



Formation 2017- 2018

Communicating the Mission

COMMUNICATING THE MISSION IN THE DIGITAL SPACE

Basic Communication Course for Consecrated Life

27/28 October 2017

9/10 March 2018

Friday from 10am to 6pm

Saturday from 9am to 5pm

SOCIAL NETWORKS AND CAMPAIGNING FOR MISSION

Basic and advanced course on social networks
and design of a communication campaign
for the mission

24/25 November 2017

Friday from 10am to 6pm

Saturday from 9am to 5pm

Communicating the Mission

The human person embodies communication; in his/her body and in his/her various forms of expression. Today, because of the many relationships that each person manages, one can define the person as a living social network.

Because of the key role that communication plays in our society, the religious world needs to prepare consciously and appropriately to live in digital space, learning how to “communicate the mission” in order to reach its target audience.

This program is aimed primarily at those working specifically in the field of communication.

The courses we offer will help participants understand what communication means today and how to use it for mission. We will open up different perspectives in order to learn how to manage digital spaces effectively and make them places of deep communion, both for individual and institutional communication.

COMMUNICATING THE MISSION IN THE DIGITAL SPACE

Basic Communication Course for Consecrated Life

Course Objectives

1. Evaluate social communication today, its resources and its weaknesses
2. Provide general expertise in the use of technical tools for communication
3. Try experimenting with some platforms and applications in order to facilitate communication

Programme

- Communication: context and meaning
- International communication: building a global network
- Strategic Communication Plan: how to develop one for the Institute
- Integrated communication: texts, images, photos, videos
- Digital platforms for meetings and training
- Religious life and the media

Intended Participants: religious and lay people who are beginning to work in the field of communication.

SOCIAL NETWORKS AND CAMPAIGNING FOR MISSION

A course on social networks and designing a communication campaign for mission

Course Objectives:

1. Provide an overview of the most well-known social networks
2. Know the language and the characteristics of the most common social networks used in our Institutes
3. Learn how to plan and implement a communications plan for an Institute event or a social campaign

Programme

- Social network: *be there, be with and be for*
- How to open social accounts, configure settings, and manage institutional pages
- The main social networks: specific languages
- Integrate social networks with a strategic communications plan and develop a unified vision
- Design and implement the communication plan of a social campaign

Intended Participants: communicators who would like to deepen their knowledge of social media and campaign planning

GENERAL INFORMATION

Participants	<p>The courses are designed for religious and lay people who work directly or indirectly in communication for consecrated life.</p> <p>Members of general or provincial councils, leadership teams and those responsible for formation are also invited to participate.</p> <p>Maximum: 30 participants per each course.</p>
Presenters	<p>The courses will be taught by the staff of the Communication Offices of USMI and UISG, by members of Multimedia International and the NGO ONG2.0; experts will be invited to present on specific topics.</p>
Methodology	<p>An experiential approach will be adopted, moving from the practical and concrete to the more theoretical and conceptual; there will be “hands-on” use of technical tools. We will work in plenary and in small language groups.</p> <p>We invite participants to bring a computer or a tablet.</p>
Languages	<p>Both courses will be in English and Italian. Translation will be provided in both languages.</p>
Registration	<p>Fill in the online form to register: click here. You can register for only one course or for both by using the same form.</p> <p>A staff member will contact you to provide you with the necessary information with regards to the course (s) chosen.</p>
Location	<p>International Union of Superiors General - Piazza di Ponte Sant'Angelo, 28, Roma</p>

Upcoming Events

November and December 2017	March 9, 2018	9/10 March 2018
WEBINARS ON COMMUNICATION FOR RELIGIOUS	CONGRESS ON COMMUNICATION FOR RELIGIOUS AND LAUNCHING THE HANDBOOK FOR COMMUNICATORS	BASIC COMMUNICATION COURSE FOR CONSECRATED LIFE

Join the facebook group “Communicating the Mission”: Click [here](#)

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