



# Memo

**Date:** July 2, 2018  
**To:** Pastors and Parish Communication Staff  
**CC:** Parish Secretaries and Bulletin Editors  
**From:** Paula Gwynn Grant, Director, Office of Communications  
**Re:** Summer Social Media Campaign – Pastor Selfie Challenge

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In an effort to share the work of our church and encourage weekly church attendance, we are excited to announce the social media “Summer Pastor Selfie Challenge” campaign.

Parishioners ages 18 and up are encouraged to take a selfie with their pastor and post it on social media using **#archatl** from now until September 21. We will repost our favorites on [Facebook](#), [Twitter](#) and [Instagram](#).

We are also encouraging large group selfies with parish staff and at ministry events. An annual church picnic, outdoor rosary or special fundraiser event are a few great opportunities to take a selfie with a pastor and show the vibrancy of our faith community in the Archdiocese of Atlanta.

Please see the sample announcement to use for your bulletins, newsletters and social media.

## **Sample Announcement**

Join the Archdiocese of Atlanta for their “Summer Pastor Selfie Challenge” on social media! Take a picture with (*insert pastor’s name*) and share on social media using #archatl. They will repost pictures on Facebook at [facebook.com/archatl](https://facebook.com/archatl), Twitter at [@archatl](https://twitter.com/archatl) and Instagram at [@archatlanta](https://instagram.com/archatlanta). For ages 18 and up.

For questions or more information, please email [communications@archatl.com](mailto:communications@archatl.com).

We look forward to seeing your selfies!