

The 10 Commandments of Facebook

Heidi Sforza

hsforza@dwc.org

www.facebook.com/dioceseofwheelingcharleston

Facebook

A social networking site that makes it easy for you to connect and share with your family and friends online.

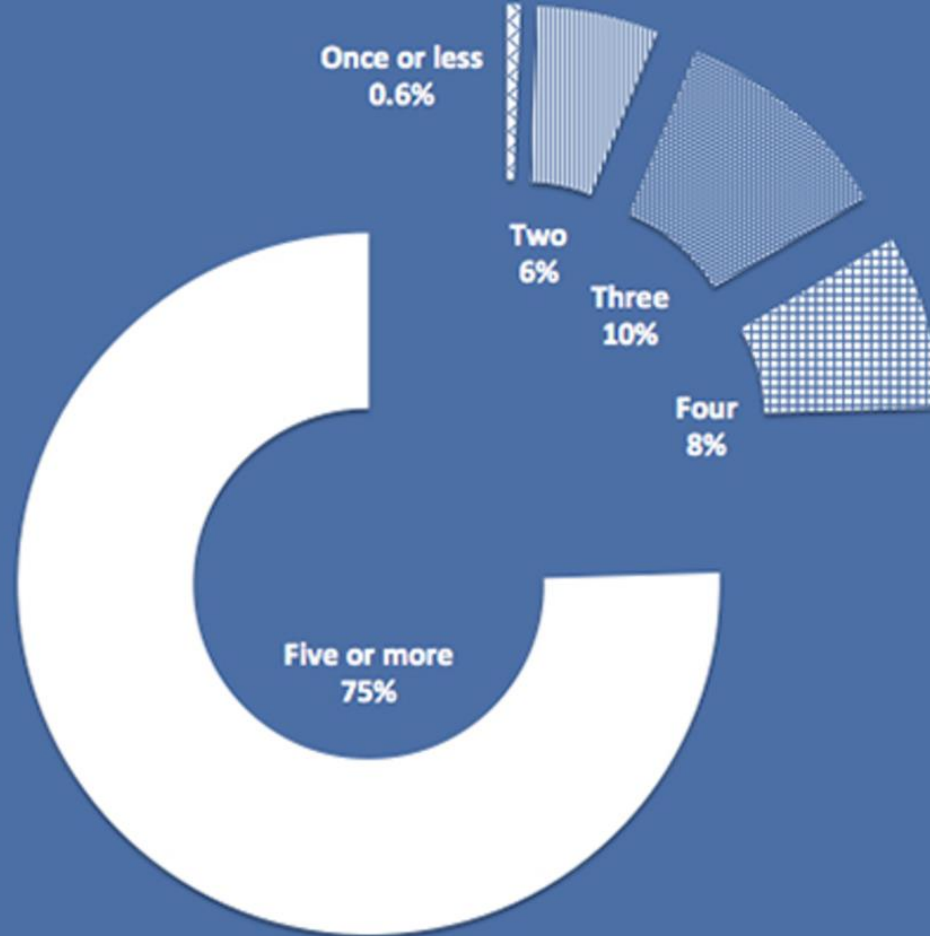
- **1.71 billion monthly active users**
- **72% of online American adults use Facebook**
 - **82% ages 18-29**
 - **79% ages 30-49**
 - **64% ages 50-64**
 - **48% ages 65 and older**



Facebook

- **Average time spent on Facebook is 20-50 min. per day**

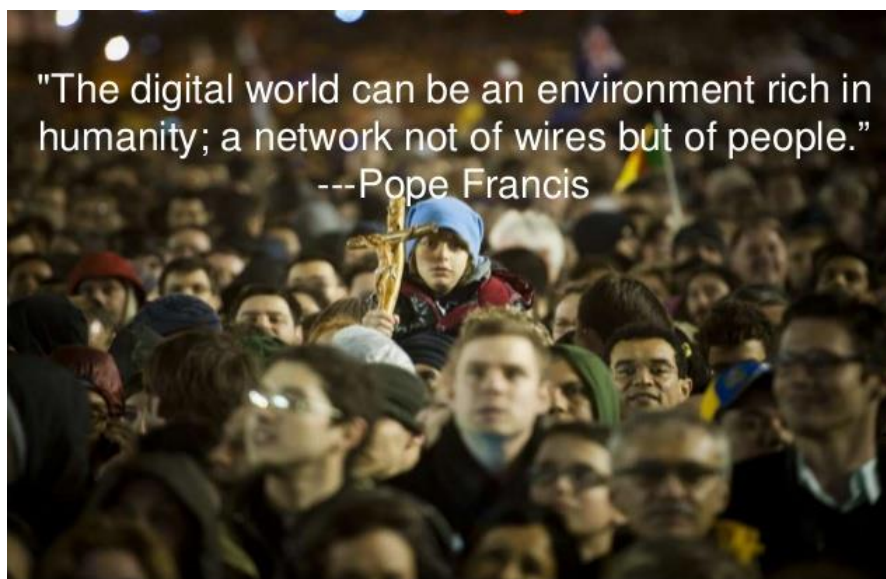
How many times
do you check
your Facebook
every day?



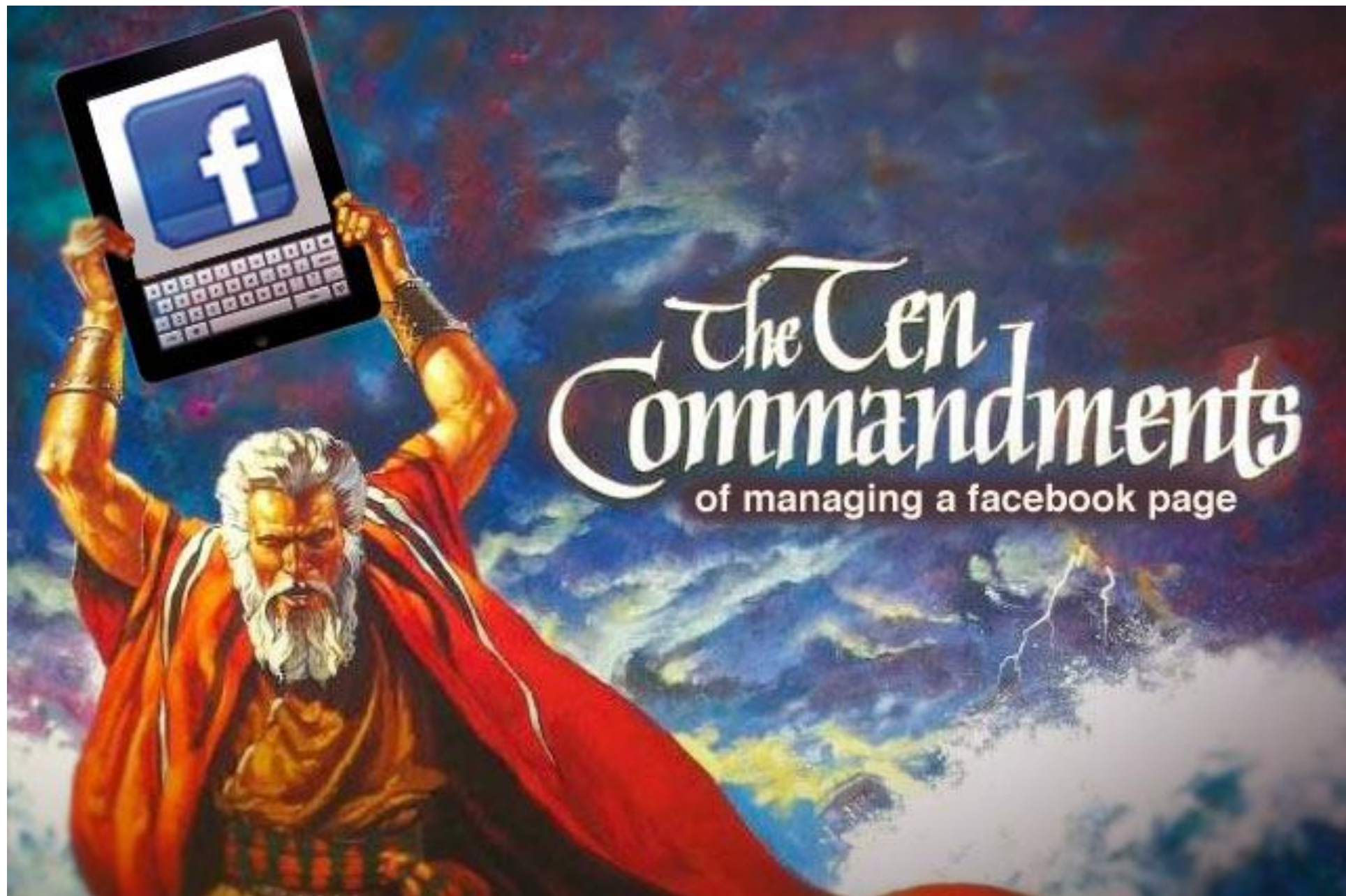
Why Your Parish Needs Facebook



- It allows you to engage your parishioners every single day
- It is an effective way to reach nonattendeess
- It allows you to share parish news, as it happens, not just on Sundays
- It gives you the tools to share the good news of Jesus Christ

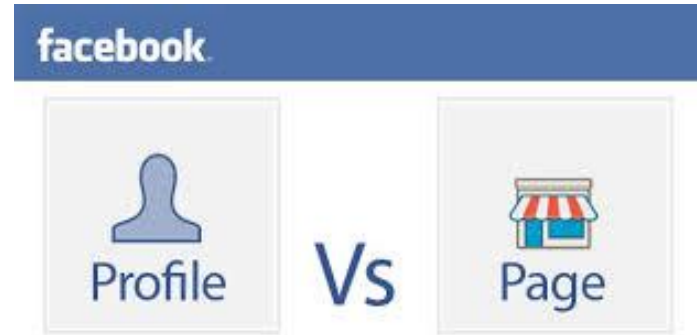
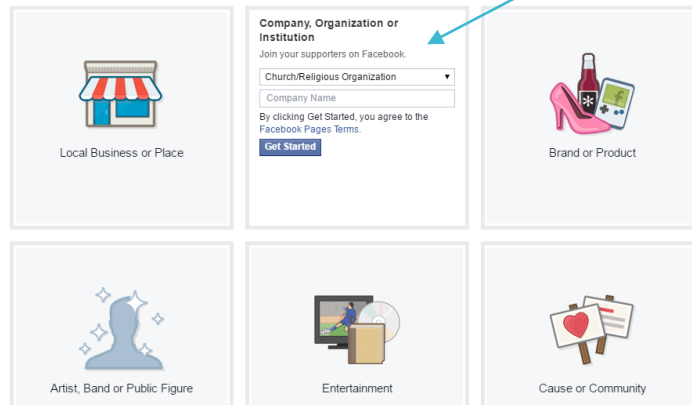
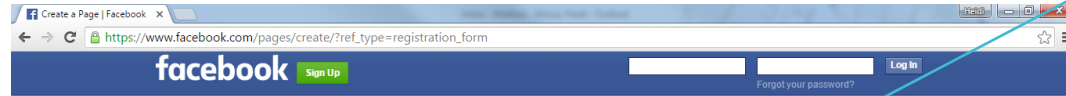


**MESSAGE OF POPE FRANCIS
FOR THE 48TH WORLD COMMUNICATIONS DAY**
Communication at the Service of an Authentic Culture of Encounter



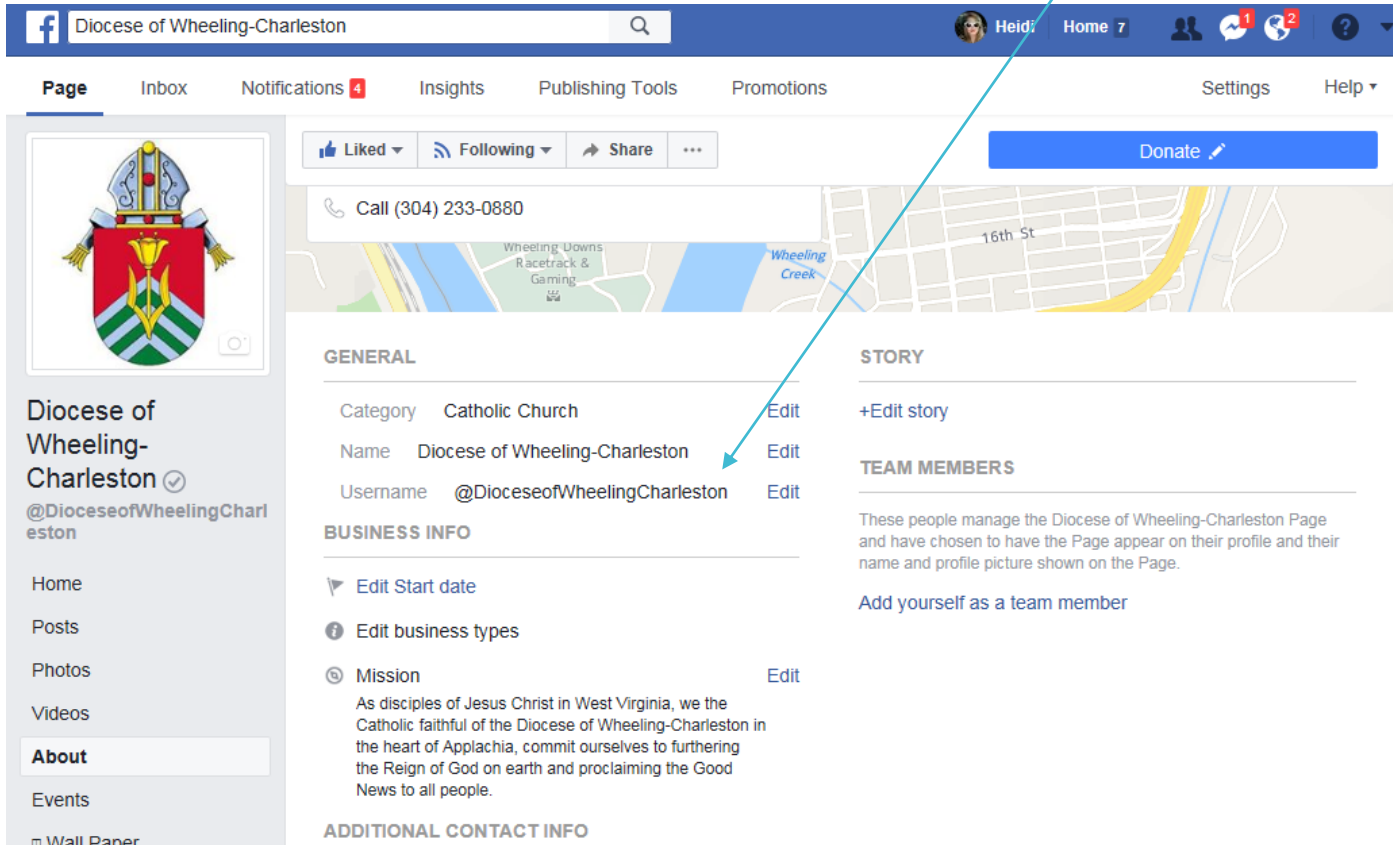
1. Thou shall create a page not a profile

- Company, Organization or Institution
- Church/Religious Organization



2. Thou shall personalize your web address

www.facebook.com/dioceseofwheelingcharleston



This screenshot shows the Facebook page editor interface. The top navigation bar includes 'Page', 'Inbox', 'Notifications' (with a red badge showing 4), 'Insights', 'Publishing Tools', 'Promotions', 'Settings', and 'Help'. The left sidebar displays the page's profile picture (the Diocese of Wheeling-Charleston crest), the name 'Diocese of Wheeling-Charleston' with a verified checkmark, and the username '@DioceseofWheelingCharleston'. Below this are links for 'Home', 'Posts', 'Photos', 'Videos', 'About', 'Events', and 'Wall Paper'. The main content area is divided into sections: 'GENERAL' (with fields for Category: Catholic Church, Name: Diocese of Wheeling-Charleston, and Username: @DioceseofWheelingCharleston, each with an 'Edit' link), 'BUSINESS INFO' (with fields for Start date and business types), 'MISSION' (with a text description and an 'Edit' link), and 'ADDITIONAL CONTACT INFO'. A 'STORY' section and a 'TEAM MEMBERS' section are also visible. A map of the Diocese's location is shown at the top right of the main content area. A blue arrow points from the URL in the title to the 'Name' field in the 'GENERAL' section.



This screenshot shows the public Facebook page for the Diocese of Wheeling-Charleston. The browser address bar displays the URL 'https://www.facebook.com/DioceseofWheelingCharleston/'. The page header includes the Facebook logo, the page name 'Diocese of Wheeling-Charleston', and a search bar. The navigation bar is identical to the editor view. The left sidebar shows the page's profile picture, name, and username. The main content area features a large cover photo of a church service with a 'Change Cover' button. Below the cover photo is the page's profile picture and name. The right sidebar shows a 'Write something...' text box and a row of icons for various Facebook features. A blue arrow points from the URL in the title to the browser address bar.

3. The page shall have more than 1 administrator

- **Priest/Administrator**
- **Parish Secretary**
- **Parish Council Member**
- **Youth Minister**



A screenshot of the Facebook Page Settings for the "Diocese of Wheeling-Charleston". The page is viewed from the perspective of a user named Heidi. The left sidebar contains a menu with options: General, Messaging, Edit Page, Post Attribution, Notifications, Messenger Platform, Page Roles (selected), People and Other Pages, Preferred Page Audience, Partner Apps and Services, Branded Content, Instagram, Featured, Crossposting, Page Support Inbox, Wi-Fi Network, Payments, and Activity Log. The main content area shows the "Page Roles" section. It includes a description of page roles, a "Sections" area with links to "Assign a New Page Role" and "Existing Page Roles", and an "Assign a New Page Role" section. The "Assign a New Page Role" section has a warning box stating: "Before you can add someone as a live contributor, they must have a role on this Page or be friends with you on Facebook." Below this is a search bar with the placeholder "Type a name or email", a "Live Contributor" button, and an "Add" button. A note below the search bar states: "Can go live as the Page from a mobile device. They can't: comment as the Page, create ads, access Publishing Tools or view insights." The "Existing Page Roles" section shows a list of roles, with "Admin" selected. The "Admin" role description states: "Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles." Below this, a user named "Tim Bishop" is listed as an "Admin" with an "Edit" button next to his name.

4. Thou shall set up page moderation and profanity filters

Search

Heidi Home 7

13

?

PageInboxNotifications 4InsightsPublishing ToolsPromotionsSettingsHelp

General

Messaging

Edit Page

Post Attribution

Notifications

Messenger Platform

Page Roles

People and Other Pages

Preferred Page Audience

Partner Apps and Services

Branded Content

Instagram

Featured

Crossposting

Page Support Inbox

Wi-Fi Network

Payments

Activity Log

Page Visibility

Page published

Edit

Page Verification

Page is verified

Edit

Visitor Posts

Choose who can publish to your Page timeline

Edit

Reviews

Reviews are turned off

Edit

Audience Optimization for Posts

The ability to select a preferred audience and restrict the audience for your posts is turned off

Edit

Messages

People can contact my Page privately.

Edit

Tagging Ability

Only people who help manage my Page can tag photos posted on it.

Edit

Others Tagging this Page

People and other Pages cannot tag my Page.

Edit

Page Location for Frames

Other people can use your Page's location for photo and video frames.

Edit

Country Restrictions

Page is visible to everyone.

Edit

Age Restrictions

Page is shown to everyone.

Edit

Page Moderation

Posts containing these words are blocked: accusation,rape,sex,philadelphia,shame,the,at,a,bishop,bransfield,donahue,bdhs,central,parish,pastor,priest

Edit

Profanity Filter

Set to strong

Edit

Similar Page Suggestions

Choose whether your Page is recommended to others

Edit

Post in Multiple Languages

Ability to write posts in multiple languages is turned off

Edit

Translate Automatically

Your posts may show translations automatically for people who read other languages

Edit

Comment Ranking

Most relevant comments are shown for my Page by default.

Edit

Content Distribution

Downloading to Facebook is allowed.

Edit

Download Page

Download Page

Edit



5. Thou shall create a strong profile and cover image

- **Profile Photo**
 - Keep it Simple
 - Image size 160px square
- **Cover Photo**
 - Use a powerful image
 - Image size 851px by 315px
 - Change frequently





Immaculate
Conception
Clarksburg

Home
About
Chapters



Like Message Share More




Our Lady of the
Annunciation
FNE
@AnnunciationExplorers

Home
About




Like Message Share More



All Saints
Roman Catholic
Church

Home
About



Like Message Save More



St. Francis de
Sales Catholic
Church
@stfrancismorgantown

Home
About



Liked Message Save More Donate



St. Jude Glen
Dale, WV
@stjudewv

Home
About



Like Message Share More Call Now



Saint Joseph
Parish
@stjosephhuntingtonwv

Home
About
Photos



Liked Message Save More

6. Thou shall promote their page

- From your parish website
- Pulpit announcement
- Bulletin announcement/QR code
- Email Blast



6. Thou shall promote their page

- Promote Button
- Admins “Invite” friends

Diocese of Wheeling-Charleston

Page Inbox Notifications Insights Publishing Tools Promotions Settings Help

Diocese of Wheeling-Charleston

@DioceseofWheelingCharleston

Home

Posts

Photos

Videos

About

Events

Wall Paper

Services

Shop

Notes

Groups

Offers

Jobs

Community

Promote

Manage Promotions

Write something...

Share a photo or video

Advertise business

Get messages

Publish a post

Video

Get phone calls

Find friends

Create an event

Edit Page Info

View Insights

View as Page Visitor

Suggest Page

Create Ad

Create Event

Create Fundraiser

Create Group

Ads Manager

Create Page

Unpin from Shortcuts

Like As Your Page

Invite Friends

Unlike As Your Page

Create Milestone

Catholic Church in Wheeling, West Virginia

Page Tips

Know Friends Who Might Like Your Page?

Invite friends to like Diocese of Wheeling-Charleston and help you connect with more people.

Let People Know When You're Open

Add the hours you're open so it's easy for people to plan a visit to your business.

Try Posting a Short Video

Videos help engage people in News Feed and on your Page.

See All Page Tips

3 Scheduled Posts

Next post scheduled for Tuesday, October 17 at 8:00am. See posts.

This Week

3,193 likes +6 this week

Jessi Sampson Hannig and 140 other friends

Create Promotion > Promote your Page

AD CREATIVE

AUDIENCE

People you choose through targeting

WV

Wheeling Area

Your audience selection is great!

Location - Living In: United States: Wheeling (+50 mi) West Virginia

Age: 18 - 65+

Audience 1

Create New Audience

BUDGET AND DURATION

Daily Budget

\$2.00 USD

Actual amount spent daily may vary

Estimated 1 - 3 likes per day

Duration

By clicking Promote, you agree to Facebook's Terms & Conditions | Help Center

Cancel Promote

Suggested Page

Diocese of Wheeling-Charleston

Sponsored

The Diocese of Wheeling-Charleston comprises the entire State of West Virginia, with an...

Diocese of Wheeling-Charleston

Catholic Church

3193 people like this

Like Page

Invite your friends to like Diocese of Wheeling-Charleston

Search All Friends

Jessi Sampson Hannig

Sister · Educational Service Center of Central Ohio

✓ Liked

Dale Sampson

Brother · Sam's Room

Invite

Vote for Peace

Wheeling, West Virginia

✓ Liked

Holly Poe

Invite

Eric Thompson

St. Mark's Catholic Church

✓ Liked

Randi Jo Foster-Chavanak

Stay at home mom

✓ Liked

Heather Huffman

Moundsville, West Virginia

Invite

Send Invite in Messenger

Close

7. Thou shall create shareable content

- Upcoming parish events
- Photos from parish events
- Photos from Holidays and Holy Days
- Thank Parish Volunteers

St. Francis of Assisi School - St. Albans, WV
October 13 at 8:04am · 🌐

St. Francis Golf Tournament! You still have time to register.....



Like Comment Share

Our Lady of Peace Church, Wheeling, WV
September 8 · 🌐

We are appreciative to these 8th Grade students that helped in preparing the Ten Commandments to be handed out. Thanks girls!



Like Comment Share

The Catholic Spirit WV added 4 new photos.
September 22 · 🌐

Mass of the Holy Spirit at Wheeling Jesuit University (Colleen Rowan photos)



Like Comment Share

St. Jude Glen Dale, WV added 13 new photos.
October 23 at 2:07pm · 🌐

From our Spaghetti Dinner today ...
11:00 am to 4:00pm
Chinese auction at 3:30 pm



Like Comment Share

Sacred Heart Youth Group

When? Every **wednesday** night @ **5:30pm**

What? 5:30pm Mass here at the Basilica, continue to the gym for **Tacos!** games, and fellowship

Who? All teens! Please feel free to invite your friends to come with you!

For more information please contact:
Sarah Aiello: 304-549-1648 | sarah.aiello297@gmail.com
Mary Collins: 304-320-6619

Basilica of the Co-Cathedral of the Sacred Heart
Page Liked · August 9 · Edited · 🌐

Reminder: tonight's the night!

Like Comment Share

2

1 share

Write a comment...

Tell Us What You Think

We'd like to hear from people like you
We'd like to hear your feedback! Please answer a few questions about your News Feed.

Give Feedback

7. Thou shall create shareable content

- Hashtags - #TBT #FlashbackFriday
- #TriviaTuesday #ThankfulThursday
- Birthdays/Anniveraries



Diocese of Wheeling-Charleston

Published by Heidi Sforza [?] · May 22, 2014 ·

#TBT Fr. John Gallagher shaking hands with a saint, with Msgr. Kevin Quirk standing by.



319 people reached

Boost Post



Diocese of Wheeling-Charleston

Published by Heidi Sforza [?] · Yesterday at 11:00am ·

This bishop, a native of Harper's Ferry, attended the Second Vatican Council as a representative of our diocese. #TuesdayTrivia



806 people reached



St. Michael Parish - Wheeling, "Almost Heaven" West Virginia

September 26 at 12:36pm ·

HAPPY BIRTHDAY to the one and only...CHAD CARTER! (Monsignor Peterson took a phone call and missed the photo). Forty happens!



Like Comment Share

April Bailey, Donna Marazita Clark and 49 others

Top Comments



Sacred Heart Catholic Church, Princeton WV shared

Diocese of Wheeling-Charleston's post.

August 17 ·

In Everything
Give Thanks
1 Thessalonians 5:18

What are you thankful
for today?
#ThankfulThursday



Diocese of Wheeling-Charleston

Published by Heidi Sforza [?] · August 17 ·

What are you thankful for today? #ThankfulThursday

Like Comment Share

Jennifer Willis Koeller and P Diane Kimble

Top Comments

7. Thou shall create shareable content

- Ministry Schedules
- DWC Events
- Campaign Updates
- Bible Verses
- Feast Days
- Links to Give Online

 **Immaculate Conception Clarksburg**
5 hrs · 🌐

WeShare - On-line Giving: Have you signed up for safe and secure OnLine Giving yet? Why not sign up today? Visit: www.icclarksburg.com and click the "GiveOnline" button. We sincerely appreciate the 32 parishioners who have already signed up.



Immaculate Conception Catholic Church
Immaculate Conception Catholic Church
ICCLARKSBURG.COM

 **St. Jude Glen Dale, WV**
April 29 · 🌐

The Catholic Sharing Appeal, (CSA) gives us all an opportunity to be part of something great. Please prayerfully consider making a gift to the CSA. By contributing to the appeal you are providing service and love to so many across our beautiful state. www.dwc.org/csa #HandsToServe #HeartsToLove #CSA2017




2017 Catholic Sharing Appeal
Give your hands to serve and your hearts to love.

YOUTUBE.COM

👍 Like 💬 Comment

👍 Gertrude Matriarch, Raju Antony

1 Share




Catholic 2017 Sharing Appeal

WE'VE RAISED
\$15,016
35% OF OUR PARISH GOAL

The CSA supports various ministries of the diocese as well as Catholic Education, CCWVa, and our parishes and missions!

WWW.DWC.ORG/CSA

 #HANDSTOSERVE #HEARTSTOLOVE #CSA2017

 **Tri-Parish West Virginia** shared Diocese of Wheeling-Charleston's post.
September 26 at 3:29pm · 🌐

 **P.A.C.E.**
Parish Administration & Collaborative Education

October 17-18, 2017
St. John XXIII Pastoral Center, Charleston

Guest Presenter:
Sarah Hart

Sarah Hart has been a singer, songwriter and keynote speaker for 20 years. Her parish missions and ministry events have taken her across the United States and abroad. Sarah has performed for countless parishes, conferences and conventions, and for Pope Francis in 2013. She has written several retreats for parish, women's and adult catechesis, which she herself presents. She is a Grammy-nominated songwriter and her songs have been recorded by numerous performers and are found in many hymnals. Sarah makes her home in Nashville, TN with her husband and two awesome teenage daughters.

\$35 Early Bird Registration Fee per participant by October 6th, 2017.
\$60 Regular Registration Fee per participant October 7-13, 2017.
Registration includes meals.
Travel and lodging costs are the responsibility of the attendee.
Additional information at www.DWC.org

7. Thou shall create shareable content

- **Second Collections**
- **Prayer Requests**
- **Links to Homily or Bulletin**

 **Diocese of Wheeling-Charleston**
Published by Heidi Sforza (?) · October 2 at 10:11am · 🌐

Our thoughts and prayers are with Las Vegas. [#PrayForLasVegas](#)



5,864 people reached [Boost Post](#)

 **Paul Wharton**
October 5 at 9:24pm · Beckley, WV · 🌐

For last Sunday's homily notes and some two minute audio spots from Catholic Storeroom, please visit the parish website and scroll down to "From the Desk of Fr. Paul."



Home
Welcome to St. Francis de Sales To better know, love, and serve God. Mass Schedule Sunday Saturday Vigil: 5:00pm Sunday: 8:30am, 11:00am Week Day Monday-Friday: 8:30am Wednesday: 7:00pm

[STFRANCIS-WV.ORG](#)

👍 Like 💬 Comment ➦ Share

 **Diocese of Wheeling-Charleston**
Published by Heidi Sforza (?) · September 15 at 1:00pm · 🌐

The Diocese of Wheeling-Charleston will hold a special collection for the victims of Hurricane Harvey this weekend. Funds given to the collection will support the humanitarian and recovery efforts of Catholic Charities USA and will provide pastoral support and rebuilding assistance to impacted dioceses through the United States Conference of Catholic Bishops.

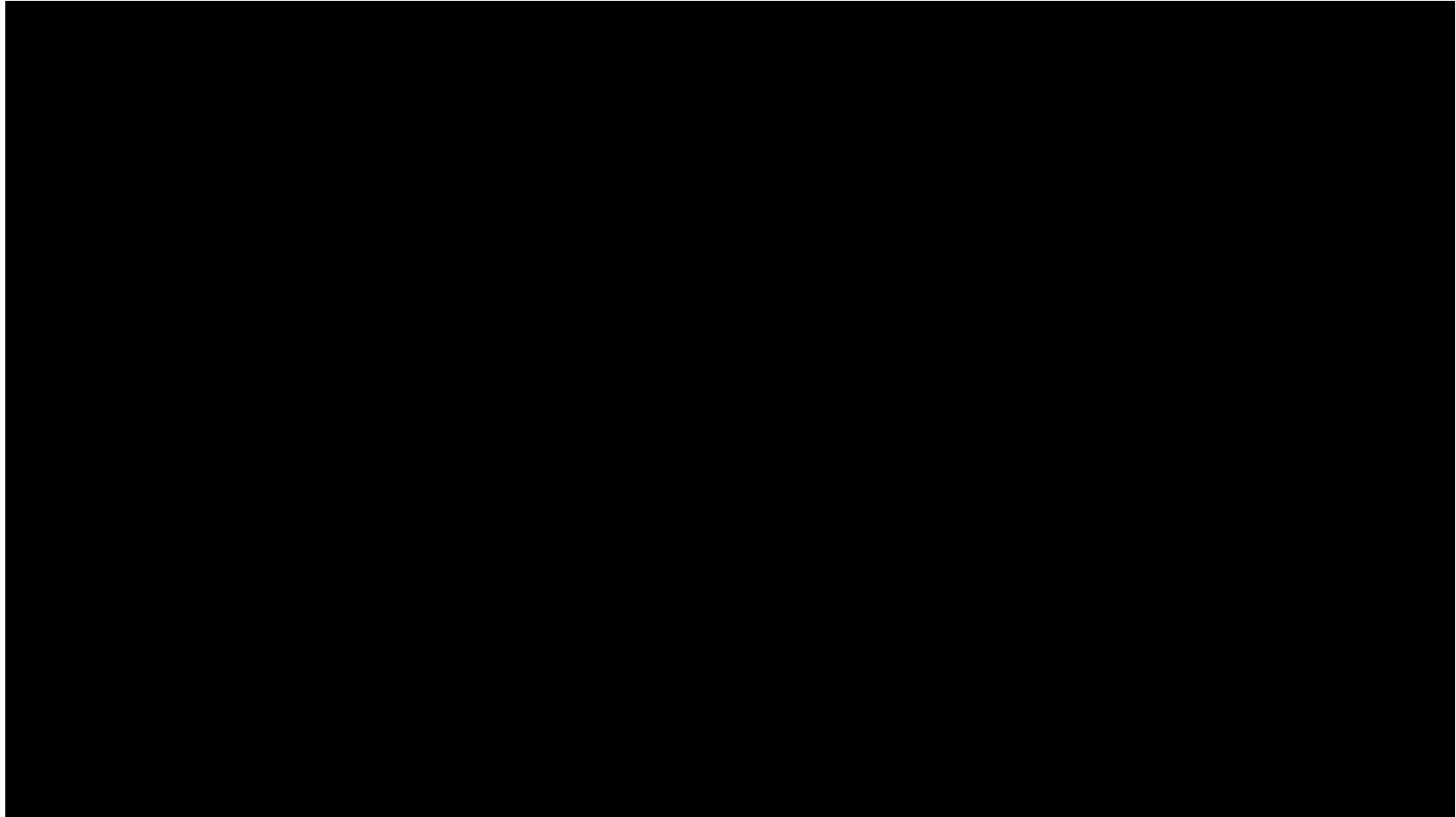
The Diocese of Wheeling-Charleston will hold a special collection to assist the victims of Hurricane Harvey
September 16-17



Let us come together now to support our brothers and sisters in Christ who are suffering this horrible loss.
- Bishop Michael J. Bransfield

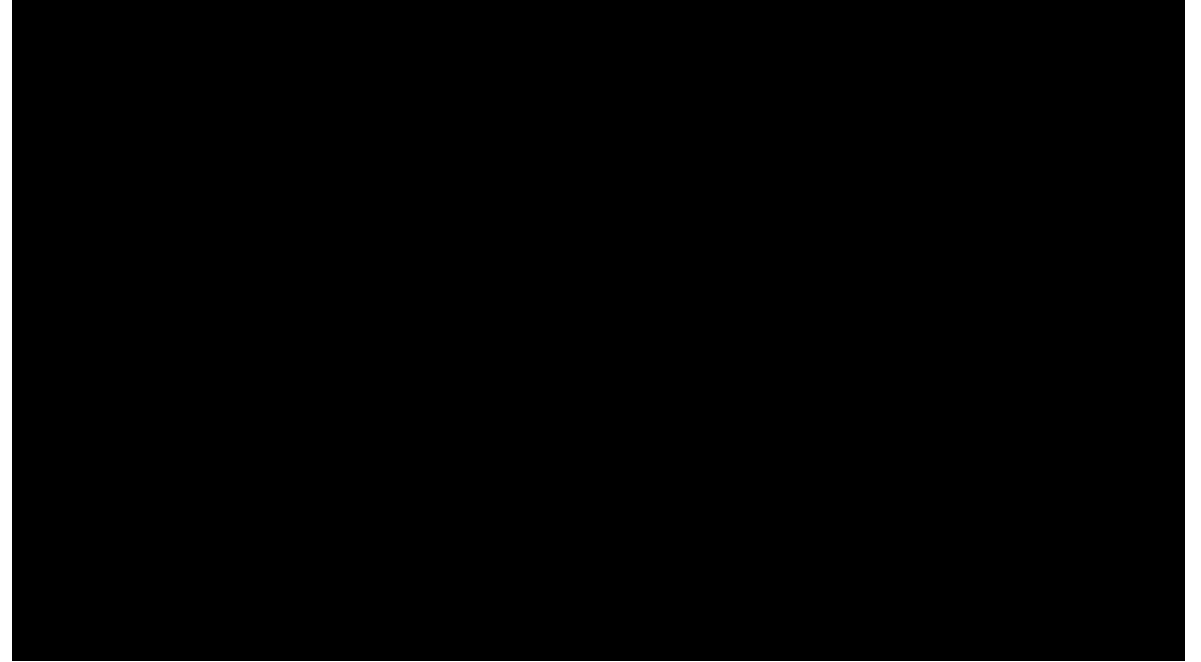
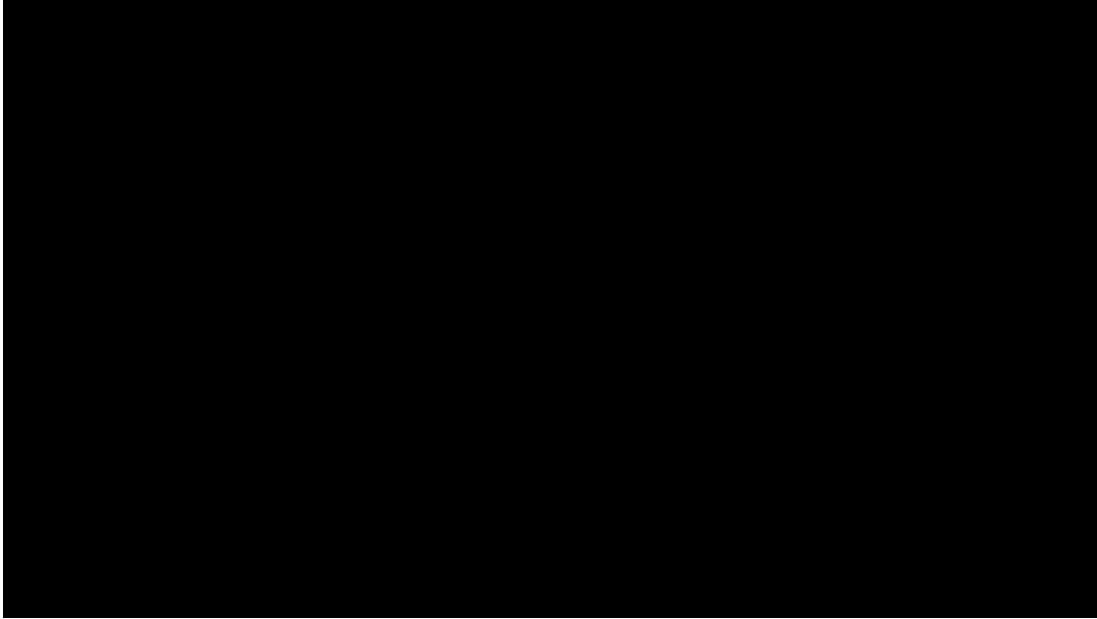
7. Thou shall create shareable content

- **Videos**



7. Thou shall create shareable content

- **Videos**

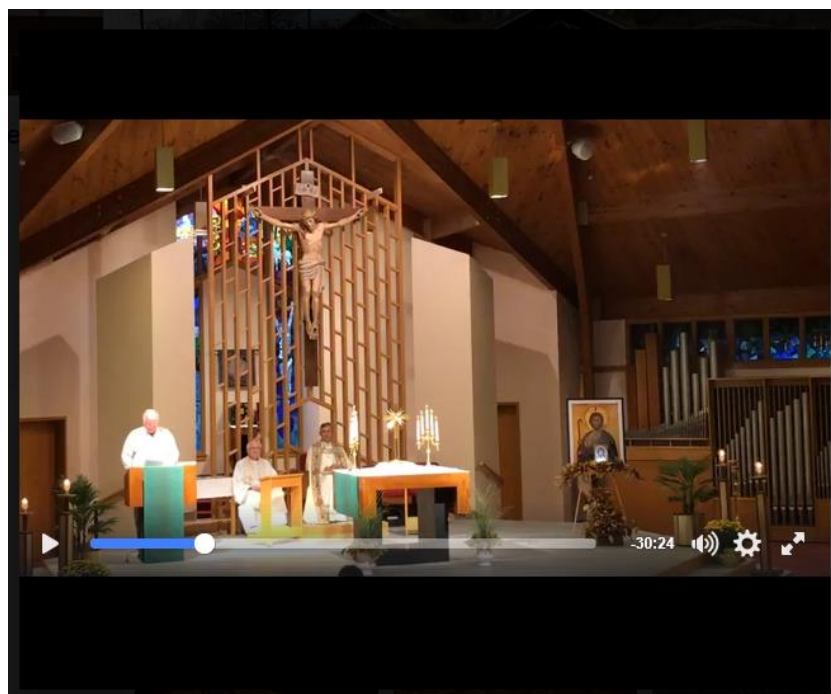


7. Thou shall create shareable content

- Go Live

Novena to St. Jude Week V

Live from World Youth Day 2016



St. Jude Glen Dale, WV was live.
Page Liked · September 28 · 🌐

Week V Novena to St. Jude
Presiding: Rev. That Son Nguyen
Homilist: Msgr. Thomas Petronek
"Blessed are the merciful, for they will be shown mercy."

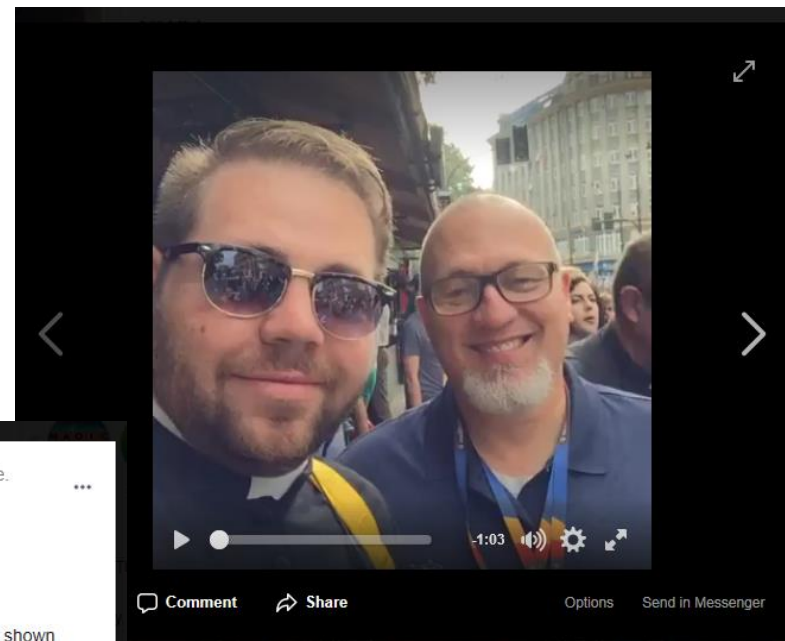
160 Views

Like Comment Share

9

1 Share

Write a comment...



Fr. James DeViese was live.
Page Liked · July 28, 2016 · 🌐

302 Views

Like Comment Share

36

Top Comments

2 Shares 1 Comment

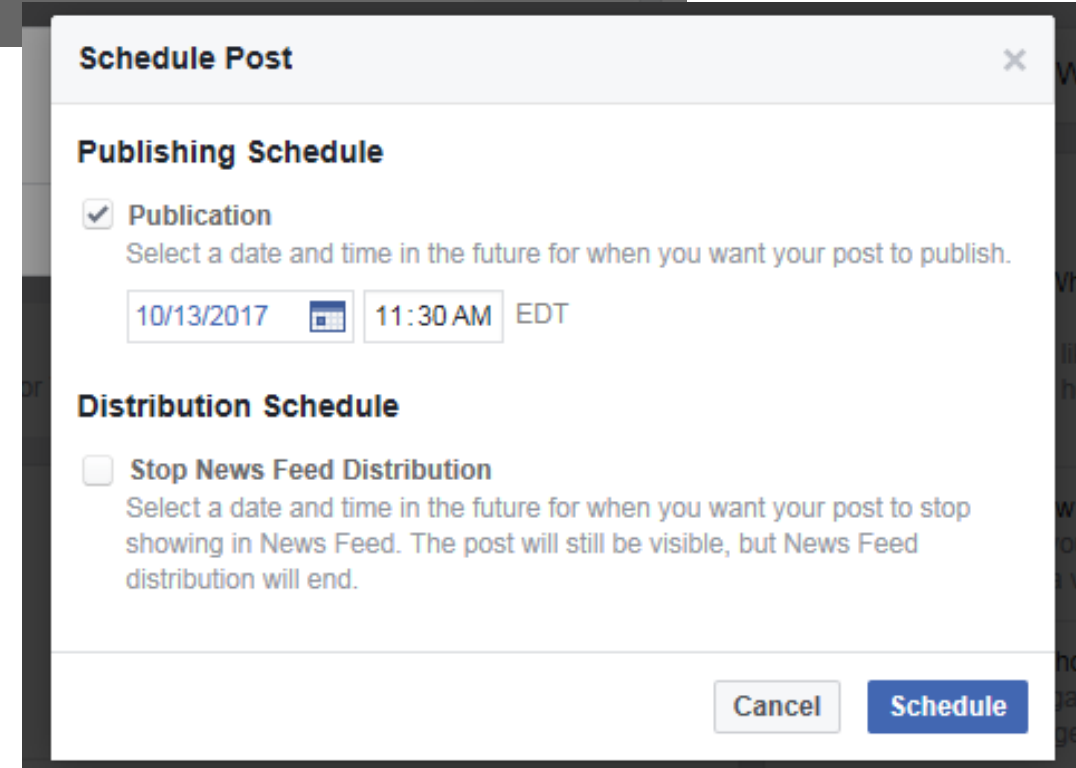
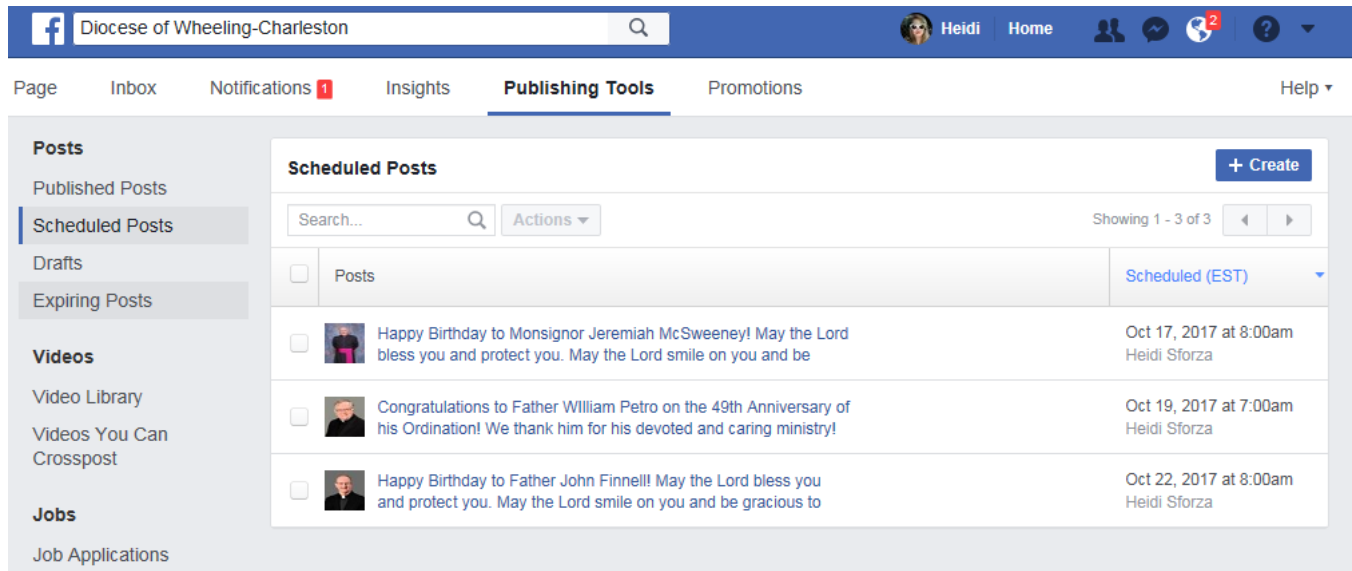
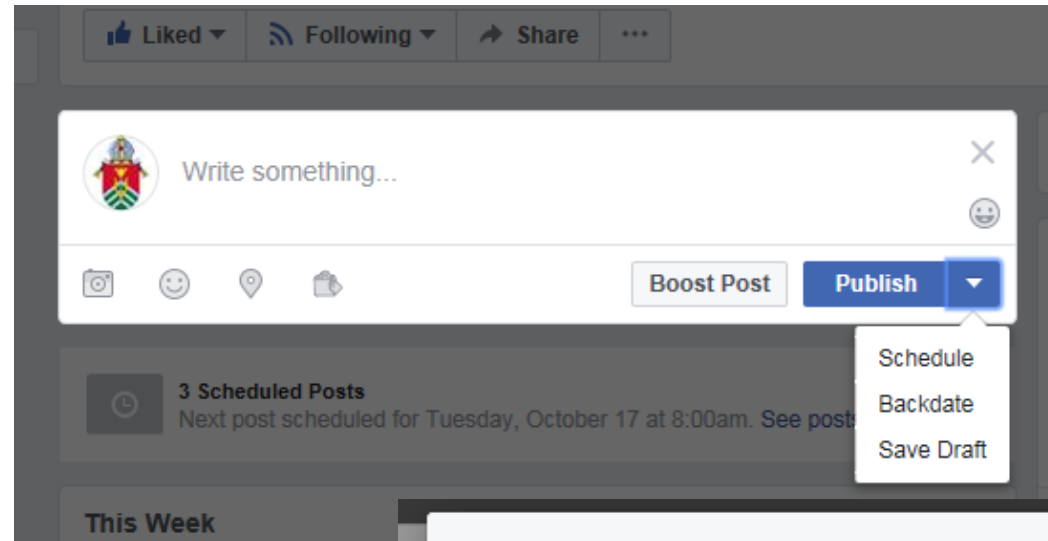
April Bailey 1:03 You 2 are hilarious! Even the Pope knows Fr. DeViese's name...come on Bob Perron!
Like · Reply · July 28, 2016 at 10:01am

Write a comment...

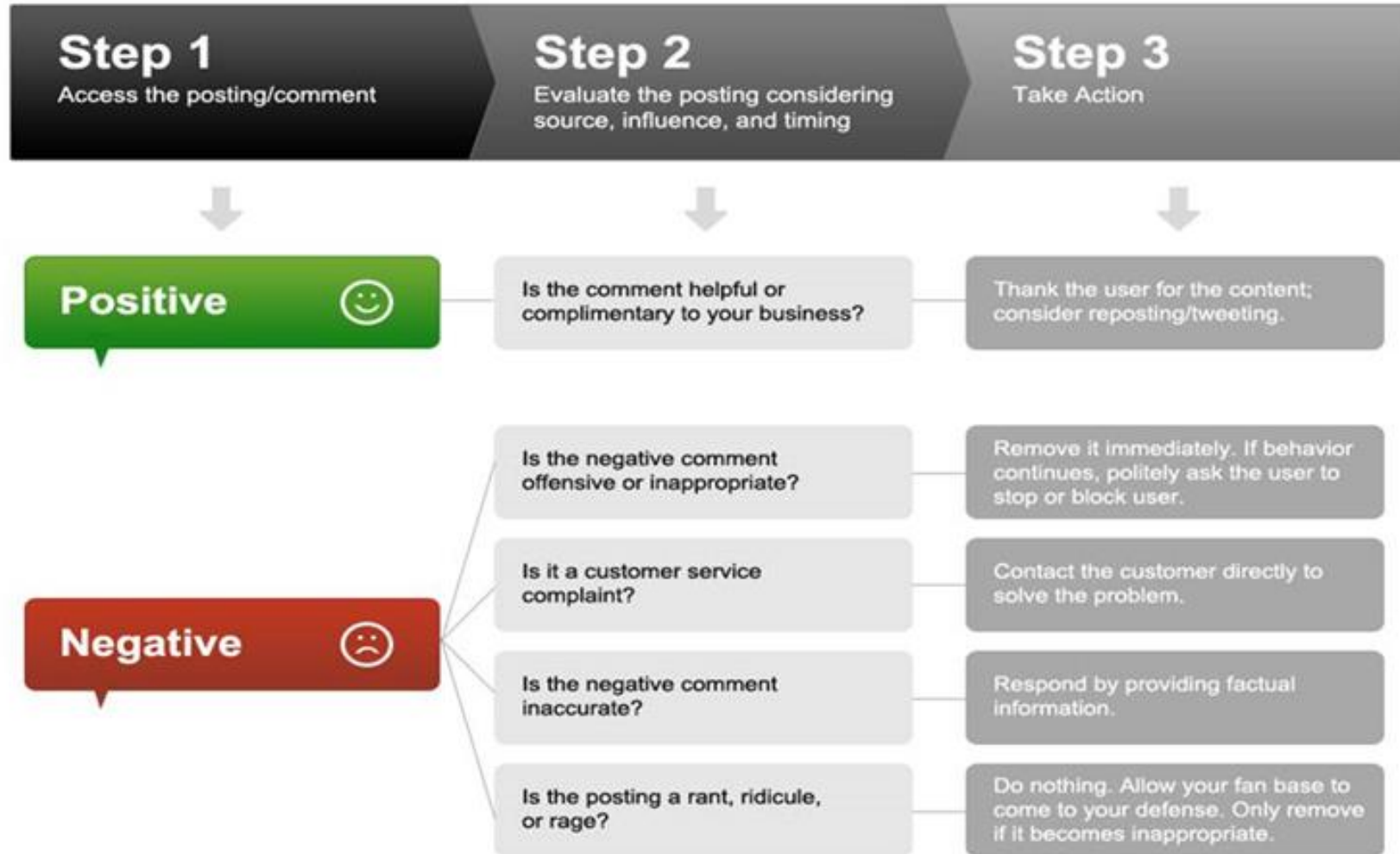
Comment Share Options Send in Messenger

8. Thou shall post often

- **Once or twice per day**
- **Best time: 1-3pm**
- **Schedule Posts**



9. Thou shall respond to comments and messages



10. Thou shall like, comment and share on other pages

Page | Inbox | Notifications 2 | Insights | Publishing Tools | Promotions | Settings | Help

Diocese of Wheeling-Charleston ✓
@DioceseofWheelingCharleston

Home | Posts | Photos | Videos | About | Events | Wall Paper | Services | Shop | Notes | Groups | Offers | Jobs | Community

Liked | Following | Share | ...

Donate

Page Tips See All

- Know Friends Who Might Like Your Page? Invite friends to like Diocese of Wheeling-Charleston and help you connect with more people.
- Let People Know When You're Open Add the hours you're open so it's easy for people to plan a visit to your business.
- Try Posting a Short Video Videos help engage people in News Feed and on your Page.

See All Page Tips 3

52% response rate, 2-days response time
Respond faster to turn on the badge

3,193 likes +6 this week
Jessi Sampson Hannig and 140 other friends

3,163 follows

See Pages Feed
Posts from Pages you've liked as your Page

3 Scheduled Posts
Next post scheduled for Tuesday, October 17 at 8:00am. See posts.

This Week

| | | |
|-----------------------|---------------------|-------------|
| 4,523 ↓ Post Reach | 0 Website Clicks | 0 Donate |
|-----------------------|---------------------|-------------|

More Reach. Less Money.

Diocese of Wheeling-Charleston

Page | Inbox | Notifications 2 | Insights | Publishing Tools | Promotions

Pages liked by this Page

- Basilica of the Co-Ca...
- I AM A Catholic by he...
- Good Shepherd Cath...
- Unofficial: Pope Fran...
- St. Francis Xavier Mo...
- Our Lady of Fatima C...
- St. Mary's Medical Ce...
- Oglebay Resort & Co...
- Krissie Benson, Arbo...

Pages Feed Like Other Pages
See posts from other Pages that Diocese of Wheeling-Charleston likes

Diocese of Austin 7 mins

The following is the telegram of condolences for the victims and those affected by the wildfire currently causing devastation in California, United States of America, sent by Cardinal Secretary of State Pietro Parolin on behalf of the Holy Father to H.E. Msgr. Salvatore Joseph Cordileone, archbishop of San Francisco, and to H.E. Msgr. José Horacio Gómez, archbishop of Los Angeles.

Informed of the tragic loss of life and the destruction of property caused by the wildfire in Ca... See More

Like Comment Share

Notre Dame High School 17 mins



Now it's easier to call Notre Dame High School.

Call Now

10. Thou shall like, comment and share on other pages



Basilica of the Co-Cathedral of the Sacred Heart shared JC Wilkinson's post.
6 mins · 🌐





Heidi Sforza (You) ✓

PERSONAL (6)



Diocese of Wheeling-Charleston



Central Catholic High School -Wheeling, WV



Chavy Chic




WV Faithful Citizenship



Diocese of Wheeling-Charleston Marriage Profile



Catholic Sharing Appeal



JC Wilkinson added 6 new photos.
48 mins · 🌐

Fantastic Centennial Mass of Our Lord as always and a wonderful homily nobis.



1

Like Comment Share



Basilica of the Co-Cathedral of the Sacred Heart shared JC Wilkinson's post.
6 mins · 🌐





JC Wilkinson added 6 new photos.
48 mins · 🌐

Fantastic Centennial Mass of Our Lord as always and a wonderful homily nobis.

1

Like Comment Share

Share...
Send as Message
Share on a friend's timeline
Share to a Page

Share on a Page You Manage

Diocese of Wheeling-Charl...

Posting as

Diocese of Wheeling-Charl...

Say something about this...



Show All ↓

Cancel Post

FORGIVE ME FATHER, FOR I HAVE SINNED...

**I DIDN'T LIKE OR SHARE MY FRIEND'S
"LIKE AND SHARE IF YOU LOVE JESUS" POST.**

www.CatholicMemes.com

Tools to Keep in your Back Pocket



Canva is a free graphic-design tool that has an easy to use interface and provides photographs, graphics and fonts. It can be used for both web and print media.



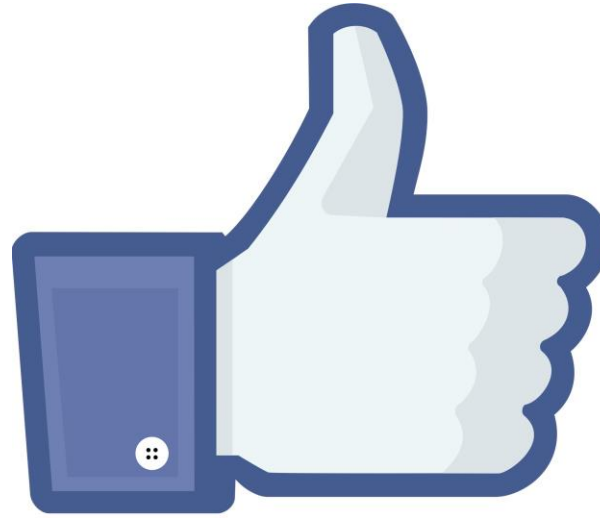
Pinterest is an online pinboard that helps you discover and save creative ideas.



iMovie is a video editing software application that makes it easy to turn your photos and video clips into movies and trailers.



Pic Stitch allows you to quickly combine multiply photos and videos into one framed picture.



Heidi Sforza

hsforza@dwc.org

www.facebook.com/dioceseofwheelingcharleston