



Strategic Communication Plan (SCP) For the Vincentian Family.

Three Year Plan (2019-2021).

*A Proposed Methodology and Action Plan.
For the Executive Committee of the Vincentian Family.
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Francisco Javier Fernández Chento
Coordinator of the Vincentian Family Communications Commission
Mobil/Whatsapp: 34 657 774 050
Email: chento@famvin.org

1. Introduction

For several years now the Vincentian Family is facing the challenge of **walking together** and taking on **mutual collaboration** as two of the principal objectives of living out and making the Vincentian charism effective. They are facing challenges as much in **internal communication** as in **external communication**, which oblige us to be alert **to respond adequately to the demands of collaboration**.

During these last decades we have witnessed in our world a growing protagonism of communication in all its facets: the **development of new technologies, new habits and models of social relationships**, the **reconversion of the communications sector** and the appearance of novel **technological aids**, etc.

Today, no one questions the fundamental role that communications play in organizations, particularly in the case of the Vincentian Family, whose charism includes **announcing the gospel to the impoverished**, where the communication, more than an option, **has become an obligation**. Not only is it important to communicate **to society** at large and **to the church** in particular, our **vision, objectives, charism, past and present**, but we must tell of what **we are doing and how we are making** the gospel effective in the societies in which we exist.

Today is **the time for cooperation**; and in this context, it is basic to establish mechanisms of internal communication between the different branches and members of the Vincentian Family which will allow for **stable and continual flows of information, channels of information, not only descending but also ascending and horizontal**.

Likewise, it is time to establish **channels of permanent dialogue** and external communication with all our “public objectives of interest”, dialogue in which **the whole Vincentian Family should collaborate**, sharing with society the experience and work methodologies proper and distinctive of the Vincentian charism.

It is a work in progress, which **demand the active collaboration** of the distinct actors who, in one way or another, are working in this area, as well as the **human and economic resources** indispensable for carrying out this mission. Even though many of the actions directed towards **communicating the Vincentian charism to the world and making it visible in the church** have been dealt with and developed, there is still a lot to do, especially when our time only adds constantly new challenges in the area of communication.

1.1 The Philosophy of the Strategic Communication Plan of the Vincentian Family

1 Purposes

- **To offer, by way of a cooperative and multi-lingual model, an integral formation and information, adapted to the necessities of the many members of the Vincentian Family**, fostering the formation of Vincentian Christians with real criteria, creative, enterprising and committed to social transformation.

- **To create an atmosphere of formation and information springing from the Vincentian charism which may be useful and valid**, not only to the members of the Vincentian Family, but also to the church and to society in general, which will redound to the benefit of the poor.
- **To have available a structure based on the collaboration among the members of the Vincentian Family** in which collaborative relationships in announcing the gospel and denouncing the unjust situations which the poor must live are prioritized.
- **To assume, as an ecclesial institution committed to social transformation**, the responsibility of contributing to the betterment of the living conditions of the impoverished, and also to the sustainable economic development of their sphere of influence and to Systemic Change by actively participating in the search for solutions to the social, cultural and ecological challenges of our world.

2 Goals

- We will seek **to provoke reflection, based on the Vincentian charism, to transform the reality of the impoverished** and to overcome the unjust situations in which they live.
- **We will inform (people) about the local reality which the Vincentians live in different parts of the world, promoting the creation of collaborative networks** between the branches of the Vincentian Family and **the communication of experiences** which can be useful in other realities.
- **We will offer specific formation materials**, based on our Vincentian identity, to help to make the gospel effective, following the charism which our older brothers have transmitted to us: **“to know more in order to serve better.”**
- **We will communicate local experiences and reflections which make visible the concrete reality of the Vincentian charism** in the varied and multiple local realities of today’s world.
- **We will promote the creation of content by means of cooperative work, forming alliances** among those in charge of communication in the different branches and members of the Vincentian Family, as well as with any other social and ecclesial agent who shares our objectives.
- We will concern ourselves specifically in **promoting the creation of content in the principal languages** in which the Vincentian Family is established.
- We will offer, by means of **the means of mass communication and the networks we use, a space for reflection and dialogue** which can decisively contribute to the mutual enrichment among the members of the Vincentian Family.

3 Strategic Principles and Objectives

1. **Bring the Vincentian Family closer to present day society.** This can be expressed in two directions:
 - **Establish dialogues and stable channels of communication and interchange of information between the Vincentian Family and society**, especially with our public objectives of interest, particularly the church in general.

- **To bring to society and the church the daily workings of the Vincentian Family**, to strengthen our presence in society and to improve the knowledge of our charism among them.
2. **Improve the internal collaboration of the Vincentian Family.** This has to do with working collaboratively, not just at the internal level among the distinct members of the Vincentian Family, but also in making visible our ecclesial family which will allow us to develop as a single entity with a single vision directed towards the poor, according to the challenges which we face in our society, looking towards the future with hope. We can also express this principle in two ways:
- **To foster the sense of belonging to the Vincentian Family** among the people who compose it, who work or collaborate in the different branches and works, and **to improve the flow of information and communication among the members and branches** of the Vincentian Family, **including any commission or established work team, as well as the Regional and National Councils where these exist**, defining our own model of communication.
 - **To strengthen the projection of a single and attractive image of the Vincentian Family internally as well as externally:** all the people and all the branches of our family form a common project.

4 Basic Principles

Some basic principles on which this Communication Plan is based are:

- **Participation:** all the members of the Vincentian Family have a place and a responsibility in the development of the Communication Plan in general and of their actions in particular. Of special importance is the participation of the branches and of those responsible for communication.
- **Collaboration:** the positive development of the Communication Plan depends on the disposition of cooperation in it by the different branches of the Vincentian Family (institutionally), and of the people who form them (those in charge of communication in each branch, researchers, reporters, content creators, etc.)
- **Coordination:** it is essential that the implementation and execution of the different actions brought together in this plan, developed by different agents and levels, be coordinated among themselves.

1.2 Communication Commission of the Vincentian Family

This Communication Commission will have three tasks relevant to the progress of communication of the Vincentian Family in general:

- 1) **Putting into practice the communication directives set out by the Executive Committee of the Vincentian Family**, in line with its mission, vision and strategic objectives.
- 2) **Coordinating the most relevant initiatives being carried out in the different Vincentian branches and works in terms of communication**, internally as well as externally. It will pay special attention to the initiatives which have sprung up from the 400th anniversary of the Vincentian Family: the **Fam-**

Vin Alliance for the homeless and the creation of a **vocational culture in the Vincentian Family**.

- 3) **The revitalization and creation of content** in the field of communication in the whole of the Vincentian Family.

This Commission will coordinate the main lines and actions with regard to communication, **collaborating with the branches, other commissions, regional, national and local councils, works, foundations...** at all times. **With them, their basic tasks will be those of promotion of content, becoming more visible on social networks, support, help and advice in the area of communication.**

1.3 Communications Structure

The Communications Commission, mindful of twofold vocation: internal (the Vincentian Family) and external (the larger society), could organize its work in accord with eight areas:

- 1) **Relations with the print and audiovisual media**, with special emphasis on Catholic outlets.
- 2) **Promote Vincentian identity and image.**
- 3) **Promote the Vincentian charism and its relevance in today's world;**
- 4) **Support the branches in their communication presence on web and the social networks;** also support other Vincentian websites that are not part of the official channels of each branch but are nonetheless maintained by personal or group initiative, such as blogs, feeds, forums, video channels, etc .
- 5) **Publish content in several languages** (six at the present time: English, French, Spanish, Portuguese, Italian and Polish);
- 6) **Promote the publication of the same content in several languages** (synchronization of content).
- 7) **Maintain and update the network of web pages that make up the online structure of the commission** (famvin.org, vincentians.com, vinformation.com), as well as the different pages on social networks, focusing especially on the strategies necessary to get the attention of the members of the Vincentian Family who use the networks (increase the number of followers).
- 8) **Promote** (for internal and external communication) **support material (printed and audiovisual material) on paper or video of useful materials, internally and externally.**

The proposed communication structure implies the **collaboration of the members of the Vincentian Family**, as well as the members of a multilingual team that is to be formed. This team will be responsible for the realization of the proposed objectives, particularly in those matters related to the Internet and the creation/publication of content for the web.

Furthermore, for a proper coordination with the branches and members of the Vincentian Family, it is necessary **to have a stable internal communication structure**. Therefore, it is essential **to foster contact with those individuals who are responsible for communication in the various branches**. The Vincentian Family Communications Commission will take on a leadership role with regard to communication activities but will do so in collaboration with those individuals responsible for communication of the various branches of the Family. All of them will form a stable forum (communication, work, ideas, etc.) that will keep in frequent contact with one another in order to share experiences and promote new content.

1.4 Social Networks and web pages

The social networks are **forums where many people can publish/view our message**. Therefore, **we must be attentive in this area**, that is, we must be active in publishing content that can deepen people's understanding of the Vincentian charism. At the same time publication of content on the various web sites and social networks should be developed in a more intensive manner.

In order to be able to attract a significant number of people on the social networks and thus, multiply our formative and informative effectiveness, **it is necessary build loyalty among our viewers and to encourage subscriptions to the different active channels of the Family**. This loyalty should be sought first, **among the members of the Vincentian Family** who use the social networks. As a result of the available tools on the social networks (share, like, etc.), the published content will reach not only our subscribers, but our friends with whom we share this information.

On the social networks it is important to understand that **in order to be effective over the long-term it is necessary to continue to update information on a regular basis (just as is done on the various web pages)**.

We must also be aware of the fact that the social networks have a perishable aspect, that is, the content flows rapidly and is renewed quickly. In this sense, the web complements the social networks giving them a character of stability and permanence, especially with regard to the publication of news.

Moreover, the web of any entity is an **indispensable business card** and an important communications tool, **(from an internal perspective [formation and information] and from an external perspective [providing information to the Church and society, prophetic denunciation, communications and global initiatives global, etc.]**).

Web pages in general, and Vincentians web pages in particular, must meet several communication objectives:

- 1) they must meet **internal needs**;
- 2) they must meet **external needs**;
- 3) they must assist the Vincentian Family in **achieving their short, medium and long term objectives**;
- 4) **they should transmit the image, identity and charism of the modern Vincentian Family, rooted in church tradition and, most particularly, in Catholic social teaching**; they should be able to generate dialogue and action on behalf of the poor and in accord with their commitment to the gospel.

The web pages of the Vincentian Family Communications Commission are significant places that enable the world to know our charism and our activity. The web must be, therefore, a showcase and a window to the world, but also an effective and efficient source to obtain and exchange formation and information material.

2. Strategy, style and messages

2.1 Strategy

The communications strategy put forth in the communications plan for the Vincentian Family will allow for the further diffusion of the values and the activities of the Vincentian Family, its branches and its members.

The communications strategy is based on both communication through the internet as well as other form of communication (press conferences, press releases, visits, planning of events). We are also mindful of the utilization of other communications tools that are at our disposal (gatherings, one on one meetings, written communication, etc.) so that our message can reach its target audience, other means of communication, the Church and society at large.

2.2 Style of communication

Regardless of whether we are speaking to an internal or an external audience, the fundamental principles of our communication must be based on the values, charism and the virtues that are shared by the branches and the members of the Vincentian Family. Special emphasis will be placed on collaboration among the members of the Vincentian Family as an essential value in carrying out its effective communication activities.

Our communication style ought to be **simple, transparent and objective**. Furthermore, it should be **attractive, clear, creative, personal and capable of provoking a response among its targeted audience**. We should **focus on those groups that require a specific response: children and young people, the poor, persons who have difficulty in accessing the means of communication, the lay persons of the Vincentian Family**, etc.

The style of our communication should define our characteristics as a Vincentian Family. We view the following to be most important:

- **Distinctive:** should reflect the reality of our charism of evangelization and service on behalf of those who are poor.
- **Positive:** in light of our reflection and denunciation of injustice, our communication style should propose responses that mobilize people to engage in ministry from the perspective of systemic change.
- **Precise:** our communication style should be clear and easy to understand.

- **Universal:** should encompass the distinct sensitivities of the Family.
- **Pluri-lingual:** promote access to formation and information in the more languages, the better.

Our communication will take into account **the logos and other visual features** that the different branches, commissions and special initiatives are utilizing and **that distinguish us and make us recognizable**.

2.3 Messages

The messages that we want to share with our targeted audience, both internal (members of the Vincentian Family and its multiple branches) and external (the church and the larger society) should always be mindful of the distinctive charism that we have inherited from Saint Vincent de Paul, as well as from other founders and outstanding persons who based their own life's experience on that of Vincent. **The proclamation of the Good News and service on behalf of those in need** are the two basic pillars that should guide our communications strategy. Thus, in accord with the maxim: to know more is to serve better, internal formation is fundamental.

3. Proposed actions

In this section we will briefly list each of the proposed actions contained in this Communication Plan ... these actions will be grouped into three main sections:

1. **Structural actions:** although this group of actions cannot be considered as communication actions (because they have to do with the organization of the communication structure and, therefore, are prior to communication actions), it is important that we have a **functional structural or organizational chart** and that all the related actions contribute to the support of our communications strategy. These actions are *sine qua non* conditions for this Communication Plan to be successfully developed.
2. **External communication actions:** this group of actions is directly related to the external communication of the Vincentian Family and the actions are aimed at specific external target audiences and have precise communication objectives that are intended to make our reality and charisma known to those who either do not know them or have little knowledge about them.

We have three primary targeted audiences: **people around us who have no knowledge of our charism** and yet might wish to become part of some branch of the Vincentian Family; **the church**; and **the media and the larger society**.
3. **Internal communication actions:** this group of actions is directly related to the internal communication of the Vincentian Family. In other words, these actions are geared toward our members (people who belong to some branch and, also, those who live the Vincentian charism outside any institutional organization).

3.1 Structural actions

1 Organizational chart

1. Create a **team that will be responsible for the Vincentian Family's communication**, a team that brings together the communications person(s) from the various branches of the Vincentian Family, from the national and regional councils, from other related commissions and work teams.
2. Consolidate the present **Vincentian Family Communications Commission**, those persons responsible for the webpages and the social networks platforms, those responsible for audio-visual material and for creating content, those responsible for accessing these means of communication as well as those responsible for external communication.
3. Provide the **Communications Team and Commission of the Vincentian Family** with the nec-

essary human and material resources so that they can take leadership in bettering our internal and external communication, so that they can coordinate the efforts of the different branches (CM, DC, AIC, SSVP, VMY, MISEVI, etc.), **so that they can take leadership in coordinating collaborative aspects of communication, advice those responsible for communication in the different branches of the Family, support different initiatives**, collaborate in internal and external communication activities, **organize the channels of communication** so that information gets published on the various means of communication, **assist in the creation of material that is to be published internally and externally**.

4. Support the **Vincentian Family Communications Commission** so that formation and information material might be centralized and unified, and ultimately published on the internet. To promote a stable, internal, long-lasting work dynamic.

2 Supports for communication

5. **Encourage content in audio-visual format and podcast.**
6. **Encourage our presence on those social networks that are most appropriate** for the communication of our objectives (be especially aware of being present on Facebook in the various languages).
7. **Revise the webpages of the Vincentian Family** (famvin.org, vinformation.com, vincentians.com), their graphical design and their architecture (better organization of its internal structure).
8. **Promote the publication of content in English, French, Spanish, Italian, Portuguese, and Polish.**
9. **Assist those branches that request such help** in their communication ... hosting, creating a better website, etc.

3.2 Actions regarding external and internal communication

10. **Make the works and the initiatives of the Vincentian Family (local initiatives and/or group initiatives) known to the wider society and to the Church.**
11. **Make known and promote the use of the materials prepared by the Commissions of the Vincentian Family** (Systemic Change Commission, VFCC, Homeless Alliance). Promote and make known in a special manner the fact that systemic change is a transformational tool that can be applied to the reality of those who are poor. The same can be said about some of the other initiatives that have been undertaken by the various commissions (homeless alliance, presence at the UN, Haiti Initiative, etc.).
12. **Define an external communications strategy for the Vincentian Family:** the need for communication, how and where this communication will be carried out.
13. **Promote and make known those gatherings that facilitate a deeper understanding of the Vincentian charism** (on the local, national and international level). A member of the Communications Commission should be present at these events so that the conclusions of such gatherings can be made known to the whole Family.

14. **Promote knowledge of the Vincentian charism and its relationship to the Church's social doctrine.**
15. **Promote virtual communication spaces (communities) that allow for an exchange of information among the members of the Vincentian Family** (forums, exchange of email lists, etc.).
16. **Encourage mutual knowledge** among the various branches, communities and groups that are part of the worldwide Vincentian Family. At the same time, encourage wider knowledge about the various ways in which the Vincentian charism is concretized in today's world.
17. **Strengthen the formation processes geared toward a deeper understanding of the Vincentian charism**, especially among the laity and in those areas or among the members of those branches where access to formation might be difficult.
18. **Open channels of communication for the younger members of the Vincentian Family ...** a place where they can express their concerns and their vision of the charism (and the manner in which they concretize the charism in their daily life).
19. **Encourage Vincentian reflection** by requesting members of the Vincentian Family to share, in writing, their reflections (that can then be published on the internet).
20. **Develop a list of services that are provided by the Communications Commission** and make those services known to the members of the Vincentian Family.

4. A Description of the Proposals

We now enter into detail about each one of the proposed action, including the target audience to whom they are addressed, a brief description of each action, the pursued objective(s), those indicated to evaluate the process (the fulfillment of the plan) and the results (effectiveness of the action), those responsible for the action, and whether an action is a high, medium or low priority.

Action 1

Create a Team that will be responsible for the Vincentian Family’s communication, a team that brings together the communications person(s) from the various branches of the Vincentian Family, from the national and regional councils, from other related commissions and work teams.

<i>Description:</i>	It would be good if those responsible for communication in the various branches, national and regional councils and work teams of the Vincentian Family shared with one another the work that they are doing in this area of communication.
<i>Objective:</i>	To coordinate and promote mutual collaboration in the communication activity of the Vincentian Family.
<i>Execution:</i>	Through personal or virtual meetings to maintain on-going contact with those responsible for communication, thus providing an opportunity to discuss problems, solutions to problems and joint activities.
<i>Responsible:</i>	Vincentian Family Office.
<i>Priority:</i>	High

Action 2

Consolidate the present Vincentian Family Communications Commission.

<i>Description:</i>	The Vincentian Family Communications Commission is responsible for the common means of communication of all the members of the Vincentian Family, communication with regard to formation and information as well as internal and external communication.
<i>Objective:</i>	To support the work team of the Communications Commission.
<i>Execution:</i>	To seek out at least two people from each language group who are willing and able to publish content on the internet and the various social media platforms. To study the best way to publish material in the various languages. To collaborate in an on-going way with the team of translators of the Vincentian Family.

Responsible: Coordinator of the Communications Commission.

Priority: High

Action 3

Provide the Communications Team and Commission with the necessary human and material resources so that they can take leadership in bettering our internal and external communication.

Description: Designate financial and human resources so that the Communications Team and Commission can fulfill their mandate.

Objective: Through common projects and synergy, to better the collaboration among the various branches of the Vincentian Family in both their internal and external communication.

Execution: Appoint those individuals who will become members of the Communications Team.

Responsible: Vincentian Family Office and the Executive Committee of the Vincentian Family.

Priority: High

Action 4

Support the Vincentian Family Communications Commission so that formation and information material might be centralized and unified. This should be done by providing the Commission with material that can be published on the internet.

Description: In the worldwide Vincentian Family there are many activities that can impact people in a positive manner if such information was shared with other members of the Vincentian Family (internal communication) as well as those individuals who do not belong to any branch of the Family (external communication).

Objective: To make all members of the Vincentian Family aware of the importance of making people aware of the work that they are doing. They should send news items to the Communications Commission so that such information can be published. When we value and share our activity, we are able to influence (through our communication) other branches who are present and ministering in other places throughout the world.

Execution: Send a message to all those responsible for communication on the local level and encourage them to contact the Coordinator of the Communications Commission in order to make known their activity. Encourage the continuation of this process so that information is shared and published on a regular basis.

Responsible: Executive Committee of the Vincentian Family.

Priority: Medium.

Action 5

Revise the webpages of the Vincentian Family, their graphical design and their architecture (better organization of its internal structure).

<i>Description:</i>	Utilize a different visual style, create easier access to news and content of the web pages. Unify the visual style of famvin.org, vininformtion.com and vincentians.com.
<i>Objective:</i>	Make the webpages more user friendly, greater ease in navigating the sites, adapting the content for use on mobile devices, updating material on a daily basis.
<i>Execution:</i>	The Communications Commission will work to implement these changes on the common web pages of the Vincentian Family.
<i>Responsible:</i>	Vincentian Family Communications Commission.
<i>Priority:</i>	Medium.

Action 6

Promote the publication of content in English, French, Spanish, Italian, Portuguese, and Polish.

<i>Description:</i>	The difficulty in publishing content in other languages is not simply due to the fact that there is a lack of news from those language groups but rather is due to the difficulty in finding persons who can translate this material.
<i>Objective:</i>	To provide all the linguistic websites with content on a periodic basis.
<i>Execution:</i>	Publish at least five articles weekly on the language sites that have a lower number of published articles.
<i>Responsible:</i>	Vincentian Family Communications Commission.
<i>Priority:</i>	Medium.

Action 7

Encourage our presence on those social networks that are most appropriate for the communication of our objectives (be especially aware of being present on Facebook in the various languages).

<i>Description:</i>	The various social network planforms have their pros and cons. In light of the reality of the Vincentian Family it is best to promote those networks that on which we can most effectively communicate our message.
<i>Objective:</i>	Promote subscriptions to the Vincentian Family's channels and publish additional audio-visual material.
<i>Execution:</i>	Publish on Facebook and Twitter all the entries that appear on our webpages. Launch a subscription campaign. Encourage, within the Vincentian Family, those individuals who are able to create audio-visual content, especially such content that can be used on the various social networks.
<i>Responsible:</i>	Vincentian Family Communications Commission.
<i>Priority:</i>	Medium.

Action 8

Assist those branches that request such help in their communication ... hosting, creating a better website, etc.

<i>Description:</i>	The famvin site possesses its own hosting space which is available to those branches that would desire such a service. In addition to those hosting services we can provide assistance in web design or improve the various home pages of the branches of the Vincentian Family.
<i>Objective:</i>	To make it known that the Vincentian Family Communications Commission can (at reduced cost) help in the creation of platforms for those groups and/or branches that do not possess the necessary human resources.
<i>Execution:</i>	Inform all the branches about this option. Place information about these services on famfin.org (and do so in a very clear and highlighted area).
<i>Responsible:</i>	Vincentian Family Communications Commission.
<i>Priority:</i>	Medium.

Action 9

Encourage content in audio-visual format and podcast.

<i>Description:</i>	The importance of images is most significant in the communications process. It is necessary to rely on people who can create content in various formats.
<i>Objective:</i>	To publish or make known videos (2-3 minutes) that illustrate the work or some facet of the Vincentian charism.
<i>Execution:</i>	Contact those persons who can do this type of work (Society of St. Vincent de Paul in Brazil, Corazón de Paúl in Colombia); suggest to them possible content so that this material can be published in various languages.
<i>Responsible:</i>	Everyone
<i>Priority:</i>	High

Action 10

Make the works and the initiatives of the Vincentian Family (local initiatives and/or group initiatives) known to the wider society and to the Church.

<i>Description:</i>	Living and making the Vincentian charism more widely known involves effective communication. Saint Vincent utilized the means at his disposal in order to make society aware of the suffering of the poor (a suffering that resulted from war and hunger).
<i>Objective:</i>	From the perspective of the local experience of the members of the Vincentian Family, to make the situation of the poor more visible. Communicate the work of the Family through our own means of communication as well as the media of others.
<i>Execution:</i>	Urge the groups and the branches to communicate to others the work that they are doing on behalf of those persons who are poor ... communicate their achievements. Such news should be published on our various platforms and should be sent

	to other significant media outlets.
<i>Responsible:</i>	Vincentian Family Office and the Vincentian Family Communications Commission.
<i>Priority:</i>	High

Action 11

Make known and promote the use of the materials prepared by the Commissions of the Vincentian Family (Systemic Change Commission, VFCC, Homeless Alliance). Promote and make known in a special manner the fact that systemic change is a transformational tool that can be applied to the reality of those who are poor. The same can be said about some of the other initiatives that have been undertaken by the various commissions (homeless alliance, presence at the UN, Haiti Initiative, etc.).

<i>Description:</i>	The Vincentian Family has undertaken a series of initiatives through means of the various commissions and yet many of these initiatives are not well-known.
<i>Objective:</i>	All the members of the Vincentian Family should be made aware of the various tools that are at their disposition.
<i>Execution:</i>	Highlight the initiatives of the commissions on the web pages; encourage and support the frequent and periodic publication of the significant work of these commissions.
<i>Responsible:</i>	Vincentian Family Communications Commission.
<i>Priority:</i>	Medium.

Action 12

Define an external communications strategy for the Vincentian Family: the need for communication, how and where this communication will be carried out.

<i>Description:</i>	In order that those who are not members of the Vincentian Family might come to know our spirituality and our ministry, contact with the external media is necessary.
<i>Objective:</i>	To make our spirituality and our charism known to believers as well as to society in general (accomplishing this through the church's media: written, audio-visual, etc. and using whatever languages are most appropriate).
<i>Execution:</i>	Designate an individual who will dedicate his/her time to contacting and sending information and press releases to said media outlets. This person will inform the media about the more outstanding events of the Vincentian Family and this will be done in coordination with the Vincentian Family Office, the Communication Team and the Vincentian Family Communications Commission.
<i>Responsible:</i>	Vincentian Family Office, Communications Team, and the Vincentian Family Communications Commission.
<i>Priority:</i>	High.

Action 13

Promote and make known those gatherings that facilitate a deeper understanding of the Vincentian charism.

<i>Description:</i>	Beyond communication through the internet, it would be good to encourage local formation sessions, reflection on the many different levels and celebrations among the different branches of the Vincentian Family.
<i>Objective:</i>	On those levels where this is not being done (local, regional or national level) to promote a gathering of the Vincentian Family at least once a year (a gathering in which anyone who wishes to participate is provided with that opportunity).
<i>Execution:</i>	Encourage the National Councils to organize such gatherings and when these gatherings take place to submit a report about such events. To study the best strategies that will make more visible the reality of the Vincentian Family, especially that reality in Africa and Asia (utilization of native languages from those continents).
<i>Responsible:</i>	Vincentian Family Office and the Vincentian Family Communications Commission.
<i>Priority:</i>	Medium.

Action 14

Promote knowledge of the Vincentian charism and its relationship to the Church's social doctrine.

<i>Description:</i>	In many parts of the world and among many members of the Vincentian Family, the Church's Social Doctrine is not studied or reflected upon and, therefore, not applied to reality.
<i>Objective:</i>	Dedicate a section of the various webpages of the Vincentian Family sites to deepen the members' knowledge of the Church's Social Doctrine as well as its concretization from the perspective of the Vincentian charism.
<i>Execution:</i>	Request experts in this field of study to collaborate by providing material in order to accomplish this goal.
<i>Responsible:</i>	Vincentian Family Communications Commission.
<i>Priority:</i>	Medium

Action 15

Promote virtual communication spaces (communities) that allow for an exchange of information among the members of the Vincentian Family (forums, exchange of email lists, etc.).

<i>Description:</i>	Provide the means so that those who desire can enter into contact with other members of the worldwide Vincentian Family. At the present time, communication through means of email lists, commentaries on the web and social networks of the Vincentian Family seem to be basically one directional.
<i>Objective:</i>	Encourage dialogue in the various means of communication.
<i>Execution:</i>	Study the means that might be utilized in order to encourage participation through

commentaries and suggestions. Open up channels of participation where they do not exist,
Responsible: Vincentian Family Communications Commission.
Priority: Medium.

Action 16

Encourage mutual knowledge among the various branches, communities and groups that are part of the worldwide Vincentian Family. At the same time, encourage wider knowledge about the various ways in which the Vincentian charism is concretized in today's world.

Description: The Vincentian Family is composed of hundreds of communities and branches (perhaps we have knowledge of about a dozen of the branches).
Objective: Following up on the lived experience of the Year of Collaboration, to deepen our knowledge of the many different branches of the Family.
Execution: Promote interviews, informative articles and news about the many different branches of the international Vincentian Family. Requests for collaboration in this area should be made to the Superiors General/Presidents of the various branches (in this way the worldwide family can learn more about the works and ministries of each of the branches of the family).
Responsible: Vincentian Family Communications Commission
Priority: Medium

Action 17

Strengthen the formation processes geared toward a deeper understanding of the Vincentian charism, especially among the laity and in those areas or among the members of those branches where access to formation might be difficult.

Description: In order to engage in our ministry as Vincentians, formation is a fundamental element.
Objective: Support the work that is being done by the Formation Task Force of the Vincentian Family, making known the formation possibilities that this Task Force offers.
Execution: Inform people about the various formation sessions that are scheduled/planned and provide reports about the results of those sessions.
Responsible: Vincentian Family Office and the Formation Task Force of the Vincentian Family.
Priority: Medium.

Action 18

Open channels of communication for the younger members of the Vincentian Family ... a place where they can express their concerns and their vision of the charism (and the manner in which they concretize the charism in their

daily life).

<i>Description:</i>	It is important to provide young people with a place (especially in the means of communication that are utilized by the Vincentian Family) where they can express their creativity and their reflection.
<i>Objective:</i>	Invite some of the young members of the Vincentian Family to send in their reflections for publication on the web. Encourage them to continue doing so.
<i>Execution:</i>	Contact some young men and women who would commit themselves to making such a contribution ... provide them with a space on the homepage.
<i>Responsible:</i>	Vincentian Family Communications Commission
<i>Priority:</i>	Medium.

Action 19

Encourage Vincentian reflection by requesting members of the Vincentian Family to share, in writing, their reflections (that can then be published on the internet).

<i>Description:</i>	Reflection articles are valued by our readers and have a positive influence on the membership of the Family. Such articles often describe our spirituality and our charism on an internal level (that is, to the members of the Family) as well as an external level (to the larger society).
<i>Objective:</i>	To invite more individuals to commit themselves to writing articles for the web (on a weekly, bi-weekly or monthly basis).
<i>Execution:</i>	Contact members of the various branches who might be able to commit themselves to this work.
<i>Responsible:</i>	Vincentian Family Office
<i>Priority:</i>	Medium.

Action 20

Develop a list of services that are provided by the Communications Commission and make those services known to the members of the Vincentian Family.

<i>Description:</i>	The Communications Team of the Vincentian Family has members that are technically prepared to support the communication efforts of the various branches of the Vincentian Family who lack persons with such training.
<i>Objective:</i>	Make known the different possibilities that the Communications Commission is able to offer at a reduced cost (web design, hosting, consultation).
<i>Execution:</i>	On the home page, highlight the digital services that the Vincentian Family Communications Commission offers the members (be that a branch of the Family, some local group or even some individual person).
<i>Responsible:</i>	Vincentian Family Communications Commission
<i>Priority:</i>	Medium

5. Chronology of Activities for 2019

Since this is a three-year communication plan, it would be good to concretize the distinct actions cited above into concrete actions that are to be accomplished during this year. These actions must be able to be evaluated so that the accomplishment of each action can be measured and controlled.

The following actions are suggested for 2019:

Action	Description	Goals for 2019	Startup date
1	Create a Team that will be responsible for the Vincentian Family's communication.	<ol style="list-style-type: none"> 1. Contact those responsible for communication in the distinct branches, teams, national and regional councils. Create a list of those individuals. 2. Take a survey in order to know the reality of communication in the distinct groups (including objectives and needs) 3. Organize a meeting of those individuals responsible for communication (Rome, January 2020?) 	January 2019.
2	Consolidate the present Vincentian Family Communications Commission.	<ol style="list-style-type: none"> 1. Look for possible individuals to publish material on a regular basis on the web sites and the social media sites (ideal: two persons for each language who would dedicate two hours a week to publishing and editing material). 2. Promote the publication of the same material in all languages (at least one publication a week in this style) 	January 2019.
3	Provide the Communications Team and Commission with the necessary human and material resources.	<ol style="list-style-type: none"> 1. Put in place an individual who will coordinate the Team of those responsible for communication. 2. Assure the financing of the global communication of the Vincentian Family through contributions from the branches and private donations. 	May 2019.

Action	Description	Goals for 2019	Startup date
4	Support the Communications Commission by providing it with material that can be published on the internet.	<ol style="list-style-type: none"> 1. Request the Superiors General/Presidents of the distinct groups to write a letter informing their members about the existence of the web sites and social media sites of the worldwide Vincentian Family and at the same time to share that information with the person responsible for communication (making that person aware of the importance of sharing information about the activities of the congregation so that said information can be published). 2. The less-known branches should be especially encouraged in this matter. 3. Promote the publication of material from the continents that are under-represented (Africa, Asia and Oceania). 	January 2019.
5	Revise the webpages of the Vincentian Family.	<ol style="list-style-type: none"> 1. Revise the appearance of the websites, simplifying access to information. 2. Integrate on the various sites a distinctive visual (identifying) style. 3. Integrate into the sites a section for the promotion of common initiatives (e.g., the Homeless Alliance, creation of a renewed culture of vocations). 	January 2019.
6	Promote the publication of content in English, French, Spanish, Italian, Portuguese, and Polish.	<ol style="list-style-type: none"> 1. Encourage the language groups that are less represented to send information in their language (French, Italian, Portuguese, Polish). 2. Study the best manner to publish information in other languages. 	January 2019.
7	Encourage our presence on those social networks that are most appropriate for the communication of our objectives.	<ol style="list-style-type: none"> 1. Publish on Facebook and Twitter the content that appears on the various web sites. 2. Initiate a collaborative campaign among the Vincentian groups present on Facebook and Twitter in order to increase the number of subscriptions to the common social media sites of the Vincentian Family. 	January 2019.
8	Assist those branches that request such help in their communication ... hosting, creating a better website, etc.	<ol style="list-style-type: none"> 1. Through the webpages of the various groups, to inform branches, on every level, about the services that the Communications Commission is able to provide. 	March 2019.
9	Promote content in audio/video/podcast format.	<ol style="list-style-type: none"> 1. To reach out to those Vincentians involved in the creation of audiovisual material. 2. To develop with them a place for the periodic publication of material in that format. 	March 2019.

Action	Description	Goals for 2019	Startup date
10	Make the works and the initiatives of the Vincentian Family known to the wider society and to the Church.	<ol style="list-style-type: none"> 1. Inform Catholic media outlets about the initiatives of the Vincentian Family and request that they make this information known to their users. 2. To promote the sharing of information about those activities that are being done by the various branches of the Vincentian Family (for example, implementation of the objectives of the various initiatives of the Vincentian Family). 	January 2019.
11	Make known and promote the use of the materials prepared by the Commissions of the Vincentian Family.	<ol style="list-style-type: none"> 1. To ask each commission/council/work team to share on a periodic basis some news about their activity so that this information can be published on the various websites and social media sites. 2. Through means of the many different webpages to inform the worldwide Family about the activity of the various commissions, councils, and work groups. 3. To encourage each commission/council/work team to create a webpage and to become present on the various social media networks (if they have not already done this) and to continually update those sites. 	March 2019.
12	Define an external communications strategy for the Vincentian Family.	<ol style="list-style-type: none"> 1. To define the functions and strategies of the position of the Responsible of the Press Office of the Vincentian Family. 2. To create a “style sheet” focused on the more important aspects of our charism and our activity and that can serve as a reference for groups when publishing material outside the ambit of the Vincentian Family. 3. To offer support to the person responsible for external communication. 	March 2019.
13	Promote and make known those gatherings that facilitate a deeper understanding of the Vincentian charism.	<ol style="list-style-type: none"> 1. Through the various means of communication, to promote local formation sessions, celebrations etc., to enhance mutual sharing among the various branches of the Family. 2. To offer resources (material and human) for the effective realization of the above cited events. 3. To provide information about such events whenever celebrated. 	January 2019.
14	Promote knowledge of the Vincentian charism and its relationship to the Church’s social doctrine.	<ol style="list-style-type: none"> 1. To promote a collaborative culture in which we share (in digital format) our formation material that is utilized on a local level. 2. To work with the Formation Team of the Vincentian Family Office in publishing on the web all formation material that is received. 	March 2019.

Action	Description	Goals for 2019	Startup date
15	Promote virtual communication spaces that allow for an exchange of information among the members of the Vincentian Family.	<ol style="list-style-type: none"> 1. To study the viability of creating a communication forum for the members of the Vincentian Family. 2. To promote dialogue through the social networks. 3. To study the best manner to promote dialogue among the members of the Vincentian Family. 	June 2019.
16	Encourage mutual knowledge among the various branches, communities and groups that are part of the worldwide Vincentian Family.	<ol style="list-style-type: none"> 1. Update the information that was offered during the Year of Collaboration by the members of the Vincentian Family (a different branch wrote an article each week). 2. To provide information (in the manner that is deemed most adequate) with regard to the most recent data on the Vincentian Family. 	March 2019.
17	Strengthen the formation processes geared toward a deeper understanding of the Vincentian charism.	<ol style="list-style-type: none"> 1. Foment the gathering together of formation material through means of the tools suggested by the Formation Work Team of the Vincentian Family Office. 2. To publish this material in digital format and make the branches aware of the availability of this material. 	January 2019.
18	Open channels of communication for the younger members of the Vincentian Family.	<ol style="list-style-type: none"> 1. To request the younger members of the Family to send in material for publication, especially material that highlights their understanding of the Vincentian charism. 2. Convene a Vincentian song competition among young men and women. As an incentive, the winner could be awarded with a professional recording of his/her musical composition. This is an incentive with a moderate cost ... music has a wonderful ability to mobilize young people. 	January 2019.
19	Encourage Vincentian reflection by requesting members of the Vincentian Family to share, in writing, their reflections (that can then be published on the internet).	<ol style="list-style-type: none"> 1. In our digital world there are various Vincentians who write a weekly reflection. The majority of those individuals are from Spain and the United States. Encourage people from other culture and language groups to make a similar contribution (especially people from other continents). 	March 2019.
20	Develop a list of services that are provided by the Communications Commission.	<ol style="list-style-type: none"> 1. On the home page, highlight the digital services that the Vincentian Family Communications Commission offers the members (be that a branch of the Family, some local group or even some individual person). 	March 2019.

Addendum *(as shown in Action 12)*.

Responsible of the Vincentian Family Press Office - Job Description

Organization

The Vincentian Family Executive Committee (VFEC) is a non-judicial association of the leaders of the worldwide family of St. Vincent de Paul. It exists to promote the collaborative efforts of the over 150 branches of this Catholic spiritual family. The international Vincentian Family Office (VFO) is the administrative agent of the VFEC.

Position

Reporting to the Coordinator of the international VFO, the Responsible of the VF Press Office will implement the strategy for all communications, and public relations messages and collateral to consistently articulate the Vincentian Family's mission as viewed from the VFEC.

The Responsible will ensure that the Vincentian Family is well known as the contemporary bearer of the charisma and mission of St. Vincent de Paul, his collaborators and his successors.

The Responsible will work closely with the VFO, the VF Communications Team, the VF Communications Commission, and the leaders in the Vincentian Family on a variety of strategic initiatives as defined by the VFEC.

Responsibilities

- Participate as a member of the VF Communications Team in the development, implementation, and evaluation of an annual communications plan across the network's discreet audiences in collaboration with VF constituents.
- Generate weekly international online and (printed) press content that engages audience segments and leads to measurable action. Decide who, where, what and when to disseminate.
- Utilize existing communications vehicles in place and create new ones to create momentum and awareness.
- Communicate consistently with the person responsible for the VF Communications Commission.

- Provide press advisory services to the leaders of the branches that make up the Vincentian Family, at institutional events in the Vatican, in the search for radio interviews and other media with our leaders.
- Propose to the Communication Commission of the Vincentian Family a series of possible actions and initiatives aimed at giving more visibility to the Vincentian Family in social networks and the Internet.
- Search for alternatives to publish, in the Roman Catholic and Vatican press, articles signed by the leaders of the main branches of the Vincentian Family (one article per month).
- Produce press releases on the Vincentian Family and publish them in the Vatican and Roman media, as well as record small videos with the leaders of the Vincentian Family, for distribution in the local press.