

SOCIAL MEDIA TOOLKIT

# AUGUST



MONTH OF ENLIGHTENMENT



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, August, is the **Month of Enlightenment**.

As we reflect on the beginning of a new school year and the Month of the Immaculate Heart of Mary, all parishes are encouraged to share and amplify the message **#BeEnlightened** 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 and solemnities
- Highlight the Month of the Immaculate Heart of Mary
- 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 **#BeEnlightened** hashtag.
4. **UPLOAD** the **#BeEnlightened** 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 - AUGUST

This month, join Pope Francis in praying that World Youth Day in Lisbon will help young people to live and witness the Gospel in their own lives.

#BeEnlightened

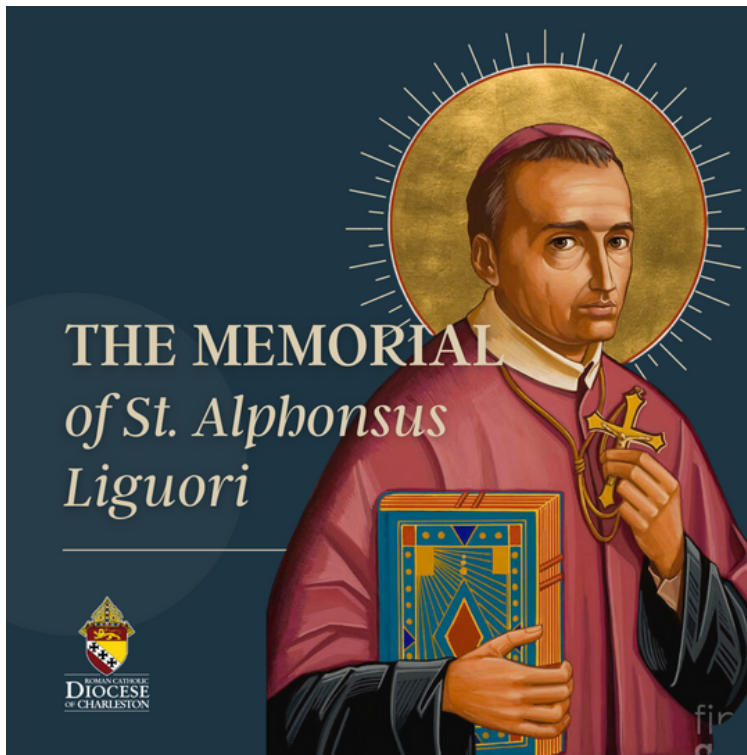


## WORLD YOUTH DAY - AUGUST 1-6

Please join us in prayer for all those attending World Youth Day 2023 in Lisbon, Portugal. We pray that the Holy Spirit fills their hearts, leading them to a deeper relationship with God and inspiring them to be the light of Christ in their communities.

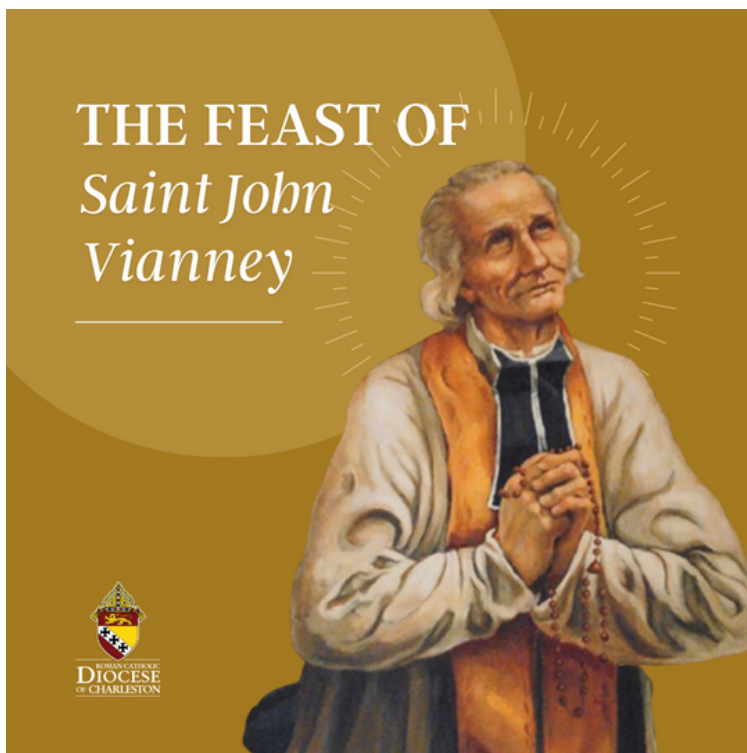
#WorldYouthDay2023 #WYD2023  
#BeEnlightened



**ST. ALPHONSUS LIGUORI - AUGUST 1**

A blessed memorial of St. Alphonsus Liguori, doctor of the Church and theologian. After being a successful lawyer for much of his adult life, he entered the seminary and was ordained a priest. He was known for his simple, yet profound sermons that appealed to all people. In 1732, he went to Scala and founded the Redemptorists, a preaching order. He died in 1787 and was canonized in 1839.

#feastday #BeEnlightened

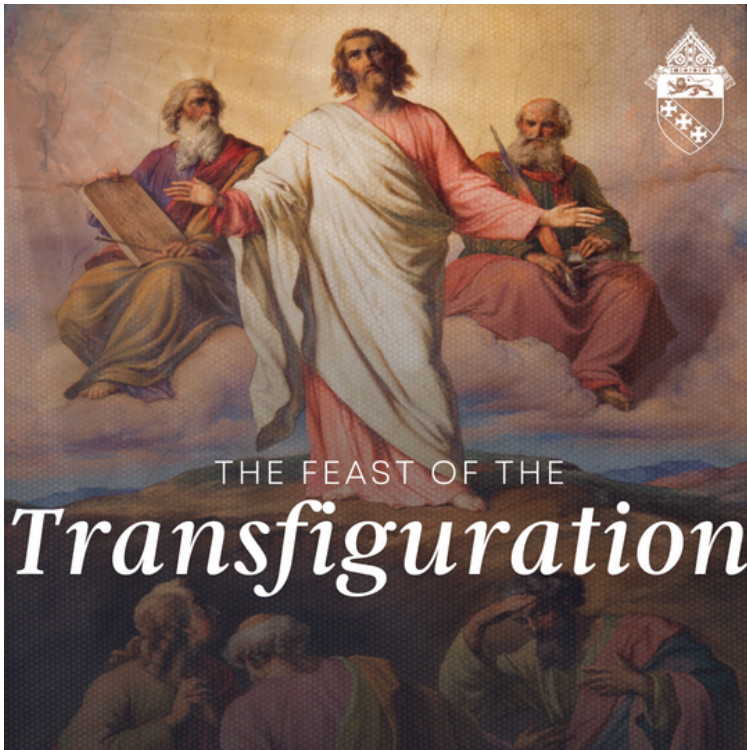
**ST. JOHN VIANNEY - AUGUST 4**

A blessed feast of St. John Vianney! Known for his austere lifestyle, he spent long hours praying, fasting, and offering penances. He sought to bring the light of Christ to his parishioners through his example and preached powerful sermons that called for repentance and conversion.

He was a sought-after confessor and spent up to 16 hours a day hearing confessions - listening to over 20,000 per year.

He died on August 4, 1859, at the age of 73, and is hailed as the patron saint of parish priests. St. John Vianney, pray for us, that we too may pursue our vocations with zeal and devotion.

#feastday #BeEnlightened

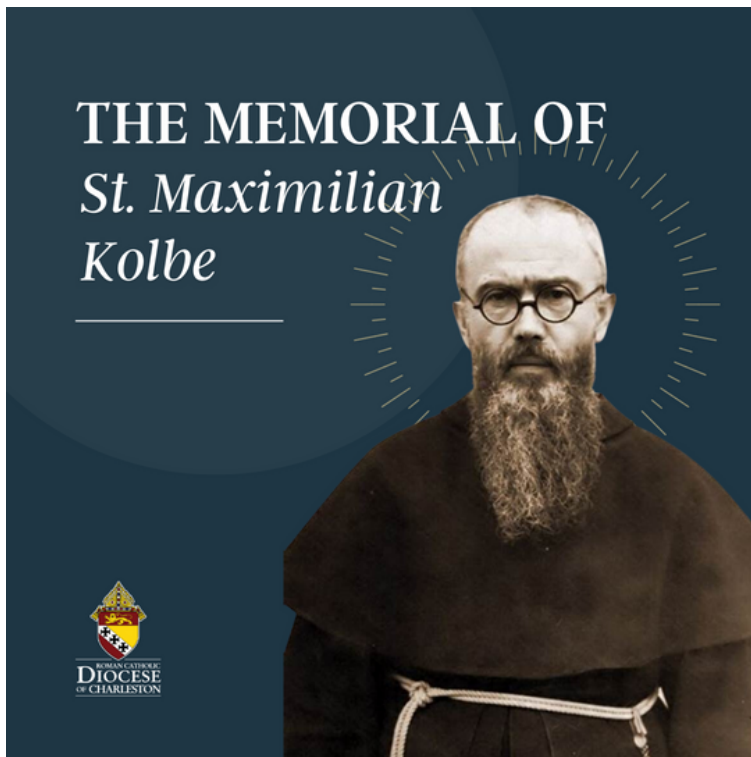


### **FEAST OF THE TRANSFIGURATION - AUGUST 6**

The Feast of the Transfiguration of Christ is the culminating point of His public life, when Christ displayed his divine glory before Peter, James, and John. The Transfiguration signifies the revelation of Jesus' true identity as the Son of God to his closest followers.

"Christ's Transfiguration aims at strengthening the apostle's faith in the anticipation of his Passion: the ascent onto the 'high mountain' prepares for the ascent to Calvary.

Christ, Head of the Church, manifests what his Body contains and radiates in the sacraments: the 'hope of glory.'" -CCC568



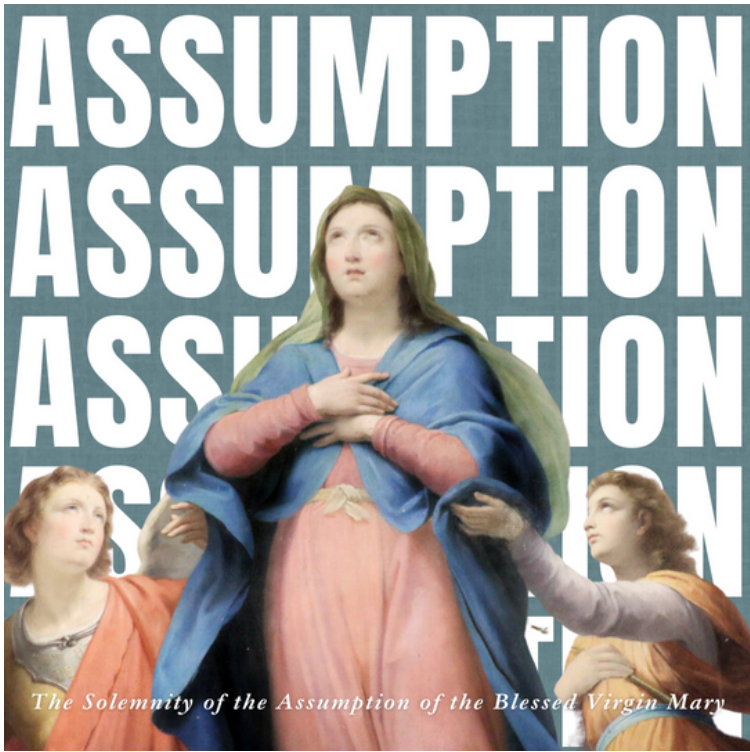
### **MEMORIAL OF ST. MAXIMILIAN KOLBE - AUGUST 14**

St. Maximilian Kolbe was a Polish Franciscan friar and martyr during World War II. He established a monastery in Poland and founded a movement called the *Militia Immaculata*, which promoted devotion to the Blessed Virgin.

During the war, he sheltered and protected refugees, including Jews, but was eventually arrested by the Nazis and sent to Auschwitz concentration camp. There, he offered himself in exchange for a fellow prisoner, a husband and father of two children, who was selected to die. Kolbe took his place and was sent to a "starvation bunker" along with nine other men. At the end of two weeks in the bunker, Kolbe was the only man still alive. He was ultimately killed by lethal injection on August 14, 1941, with his last two words being "Ave Maria."

St. Maximilian Kolbe was canonized as a martyr and saint by Pope John Paul II in 1982.

#feastday #BeEnlightened



**SOLEMNITY OF THE ASSUMPTION - AUGUST 15**

Today we celebrate the Solemnity of the Assumption which recalls the spiritual and physical departure of the Blessed Virgin Mary from the earth, when her soul and body were taken into the presence of God.

"Taken up into heaven, Mary shows us the way to God, the way to heaven, the way to life." -St. Pope John Paul II

#feastday #BeEnlightened



**MONTH OF THE IMMACULATE HEART OF MARY**

The Catholic Church dedicates the month of August to the Immaculate Heart of Mary. We honor Mary's Immaculate Heart because it represents her desire to bring all people to her Son's own heart.

Immaculate Heart of Mary, cause of our joy, pray for us!

"If you put all the love of all the mothers into one heart it still would not equal the love of the Heart of Mary for her children." - St. Louis de Montfort