

What is Catholic Social Media?

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Catholic Social Media (CSM) is a subscription-based service that provides daily, high-quality, unbranded Catholic posts for parishes to use on their social media channels. We do this through a web-based application that includes a cross-platform scheduler, analytics page, and additional stewardship resources.

Our member parishes use the content to meaningfully engage their parishioners online, outside of Mass. This drives greater participation at the parish, builds a sense of community among parishioners, and results in increased giving.

Why should our parish use the service?

A recent national study, conducted by Prenger Solutions Group and eCatholic (Winter 2019) showed that parishes that post at least once a day on Facebook report average household giving 44% higher than parishes that do not.

Social media is the new town square, and it is the mission field for our work in the New Evangelization. Yet too few parishes have the time, resources, and skill to post daily content – much less eye-catching images, original videos, and interesting content tied to the liturgical calendar.

Our team helps by creating engaging, theologically sound content and delivering it to you on a platform where you can simply point, click, and schedule.

How does it work?

Parishes are invited to use the service risk-free for four weeks to get a sense of how it works and watch how their parishioners respond. This free trial also allows your pastor to become comfortable with the tone and content and your staff to build familiarity with the process.

During those four weeks, your parish's point person will receive training on how to use the service. Our team tracks your progress and creates a final report for you full of actionable ideas – tips like when you should post to reach the most parishioners, how to leverage your social media content as an evangelization tool, and how to build your parish's social media following.

After reviewing the results of your four-week free trial, your parish will have the opportunity to continue as a subscriber.
