

# Media provides great opportunities and great dangers.

*Lorraine Riedl, President-Elect - April 2017*

This is the message of the NCCW resource: Media: What's the Message? Found on the NCCW website. It's a great resource! It gives great advice on how to use media and what to watch out for. Should this stop us from using social media? No! We just need to learn.

Facebook is by far the largest media site. Using Facebook can keep us in touch with family and friends. You can follow news agencies such as FOX and the Catholic News Agency. We can also stay informed of events such as diocesan events, the Marh for Life, as well as local events like the parish picnic and weather related cancellations.

According to PEW Research, the most popular social media sites are:

1. Facebook
2. Instagram
3. Pinterest
4. LinkedIn

Of all people on any social media, 79% are on Facebook; and more are women than men. The ages are:

- 18-50 yrs - 85% are on Facebook
- 51-65 yrs - 72%
- 66+ - 62%

Instagram is mainly for sharing photographs and is mostly used by people 18-29 years. LinkedIn is mostly college educated professionals earning \$75,000 per year or more. It is also great for job searching. Pinterest has double the women than men, and is evenly distributed among age groups.

The bottom line is: If you want to get the word out, you have to use the communication methods that the target audience is using! We no longer use telegraph for a reason! If we want to reach more women under the age of 65 who may or may not be currently involved in councils, I suggest we increase our use of social media.

We need to invite women (and our pastors) to follow La Crosse Diocesan Council of Catholic Women on Facebook. (to do this, go to our page and press "like") In order for more people to see our posts, you need to "like" and "share". If you "like", it will only show up on your friends who follow you (i.e. not all your friends). If you "share" it will only be seen by the audience you choose. You can even just share it to a select group, or all your friends – it's in your control. It's all based on numeric algorithms, so if people don't respond to the posts, it will get less and less exposure.

It's a nonthreatening way to spread our message and spread the Gospel. It is meeting people where they are at!

Concerns? Yes, we need to be careful. We should never share personal and private information. We need to keep our security up to date. And we need to learn how to use "audiences" and "groups" so we can target who can see what we post. But with just a little care, Social Media can be a great evangelizing tool in a portable information system!

Check out the NCCW resource "Media: What's the Message?"

**MEDIA:  
WHAT IS THE MESSAGE?**

national council of  
**catholic women**  
To support, empower, and educate Catholic women

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