



NEW HAVEN CATHOLIC

[newhavencatholic.org](http://newhavencatholic.org)

## Social Media Outreach and Communications

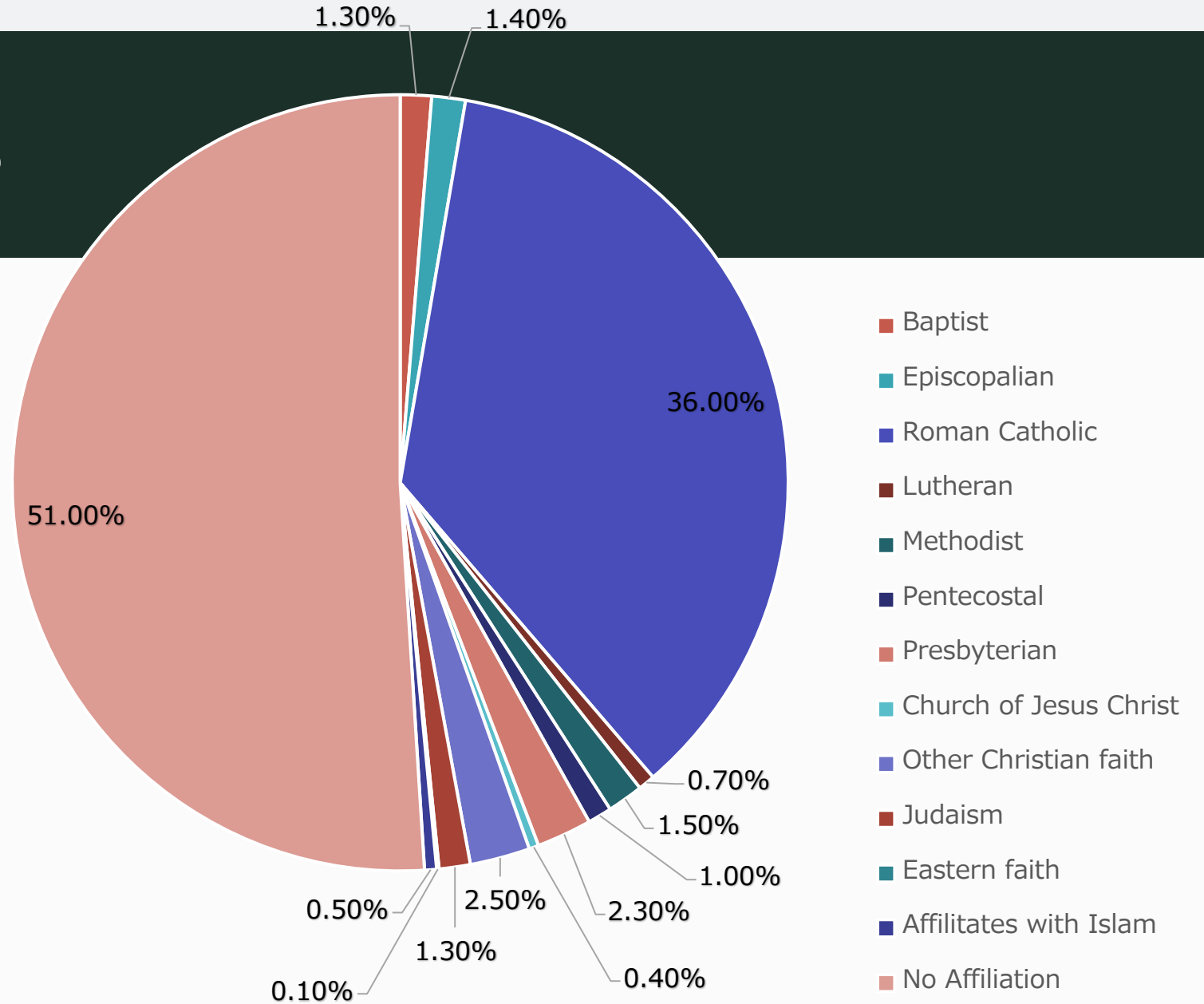
The Second Vatican Council's Decree on the Media of Social Communications [\*Inter Mirifica\*](#) (1963) promotes the use of social media as an evangelization tool within the Church. [Pope St. John Paul II](#) and [Pope Francis](#) have given their own endorsements of this technology as a means for cultivating **solidarity and dignity**.

# STATISTICS

**130,000** New Haven Residents

**46,000** Roman Catholic

New Haven Demographics



# STATISTICS

### Age by Nativity

29

**MEDIAN NATIVE-BORN AGE**

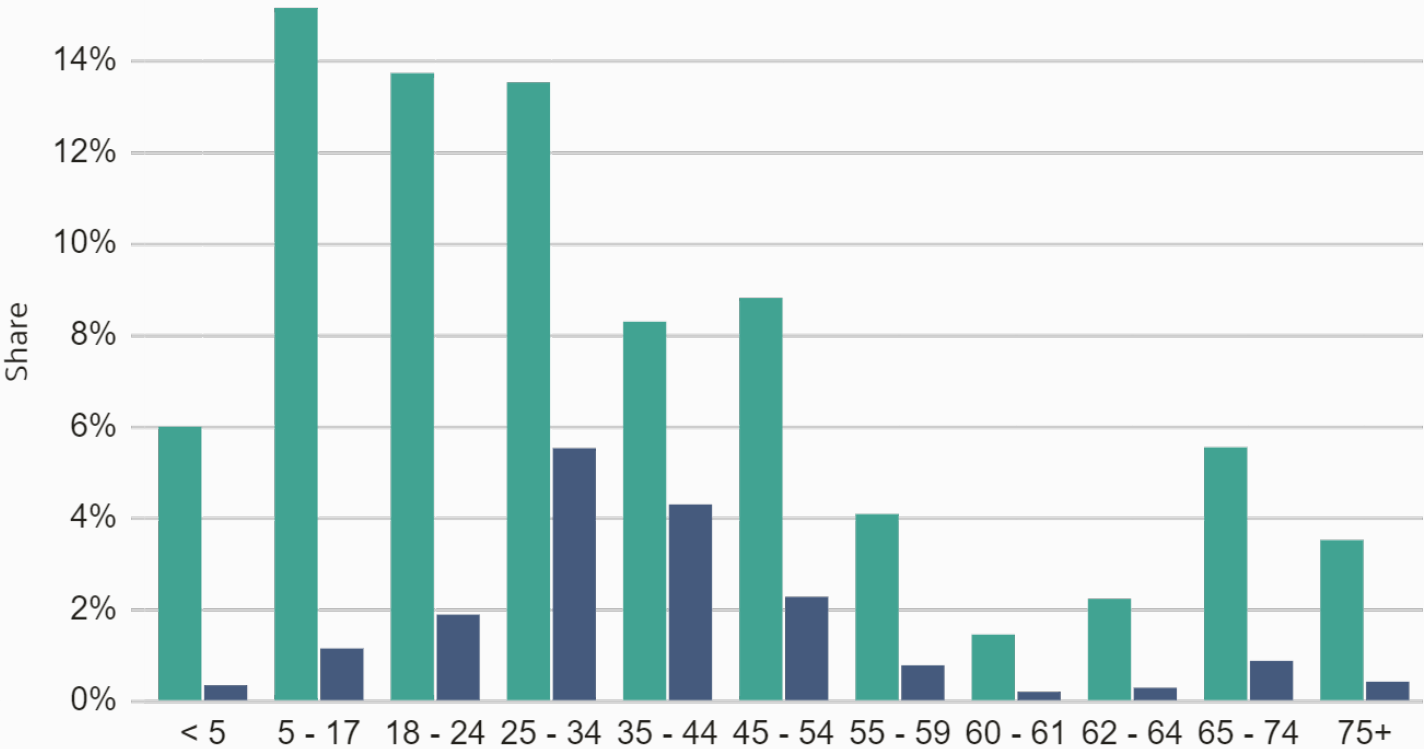
± 0.5 29

**MEDIAN FOREIGN-BORN AGE**

± 1 35

In 2019, the median age of all people in New Haven, CT was 30.8. Native-born citizens, with a median age of 29, were generally younger than foreign-born citizens, with a median age of 35. In 2018, the average age of all New Haven, CT residents was 31.

Data from [the Census Bureau ACS 5-year Estimate](#).



**46,000** Roman Catholics in New Haven

**29,900** Roman Catholic Facebook users - Age 30-49

## STATISTICS

**52%**

The poll of 1,509 U.S. adults found that 52 percent of people ages 50 to 64 have Facebook

AARP (2018)

**68%**

Two-thirds of adult Catholics indicate that they visit YouTube.

Pew Research Center (2021)

**65%**

Among 30- to 49-year-olds, 65 percent have Facebook pages.

Pew Research Center (2021)

**40%**

Four-in-ten adults report using Instagram.

Pew Research Center (2021)

**81%**

Over eighty percent of adult Catholics indicate that they use YouTube to watch Catholic content.

Pew Research Center (2021)

**How we communicate today!**

**Joint Ministry Committee 3/31/23**

	Aedan	Anthony	Martin	Mary	Michael	OLG	Stan
Bulletin- Hard Copy/ Online	∅/+	!!! / ∅	!!! / ∅	!!!	!!! / ∅	+ / !!! Spiritual	+ / +
Social Media	∅	∅	∅	!!!	+	+	∅
Priest/ Announcements at Mass	!!!	+	∅	!!!	!!!	∅	!!!
Email Distribution	∅	∅	∅	+	∅	∅	∅
Posters/Flyers	+	+	+	+	+	∅	+
Text/ 'My Parish App'	∅	!!!	+	+	∅	+	∅
Word of Mouth	!!!	!!!	+	!!!	!!!	!!!	!!!

!!!	Very Important
+	We do that!
∅	Not so Much



# WEBSITE

Represents Parish(s) identity

Join our Parish

Weekly Bulletin

Contact Information

Events



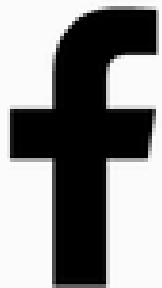
# FACEBOOK

Parish Information

Contact Information

Event Information

Evangelization





# TWITTER

Event Information

Last Minute Closures

Event Update Notifications

Pastor Outreach



# INSTAGRAM

VISUAL MEDIA

HIGHLIGHTING PARISH LIFE

EVENT INFORMATION



newhavencatholic

Follow



25 posts

170 followers

83 following

New Haven Catholic

Uniting the Churches of the Elm City

info@newhavencatholic.org

[newhavencatholic.org](http://newhavencatholic.org)



# MY PARISH APP

PARISH INFORMATION

NOTIFICATIONS

DAILY READINGS

SCRIPTURE

CONFESSION REMINDERS



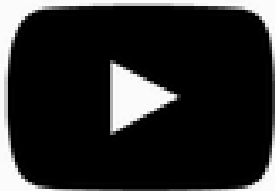
# YOUTUBE

Live Stream Mass / Events

Parish Updates

Learning Series

The screenshot shows the YouTube channel page for the Archdiocese of Hartford. At the top, there is a navigation bar with the YouTube logo, a search bar, and icons for home, microphone, camera, grid, and notifications (9+). Below the navigation bar is a large video player showing a church interior with a large congregation. Underneath the video player is the channel header for "Archdiocese of Hartford" with a profile picture, 962 subscribers, and a red "SUBSCRIBE" button. Below the header are navigation tabs for "HOME", "VIDEOS", "PLAYLISTS", "COMMUNITY", and "CHANNEL". The "VIDEOS" tab is selected. Below the tabs, there is a section for "Uploads" with a dropdown arrow and a "SORT BY" option. The video grid shows three videos: "The Archbishop's Corner, 6/12/22" (30:01, 10 views, 2 days ago), "The Two Paths" (2:59, 91 views, 8 days ago), and "The Archbishop's Corner, 6/5/22" (30:01, 11 views, 9 days ago). Below these are three more video thumbnails: "Send forth your Spirit, and they shall be..." (2:42), "Send forth your Spirit, and they shall be..." (3:49), and "THE APPEAL AT WORK JERED BRUZAS" (2:13).





ST. MARY PARISH PRESENTS

# CATECHISM 2021 - 2022 ACADEMIC YEAR

WE PLACE OUR TRUST IN CHRIST

MEETINGS ARE  
HELD TUESDAYS,  
STARTING  
SEPTEMBER 28TH  
6:00 - 7:00 PM  
ST. MARY'S HALL

REGISTRATION OPENS ON  
SUNDAY, SEPTEMBER 5TH  
CLASSES ARE AVAILABLE FOR  
CHILDREN IN GRADES 1 THROUGH 8.

REGISTRATION FORMS AND  
PAYMENT INFORMATION CAN BE  
FOUND IN THE CHURCH VESTIBULES  
OR ONLINE AT  
STMARYSNEWHAVEN.ORG/  
CATECHISM

**VOLUNTEER CATECHISTS ARE  
NEEDED!**

HELP OUR CHILDREN IN FAITH  
FORMATION WHILE  
STRENGTHENING AND GROWING  
YOUR OWN FAITH! CONTACT THE  
OFFICE OR  
JOHN.DELCORE5@GMAIL.COM FOR  
MORE DETAILS.



VISIT STMARYSNEWHAVEN.ORG FOR MORE INFORMATION OR  
CALL OUR PARISH OFFICE AT (203) 562-6193

## St. Anthony's Society 44<sup>th</sup> Night of Prizes

In Memory of Maria Pierelli



**SAVE THE DATE!**

St. Anthony's Parish Center  
@ 7:00 p.m.

Friday, April 28, 2023

70 Washington Avenue,  
New Haven, CT 06519

Admission Tickets--\$5.00

**Big Raffle! 5 for \$5.00**

(The night of the event regular raffle tickets will be 15 for \$10.00)



**Join us for a wonderful evening of fun & prizes to  
support St. Anthony Parish.**

**For Admission Tickets Call:**

Anna Simeone at 203-710-5004  
Or contact the Parish Office at 203-624-1418 or  
Joan Kuchinski at 203-234-9161

(No admission tickets will be sold after Sunday, April 23, 2023)

**Reserve your table now!!!**

ST. MARY PARISH PRESENTS

## RITE OF CHRISTIAN INITIATION OF ADULTS (RCIA)

INTERESTED IN BECOMING CATHOLIC?

MEETINGS BEGIN ON  
MONDAY, SEPTEMBER 13, 2021  
7:00 - 8:15 PM  
ST. MARY CHURCH HALL  
5 HILLHOUSE AVENUE

IF YOU OR SOMEONE YOU KNOW IS  
INTERESTED IN BECOMING  
CATHOLIC KINDLY CONTACT THE  
PARISH OFFICE ABOUT OUR  
PROGRAM. THIS PERIOD OF  
INTRODUCTION TO AND  
FORMATION IN THE CATHOLIC  
FAITH AND CATHOLIC WAY OF LIFE  
RUNS FROM SEPTEMBER TO APRIL.



WEEKLY MEETINGS ARE HELD  
MONDAY EVENINGS FROM 7:00-  
8:15PM. IF ANYONE IS UNABLE TO  
MEET ON MONDAYS OR IS  
UNCOMFORTABLE WITH A SMALL  
GROUP SETTING DUE TO COVID WE  
ARE HAPPY TO ACCOMMODATE.

FOR MORE INFORMATION VISIT STMARYSNEWHAVEN.ORG/RCIA  
OR CALL OUR PARISH OFFICE AT (203) 562-6193



St. Ann's Society

**"Woman of the Year"**

Luncheon, Honoring

**Rheta DeBenedet**

On

Sunday, May 21, 2023

Tre Scalini

Wooster Street

11:30am—2:30pm

Choice of entrees to be selected at time of seating.

\$45.00 per person

**\*\*Ticket sales will start on April 16th, 23rd, 30th  
and May 7th and 14th**

**before and after Sunday Mass\*\***

# PRINT ADVERTISEMENTS



### Step 1

\* Identify events / special announcements specific to your parish\*

### Step 2

\* Send events to  
[EMAIL ADDRESS] \*

### Step 3

\* Promote in your weekly bulletin and on New Haven Catholic! \*

# WEEKLY BULLETIN INSERT

# MORE INFORMATION

[info@newhavencatholic.org](mailto:info@newhavencatholic.org)

[newhavencatholic.org](http://newhavencatholic.org)

