

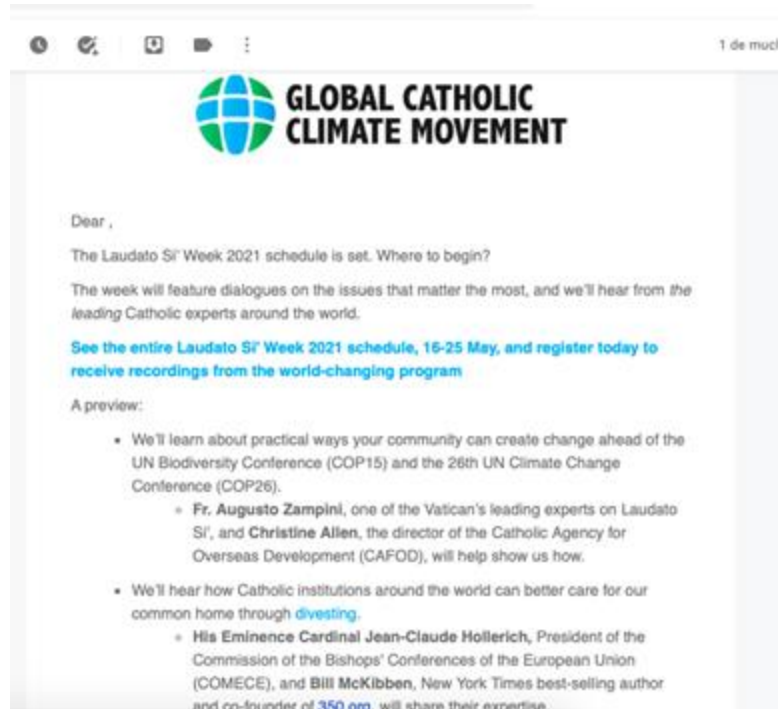


Communications at Global Catholic Climate Movement
telling our story is a way of inspiring others to take action



Social media

- Planned (calendar) and responsive (process)
- Central translations and local leadership
- Emphasis on images
- Promoting other comms assets (such as blogs, webinars, podcast, etc.)
- Engaging and welcoming others' participation (LS moment, featuring artists' work)
- Community manager is essential



Email

- Managing competing needs from different teams
- Testing link placement, subject line, time sent, etc.
- Space to get the tone just right
- Important to note big differences in open rates

Photography Contest

#LaudatoSiPhotos

Upload your image using the hashtag: #LaudatoSiPhotos #LaudatoSiWeek and following @VaticanNews @GlobalCatholicChurchMovement

THE CONTEST ENDS ON MAY 15, 2021

DEPARTMENT FOR PROMOTING THE INTEGRAL ECOLOGY OF THE HOLY SPIRIT

GLOBAL CATHOLIC CHURCH'S MOVEMENT

LAUDATO SI' WEEK 2021

Learn more: bit.ly/1SPhoto21

📷 Hey, team! Share this! And let's share the pictures we have in our phones! 📱 📷

If you need Flyers for IG or Twitter in your language, here you'll find:
<https://drive.google.com/drive/folders/1kUUhj4MgyYj8-qgqaqi03ORoKhALI6jO?usp=sharing>

12:07

WhatsApp and Telegram

- Business accounts are helpful if possible
- Managing big volume of messages is challenging
- Very close communication with followers
- Groups of groups—example of Bolsonaro

Brazil will hold its second National Meeting of Pastoral Ecology Ministries

May 4, 2021



Apple Podcasts Preview



Global Catholic Climate Movement GCCM

Religion & Spirituality
★★★★☆ 5.0 • 1 ratings

Listen on Apple Podcasts

MAY 4, 2021

Laudato Si' Ministries with Kayla Jacobs

Kayla Jacobs is the Director of Programs for Laudato Si' Ministries in Joliet, Illinois, USA. In 2019, the Diocese of Joliet became the first in the U.S. to establish such a ministry. Jacobs talks about how the change has amplified her work, what it took to create such a ministry, and why every diocese in the ...

▶ PLAY 38 min

APR 26, 2021

Season of Creation leader: 'God is the perfect scientist'

Decades ago, Dr. Louk Andriessen didn't picture himself serving as a consultant on the Care for Creation, Sustainability and Climate Justice for the World Council of Churches, a key Season of Creation partner. But the Season of Creation Steering Committee member has found a way to blend ...

▶ PLAY 26 min

APR 23, 2021

Cardinal Turkson, Jane Goodall on biodiversity ahead of COP 15

Cardinal Turkson, Jane Goodall on biodiversity ahead of COP 15

Blogs and podcast

- Very helpful way to feature the good work of partners
- Requires dedicated time to interview and write/record



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Put your money where your faith is

By [Agnes Richard](#) | Opinion | May 6th 2021

DIVEST for

News (strategic communications)

- “Shifting the narrative”
- Relationships with journalists are important and often begin with a single email—research is easy
- Crafting press releases to appeal to journalists’ sense of what’s newsworthy
- Letters to the editor and opinion pieces offer another avenue

ClimateVisuals.org

Scholar.Google.com

Helpful resources