



SOCIAL MEDIA TOOLKIT

OCTOBER



PREPARED BY THE OFFICE OF COMMUNICATIONS

OVERVIEW

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, October, is the **Month of the Holy Rosary and Respect Life Month**.

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

OBJECTIVES

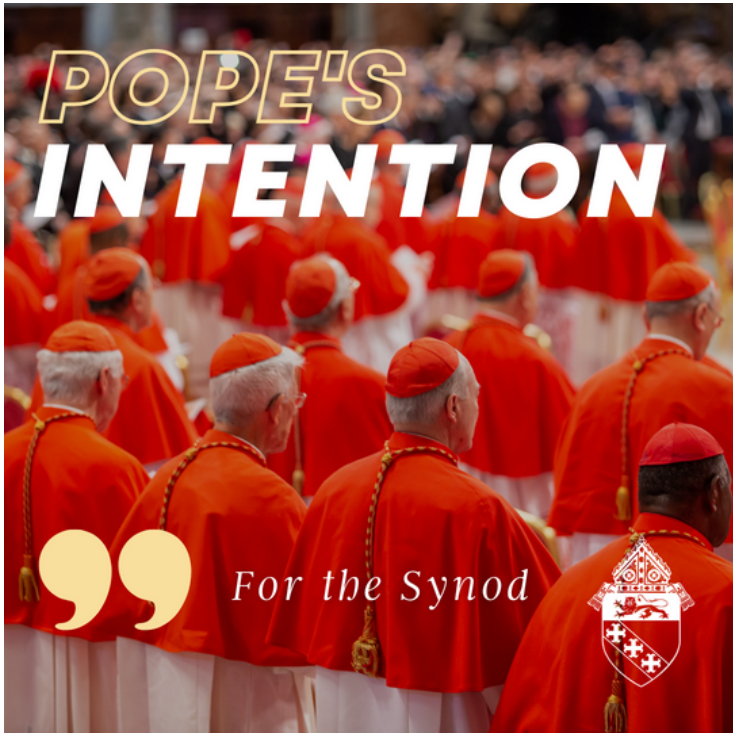
The objectives for this month's campaign are to:

- Highlight special saint feast days
- Highlight the Month of the Rosary and Respect Life Month
- Inform and inspire the faithful for actionable ways to support a culture of life

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 **#BeFruitful** hashtag.
4. **UPLOAD** the **#BeFruitful** 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!

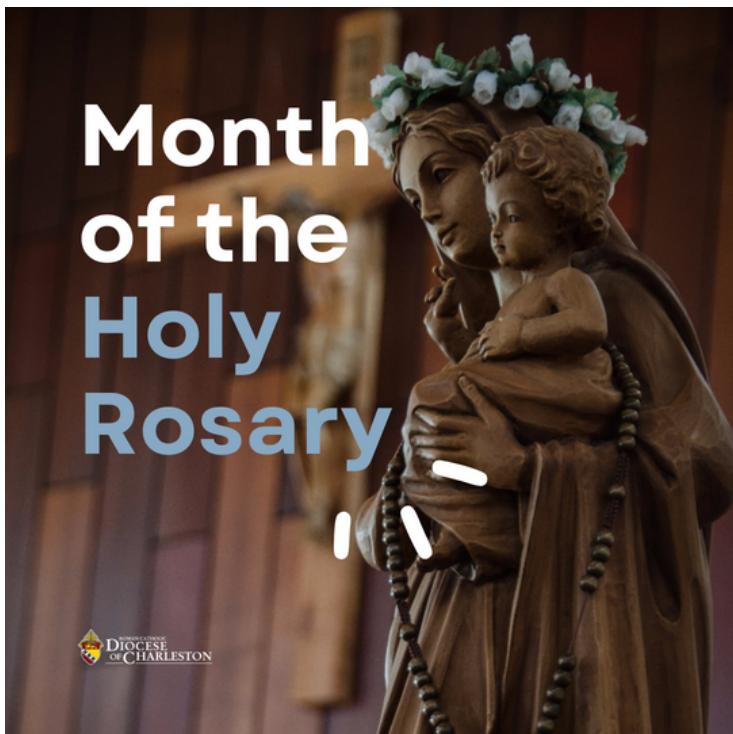
SOCIAL MEDIA POSTS



POPE'S INTENTION - OCTOBER

This month, join Pope Francis in praying for the Church, that she may adopt listening and dialogue as a lifestyle at every level, and allow herself to be guided by the Holy Spirit towards the peripheries of the world.

#popesintention #BeFruitful



MONTH OF THE HOLY ROSARY

October is the Month of the Holy Rosary. The Rosary is a Christocentric prayer that leads the faithful to contemplate the beauty of Christ and experience the depths of his love.

It is a prayer that has been loved by saints and encouraged by the Church for centuries, leading the faithful to contemplate the beauty of Christ and receive abundant grace.

Our Lady of the Rosary, pray for us!

#BeFruitful #HolyRosary

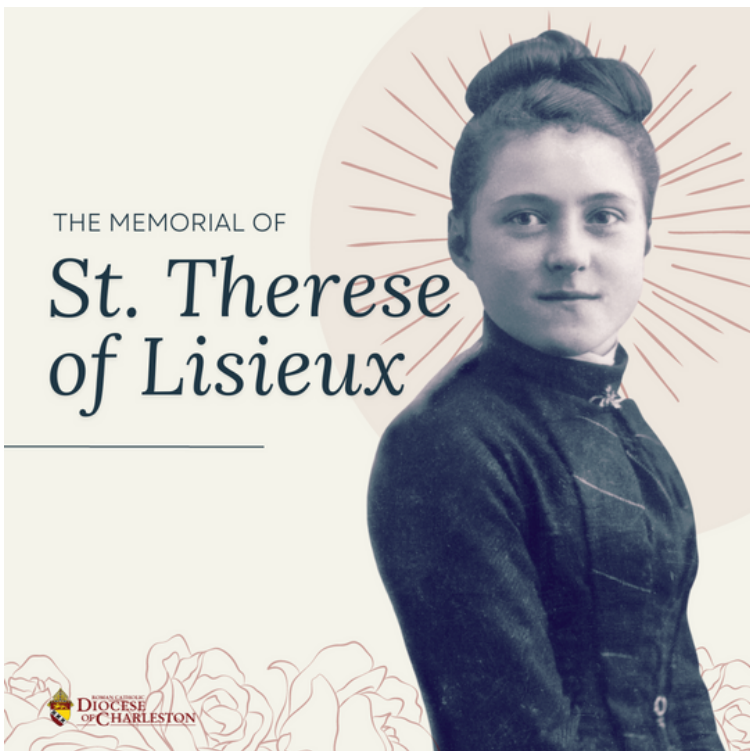


RESPECT LIFE MONTH

October is Respect Life Month! This month, the Church highlights the dignity of all human life from conception to natural death.

To learn more about Respect Life Month visit: respectlife.org/radical-solidarity.

"All life has inestimable value even the weakest and most vulnerable, the sick, the old, the unborn, & the poor are masterpieces of God's creation." - Pope Francis



FEAST OF ST. THERESE OF LISIEUX - OCT. 1

A blessed memorial of St. Therese of Lisieux! St. Therese lived out her 'vocation of love' to Jesus by practicing the 'little way' of holiness. Her humble path to holiness consisted in performing "little virtues," not performing grand sacrifices, but little acts of devotion. Her "little way" reminds us that anyone of us can become a saint.

St. Therese, pray for us!

"In this world we must not become attached to anything - not even things the most innocent, for they fail us at the moment when we are least expecting it. The eternal alone can satisfy us."



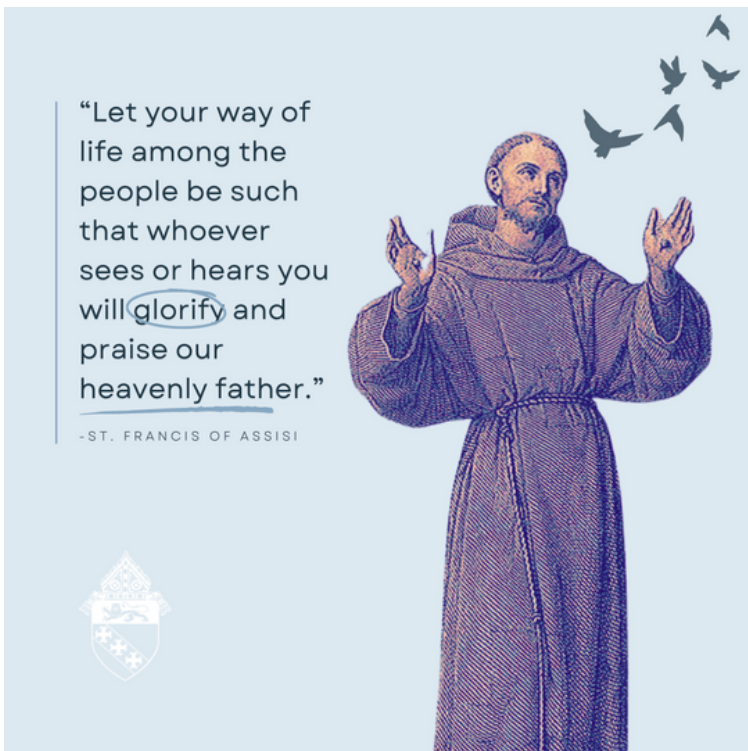
FEAST OF THE GUARDIAN ANGELS - OCT. 2

A blessed Feast of the Guardian Angels! The Catechism of the Catholic Church (CCC 328) teaches, “The existence of the spiritual, non-corporeal beings that Sacred Scripture usually calls ‘angels’ is a truth of faith. The witness of Scripture is as clear as the unanimity of Tradition.”

Guardian angels are special angels assigned to humans. They represent individuals before God, watch over them, aid their prayer, and present their souls to God at death.

May we thank our guardian angels for diligently watching over us!

#GuardianAngel #BeFruitful



FEAST OF ST. FRANCIS OF ASSISI - OCT. 4

“In this world, I cannot see the most high Son of God with my own eyes, except, for His Most Holy Body and Blood.” St. Francis of Assisi, patron saint of animals, merchants, and ecology, pray for us!



MEMORIAL OF ST. FAUSTINA - OCT. 5

“My mercy is greater than your sins and those of the entire world...” - Jesus to St. Faustina

After joining the Congregation of the Sisters of Our Lady of Mercy in 1925, Sister Faustina began to receive revelations from Christ, which she recorded in her diary upon his request.

Christ appeared to her at a time when some Catholics had an image of God as a strict judge that may not be quick to forgive, but Jesus chose to emphasize his mercy on all sinners. He told St. Faustina, “I do not want to punish aching mankind, but I desire to heal it, pressing it to my merciful heart.” St. Faustina, pray for us.

#BeFruitful #DivineMercy



FEAST OF ST. MARGARET MARY ALOCOQUE - OCT. 16

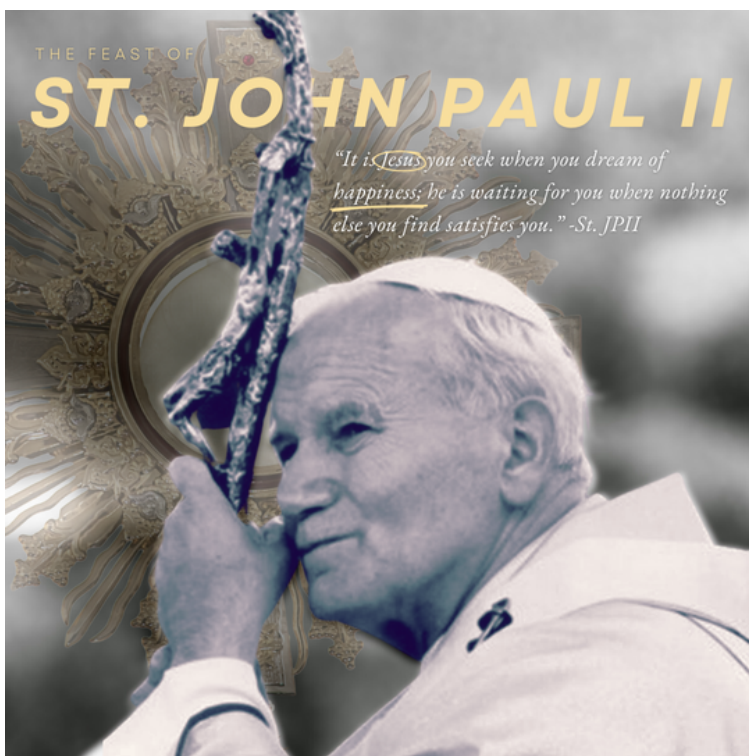
St. Margaret Mary Alacoque, pray for us!

#feastday #BeFruitful

**FEAST OF ST. LUKE - OCT. 18**

A blessed Feast of St. Luke, the evangelist. He was a physician and companion of St. Paul whose gospel preserved the most extensive biography of Christ. St. Luke, patron of physicians, surgeons, and artists, pray for us.

#feastday #beattentive

**FEAST OF ST. JOHN PAUL II - OCT. 22**

Happy Feast of St. John Paul II! In his 27 years of papal ministry, John Paul II wrote 14 encyclicals and five books, canonized 482 saints and beatified 1338 people. His 'five loves' were young people, human love, the Blessed Sacrament, the Virgin Mary, and the Cross. Pope Francis canonized him in 2014.

St. John Paul II, patron saint of the family, pray for us!

#feastday #befruitful