



V ENCUENTRO

DISCÍPULOS MISIONEROS: TESTIGOS DEL AMOR DE DIOS
MISSIONARY DISCIPLES: WITNESSES OF GOD'S LOVE



Regional Encuentro *Social Media Packet*

www.vencuentro.org
contact@vencuentro.org
www.facebook.com/ENAHVE.org
Twitter and Instagram: @ENAVHE
Youtube: ENAVE

The following are suggestions and ideas for effectively sharing the work of the V Encuentro before, during, and after your Regional Encuentro. Regions can adapt this packet according to their particular staffing, budget, and resources.

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BEFORE THE REGIONAL ENCUESTRO

1. Share links to your regional social media accounts and the official V Encuentro social media accounts on any promotional materials (registration forms, website, etc.) prior to the event.
2. If your budget allows, hire a professional photographer or ask diocesan newspapers to cover the event.
3. Assign 1-2 people to photograph the event with a smartphone and post on social media.
4. Review New Media Guidelines for events for your host diocese or organization.
5. Your registration form should include a statement that indicates that photography/video/Live Stream (add whatever option you are using) will take place and that it will be used for promoting the event. By registering they give permission for use of photos or videos. For minors, parents must sign authorization for a photo release. Discuss with communications team and your regional team the policy regarding delegates or participants live-streaming events from their mobile device. Include a statement in any published materials regarding the policy established by your region. Check with your speakers to see if they object to being Live-streamed during the event.

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1 MONTH BEFORE THE REGIONAL ENCUESTRO

1. Create a special event hashtag for your regional event. The shorter the better. Use capital letters for every first letter of every word. Example- #VEncuentro or #VEncuentroR2
2. Provide the V Encuentro communications staff (contact@vencuentro.org) with your regional social media accounts, links to your live stream, and the date of your Regional Encuentro so that they are prepared to repost your posts during the event. National staff will be present to offer coverage, ensure that they receive a schedule for your event ahead of time and any logistical information. If you would like to include materials in the mobile app, please inform Dr. Patricia Jimenez (pjimenez@vencuentro.org) to discuss how material will be available (open to all mobile app users/only to participants of the Regional Encuentro).
3. You may also be contacted by ENAVE regarding the videotaping of the Regional Event.
4. Send out a press release about the Regional Encuentro to local press, TV, radio stations and Catholic Media. Assign one person to handle press during the regional event.
5. Create/print large signs with your social media accounts and hashtags to display during the regional event.

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2 WEEKS BEFORE THE REGIONAL ENCUESTRO

1. Post photos of your Regional Encuentro volunteers, Regional Team, and invited speakers and post photos leading up to the event. Ideally post photos of them preparing items (action shot) or a headshot.
2. Prepare graphics with important statistics, priorities, plans from your Regional Working Document or provided by the National Research Team. You can schedule them to post to social media accounts during the event. They can also be coordinated to post during the presentation of the Working Document.



4 1 WEEK BEFORE THE REGIONAL ENCUESTRO

1. Share your event hashtag and #VEncuentro prior to the event. Ask participants to post photos of them on their way to the event or preparing for the event using both hashtags. Examples- Have them show off their parish/diocesan/regional T-shirts, diocesan/regional banner, a photo of their delegates.
2. Ask delegates to download the Mobile App to begin posting on the social wall before, during, and after the Regional Encuentro.
3. Ask your speakers and your Bishop to provide you with 1-2 lines from their reflections/presentations and prepare a graphic to post on social media during their presentation/reflection.
4. If the Regional and/or National V Encuentro Cross is traveling to your event, post photos of its pilgrimage with the names of those delivering them.
5. Submit any documents or content to share via the mobile app if previously coordinated with the National Communications Team.
6. Prepare Press Name Badges for media attending the event.

5 2 DAYS BEFORE THE REGIONAL ENCUESTRO

Post photos on social media accounts of any materials you will be handing out such as programs, tote bags, prayer cards, etc.

6 1 DAY BEFORE THE REGIONAL ENCUESTRO

1. Post a photo of the venue once it is all set up for the Regional Encuentro.
2. Post a message from your Lead Bishop or host diocese (video/photo) welcoming delegates.



DURING THE REGIONAL ENCUESTRO

1. Announce hashtags a few times during the Regional Encuentro.
2. Announce your Live-streaming policy for delegates.
3. If any speaker indicated that they do not want to be live-streamed, make an announcement prior to the start of their reflection or presentation. Remind delegates to be careful in sharing sensitive information, particularly the legal status of any delegates or person.
4. Have a designated space for a photo booth and have one person managing it.
 - a. Delegates can take photos with the Regional or V Encuentro Cross.
 - b. You can also create a photo booth with a nice background or regional banner.
 - c. This might be a great place to have special speakers or for Bishops to take photos during a designated time (30 min).
 - d. Consider creating some props- see the cutouts available on our website.
 - e. Post hashtags by the booth to encourage use of hashtags.
 - f. Remind them to use hashtags.
5. Take photos and video throughout the day. If possible obtain a few photos from photographer to post during event or take photos with a smartphone and post during event.
6. Tag the V Encuentro social media accounts in the comment section of your posts, not the photo. In some cases, you can tag the V Encuentro account in the post itself. This sends an alert to the communications team so that we can share the post.
7. Interview delegates and if possible record video.
8. Get a quote from Regional Team Members, Lead Bishop or Bishops present, and any guest speakers about the Regional Encuentro. Make sure to get a picture of them at the event and post to social media.
9. Live Tweet quotes from speakers/bishops or post prepared graphics during their presentations.
10. Provide a live feed(Facebook, Google, other) for those who were not selected as delegates. This allows them to be part of the process. Make sure someone is managing the comments and responding.
11. Post a graphic with the total number of participants of the Regional Encuentro.
12. Post the pre-prepared statistic graphics.
13. Have one person dedicated to searching your event hashtag and sharing posts to your social media accounts.
14. Post 1-2 photos to the mobile App Newsfeed.
15. Thank your sponsors on your large screen.



AFTER THE REGIONAL ENCUESTRO

1. Edit videos and post to YouTube or social media.
2. Write up or have a diocesan newspaper write an article about the event.
3. Post an album of photos taken professionally on your social media accounts.
4. Include photos and a few paragraphs in your diocesan newsletters or blogs.
5. Thank all your volunteers on social media.
6. Thank your sponsors on social media.
7. Share links to articles and videos with V Encuentro Communications- contact@vencuentro.org so that they can link to the V Encuentro website and social media accounts. If you article posts as a PDF, send article in Word and attach a few photos with the name/newspaper/photographer to credit.