



*SOCIAL MEDIA TOOLKIT*

**JULY**

MONTH OF FREEDOM



PREPARED BY THE OFFICE OF COMMUNICATIONS

# OVERVIEW

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In an effort to better serve the parishes and ministries of South Carolina, the Diocese of Charleston is releasing a media toolkit each month with social media assets to promote a monthly theme across the state. This coming month, July, is the **Month of Freedom**.

As we reflect on religious liberty, all parishes are encouraged to share and amplify the message **#BeFree** across their own social platforms with the help of the toolkit below.

# OBJECTIVES

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The objectives for this month's campaign are to:

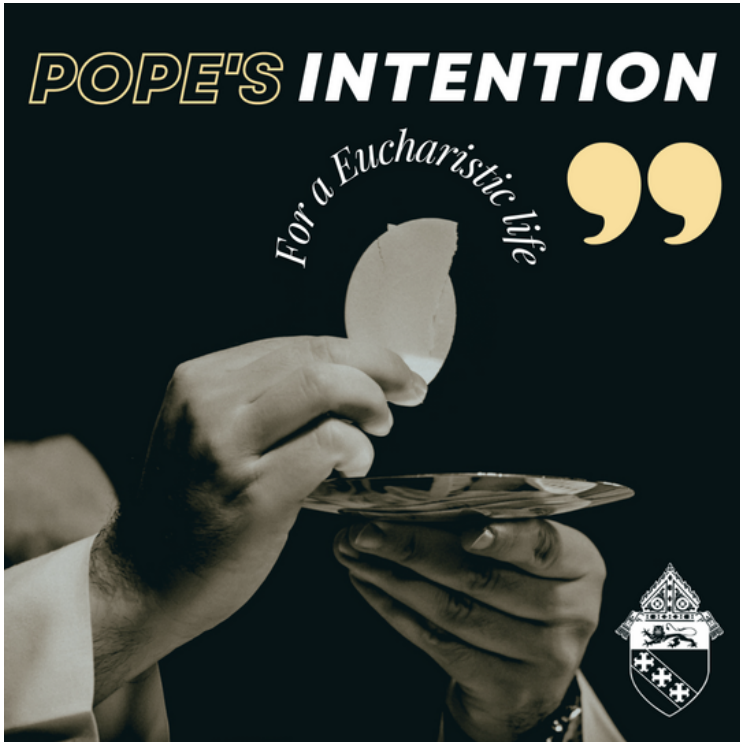
- Highlight special saint feast days
- Highlight Independence Day and the true meaning of freedom
- Inform and inspire the faithful

# STEPS

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1. **DOWNLOAD** the photo by right clicking an image below to save it onto your desktop. You can also simply drag it onto your desktop.
2. **LOG ON** to your favorite social media site, such as Facebook, Twitter or Instagram.
3. **COPY & PASTE** one of the sample captions below into your status update — or create your own message that includes the **#BeFree** hashtag.
4. **UPLOAD** the **#BeFree** image saved to your desktop to accompany your status update.
5. **POST** your status update and encourage others to join the initiative through liking, sharing, reposting, and tagging others!

# SOCIAL MEDIA POSTS



## POPE'S INTENTION - JULY

This month, we pray that Catholics may place the celebration of the Eucharist at the heart of their lives, transforming human relationships in a deep way.

#befree

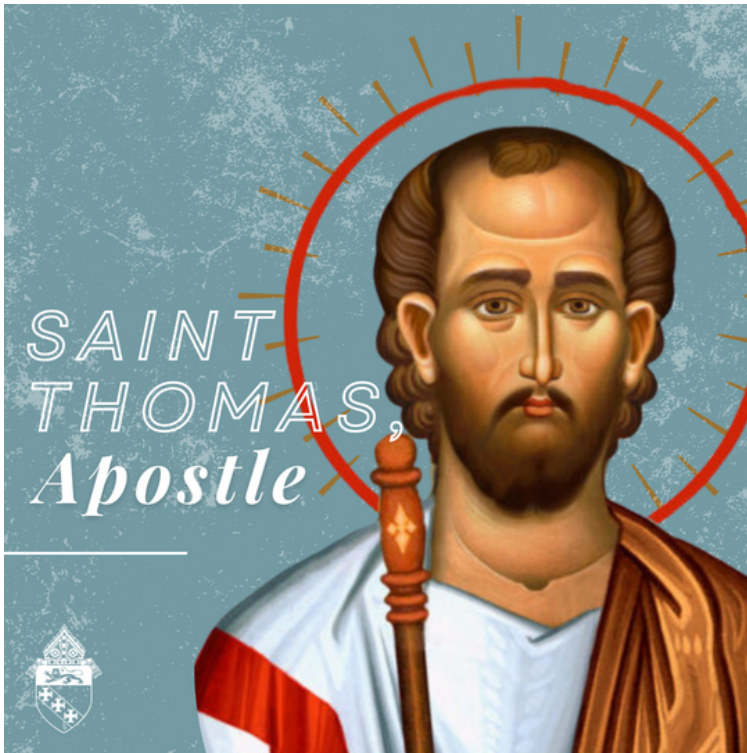


## INDEPENDENCE DAY - JULY 4

As we celebrated the Fourth of July and our nation's independence, we are reminded of the freedom from sin that has come through Christ's sacrifice on the cross.

May we exercise this gift of freedom to serve what is good and just.

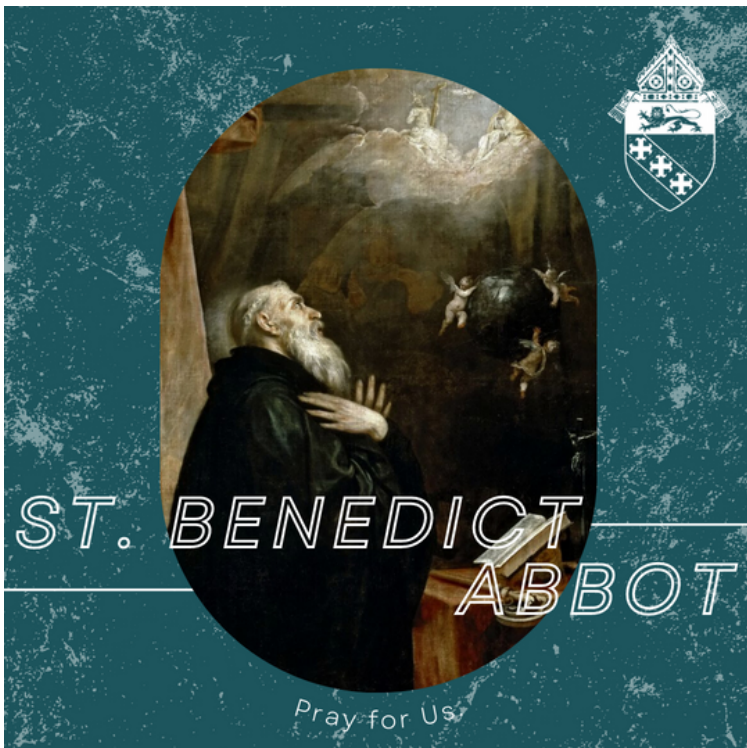
#befree #independenceday



### ST. THOMAS, APOSTLE - JULY 3

A blessed memorial of St. Thomas, also known as 'Doubting Thomas.' An apostle and friend of Christ, he doubted the resurrection of Jesus and only believed after he saw Jesus' wounds for himself. St. Thomas preached the Gospel in India and was martyred for the faith. St. Thomas, intercessor for those who doubt, pray for us.

#befree #feastday



### MEMORIAL OF ST. BENEDICT ABBOT - JULY 11

St. Benedict was one of the most important catalysts for the creation of a new European culture after the fall of the Roman Empire in the West. He developed a system of monastic life that developed and nourished centers of prayer that spread through the continent. He wrote a Rule that came to dominate all of Europe - it was deeply spiritual and imminently practical, demanding uncompromising dedication to work and prayer. St. Benedict, pray for us!

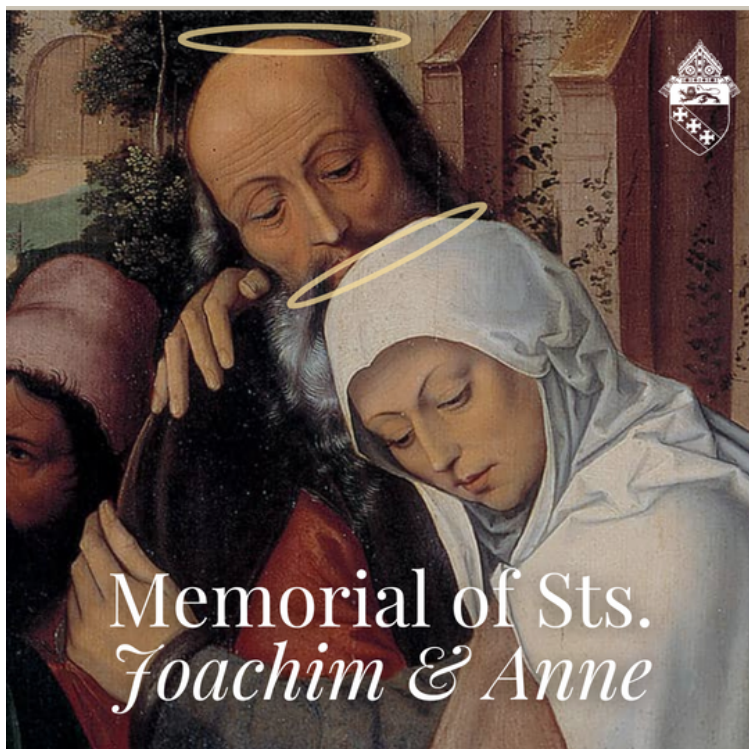
#feastday

**FEAST OF ST. MARY MAGDALENE - JULY 22**

A blessed feast of St. Mary Magdalene! St. Mary Magdalene was a devoted follower of Christ, present at the crucifixion, and was the first person to encounter the Risen Lord.

May we, like St. Mary Magdalene, remain devoted followers of Jesus, even amidst the crosses in our lives. St. Mary Magdalene, pray for us.

#feastday #befree

**STs. JOACHIM AND ANNE - JULY 26**

Sts. Joachim and Anne were a pious and humble couple who lived in Nazareth and had been childless for many years. Despite their old age, they continued to pray fervently for a child and were eventually blessed with Mary, who bore the Savior of the world.

As a result of their steadfastness through their struggles with conception, they are often invoked as intercessors for couples struggling with infertility or trying to conceive.

May we emulate the example of faith and devotion Sts. Joachim and Anne displayed in their persistence in prayer. Sts. Joachim and Anne, pray for us!

#befree #feastday



**MEMORIAL OF STS. MARTHA, MARY, AND LAZARUS - JULY 29**

Today we remember Sts. Martha, Mary and Lazarus, siblings who were close friends of Jesus.

They exemplified the importance of hospitality and service, with Martha taking care of Jesus' practical needs while Mary sat at Jesus' feet with eagerness to listen and learn. When Lazarus fell ill, they called upon Jesus and saw him perform one of his greatest miracles, raising Lazarus from the dead.

May we welcome Christ into our daily lives as Martha, Mary and Lazarus did.

#feastday #befree



**JUSTICE**

The Catechism of the Catholic Church defines justice as "the moral virtue that consists in the constant and firm will to give their due to God and neighbor. Justice toward God is called the "virtue of religion." Justice toward men disposes one to respect the rights of each and to establish in human relationships the harmony that promotes equity with regard to persons and to the common good. The just man, often mentioned in the Sacred Scriptures, is distinguished by habitual right thinking and the uprightness of his conduct toward his neighbor." (CCC 1807)

May we ask St. Joseph's intercession, the patron of justice, to persist in living just lives that bring glory to God.



## FREEDOM

Freedom, according to the Catechism of the Catholic Church is "the power, rooted in reason and will, to act or not to act, to do this or that, and so to perform deliberate actions on one's own responsibility. By free will one shapes one's own life. Human freedom is a force for growth and maturity in truth and goodness; it attains its perfection when directed toward God, our beatitude "(CCC 1731).

Let us reflect on how we can be free from addictions, sinful habits, and patterns that keep us bound, in order to freely give ourselves to Christ and, in turn, receiving abundant joy.

#befree