



Memo

Date: July 24, 2017

To: Priests, Deacons, Brothers, Sisters, Parish, School and Chancery Staff

CC: Hispanic Ministry Leaders

From: Paula Gwynn Grant, Director, Office of Communications

Re: Update – Spanish Twitter for the Archdiocese of Atlanta

In May 2016, we [introduced](#) Spanish Twitter ([@archatl_es](#)) for the Archdiocese of Atlanta to meet the growing needs of our Spanish speaking population.

Our Spanish Twitter shares a variety of information, including retweets from Pope Francis, our weekly immigration report, events from our Nuestra Fe radio program and translated Georgia Bulletin articles.

Despite these concerted efforts, the number of followers for our Spanish Twitter has not reached over 100 in 14 months.

The Office of Communications has researched the Twitter practices of other diocese similar to our size or larger, and have found that most other diocese tweet in both English and Spanish on one account.

Therefore, based on this research and the number of followers, we have decided to deactivate our Spanish Twitter account effective Friday, August 4th.

We will continue to tweet translated Georgia Bulletin articles and other important information to our Hispanic community on our English Twitter. We invite you to connect with us at [@archatl](#).

If you have any questions, please contact us at communications@archatl.com.