



SOCIAL MEDIA TOOLKIT

SEPTEMBER



OVERVIEW

To better serve parishes and ministries of South Carolina, the Diocese of Charleston releases a media toolkit each month with social media assets to promote a monthly theme across the state. This coming month, September, is the **Month of Attentiveness**.

As we reflect on the Month of the Seven Sorrows of Mary, all parishes are encouraged to share and amplify the message **#BeAttentive** across their own social platforms with the help of the toolkit below.

OBJECTIVES

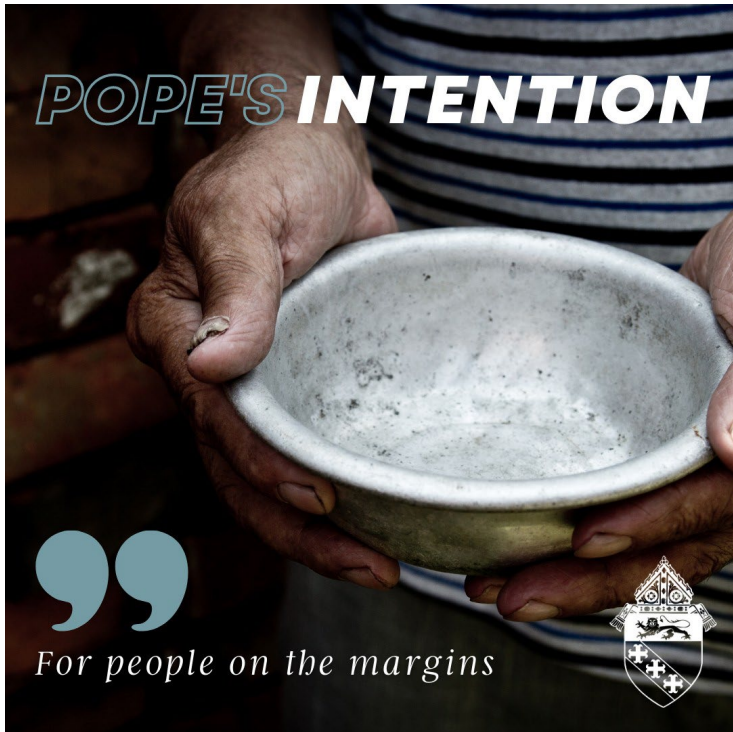
The objectives for this month's campaign are to:

- ♦ Highlight special saint feast days and solemnities
- ♦ Highlight the Month of the Seven Sorrows of Mary
- ♦ Inform and inspire the faithful

STEPS

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 **#BeAttentive** hashtag.
4. **UPLOAD** the **#BeAttentive** 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 - SEPTEMBER

This month, join Pope Francis in praying for people on the margins of society, in inhumane life conditions; may they not be overlooked by institutions and never considered of lesser importance.

#popesintention #beattentive

Graphic: Pope's Intention, For people on the margins



MONTH OF THE SEVEN SORROWS OF MARY

Through the month of September, we reflect on the seven major sorrows in Mary's life. The seven sorrows are: the prophesy of Simeon, the flight into Egypt, the loss of the child Jesus in the temple, Mary meeting Jesus on the way to Calvary, the crucifixion and death of Jesus, Jesus taken down from the cross, and the burial of Jesus.

Our Sorrowful Mother can teach us much about the sanctity of suffering and is our source of consolation when we suffer, pointing us to her beloved son.

#beattentive #sevensorrows

Graphic: Seven Sorrows



NATIONAL ASSISTED LIVING WEEK - SEPT. 10-16

This week is National Assisted Living Week - a time to honor the elderly and recognize their inherent dignity.

To love the elderly, we must not cast them off in their old age or forsake them when their strength is spent. The Church calls for a collective sense of gratitude, appreciation and hospitality towards the elderly.

We should strive for a Church and a society that challenges the throw-away culture by embracing the young and the old with overflowing joy. *Action:* Pray that the sanctity of all life from conception to natural death would be honored.

Graphic: September 10-16, National Assisted Living Week



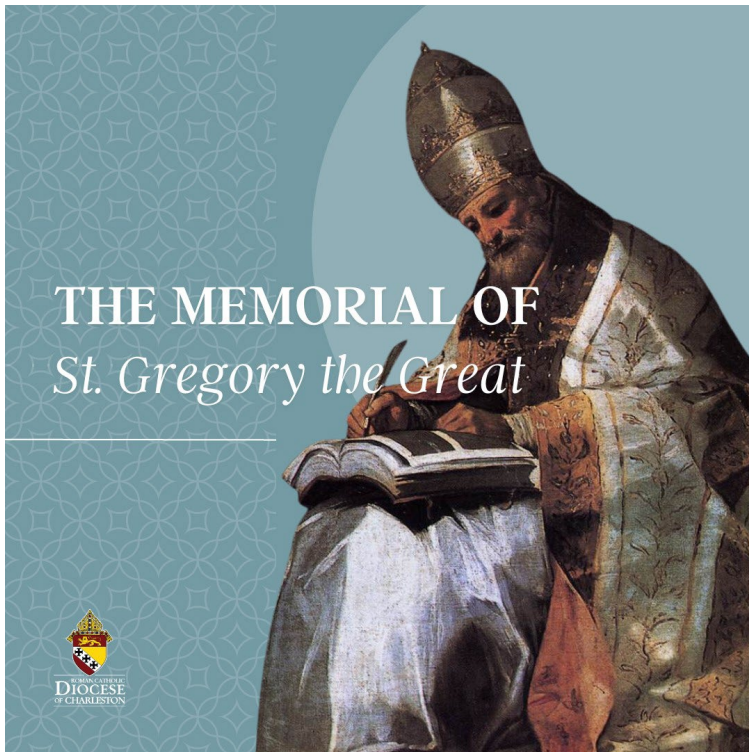
HISPANIC HERITAGE MONTH - SEPT. 15-OCT.15

This month, we honor the contribution of Hispanics to the United States in all fields: history, culture, economy, art and the Church.

September 15 is significant because it's the anniversary of the independence of Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and 18, respectively. Finally, the month closes just after October 12, the feast day of Spain's patroness, Our Lady of the Pillar.

Happy Hispanic Heritage Month!

Graphic: Hispanic Heritage Month, September 15-October 15

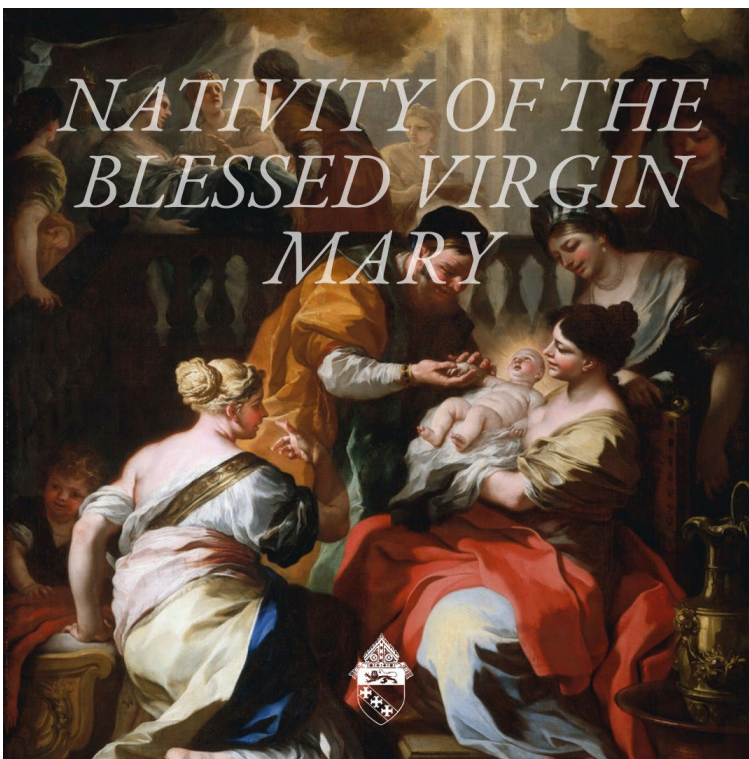


MEMORIAL OF ST. GREGORY THE GREAT - AUGUST 3

A blessed memorial of St. Gregory the Great, pope and doctor of the Church. St. Gregory's work, particularly his Rule, inspired a spiritual and cultural unity among the peoples of Europe, especially during the challenging times following the fall of the Roman Empire.

His contributions to the doctrine, organization, and discipline of the Catholic Church were momentous. He played a crucial role in shaping the religious landscape of the Middle Ages and laid the foundation for many principles of medieval and modern Catholicism.

St. Gregory the Great, pray for us!
Graphic: The Memorial of St. Gregory the Great

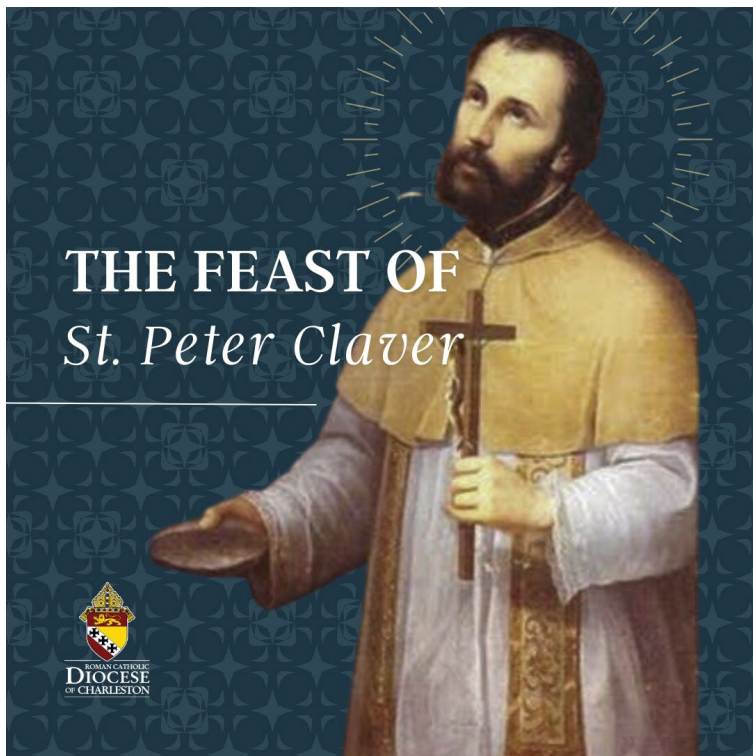


NATIVITY OF THE BLESSED VIRGIN MARY - SEPTEMBER 8

A blessed feast of the Nativity of the Virgin Mary. O Mary, conceived without sin and perfectly obedient to the Father's will, pray for us.

#beattentive #feastday

Graphic: Nativity of the Blessed Virgin Mary



FEAST OF ST. PETER CLAVER - SEPTEMBER 9

St. Peter Claver was a missionary who dedicated his life to serving and caring for enslaved Africans.

Trained by Père Alfonso de Sandoval, he declared himself "the slave of the negroes forever" and displayed radical charity. Despite facing criticism and opposition, St. Peter Claver baptized and instructed over 300,000 enslaved Africans in his lifetime.

He was beatified in 1850 and canonized in 1888. St. Peter Claver is considered the patron of all Catholic missions.

#feastday #beattentive

Graphic: The Feast of St. Peter Claver



MEMORIAL OF OUR LADY OF SORROWS - SEPTEMBER 15

The memorial of Our Lady of Sorrows is a reminder of the presence of the Lord who loved us to the point of being lifted on the cross for our sake and Mary's redemptive suffering at the foot of that cross. Our Lady of Sorrows, pray for us!

"Always stay close to this Heavenly Mother, because she is the sea to be crossed to reach the shores of Eternal Splendor." - St. Padre Pio

Graphic: Memorial of Our Lady of Sorrows



FEAST OF ST. CYPRIAN - AUGUST 16

"Whatever man prefers to God, that, he makes a god to himself." St. Cyprian, pray for us, that we may prefer and love God above all.

#feastday

Graphic: "Whatever a man prefers to God, that, he makes a god to himself." – St. Cyprian