

Priests for Life Volunteer Tips: How to Use Social Media to Further the Pro-Life Mission

Social media is a powerful tool that can be used not only to keep in touch but to also spread the word about causes you're passionate about. It encompasses a wide range of platforms including Twitter, Facebook, YouTube and LinkedIn.

As a volunteer for Priests for Life, we wanted to share a few tips and tricks to help you use social media to further the pro-life mission.

TIPS & TRICKS

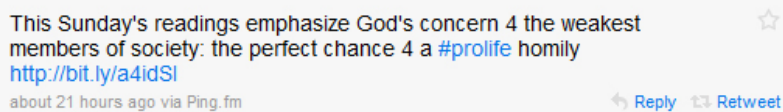
Follow Priests for Life

The first and most important step is to be sure you're following Priests for Life on **Twitter** (<http://twitter.com/frfrankpavone>), **Facebook** (www.facebook.com/prolifepage) and **YouTube** (www.youtube.com/frfrankpavone). Also, share these links with your own friends and followers, encouraging them to follow Priests for Life as well.

Repost Content from Priests for Life

By following the Priests for Life on Twitter, Facebook and YouTube, you'll have immediate access to the content we're posting. Along with staying up to date on how we're spreading the pro-life message, you'll be able to quickly share this information with your followers and friends. Here's how you do it:

Twitter: There are two ways to retweet (RT) a post on Twitter. The first is very simple. When you mouse over a post in your feed, you'll see two options. Reply or Retweet. By clicking on Retweet, it will immediately post this on your update feed and share it with your followers. See example below.



The only downside to doing this type of retweet is that you can't add text prior to retweeting (unless you're using a third-party application like TweetDeck). If you'd like to do a retweet where you can add a comment, you'll need to manually retweet the post.

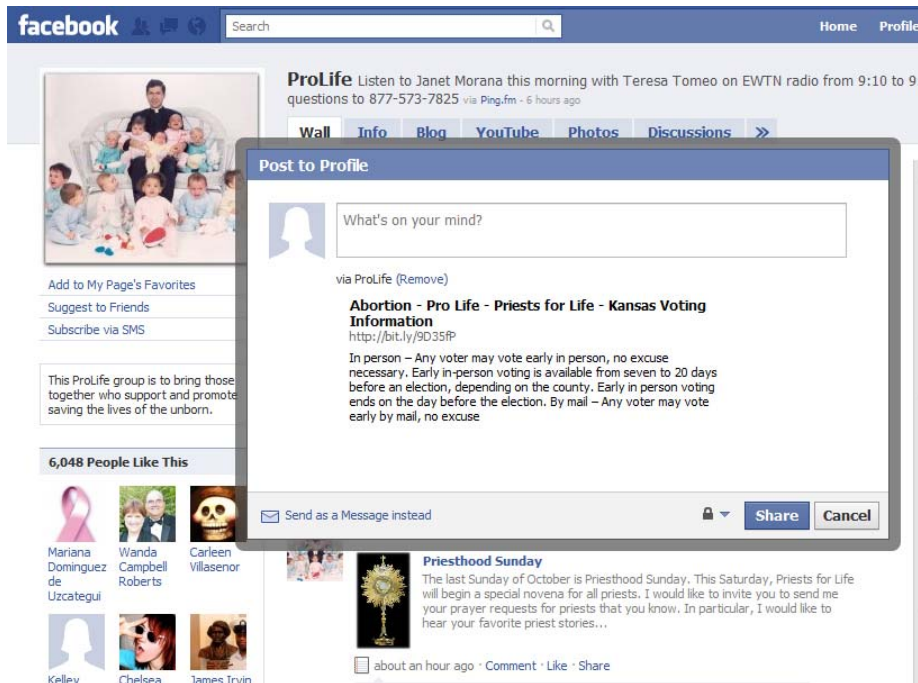
To do so, copy the text from the original post. Then click on reply and paste after their @name. Now go to the front of the text and write your comment. After your comment, be sure to add the letters RT. This way people will know that you were retweeting the content from the original poster. See an example of a correct retweet below. And please note that you may need to do some text modification to make sure that your retweet fits the 140 character limit set by Twitter.

What's happening?

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Great read! RT @frankpavone #abortion Blog Post: Literature Distribution in Church Parking Lots is Legal! <http://bit.ly/9bWook> #prolife

Facebook: With Facebook, you can only share links, photos or videos that are posted on a page. To share these, click on the "Share" button under the post. A pop-up window will appear where you can add your text. See example below. Once you hit share, it will be posted on your profile.



Youtube



You can share the Priests for Life YouTube videos via Facebook and Twitter. You can also email a video or link to it or embed it on your own website. You will see all of these options under each video.

If you have your own YouTube Channel you can post comments about our videos and you can subscribe to our Channel.

All of these are good ways to spread the pro-life message.

Post Articles / News Stories

The Priests for Life website is a valuable source of information about the pro-life mission. Share articles and news stories from the website with your followers and friends by posting updates to your Twitter page or your personal Facebook profile. Be sure to use the direct link from the Priests for Life website when including articles / news stories in your updates.

Share Events

Priests for Life travels around the country and the world to convey the pro-life message. If there's an upcoming event that is near your area, be sure to post about it and share it with your social media community. Provide a link back to either the full Priests for Life event calendar (www.priestsforlife.org/travel/travel-schedule.aspx) or the specific event you're highlighting.

Get Involved

Be sure your voice is heard! Share your pro-life views on your social media networks. In addition, become involved with the Facebook pages of Priests for Life by taking part in the discussion. Comment on Priests for Life posts as well as on the comments posted by others.

DO'S & DON'TS

- Always be kind on social media. Even if a topic becomes heated, remember to be compassionate and understanding of different opinions.
- When sharing content from Priests for Life, always be sure to link back to the Priests for Life website.
- If someone asks you a question on Twitter or Facebook, be sure to answer it promptly. Sometimes people might need guidance or have an inquiry that needs immediate attention. But most of all, it's the polite thing to do.
- On Twitter, always say thank you for mentions, RT's and #FF (Friday Follow's). It's important for those who wrote about you to know that you saw their mention and it's a great way to highlight them in return. If applicable, include their original post in your response.

SAMPLE POSTS

Noted below are examples of some posts you could publish, along with retweets of Priests for Life articles and news items we discussed earlier. Sharing the pro-life message can be done via abortion statistics as well as sharing tips for women who are pregnant. The posts below are simply examples and you should add your own content or message as well.

- What does the Bible have to say about? - <http://bit.ly/fBpEfw>

- Listen to the heartbeat of an unborn child at 15 weeks! - <http://bit.ly/93c0Qx>
- Colleen from Minnesota gives her testimony about the pain of her abortion and how she found healing - <http://bit.ly/cIL8fh>
- Can you support our global prolife mission? - www.Priestsforlife.org/donate
- Don't be afraid to heal after abortion - watch this video - <http://bit.ly/9Y7Ky1>
- America will not reject abortion until America sees abortion. (Fr. Frank Pavone) - www.unborn.info
- A Fathers post abortion testimony: I was a coward - <http://bit.ly/fvmtBJ>
- Need encouragement in your prolife efforts? Learn about the spirituality of the Missionaries of the Gospel of Life - <http://bit.ly/fPec3s>
- How much do you know about fetal development? - <http://bit.ly/hsGcme>
- We offer prolife themed novenas for feasts throughout the liturgical year - <http://bit.ly/dYRhWg>
- Testimony of exabortionist Dr Joseph Randall - <http://bit.ly/dLHoK8>
- Prayer is the most powerful tool we have. Pls join our Pray to End Abortion cause! - www.ProLifePrayers.com