



SUCCESSFUL COMMUNICATION FOR NEW EVANGELIZATION

(A guide on how to be an effective social media evangelist)



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I. Background

On December 12, 2012 Pope Benedict XVI made history as the first pope to join Twitter. The Pope used the username @Pontifex, which means bridge builder, with at least nine (9) extensions to translate his tweets in several languages. On March 17, 2013, his successor, Pope Francis, took over the same username and from then on became one of the most influential personalities on several social media sites, with more than twenty-five (25) million followers. An Instagram post of Pope Francis in 2016, showing him with three young people taking a selfie, gathered more than 172,000 likes of his 2.4 million followers. The post goes with a caption in six languages which in English says, “Your happiness has no price.”

Communication is a fundamental mission of the Church. It is clear that the Church exists to proclaim the Good News of Jesus Christ and to reach the ends of the earth, to confirm that the Gospel reaches and touches the hearts of people in every part of the world.

It is for these reasons that Pondo ng Pinoy, as one of the Catholic Church’s tools of evangelization, recognized the need to strengthen its means of bringing people into an encounter with Christ.

This communication guide is consisting of information that can be used by nearly anyone to communicate Pondo ng Pinoy evangelization message through activities, programs, and projects conducted within their local area or diocese(s), school(s), parish(es), and community(ies). It is designed to develop solid communication strategies that will effectively relate with the target audiences.

This toolkit aims to make it easier for the Pondo ng Pinoy partners to be witnesses to Christ, and hopefully to evangelize.

II. About This Toolkit

Under the overall guidance of the PnPCFI National Management Office, this guide aims to achieve an effective and wider dissemination of the evangelical message of the foundation. This will be an avenue to encourage and sustain the commitment and support of Pondo ng Pinoy stakeholders and partners.

These guidelines outlines an accessible digital approach to disseminate information about the Foundation’s accomplishments and demonstrate impact to people’s lives. This will serve also as a reference in crafting strong messages through maximizing the use of social media and visuals.

This can also help develop Pondo ng Pinoy promotion initiatives that can promote positive changes and deliver effective communication outputs that can engage supporters and partners.

III. Use of Pondo ng Pinoy Logo

Logo should be distinctive enough to be easily recognized and simple enough to work across multiple media. A good logo is memorable and makes a great first impression. It should be effective at any size.

The visuals and imagery should be appropriate for the foundation. With logos, details are extremely important. Particular attention must be paid to every element of the logo, including colours, shapes and fonts. All of these elements help to convey a message about the foundation.

All colours, shapes, images and fonts must be consistent with the idea that is to be communicated. It’s very important that your logo delivers the correct message about your company.



(FLAT LOGO)



(RADIANT LOGO)

Flat Logo Design is a specific style and concept that renders everything in a two-dimensional way, making a design look as though it were flat.

Radiant Logo Design is a shining or glowing design in which uses in more creative way.

IV. Social Media Platforms

Social media is a huge opportunity for the foundation to reach the target audience and to increase the awareness on new evangelization.

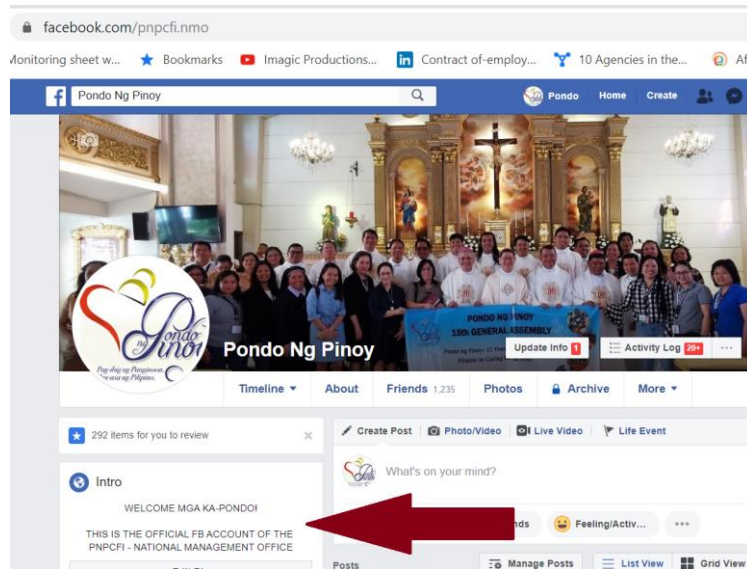
Pondo ng Pinoy has created different types of social media websites. Here are they with some tips on how you can use them effectively.

- A. **Website** – A domain name consisting of a collection of publicly accessible, interlinked Web pages.

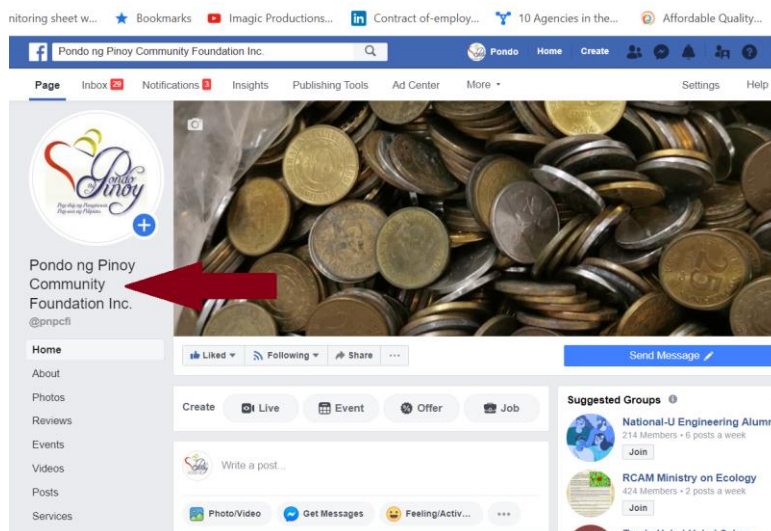


- B. **Facebook** – is the most popular social networking site on the Internet. Users can set up their personal web pages, connect with friends, share pictures, share movies, talk about what you're doing, etc; WHILE a Facebook page is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations.

Add us on our FACEBOOK ACCOUNT:



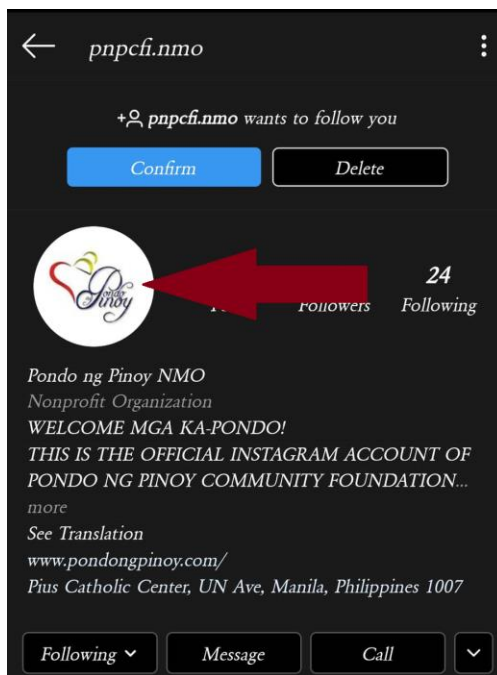
Like us on our FACEBOOK PAGE:



- C. **Twitter** – is known as a micro-blogging site. Posting a message is known as a tweet. People make connections by following other people's twitter feeds.



D. **Instagram** – is a free photo and video sharing app available on Apple iOS, Android and Windows Phone. People can upload photos or videos and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram.



- E. **Youtube** - a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.



SOON!

V. Tips on How to Boost Your Social Media Platforms

A. 6 Tips to Improve Your Facebook Page

(Source: <https://www.socialmediaexaminer.com/elements-facebook-page/>)

- Add a Clear Cover Photo
- Optimize Your Profile Photo
- Complete Your About Section
- Optimize for Mobile Views
- Leverage Third-Party Page Apps
- Work from a Posting Strategy

B. Twitter Tips for Beginners

(Source: <https://goinswriter.com/twitter-tips-for-beginners/>)

- Tweet every day.
- Don't tweet too much.
- Share links to worthwhile, relevant content.
- Be generous. Share valuable information and ask for nothing in return.
- Retweet others' posts using the old school "RT" method versus the Twitter.com-style retweet.
- Don't use all 140 characters.

- Use hashtags to engage in ongoing conversations about specific topics.
- Don't just talk about yourself or to yourself. Engage in conversations with others by @ replying to them. This is how you make friends (and followers).
- Follow interesting people on Twitter, and show genuine interest in them. Don't be selfish.
- Be patient. Don't sign up today and think you'll have a thousand followers by tomorrow (unless you're Charlie Sheen, of course; then you'll have a million or two).

C. Top Instagram tips

(Source: <https://www.marketingdonut.co.uk/social-media/instagram/20-top-instagram-tips>)

- Clearly communicate what you do
- Give your posts a distinctive look
- Get active!
- Hashtags are Instagram's signposts
- Caption your images and videos
- Have an Instagram image feed on your website

VI. Messaging and Content

Key Terms:

Message – *strategic communication of information, facts and ideas.*

Content - *digital communication materials, including text, images and videos.*

A. Written Stories

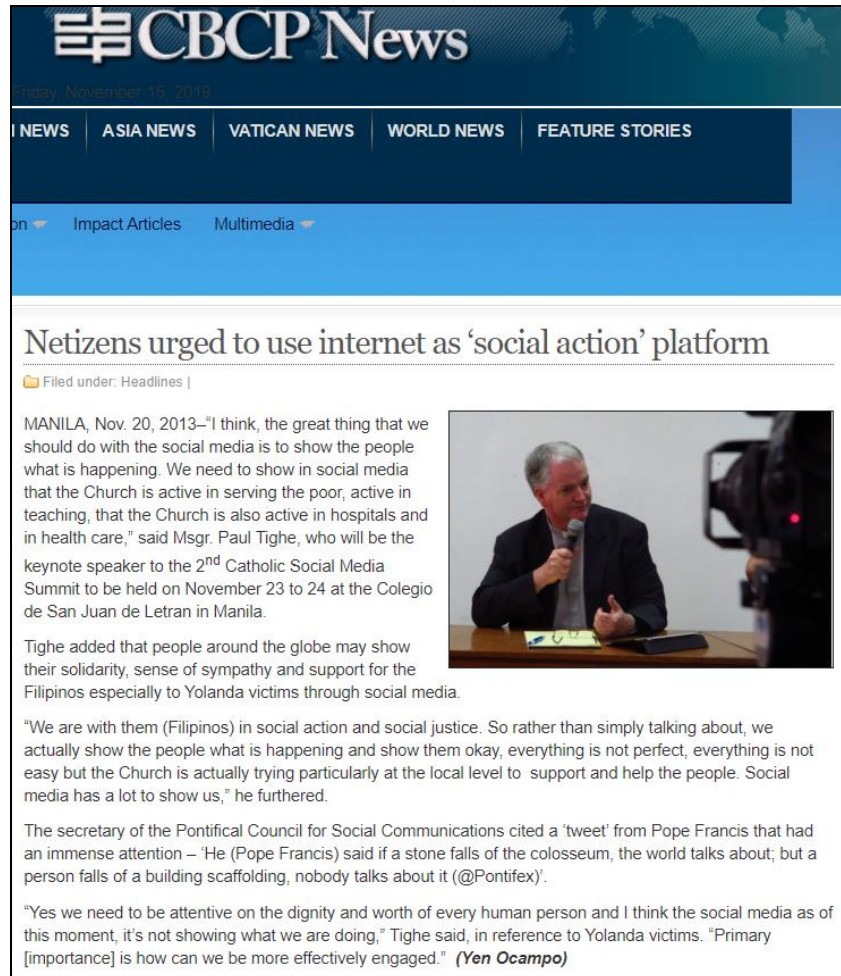
Gathering the necessary information is the most important part of the critical thinking process. Getting all of the information you need to make an article or photo story will always lead to the best outcome.

Some of the steps to follow to simplify the process of gathering information are ask the right questions; find information sources; find the information you need from your sources; apply your own knowledge and experiences; and consider many sources.

In crafting the core messages, apart from conveying Pondo ng Pinoy's mission and vision, the insights gathered from your audience must be considered. Why should your audience care about what you have to say?

Sample Article:

(Source: <http://www.cbcnews.com/cbcnews/?p=26517>)



The screenshot shows the CBCP News website interface. At the top, there is a navigation bar with categories: NEWS, ASIA NEWS, VATICAN NEWS, WORLD NEWS, and FEATURE STORIES. Below this, there are sub-categories: on, Impact Articles, and Multimedia. The main article is titled "Netizens urged to use internet as 'social action' platform" and is dated "Nov. 20, 2013". The article text discusses the role of social media in social action and justice, featuring a quote from Msgr. Paul Tighe and a reference to Pope Francis. An image of Msgr. Paul Tighe speaking into a microphone is included on the right side of the article.

Netizens urged to use internet as 'social action' platform

Filed under: [Headlines](#) |

MANILA, Nov. 20, 2013—"I think, the great thing that we should do with the social media is to show the people what is happening. We need to show in social media that the Church is active in serving the poor, active in teaching, that the Church is also active in hospitals and in health care," said Msgr. Paul Tighe, who will be the keynote speaker to the 2nd Catholic Social Media Summit to be held on November 23 to 24 at the Colegio de San Juan de Letran in Manila.

Tighe added that people around the globe may show their solidarity, sense of sympathy and support for the Filipinos especially to Yolanda victims through social media.

"We are with them (Filipinos) in social action and social justice. So rather than simply talking about, we actually show the people what is happening and show them okay, everything is not perfect, everything is not easy but the Church is actually trying particularly at the local level to support and help the people. Social media has a lot to show us," he furthered.

The secretary of the Pontifical Council for Social Communications cited a 'tweet' from Pope Francis that had an immense attention – 'He (Pope Francis) said if a stone falls of the colosseum, the world talks about; but a person falls of a building scaffolding, nobody talks about it (@Pontifex)'.

"Yes we need to be attentive on the dignity and worth of every human person and I think the social media as of this moment, it's not showing what we are doing," Tighe said, in reference to Yolanda victims. "Primary [importance] is how can we be more effectively engaged." **(Yen Ocampo)**

Writing Tips for Beginners and Get Better at Writing:

(Source: <https://projectlifemastery.com/writing-tips-for-beginners/>)

- Start reading and mimic the voice
- Write catchy titles
- Write for yourself
- Research and understand your audience
- Study ways to become a great storyteller
- Make your readers feel something
- Explore the Internet

- Be consistent
- Believe in yourself

B. Photo Caption

Create a title and written statement for your photos. This will help your audience to understand or guide their perspective on your story.

Here are some tips for writing an effective caption:

- Check the facts. Be accurate with credit lines, details and anything else that might catch a reader's eye.
- Captions should add new information. Don't merely repeat the story headline or summary, and avoid stating the obvious elements that are captured in the image. The caption should add context to the image, not just duplicate what the reader already sees.
- Always identify the main people in the photograph.
- A photograph captures a moment in time. Whenever possible, use present tense. This creates a sense of immediacy and impact.
- Conversational language works best. Write the caption as though you are talking to a family member or friend.
- The tone of the caption should match the tone of the image. Don't try to be humorous when the photo is not.

Sample of Photo Caption:

(Source: <http://cbcnews.net/cbcnews/from-mindanao-anti-death-penalty-pilgrims-reaches-manila/>)



C. Documenting Pondo ng Pinoy Assisted Projects ¹

- Date, location and purpose of the activity.
- Name of the proponents and beneficiaries.
- Name of the individual or group included in the photo/s (age if necessary).
- Capture the necessary background (e.g. backdrop, ground breaking, audience, etc).
- How did the project or activity help the beneficiaries/participants?
- What is the relevance of the project or activity to the proponents and beneficiaries?
- What is the contribution of the PnPCFI on the given project/s?

VII. Photography

Photography is the art of capturing light with a a digital sensor or film like cameras and cellphones to create an image.

The idea of the photo story is to portray an aspect or theme of an activity via images and text intended for the projects and/or activities related to Pondo ng Pinoy.

A. Photo Essay

Photo Essay is a set or series of photographs that are intended to tell a story. Photo essays range from purely photographic works to photographs with captions or small notes to full text essays with a few or many accompanying photographs.

It is sequential in nature, intended to be viewed in a particular order, or they may consist of non-ordered photographs which may be viewed once or in an order chosen by the viewer.

¹ Apart from promotional purposes, these will supplement monitoring and evaluation reports such as progress and terminal reports.

Sample of Photo Essay:

(Photos from PnPCFI Promotions Sub-Unit)



Bishop, priests and lay coordinators from different Dioceses were gathered together for the Pondo ng Pinoy Community Foundation, Inc. (PnPCFI) 15th General Assembly on October 1, 2019 at the Pope Pious XII Catholic Center, Paco, Manila led by H.E. Antonio Luis Cardinal Tagle. The event was started with a Eucharistic celebration followed by the general assembly and board meeting as well.

B. Elements of Photo Essay

A. The lead photo:

The introductory image that would bring a glimpse on your story.



B. The scene:

An image that are intended to suggest a particular locale.



C. Portraits:

Any likeness of a person or character.



D. Detail shots:

An image that would provide the facts or particular situation.



E. Close-up:

A certain feature or part of the subject takes up most of the frame



F. Signature photo:

An image captured through a distinguishing style of the photographer.



G. The clincher: A remark that settles something conclusively.



C. Tips for taking good pictures:

Let us capture the following:

- ✓ Take close up pictures of your subject/s (e.g. people or activities).



- ✓ Take a series of photographs to illustrate the whole story.



- ✓ Take relevant context shots (the surrounding area, the venue).



- ✓ Take pictures outside or with lots of natural daylight inside the home or office.



- ✓ Make pictures of workshops and 'capacity building' as interesting as possible by taking close ups of people talking or engaged in activity. **GET THEIR FACES NOT THEIR BACKS.**



- ✓ The subject of the photo story in a Pondo ng Pinoy assisted project should be the beneficiaries and the project itself. It can be something with character, be it a story which will capture the symptoms of poverty and the dignity with which people lead their lives.



What to avoid:

- X Take pictures of lots of people sat around at workshops or community events. It is hard to spot the person in the story if they are part of a big crowd.



- X Take pictures in the direct sunlight or with the sun behind them as their face will become invisible. Keep the sun or other main light source behind you.



- X Don't feature any backdrop that may be controversial, for example outdoor advertising featuring a political viewpoint. If this appears in our work it may look like an endorsement even when that has not been the intention.



X Blurred images and unclear caption or message of the story.



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X Avoid taking photos of Victims of abuse; Refugees/displaced; In conflict with the law; Linked with armed groups; and Associated with other complex situations. Revealing their identity poses a risk for them.



Photo by: Yen Ocampo

**WHAT WILL YOU SHARE WITH PONDO NG PINOY
NATIONAL MANAGEMENT OFFICE?**

The photos/images to be taken maybe utilized in different promotional activities of PnPCFI.



Share your thoughts and suggestions by email us at **pnpofi.promotions@gmail.com**

Follow us on twitter and Instagram:

Pondo ng Pinoy NMO



Tag and like us on facebook: **@pnpofi**

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