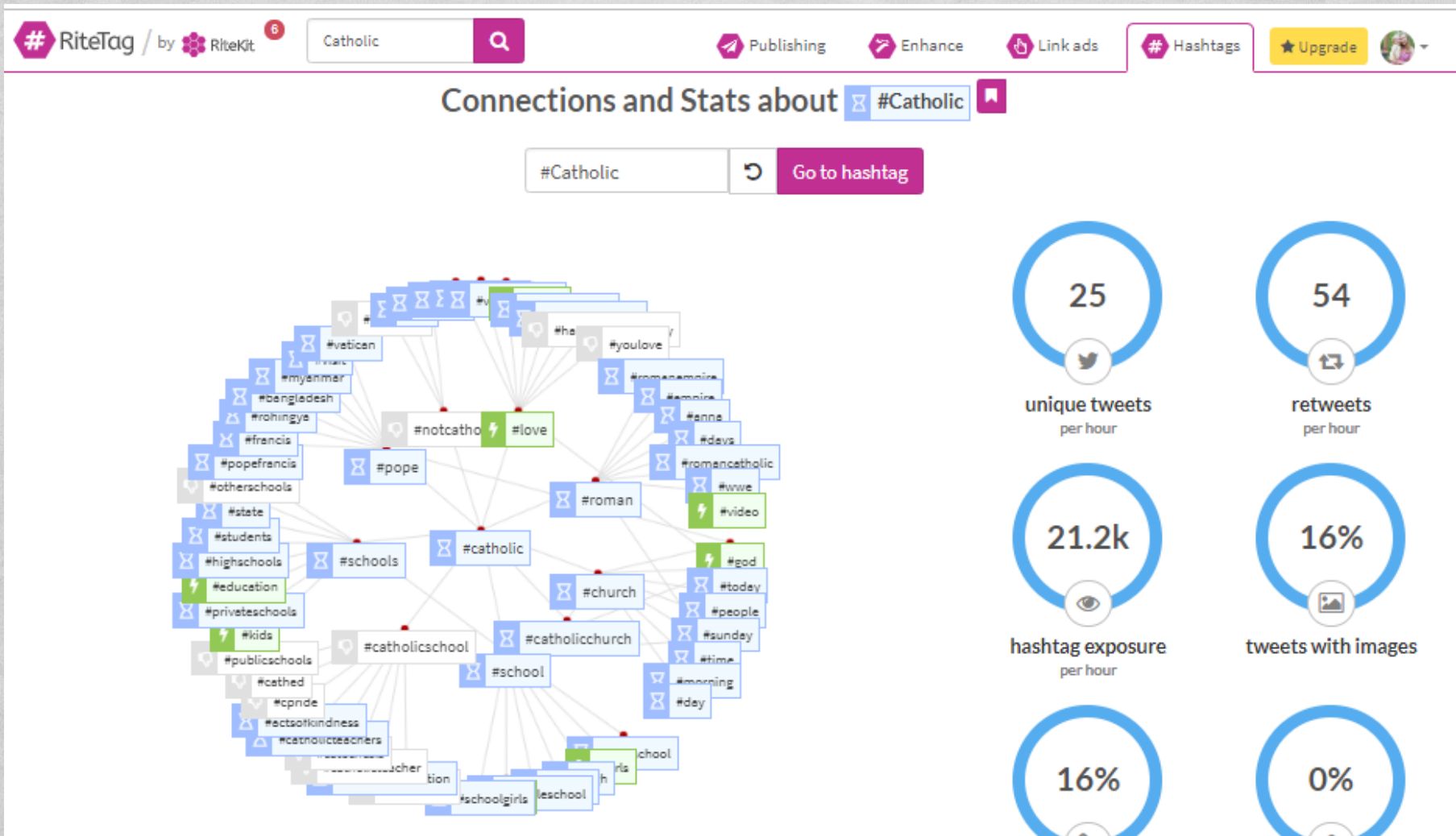
- EWTN @ewtnmedia** 2 days ago
Pray the #Rosary daily, but especially on the first Saturday of every month. If you do this, plus go to Confession, receive Holy Eucharist, and...
Read More
- EWTN @ewtnmedia** 2 days ago
Blessed Marie-Rose Durocher is the founder of the Sisters of the Holy Names of Jesus and Mary, an order focused on spreading the

Scheduled EWTN

- Michelle Johnson scheduled
EWTN Tomorrow at 6:00am
Did you know there is a patron saint of pharmacists? St. John Leonardi, pray for us! #EWTN #Catholic #prayforus
Show Media
- Michelle Johnson scheduled
EWTN Tomorrow at 9:00am
If you're suffering from a headache today, ask St. Denis to intercede for you! #EWTN #Catholic #prayforus
Show Media
- Michelle Johnson scheduled
EWTN Tomorrow at 11:00am
#TuesdayThoughts: Today, let us ask the Lord to help us grow in courage, humility, and love. #EWTN #Catholic #prayforus
Show Media



RiteTag.com





RiteTag.com

RiteTag < > #Catholic 🔍 📷

- ⌚ #catholic
- ⌚ #church
- ⌚ #catholicchurch
- ⌚ #school
- 🚫 #catholicschool
- ⌚ #schools
- ⌚ #pope
- 🚫 #notcatholic
- ⚡ #love
- ⌚ #roman
- ⌚ #romancatholic
- 🚫 #catholicschools
- ⚡ #nowplaying
- ⚡ #education
- ⌚ #wednesday
- ⌚ #today
- ⚡ #god
- ⌚ #highschool
- ⚡ #radio
- ⌚ #year
- ⌚ #ashwednesday
- 🚫 #nowplayingcatholic
- ⚡ #life
- ⌚ #ash
- ⌚ #christian
- ⌚ #teacher
- 🚫 #catholichigh
- ⌚ #faith
- ⌚ #bishops
- ⌚ #priest

Instagram Unused & banned Select all Copy (0) Compare (0)

21.2K

16%



Bit.ly

CREATED DEC 20, 2016, 1:08 AM | [catholiceditor](#)

EWTN Catholic Television Schedule


<http://www.ewtn.com/multimedia/weekly-schedules.asp>

bit.ly/watchewtn

COPY

SHARE

EDIT

33,767 
TOTAL CLICKS

Bitly Network: 768 clicks from 9 other Bitlinks





Canva.com

Create a design

Recommended for you



Poster



Postcard



Letterhead



Invitation (Portrait)



Business Card



Flyer



Card

Social Media Posts



Twitter Post



Social Media



Pinterest Graphic



Facebook Post



Facebook App



Tumblr Graphic



Instagram Post



Canva.com

"You never have to
apologize for what you
didn't say."

DR. RAY GUARENDI
THINKING LIKE JESUS: THE PSYCHOLOGY OF A FAITHFUL DISCIPLE
EWTNRC.COM | ITEM #80626

*Perfect gifts
to honor the*

**BLESSED
MOTHER!**



VISIT EWTNRC.COM TO
SEE MORE IDEAS FOR
YOUR MARY GARDEN,
PRAYER TABLE, OR TO
ADORN YOUR HOME!



2. Money (or lack of) doesn't
have to hold you back!





“Reach”

*How many people see a specific post
(photos, videos, links)*

“Engagement”

*A a measure of how many people “react” to your
post (with the emojis), comment, or share your
post. Some platforms also measure how many
people click on your posts*



“Meaningful Engagement”

Facebook’s way of determining if people like your content.


Comments with replies, reactions, shares, views



“Meaningful Engagement”

EWTN was live. Published by Leonard Mary [?] · October 16 at 8:30 AM · 🌐

At the Grotto in Lourdes—praying for your intentions!



02:12

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 61,000 people.

297,188 People Reached	49,773 Engagements	Boost Post
----------------------------------	------------------------------	-------------------

👍❤️👏 6.1K 2.9K Comments 1,274 Shares

👍 Like 💬 Comment ➦ Share ⚙️

Performance for Your Post

297,188 People Reached

121,199 Video Views

22,635 Reactions, Comments & Shares ⓘ

13,399 👍 Like	4,980 On Post	8,419 On Shares
4,171 ❤️ Love	2,663 On Post	1,508 On Shares
32 😂 Haha	23 On Post	9 On Shares
48 😮 Wow	24 On Post	24 On Shares
25 😞 Sad	20 On Post	5 On Shares
9 😡 Angry	7 On Post	2 On Shares
4,028 Comments	2,989 On Post	1,039 On Shares
1,274 Shares	1,274 On Post	0 On Shares

27,381 Post Clicks

6,946 Clicks to Play ⓘ	10 Link Clicks	20,425 Other Clicks ⓘ
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HAPPY ANNIVERSARY, EWTN!

*On August 15, 1981,
EWTN began broadcasting four
hours a day to 60,000 homes.*

EWTN.com

HOLY GUARDIAN ANGELS

*"When sorrows and
misfortunes, physical
or spiritual,
afflict you, turn to
your guardian angel
with strong trust and
he will help you."
– St. John Bosco*

EWTN.com

ST. MATTHEW,

*patron of civil servants and
government officials,*

PRAY FOR US!

EWTN.com



3. Start small. Grow with time
and experience



EWTN. It's Everywhere!



Radio

Listen anywhere anytime on AM, FM, Satellite, Shortwave & the Internet!



Internet

Live Streaming on ewtn.com



Television

Offering four networks across the United States in English, Spanish and now, HD!



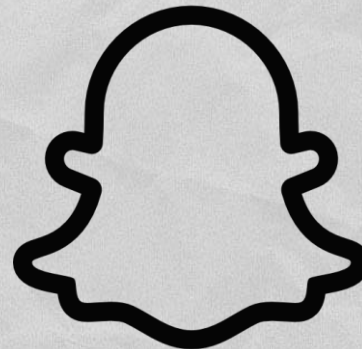
Mobile Devices

Mobile apps so you can watch and listen anytime!



Publishing & News

The Leader in Catholic News





4. Ask for support from followers, donors and underwriters, friends and family, businesses, etc.





EWTN



Published by Debbie Cowden [?] · September 1 · 🌐

Family, a prayer that we pray together is a powerful prayer. Please join us in praying for those with Autism.

For a copy of all the EWTN Family Prayers: <http://bit.ly/RCEfpbk>

autism. Turn
the challenges they
face into great
good for their
souls and those of
their families. Help
each one of them
to make progress



EWTN Family Prayer: For Those with Autism

01:01





EWTN

October 13 at 7:00 PM · 🌐

Learn more about these heroes of our faith, and tune in to EWTN's live coverage - 3:30 a.m. ET on Sunday (encore at noon ET)!

#EWTN #Catholic #Canonization



NCREGISTER.COM

Meet the New Saints to Be Canonized Oct. 14

Paul VI joins six others being raised to the altars.



EWTN

October 20 at 5:00 PM · 🌐



She had a poor prenatal diagnosis. Doctors, her family, and her baby's father wanted her to have an abortion. But then her hairstylist gave her words of encouragement she never expected!



CHURCHPOP.COM | BY CHURCH POP

**This Reality TV Star's Sainly Prayers for the Miraculous
Saved Her Unborn Baby's Life | ChurchPOP**



Inbox **20+** Notifications **99** Insights Publishing To... Ad Center **2** **Settings** Help ▾

- General
- Messaging
- Page Info
- Templates and Tabs
- Post Attribution
- Notifications
- Messenger Platform
- Page Roles
- Groups
- People and Other Pages
- Preferred Page Audience
- Authorizations
- Branded Content
- Instagram
- Featured
- Crossposting**

Add Pages to Crosspost









Crossposting allows you and another Page to post videos on each other's behalf. Crossposting can only happen between Pages that have added each other. You control which videos are eligible to be crossposted. When a Page crossposts your videos, they will also be able to view video insights for their posts.

Add or remove Pages here you want to crosspost. [Learn more](#)

Add Page













Pending Crosspost Requests

You have 2 Pages that you're waiting to crosspost with.

	Shrine of Our Lady of Guadalupe Religious Center • 11.7K people like this				Remove
	Carmel Communications Public Relations Agency • 1.3K people like this				Remove

Added Pages

You have 28 Pages you can crosspost with.

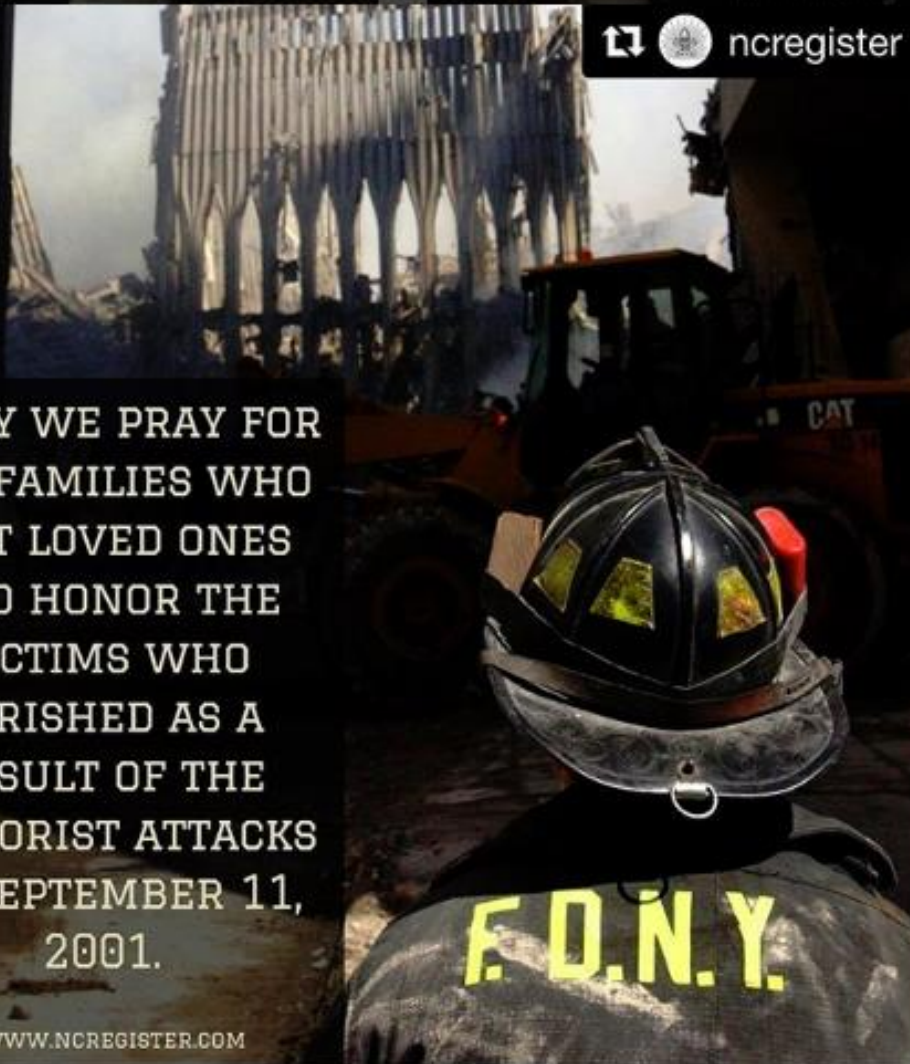
	NON-LIVE VIDEOS	YOUR LIVE VIDEOS	THEIR LIVE VIDEOS	
	EWTN Polska Nonprofit Organization • 1.5K people like this			 ▾
	Lauren Ashburn Journalist • 5.5K people like this			 ▾
	EWTN GB Nonprofit Organization • 2.1K people like this			 ▾





TODAY WE PRAY FOR
THE FAMILIES WHO
LOST LOVED ONES
AND HONOR THE
VICTIMS WHO
PERISHED AS A
RESULT OF THE
TERRORIST ATTACKS
OF SEPTEMBER 11,
2001.



WWW.NCREGISTER.COM



  ncregister



ewtnmedia

ewtnmedia #Repost @ncregister with
@get_repost

Today we pray for the families who lost loved ones and honor the victims who perished as a result of the terrorist attacks of September 11, 2001.

Photo: A New York City firefighter looks up at what remains of the World Trade Center after its collapse during the Sept. 11 terrorist attack. U.S. Navy Photo by Photographer's Mate 2nd Class Jim Watson – via Wikimedia
#neverforget #ncregister

View all 42 comments

- cafecareercoach ❤️ 👤
- adolcelm Que tan luego se les olvido
- chryseis4u 👤
- kaitan_dlima_caje Lord have mercy.



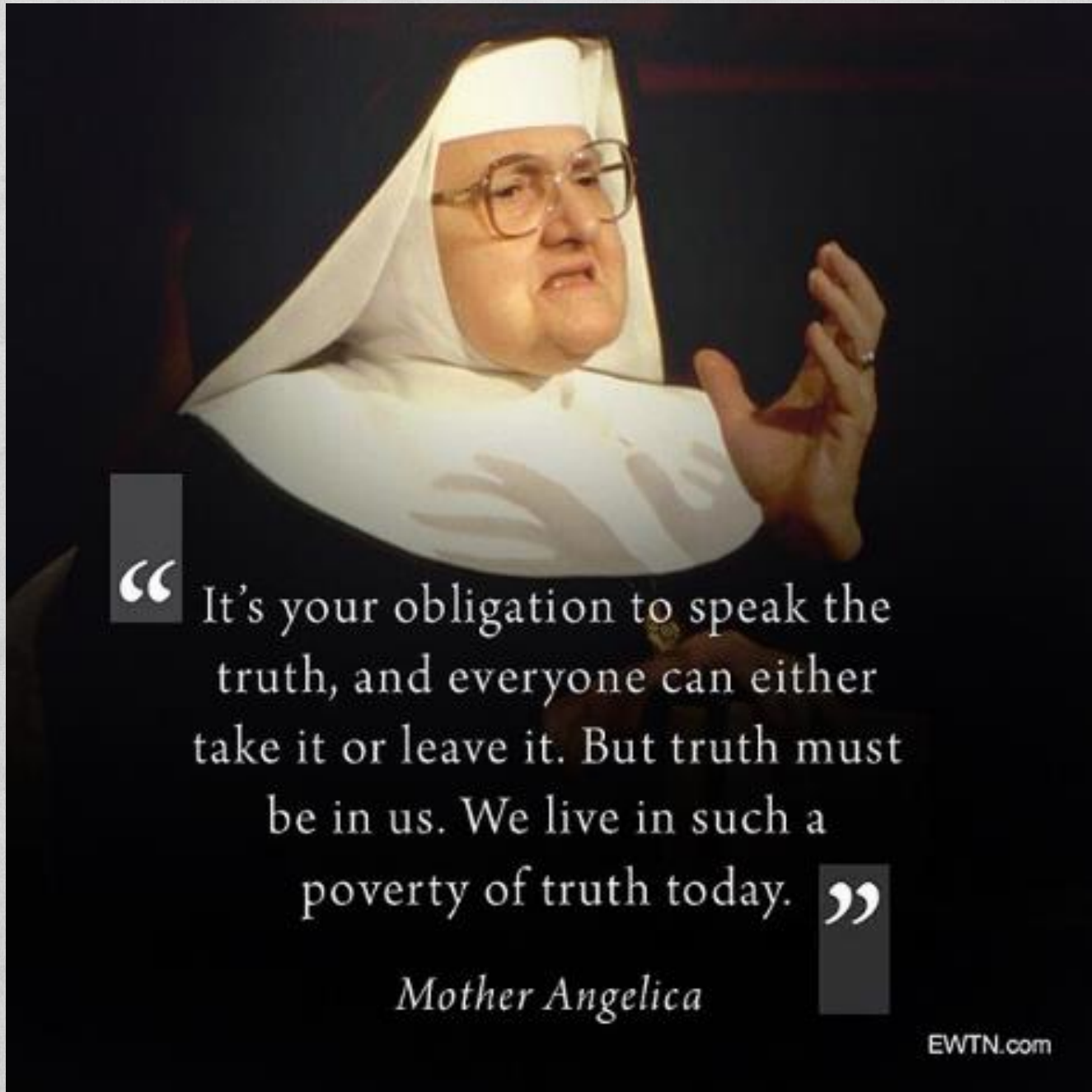
3,264 likes

SEPTEMBER 11

Add a comment...

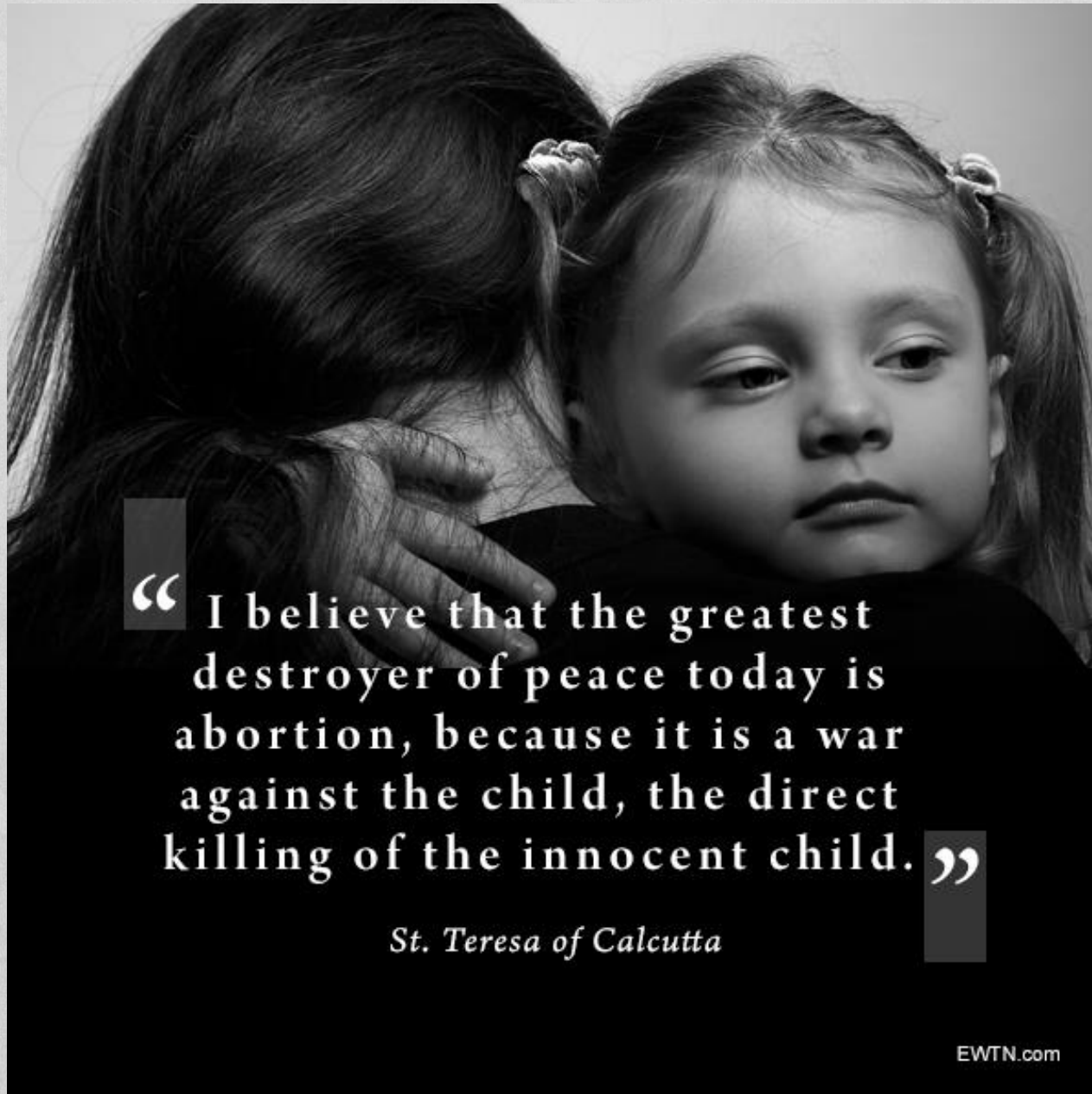


5. “It’s your obligation to speak the Truth, and people can take it or leave it.”



“ It’s your obligation to speak the truth, and everyone can either take it or leave it. But truth must be in us. We live in such a poverty of truth today. ”

Mother Angelica



“ I believe that the greatest destroyer of peace today is abortion, because it is a war against the child, the direct killing of the innocent child. ”

St. Teresa of Calcutta



“ The Rosary is the weapon
for these times. ”

St. Padre Pio

CNA photo
EWTN.com



6. Stay focused on the goal:
Bring people to Jesus





FIRST FRIDAY

*“Those who shall
promote this
devotion shall have
their names written
in My Heart, never
to be blotted out.”*

*— Our Lord to St. Margaret
Mary Alacoque*



INDEPENDENCE DAY

*"I trust in you, O LORD;
I say, "You are my God."
My times are in your hands;
deliver me from my enemies
and from those who pursue me.
Let your face shine on your
servant; save me in your
unfailing love."*

Psalm 31:14-16



Show, Don't Just Tell | Content is Key



Photo

Reach: 8.8K

Engaged: 0.6K

Video Clip:

Reach: 55.7K

Engaged: 4.2K

Video performed 7x better!




EWTN: Planned Parenthood Founder Margaret Sanger said this.....

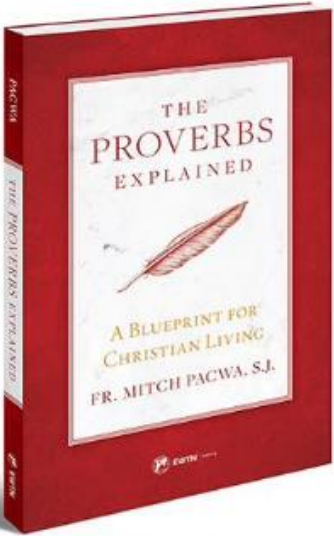
Margaret Sanger, the founder of Planned Parenthood, actually said this about people she deemed "feeble-minded." Hear the full interaction between Sanger and Blessed Pope Paul VI when you watch Saints vs. Scoundrels: Paul VI vs. Margaret Sanger Pt. 1 - 5:30 p.m....



Show, Don't Just Tell | Content is Key

 **EWTN Religious Catalogue**
March 21, 2017 · 🌐

Think you can't live a holy life?
It can be done and that's what we are called to do!
Get your copy of Fr Mitch's new book and start living the life of holiness!
Order here: <http://www.ewtnreligiouscatalogue.com/.../THE+PROVERBS+EXPLAI...>



NEW *for* MARCH

EWTNRC.COM

 **EWTN Religious Catalogue**
October 25 at 12:01 PM · 🌐

Romans 12:10 says, "Love one another with mutual affection; outdo one another in showing honor." There is no such things as too much love.
#EWTN #Marriage #ThursdayThoughts #Catholic #Scripture
http://bit.ly/RC_80268



**"NEVER FORGET THAT
YOUR SPOUSE IS A GIFT
FROM THE LORD.
TREASURE HIM OR HER
AS YOU WOULD TREASURE
ANY GIFT FROM SUCH AN
EXTRAORDINARY GIVER."**

Fr. Mitch Pacwa
The Proverbs Explained
EWTNRC.com | Item #80268

Book Cover:

Reach: 616

Engaged: 57

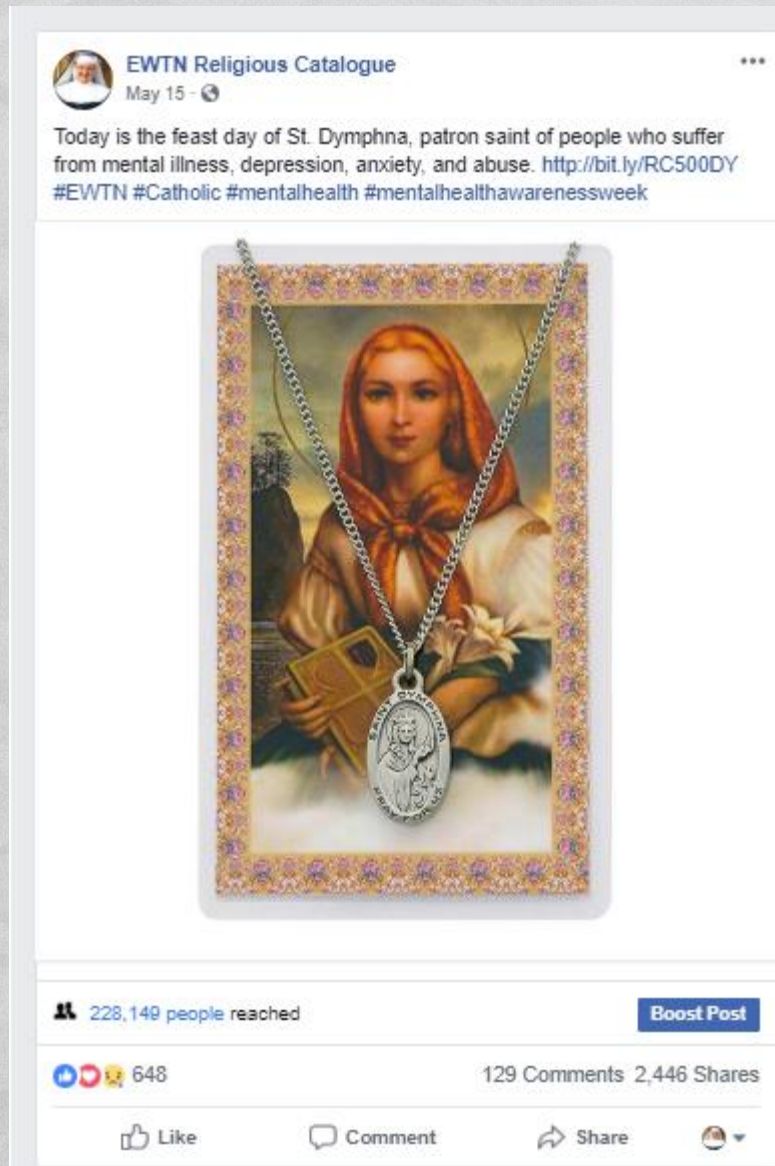
Book Quote:

Reach: 3.0K

Engaged: 217



Show, Don't Just Tell | Content is Key



St. Dymphna:

#MentalHealthAwarenessWeek
#WorldSuicidePreventionDay
#WorldMentalHealthDay

Total for 3 posts:

Reach: 472.3K
Engaged: 33.7K
Shares: 5.5K
Link Clicks: 2.5K





ewtnmedia

ewtnmedia Are you or your kids dressing up as saints or holy people for #AllSaintsDay or #Halloween? We want to see photos! Email communications@ewtn.com (by sending photos, you give #EWTN permission to post to our social media royalty-free, and you certify the pictures are of your children or family.)

Load more comments

grace.lech @stephgeff well I can try but you probably won't want her to wear it 😊

irishcatholicmama77 ❤️👍❤️

getyoursparkleon90 As cute as this is , I really think we should let kids be kids :)



8,398 likes

OCTOBER 23

Add a comment...





ewtnmedia

Instead of dressing up as ghouls, goblins, or gory monsters, this year you should encourage your kids to dress as SAINTS or HOLY PEOPLE for #Halloween! Not all communities have #AllSaintsDay events, but your family can be an inspiration! And if you DO have All Saints Day celebrations, be sure to attend and joyfully honor the heroes of our faith! #EWTN #Catholic #FridayFeeling P.S. If you want to show us your saint costumes, email them to communications@ewtn.com 🥰❤️👍

Load more comments

heiner.walter @nico_stree
#allsaintsday 🥰

nico_stree @heiner.walter wir haben gerade bei uns die "Lichtparty"

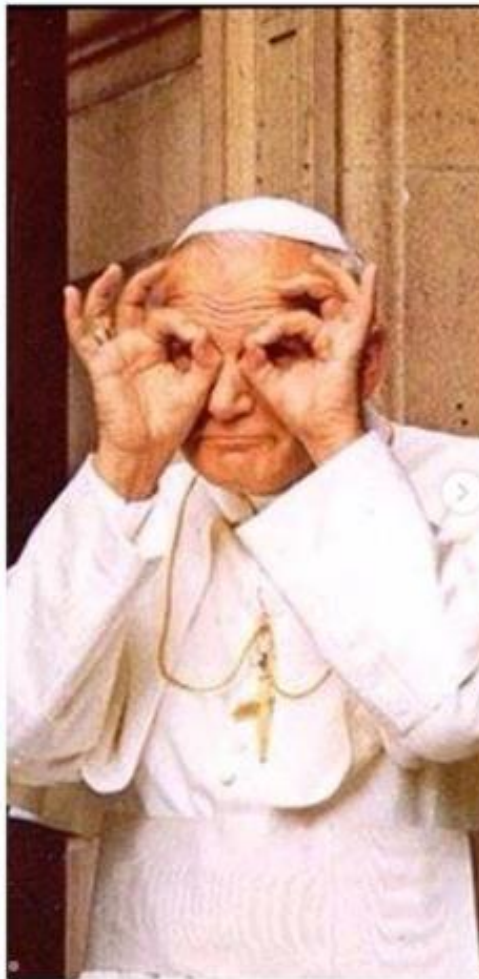
ghsantiago1267 Why didnt I think of



10,956 likes

OCTOBER 26

Add a comment...



ewtnmedia

ewtnmedia This is so AWESOME!
@hardkeepingstill did a photo project with her son, where she replicated photos of St. John Paul II! .
What are you doing to celebrate the saints for #AllSaintsDay/#Halloween? Send your photos to communications@ewtn.com 🙏

Load more comments

- heavenlyhunt Be a saint! What else is there?!!!
- elianeikl @cocoem2018 I'm sure I liked this before you hehe
- flowerchildlilypants @peachybee3
- peachybee3 @flowerchildlilypants this will be my future family 🙏❤️



6,841 likes

5 DAYS AGO

Add a comment...





Followers' Responses to #AllSaintsDay/Halloween Posts

“Why didn’t I think of that?”

“This will be my future family!”

“[@So-and-so,] we totally should do this next year!”

*“What a perfect way to teach your kids
about the saints”*

“This is so cute and awesome.”

“What a wonderful way to live your faith.”

“Beautiful! Great story and opportunity to evangelize.”



7. Personal interaction is important.
This is your family!





Personal Interaction is Important!

 **Brendan Fraser Crane**
@Swag_Catholic

Replying to @bropostle

Hey, @EWTN.... give us a show

6/27/17, 10:46 AM

||| View Tweet activity

1 Retweet 11 Likes

 **EWTN**  @EWTN · 6m

Replying to @Swag_Catholic and @bropostle

Gotta strive for higher than, "mediocre Catholic." #MotherAngelica said, "We're all called to be great saints- don't miss the opportunity!"

   4 



Tweets Tweets & replies Media

 **Brendan Fraser Crane** @Swag_Catholic · 3h
Well I have been owned. Got to think about some stuff now

Replying to @bropostle

Hey, @EWTN.... give us a show

6/27/17, 10:46 AM

||| View Tweet activity

1 Retweet 11 Likes

 **EWTN**  @EWTN · 6m
Replying to @Swag_Catholic and @bropostle

Gotta strive for higher than, "mediocre Catholic." #MotherAngelica said, "We're all called to be saints, into church"



CatholicGraduate
@CharityNotLust

Follow

Can we all just appreciate that @EWTN's Catholic Twitter game is strong?

8:32 PM · 27 Jun 2017



Paul Grandi @ldnarg · 1h

Just want to take a moment and applaud @EWTN for choosing whoever they did to run their social media account



EWTN @EWTN · 20m

#WeirdWaysToFlirt "I usually don't hold hands with people during the Our Father, but for you, I'll make an exception." 🥰

1

6

16

||



Margo Basso
@ChasingAgape

Following

Replying to @EWTN

Okay is there a millennial running the EWTN Twitter? lol

5:02 PM · 15 Feb 2018



Personal Interaction is Important!

REMEMBER:

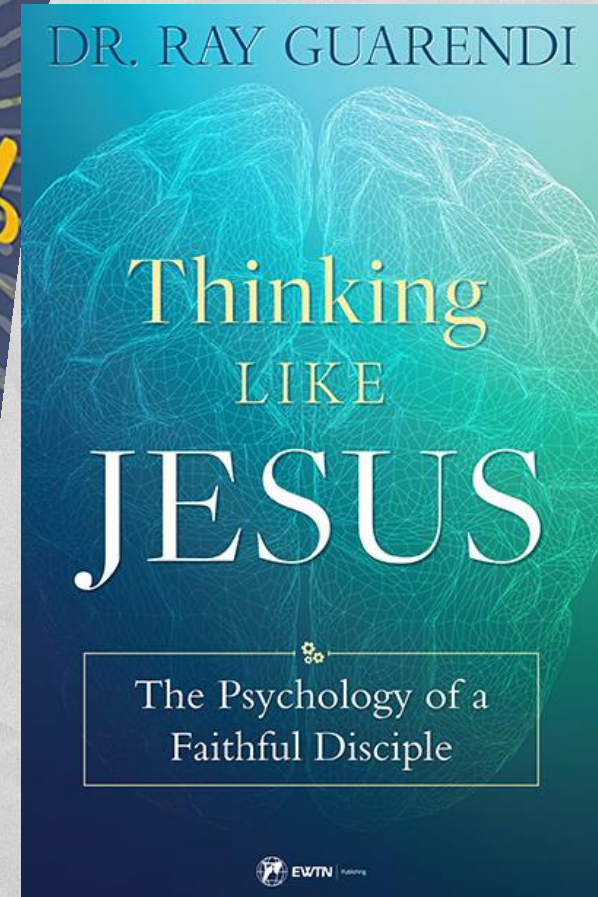
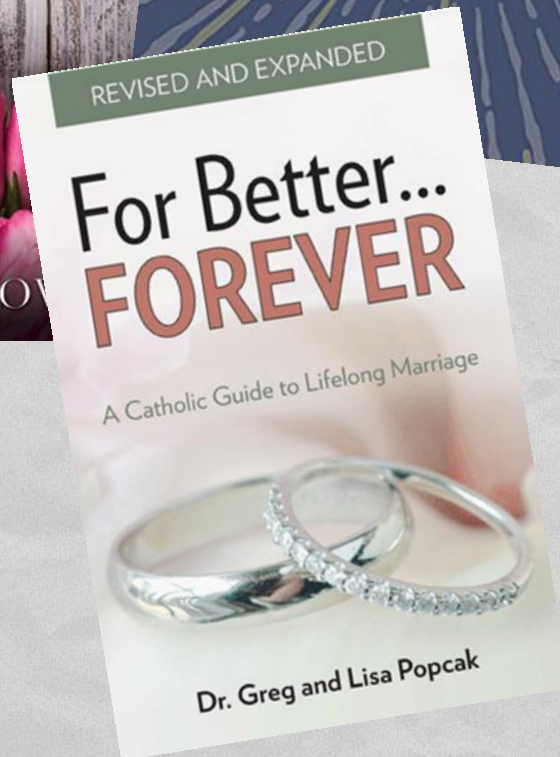
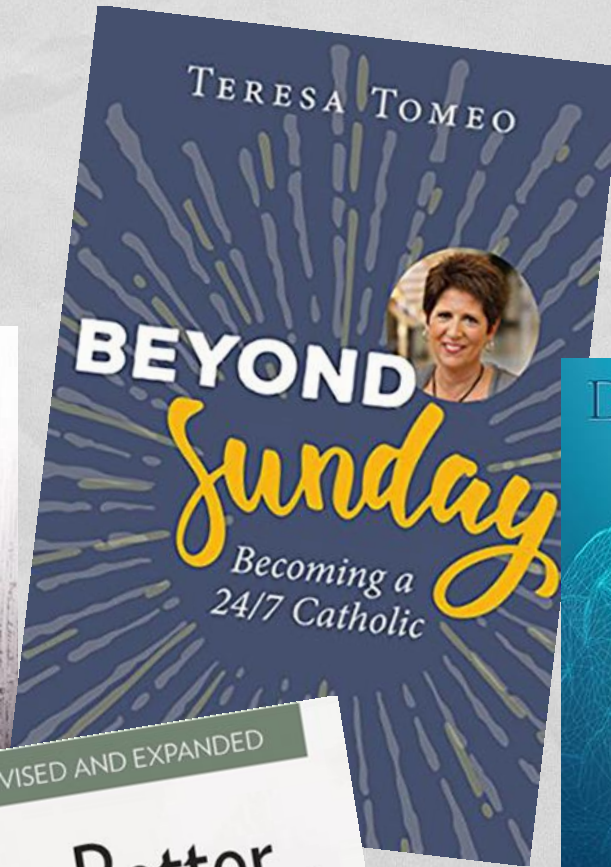
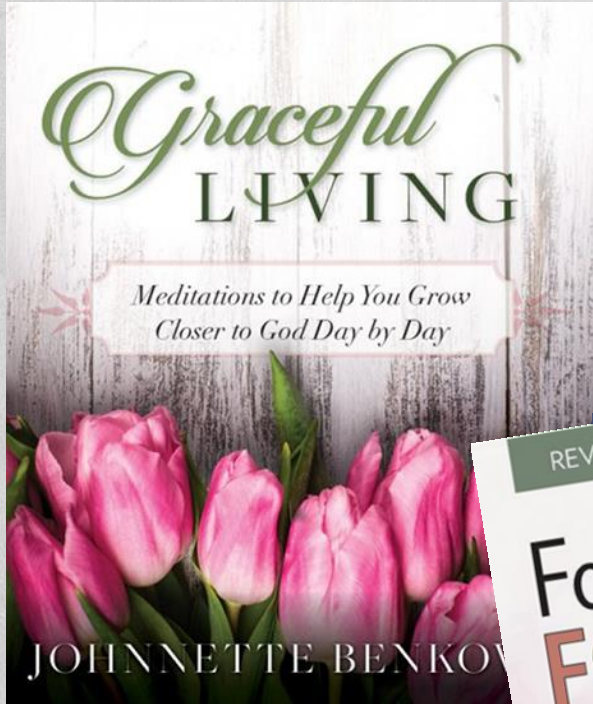
- Social media is not meant to be a bulletin board or news wire
- You and your audience are a team – let them help with evangelization
- Not just “fans” or “followers,” but individual people with souls!
- Social media as a PR arm...



8. Work together with other Catholics









We're all on the same team!



9. Work smarter, not harder





Work Smarter, Not Harder

RECAP:

- Use the free tools on social media platforms, plus services like Hootsuite, Rite Tag, Bitly, and Canva
- Pay attention to reach and engagement – strive to post content your followers will want to share and interact with (evangelization!)
- Plan ahead, make a calendar, set aside time to devote to scheduling social media posts
- Share posts from EWTN's pages
- Tweak posts to improve engagement



Instead of:

EWTN Pro-Life Weekly Host Catherine Hadro speaks with Obianuju Ekeocha about why Western countries who send aid money to African countries do so in the interest of “population control.”

Reach: 7.8K | Engagement: 0.9K | Total Views: 7.1K

Try:

“We need computers, not contraception.” Meet Obianuju Ekeocha, or “Uju,” a Catholic Nigerian woman who has become a powerful voice for Africa’s Pro-Life values.

Reach: 100.1K | Engagement: 3.2K | Total Views: 79K



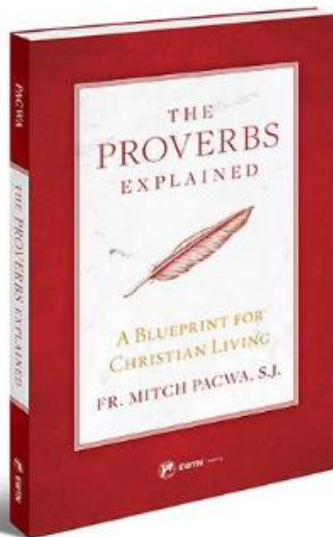
Revisiting Content...



EWTN Religious Catalogue

March 21, 2017 · 🌐

Think you can't live a holy life?
It can be done and that's what we are called to do!
Get your copy of Fr Mitch's new book and start living the life of holiness!
Order here: <http://www.ewtnreligiouscatalogue.com/.../THE+PROVERBS+EXPLAI...>



NEW *for* MARCH

EWTNRC.COM



EWTN Religious Catalogue

October 25 at 12:01 PM · 🌐

Romans 12:10 says, "Love one another with mutual affection; outdo one another in showing honor." There is no such things as too much love.
#EWTN #Marriage #ThursdayThoughts #Catholic #Scripture
http://bit.ly/RC_80268

**"NEVER FORGET THAT
YOUR SPOUSE IS A GIFT
FROM THE LORD.
TREASURE HIM OR HER
AS YOU WOULD TREASURE
ANY GIFT FROM SUCH AN
EXTRAORDINARY GIVER."**

Fr. Mitch Pacwa
The Proverbs Explained
EWTNRC.com | Item #80268

Book Cover:

Reach: 616

Engaged: 57

Book Quote:

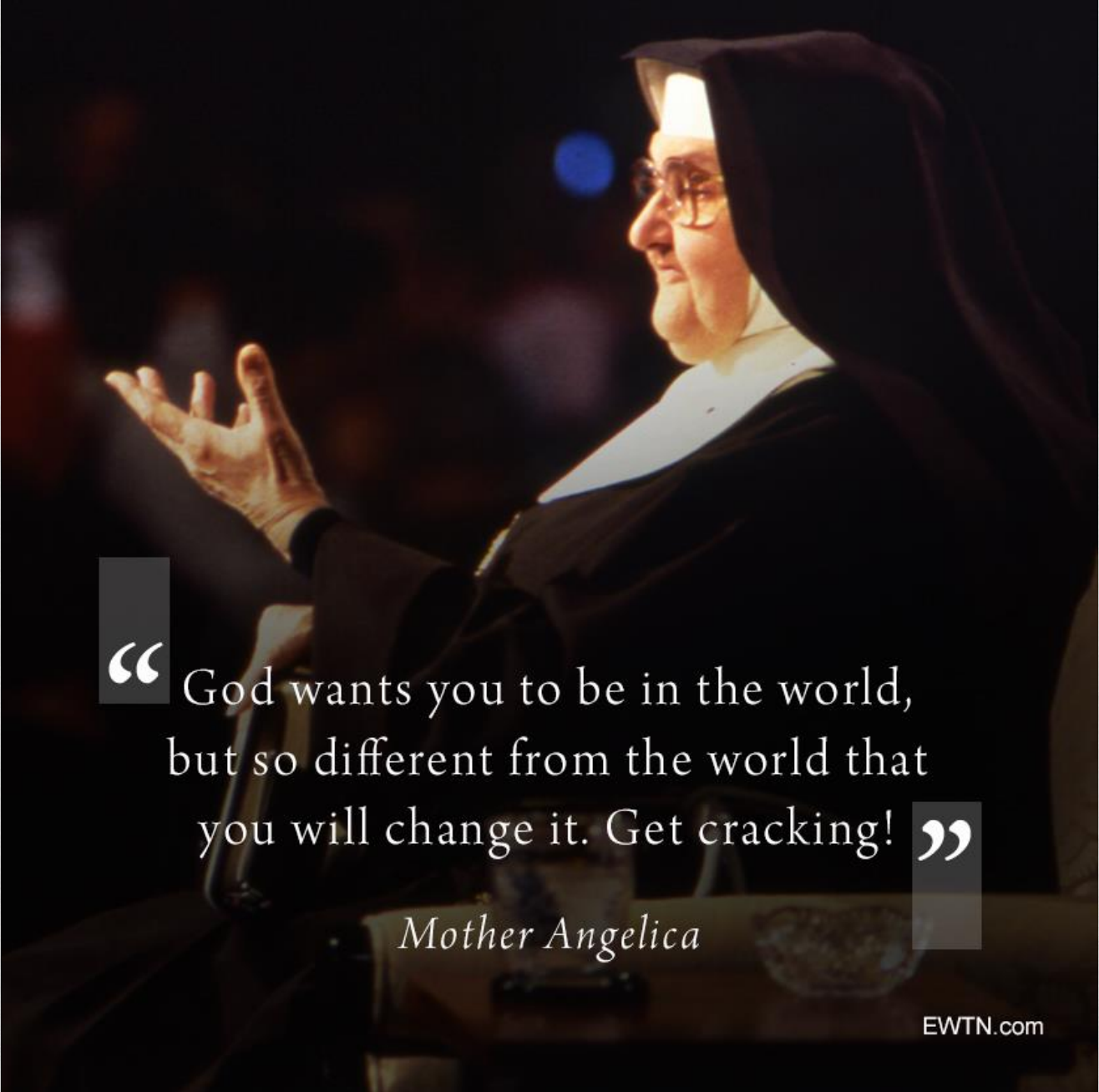
Reach: 3.0K

Engaged: 217



10. “Only the best for Jesus.”



A photograph of Mother Angelica, a prominent Catholic televangelist, speaking at a podium. She is wearing her traditional black and white habit and glasses. Her hands are raised in a gesture of emphasis or prayer. The background is dark with some blurred lights.

“ God wants you to be in the world,
but so different from the world that
you will change it. Get cracking! ”

Mother Angelica

EWTN.com