

WORKBOOK

Improve Your Parish's Content Calendar

WITH LIMITED RESOURCES

YELLOW LINE DIGITAL

Yellow Line is a digital agency packed with talent. We are guided by the story framework: hero, obstacle, and goal. We believe the audience is the hero and our clients are the secret to audiences' overcoming obstacles to reach goals.

We keep pace with the rapidly evolving digital landscape while holding to eternal principles at the heart of every person behind the screen.

Our mission has remained the same:

To be a lantern in the hands of Our Lady, Undoer of Knots. This is specifically in the realm of beautifying the digital presences of the Church, her teaching arm and her lay initiatives so that visitors to them might be edified and return to physical communion.

We help our clients lean into audience and achieve 10x results from their digital marketing efforts within 3 years.

We are Yellow Line Digital.

Premise of this Deck

This workbook is for you if:

- You have a small marketing team
- You are juggling dozens of tasks on top of marketing
- You want better social media, but don't have the time
- You are stuck in a loop of posting just to post

With this workbook, you'll be guided to analyze your current social media efforts and identify what is and isn't working.

You'll learn practical strategies to maximize your social media impact with limited resources, all based on what performs best right now.

Finally, you'll implement new insights into your social media strategy for more effective and efficient results.

You don't need a huge marketing team to make a huge impact on your socials. Follow this workbook and we will show you how!

Analyze

Before we start, take a look at your social accounts. Answer the following questions to help you understand where you are now. You'll need something to write on for this.

Analyze Performance

Social media strategy should answer this question:

Who are you? Who do you want to reach and what do you want them to do?

Answer the following questions before you move on:

Who are you? What is your value to your audience?

Who is your main audience? Be as specific as possible.

What channels are you currently on? Why?

How many times a week are you posting?

What type of content are you posting the most?

What content performed best in the last 6 or 12 months?

What content performed worst in the last 6 or 12 months?

What posts got the most engagement? Which ones got you the least?

In your dream world, what would you be posting?

Learn

Now that you've analyzed your own social channels, let's take a look at some data that will help you improve your strategy.

AUDIENCE

Who is your main audience? Be as specific as possible. Here are some examples of different kinds of Catholics.

devout_catholic_active



John Paul Smith
Socially Active Devout

These faithful Catholics love the Church completely, and seek deeper holiness every day. They also are active on social media, in councils, volunteering, leading, organizing, and meeting people from all walks at work, home, gatherings, and public settings. They courageously live counter-culturally.

sociallypassive_devout



Stacy Stacey
Socially Passive Devout

Like their active brethren, these Catholics believe in the Church's authority and all her teachings and try to study and apply them. However, they aren't socially active, and you won't usually find them among leaders, organizers, or influencers. Nonetheless, they witness the Truth in unseen ways.

wrestling_catholic



Amanda Pickee-Picky
Wrestling Catholic

These Catholics all consider the Christian faith integral to their lives. Some wrestle by picking and choosing; a.k.a. the "cafeteria Catholic". Some wrestle because of poor catechesis. And others wrestle because the Church doesn't align well with life, friends, trauma, desires, etc. These Catholics are more involved than the next category, but they often conform the Church to themselves rather than conforming to the Truth.



Catholics do not fit into one generic bucket. Don't assume it's easy to reach them. Create a detailed and niche audience persona for your content. Pay attention to whether that persona can be a targeting profile for ads.

cultural_catholic



Julian Lapsed
Cultural Catholic

These remain "Catholic" because of cultural identity, family obligations, or valuable services offered by the Church. They do not really believe nor do they practice freely. They often dodge hard subjects because it's just not that important. While you may see one at a funeral, wedding, or baptism, if pressed, they'd likely disagree with the Church since they know little of her teaching. They often leave the Faith when family obligations are irrelevant or services are no longer needed.

empathetic_fallenaway



Sarah E. Path
Empathetic Fallen Away

These have left the Church and do not feel obligations to attend Mass, though will attend a funeral or wedding out of respect for someone close. They do not say they are Catholic, but will say "raised Catholic." However, they aren't anti-Catholic and still recognize many good aspects of the Church. Certain values still resonate, driving community involvement and assisting with decisions in life. They often disagree with the Church, but still value spirituality as a path through struggles.

apathetic_fallenaway



Justin Notting
Apathetic Fallen Away

Catholics who have left the Church and don't care one way or the other about any aspect of the Church, her mission, activities, or values. However, whatever the cause, the choice has produced a substantial loss of interest in religion, spirituality, God, and anything transcendent.

baptized_opposed



Katie L.
Baptized Opposed

Similar to the fallen away, these Catholics have rid themselves of any ties to the Church. But these Catholics go further. While the empathetic are still spiritual and the apathetic don't care, the opposed actively work against the Church and seek the Church's loss of influence on any part of life and culture.

CHANNELS

What channels are you currently on? Why?

Where is your audience spending their time? Which channel will be able to best optimize the content you can make? Here is a list of some of the top platforms for you to consider, with the predominant audience on that platform.

Pinterest - Females interested in art, mental and physical health, literature, fashion, and TV/movies.

Snapchat - Pre-teens, teens, and under 30s who want to stay connected, watch influencer stories, and watch Snapchat Shows about celebrities, satisfying things, news, or learning.

X (Formerly Twitter) - All ages who want news, humor, and influencer opinions.

Reddit - All ages who want a place to learn, discuss, and connect about common interests.

Spotify - The average user spends 25 hours a month listening (source). Podcasts and ads on Spotify can reach people of all ages and interests.

LinkedIn - Professionals who want to learn, connect, and grow.

Instagram - Almost all ages are present. A great place for stories, videos, and commerce.

TikTok - Gen Z dominates TikTok, but every age and interest has a place here. Even carpet cleaners.

YouTube - All ages who want to learn, listen, laugh, or watch their favorite influencers in long-form.

Facebook - Millennials and Boomers who connect with friends, follow their favorite organizations, and join groups specific to their needs or interests.

IMPORTANT

How many times a week are you posting?

Don't just post because you feel like you should. Social media is already oversaturated. It's better to post once a week with a high-quality post than every day with quick, low-effort posts. Your audience will then come to anticipate your posts instead of just skip past them.

Quality > Quantity

How are you effectively reaching your audience?



TELL STORIES!

People connect most to people, and social media is all about sharing stories and feeling less alone. Share uplifting stories, relatable stories, and stories of struggle.



TURN ONE SOURCE INTO NUMEROUS POSTS.

For example: Announcing a new service. Break it up into one post per aspect of new service like price, schedule, what it is, the outcome, how it was made, etc.

VIDEO CAN BE EASY

Not every video has to be a heavily produced and edited piece of creative. You don't have to be on screen for every video—we understand being camera-shy! There are ways to create engaging videos though without being on screen!

Location and V.O.

Film your location and add on-screen text or voice over.

Show a Process/Tutorial.

Film your hands packing orders, organizing files, creating a graphic, anything that can be satisfying or educational to watch.

Repurpose Content.

Make a meme out of a clip from a movie or show and add your own text to make it relevant to your organization.

Unboxings or Product Reviews.

Show off a product or resource and explain why you like or dislike it. Unbox any exciting deliveries.

Time-lapse Videos.

Speed up a video of the environment, you doing a task, something being created, or people coming in and out of your building. Add music or a voice over to explain what's happening.

Location Tour.

Give a guided tour of your facility and share hidden secrets or anecdotes.

User-Generated Content.

Ask others to film videos for you!

How do you make the most of your time?



REPURPOSE CONTENT YOU ALREADY HAVE.

Have blogs, videos, past newsletters, event photos, books, etc.? Use them as content! Repurpose workshops and webinars into video clips. Grab short quotes from a book or newsletter. Share event photos. Use statistics from quarterly reports. It just takes some effort to package the existing content into something exciting.



DON'T BE AFRAID OF SIMPLE CONTENT.

Some posts can be simple, just keep them engaging. Ask a simple question, put up a poll, use a carousel to tell a story or take the audience on a journey. Many companies are also posting long, boring posts. Your audience may be more inclined to read a short post from you since it visually stands out from other, longer posts.



SHARE YOUR EXCITEMENT IN THE POST.

Many times, employees are so excited about something, but they lose that excitement when trying to make the post professional. Share the small details that make something exciting, share WHY it's exciting and important, etc.

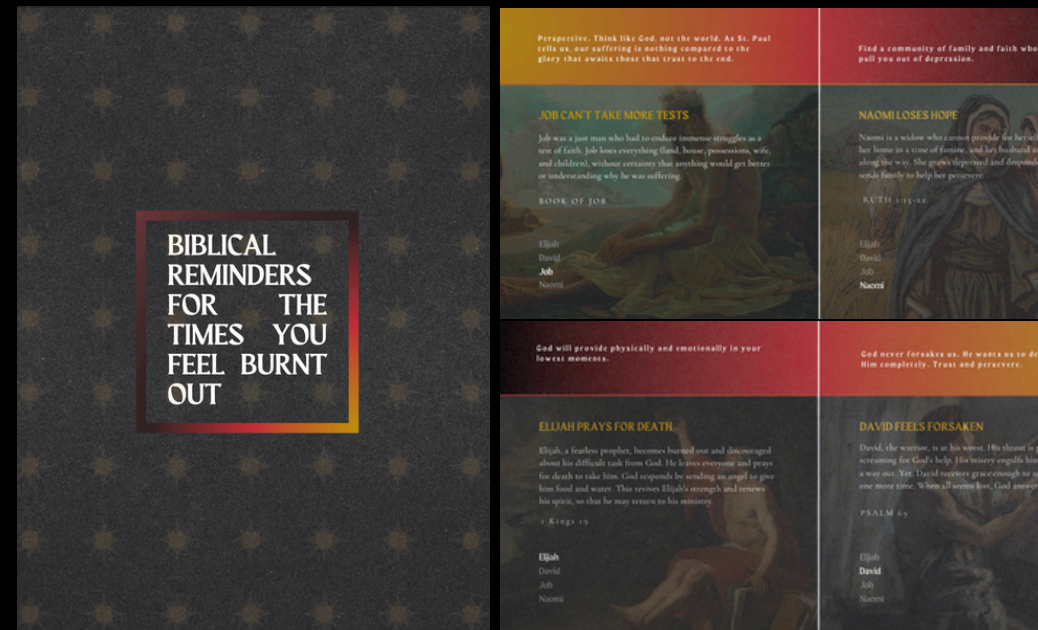
DON'T UNDERESTIMATE A CAROUSEL

Carousels are an effective tool on every platform. Posting a carousel is an easy way to increase engagement and tell stories without the effort it takes to create a video.

They give an easy way for the audience to feel a sense of control over how quickly they read a story. Even on TikTok, carousels can sometimes guarantee higher engagement than a video.*

“I can attest that I will often scroll through a full carousel on TikTok, but I don't always watch a full video.” - YLD Associate

Given these stats, brands should feel encouraged to try out different content styles and designs, play with imagery, create animated visuals, and mix in some videos.**



*Is Video Content so last year?, [Girls in Marketing LinkedIn Post](#)

**[STUDY] Instagram Benchmarks 2024: Latest Insights on Content Performance and Metrics, [Social Insider](#)

AT A GLANCE

CAROUSELS

“If a follower scrolls past the [carousel] with the first image, Instagram will show them the same post a second time... This gives you double the exposure opportunities.”

Jenn Herman

Instagram Expert & Social Media Strategist

The average engagement rate per carousel increases by 2% when using all ten slides.

Only 6.77% of carousels on Instagram use the max. numbers of slides.

Carousels gain the highest engagements on Instagram.

Significantly, carousels that contain videos receive a median of 26 comments per post.

Carousels get an average engagement rate of 1.92% per post on Instagram.

“Carousel posts are a great way to showcase an album of grouped products, event snapshots or a multi-step process.”

DORIEN MORIN VAN-DAM

Organic Social Media Content Specialist

Carousels receive a median of 8 comments per post. In comparison, images get 6 and videos get 11.

Source: [STUDY] Instagram Benchmarks 2024: Latest Insights on Content Performance and Metrics, [Social Insider](#)

What content are you posting that only you can post?



EXPLAIN YOUR BRAND, COMPANY, OR STAFF.

You know how special your brand is and what amazing things you do. Share that with your audience! Share the small things, the reasons you love to work there, the amazing things your organization does, address the questions people have, and explain how you impact people.



ADDRESS CURRENT EVENTS WITH YOUR UNIQUE VOICE.

Don't forget to be bold! If you stand for something, say it! Many organizations are afraid of saying what they believe in, but that's what makes you stand out! You don't have to comment on every political or social issue, but only when it feels right and relevant.

TYPES OF CONTENT ANGLES

Here is a guide to all different types of angles you can take in your content to create variety in your posts.

- Q&A
- Sneak Peek
- Launches
- Comparison
- Challenges
- Meme
- Interview
- Infographic
- How-To
- List
- User-Generated Content
- Interactive Content
- Guest Content
- Question
- Why
- Method
- Research
- Overview
- Reflection
- Opinion
- Review
- Company Culture

TYPES OF CONTENT BY CHANNEL

Instagram

- Behind the scenes
- Carousels
- Photos of everyday moments
- Instagram stories
- Videos
- Successes and failures

Facebook

- User-generated content
- Product/service photos
- Infographics
- Facebook groups
- Influencer videos
- Photos and long reflections

YouTube

- Reviews of product/service
- Interviews
- Message from leadership
- “Trailer” of your organization
- Tour of your facility
- Descriptions of products/services
- Tutorials
- Short clips from webinars, events, trainings, etc., with descriptive titles

LinkedIn

- Infographics
- Images
 - Even stock images make a post perform better. Include photos!
- Photos with reflections
- Q&A and FAQs
- Polls
- Questions
- Long reflections
- Thought leadership
- Employee highlights
- Industry tips and lessons

TikTok

- BTS videos
- Trending sounds/audio
- Meet the team
- Educational
- Process explanation
- Service explanation
- Product feature
- Day in the life

Pinterest

- Artwork
- Free resources
- Craft ideas
- Infographics
- Statistics
- Reflection questions and journal prompts

USE TECHNOLOGY TO YOUR ADVANTAGE

You can use AI to do the initial writing for you. Input your details, and the AI will write a post you can use as a blueprint. Don't forget to add your uniquely human voice.

AI PROMPTS

Here are some prompts for ChatGPT that you can customize and tailor to your content!

Write post copy to go with a carousel that's about how Job got through times of struggle.

Give me 10 ideas for a carousel about small ways to incorporate Catholicism into everyday life.

Give me 10 ideas for videos about the importance of the Eucharist that don't need someone on camera.

Turn this sentence into one paragraph for a social media caption: what is the best age for confirmation?

5 WAYS TO UTILIZE CHATGPT

Many people are wary of using AI and contributing to a possibly negative technological advancement. Here are five ways our Account Manager uses ChatGPT every day that don't leave her feeling unethical.

1. Pulling Data

Got a lot of data to find online? Give ChatGPT your list of needs, and it will pull and organize the data for you! We recommend sanity-checking everything, but it does do the heavy lifting.

Prompt: Find me the email domains, website links, and locations for these companies.

2. Writing First Drafts

Most organizations we talk to are overwhelmed, overworked, and lacking resources. Instead of using all your mental energy to write a first draft, use ChatGPT. That way, you can spend your limited time and energy creating a great final draft. Heed our warning, though. NEVER ever ever ever just use a first draft.

Prompt: Write me a blog post about the impact of social media on the job market.

3. Brainstorming Post Ideas

On the days when you can't come up with any more post ideas, turn to ChatGPT! Give it your prompt and take the ideas or let them inspire even better ones.

Prompt: 10 Social Media Post Ideas about Practical Ways to Evangelize.

4. Finding Source Content

Instead of spending too many hours searching for the right statistic or quote to go with the post prompt I have, use ChatGPT to search Google! You can ask it to provide a bunch of options that work for your prompt. Remember to use specific years in your prompts so that the statistics are recent.

Prompt: Give me 10 quotes from saints that are about trusting God when you're anxious.

5. Organizing Your Thoughts

If you have brainstormed a bunch of insights and observations, but all your notes are scattered, then just copy and paste everything into ChatGPT. Then, tweak it from there! Be sure to double-check the results to make sure it matches your original notes.

Prompt: Organize all these notes into bullet points, organized by category.

Implement

Now that you have data and have spent some time reflecting, it's time to write your calendar. Keep in mind what performed, the tactics that take more time than others, and use that new list of content suggestions at your fingertips.

Now, let's update your social media strategy!

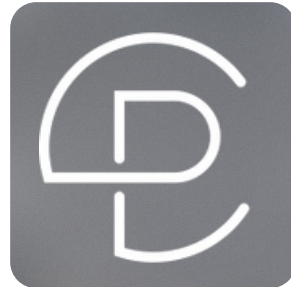
Resources to help small teams make content:



[HeyOrca](#)



[Unsplash](#)



[Parish Content](#)



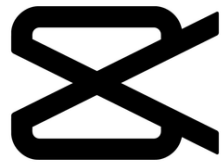
[Canva](#)



[Pexels](#)



[ChatGPT](#)



[CapCut](#)

[Brady Shearer
Videos & Instagram](#)

[Quote Graphic Inspo](#)

[HeyOrca Newsletter](#)

[Infographics](#)

[Sprout Social — Social
Media Image Sizes Blog](#)

[Types of Instagram Stories](#)

Use what you've learned to re-imagine your calendar! You can print this out again and redo the exercise anytime you have a strategic change. We recommend thinking about these questions once every quarter.

Current Channels:

Current Worst Post Types & Topics:

Current Best Post Type:

Current # of Posts per Week:

New Channels:

Posts to Cut:

New Post Types to Implement:

New Tactics to Implement from
What You've Learned:

New # of Posts per Week:

CALENDAR TEMPLATE

Plan your next month's calendar here using what you've learned! Print this out or use a PDF editor to write in your notes. Include the post type (carousel, video, photo), the content angle (BTS, How-To, Question Answered). Note: Feel free to use AI to help you with the prompts! One of our favorite calendar tools is called [HeyOrca](#). It makes this same process completely digital and includes a post scheduler too.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

MESSAGING CATEGORIES & POSTS

We recommend you mix these content categories into your calendar at the following intervals. If you find something that gets a lot of engagement, keep doing it! If something doesn't work, cut it. This is just a guide to help you get started.

Event Carousel

- Carousel of Photos
- 3+ per month

Gospel Reflection

- Reel or Carousel
- 4x per month

Event Promotions

- Carousel or Reel
- 2+ per month

Ministry Highlight

- Carousel or Reel
- 2x per month

Parish Life

- Photo, Carousel, or Reel
- 3x per month

Relatable Catholic Moments

- Carousel or Reel
- 2x per month

Digital Adoration/Prayer

- IG Story, Reel
- 2x per month

Prayer or Story for Occasion

- Example Topics: Anxiety, Marriage, Stress, etc.
- 2x per month

Parish Updates

- 1x per month

Homily Clips

- Reel
- 4x per month

Homily Quotes

- Graphic or Carousel
- 4x per month

Diocesan/Church Resource

- Graphic, Carousel, Reel
- 1x per month

Prayer Intention

- IG Story, Graphic
- 1x per month

Sunday Donation

- IG Story
- 1x per week

OUR CATHOLIC AUDIENCE BREAKDOWN SLIDE IS A PART OF



A New Renaissance

THE FUTURE OF CATHOLIC DIGITAL & SOCIAL COMMUNICATIONS

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