



SOCIAL MEDIA TOOLKIT

DECEMBER



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, December, is the **Month of Rebirth**.

As we reflect on the renewal that Christ's birth brings to our lives, all parishes are encouraged to share and amplify the message **#BeReborn** 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 Advent devotions and readings
- 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 **#BeReborn** hashtag.
4. **UPLOAD** the **#BeReborn** 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

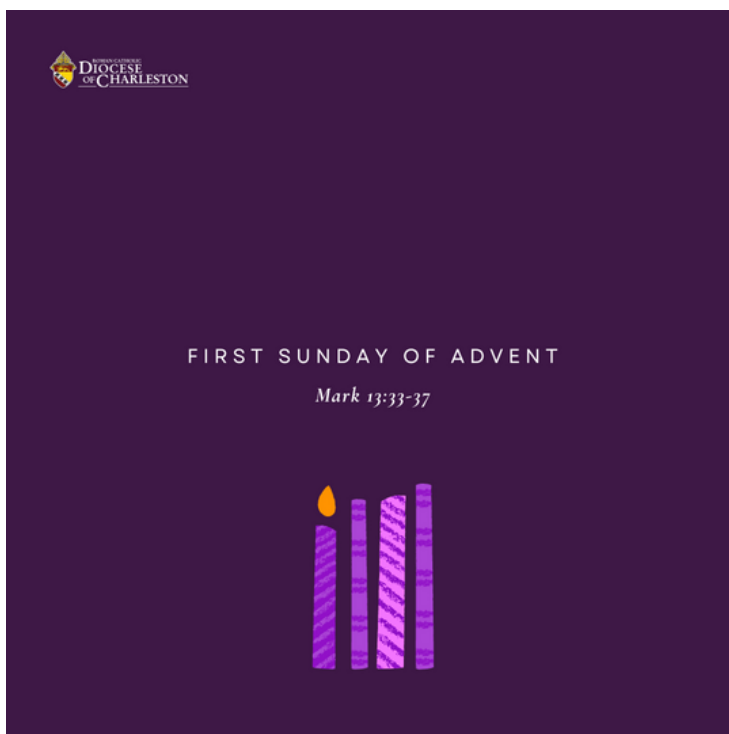


POPE'S INTENTION - DECEMBER

This month, we pray that people living with disabilities may be at the center of attention in society, and that institutions may offer inclusive programs which value their active participation.

#PopesIntention

Graphic: Pope's Intention, for persons with disabilities



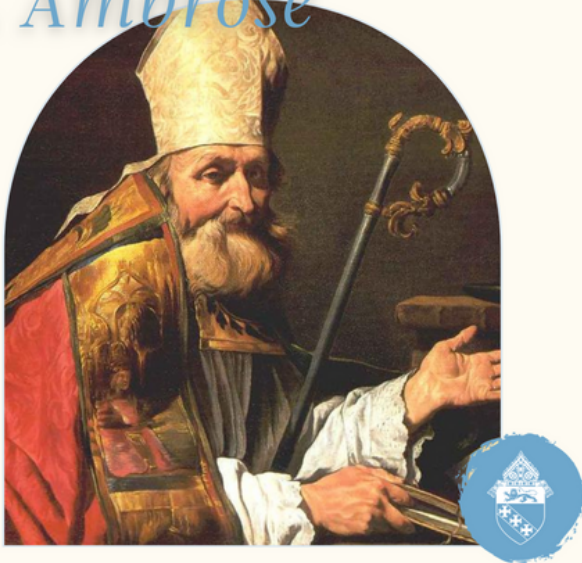
FIRST SUNDAY OF ADVENT - DEC. 3

On this First Sunday of Advent, read the weekly readings, Mark 13:33-37, and light the first Advent candle on your wreath.

Bless your Advent wreath by praying the Advent Wreath Blessing linked here: <https://bit.ly/3Qb7SxV>.

Graphic: First Sunday of Advent, Mark 13:33-37
#Advent #BeReborn

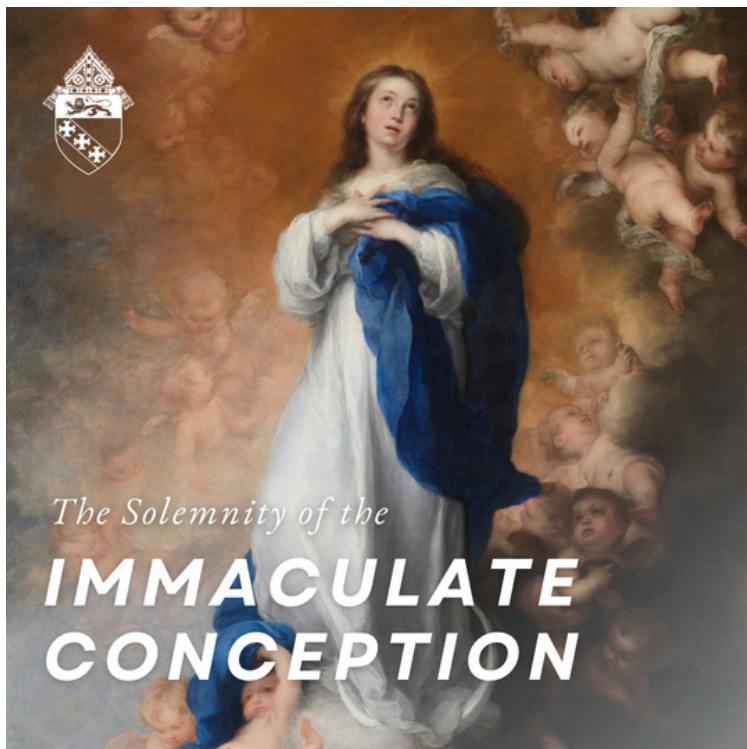
THE FEAST OF *St. Ambrose*



THE FEAST OF ST. AMBROSE - DEC. 7

St. Ambrose, born in 340 AD, was an influential bishop in the early Church. Ambrose is known for his theological writings, particularly on the subjects of virginity and the Sacraments. He played a significant role in the conversion of St. Augustine, who later became a renowned theologian himself. He died in 397 AD and is recognized as a Doctor of the Church. St. Ambrose, pray for us!

“Let your door stand open to receive Him, unlock your soul to Him, offer Him a welcome in your mind, and then you will see the riches of simplicity, the treasures of peace, the joy of grace. Throw wide the gate of your heart, stand before the sun of everlasting light.” **Graphic: The Feast of St. Ambrose**



IMMACULATE CONCEPTION - DEC. 8

Happy Solemnity of the Immaculate Conception!

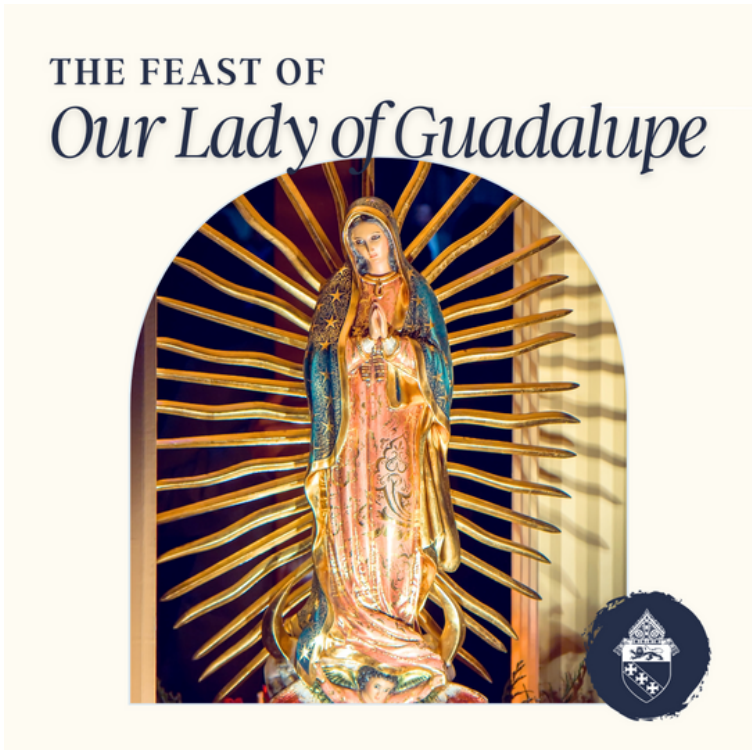
“Today we contemplate the humble girl of Nazareth who, by an extraordinary and ineffable privilege, was preserved from the contagion of original sin and from every fault, so that she could be a worthy dwelling-place for the Incarnate Word. In Mary, the New Eve, Mother of the New Adam, the Father’s original, wondrous plan of love was re-established in an even more wondrous way. Therefore the Church gratefully acclaims: “Through you, Immaculate Virgin, the life we had lost was returned to us. You received a child from heaven, and brought forth to the world a Saviour” - St. Pope John Paul II **Graphic: The Solemnity of the Immaculate Conception**



SECOND SUNDAY OF ADVENT - DEC. 10

On this second Sunday of Advent, read the weekly readings, Mark 1:1-8, and light two violet candles on your Advent wreath. This week, ask God for the strength to be like John the Baptist, preparing the way of the Lord.

#Advent #BeReborn Graphic: Second Sunday of Advent, Mark 1:1-8

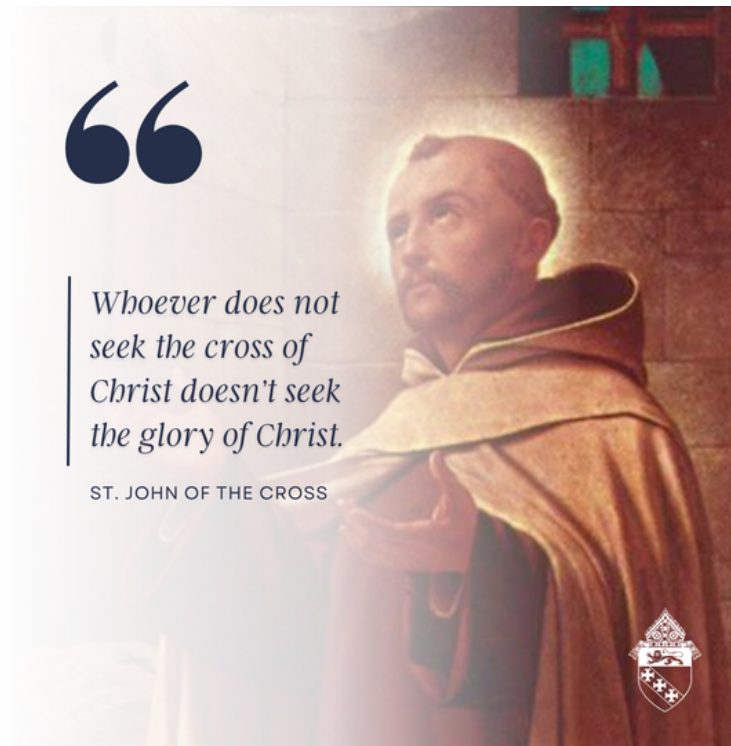


FEAST OF OUR LADY OF GUADALUPE - DEC. 12

Happy Feast of Our Lady of Guadalupe! Today we commemorate the appearance of the Virgin Mary to Juan Diego in Mexico in 1531. Millions of faithful Catholics come together to honor Our Lady of Guadalupe with processions, prayer services, and vibrant festivities.

“Let not your heart be disturbed...Do not grieve nor be disturbed by anything. Am I not here, your Mother?” Our Lady of Guadalupe, pray for us!

#FeastDay #BeReborn
Graphic: The Feast of Our Lady of Guadalupe



FEAST OF ST. JOHN OF THE CROSS - DEC. 14

St. John of the Cross was a Spanish mystic and poet who became a Carmelite friar and later co-founded the Discalced Carmelites, a religious order focused on austerity and contemplative prayer. He wrote numerous theological and mystical works which emphasized the purification of the soul and the union with God through a journey of detachment and surrender. St. John of the Cross, pray for us!

#FeastDay #BeReborn

Graphic: Whoever does not seek the cross of Christ doesn't seek the glory of Christ, St. John of the Cross



THIRD SUNDAY OF ADVENT - DEC. 17

Today is Gaudete Sunday. At this halfway point in the season of Advent, light two violet and the rose candles on your Advent wreath and read the weekly readings, John 1:6-8, 19-28. Rejoice! For the Lord is near!

#Advent #BeReborn

Graphic: Third Sunday of Advent, John 1:6-8, 19-28



FOURTH SUNDAY OF ADVENT - DEC. 24

This year, the Fourth Week of Advent lasts only one day. Light all three violet candles and the rose candle on your Advent wreath and read the weekly readings, Luke 1:26-38. Prayerfully prepare to celebrate the birth of the Lord, tomorrow!

#Advent #BeReborn

Graphic: Four Sunday of Advent, Luke 1:26-38



NATIVITY OF THE LORD - DEC. 25

The light of the world, our Savior has been born! Merry Christmas!

#Nativity #PrinceofPeace #BeReborn

Graphic: Behold, the Light of the World!



FEAST OF THE HOLY FAMILY - DEC. 30

Today we honor the Holy Family as the patron and model for all Christian families.

“O God, who were pleased to give us the shining example of the Holy Family, graciously grant that we may imitate them in practicing the virtues of family life and in the bonds of charity.” Holy Family, pray for us!

#FeastDay #BeReborn

Graphic: The feast of the Holy Family