GET INSPIRED
GET CREATIVE

Synod 2021 2023 Toolkit

For a Synodal Church:

communion | participation | mission

Official Handbook for Content Creation
and Digital Accompaniment

PUBLISHED BY SECRETARY GENERAL OF THE SYNOD OF BISHOPS
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OCTOBER 2021

SYNOD OF BISHOPS

Toolkit

GET INSPIRED
GET CREATIVE

LISTENING

DISCERNMENT

JOURNEY

MISSION

FUTURE

SHARING

CREATIVITY

COMMUNION

AUTHENTICITY

SYNODUS EPISCOPORUM

SYNOD OF BISHOPS

Toolkit

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Connect Engage Inspire

INTRODUCTION

MAXIMIZING THESE TEMPLATES

WHY WE CREATED TEMPLATES

GOOD PRACTISES FOR USAGE

QUICK TIPS FOR PRODUCING ORIGINAL CONTENT

HOW TO MANAGE EVENTUAL NEGATIVE ENGAGEMENT

USING THE SYNOD 21-23 MAIN THEMES IN SOCIAL MEDIA

The whole toolkit can be used as a layout reference to create digital resources for different purposes.

Synod 2021 2023
For a synodal Church
communion | participation | mission



#ListeningChurch

Our Holy Father Pope Francis has invited the Catholic Church to embark on a journey together. Through listening and discernment rooted in the Holy Spirit, the entire people of God will be called to contribute to a process by which the Church deepens in understanding of Her mission and looks toward the future.

A Synod, which is the process by which the Church will begin this important work is not just a convening of Bishops reflecting on a particular topic and advising the Pope. A Synod is a journey of discernment, in which the people of God are called to pray and reflect upon the Holy Spirit's will for the Church. Through our listening and our sharing, we will seek to understand what the Holy Spirit's will is for the topic being discussed – and thus, for the Church.

For the 2023 Ordinary Synod of Bishops, that topic is synodality. Simply put, synodality is discerning how the Spirit is moving through and with the Body of Christ, so that we may continue to fulfill our mission to evangelize in the world.

Beginning October 2021, the synodal process will involve dioceses around the world in a phase of listening that "will integrate the Synodal Process into the life of the local Church in creative ways that promote and deepen communion, fuller participation, and a more fruitful mission."

This diocesan phase will allow parishes, dioceses, and episcopal conferences to live out our synodal journey together, and to infuse this process into the life of their communities. To do that effectively, frequent, open, and quality communication is essential.

In our increasingly digital world and considering the challenges many of us still face related to the COVID-19 pandemic, the use of digital and social media will be of paramount importance to ensure the people of God take their proper seat at the table of our discussions.

Since listening is one of the two key pillars of the synodal process, effective social media creates new opportunities for the people of God to enter into our journey of discernment. Social media gives us a unique ability to provide to the world an example of what it means to be "a listening Church." Effectively using social media itself can be an example of this synodal practice. It is in that spirit that we have prepared this toolkit of digital media best practices and materials. These tools have not been developed just to raise awareness or to promote the Synod, but have been designed to help foster authentic moments of encounter, so that through sharings and mutual discernment, local communities can discover synodal pathways that are best suited for their local context.

We invite and encourage you to use the resources included in this toolkit to assist and inspire your work as we embark on our journey together through the synodal process. It is our sincere hope and prayer that these resources will help you kindle reflection and dialogue across all forms of social communication. Please know of our prayers and closeness to you throughout this process.





Why are we creating 'samples' for you?

- We know how busy you are and want to help you by giving you some 'ready to use' templates so that you can simply publish them on social media, or other platforms. This is an easy way to publish content.

- We want EVERYONE to participate in this Synod. Your participation is so important and necessary. The Church of God is convoked in Synod.

- It is important to know that in this Synod, the whole Church wants to journey together. By using these templates, we are working and journeying together to spread this crucial theme, which is: For a synodal Church: communion, participation, mission.

Toolkit

- The Synod is a journey towards allowing each one to **express their experience**, sentiments and thoughts. The voice of the Church is composed of many different voices and the Synod is a time of grace where the unified and coherent message is diversity and plurality. This is why we need your voice as well. By presenting you these templates, we encourage you to use them and to be creative on the content you want to share.

- We are providing you with some initial samples and we invite you to use them. As you begin using them, we encourage you to create new ones, based on your specific needs. We invite you to also be creative creators and to share your stories on how you can be part of this synodal process. We want to HEAR YOU! To collect and share different voices we kindly ask you to use these hashtags **#synod #listeningchurch**.

"It is precisely this path of synodality which God expects of the Church of the third millennium."

POPE FRANCIS



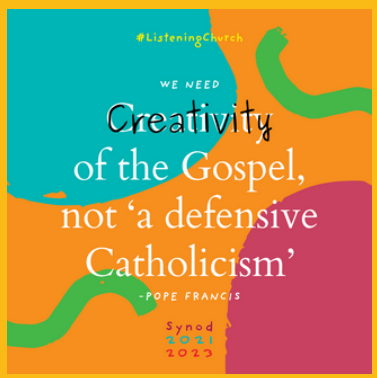


GOOD PRACTICES TO MAXIMISE THESE MATERIALS

We are sharing today some samples with you and intend to share more in the coming weeks. Stay tuned for more templates to come!

We encourage you to create a **publication calendar** so you know in advance when and where to post these templates. As you look at your monthly calendar, you can plan week by week which templates to use. If you know in advance that for a particular day of the week there will be more **interaction on your platforms**, this is when you want to publish these templates. The idea is to generate more interaction, which will lead to more participation.

We invite you to use them and to **share your testimony** or story as well. Don't be shy to share how your parish or community is walking and participating in this synod. By doing so, this can help other parishes/dioceses/communities to **participate and engage** as well.





#ListeningChurch

We all need to learn in this journeying together. If you can, why don't you help us in encourage real dialogue in your local communities through your platforms? Do you have a podcast? A YouTube channel? A Newsletter? A blog? Get inspired by what these samples are telling you and share this beautiful news with everyone. Be creative!

We are called to live the synod in our local communities. We invite you wholeheartedly to not only talk about the synod but discover the synodal Church in your local communities. We encourage you to use these social media platforms to create synodal communities.





Quick tips for producing original content

- Keep your audience in mind (who are they? what are their needs?)

- Keep your message in mind – What do you want to say?
  a. Should you share the theme of this synod?
  b. Should you invite all people to participate in this Synod?
  c. Should you share the importance on 'why' is so important to hear their voices as well?
  d. Should you share what Pope Francis has said about the Synod?

- Tell your story! There's no better way to touch people's hearts than by sharing a true, honest, very humble story. We need to hear these stories in order to learn, to grow, to help one another and to walk together in this mission of life.

- Create a platform for your community if you don't already have one! This can be a place where they can feel safe by sharing their thoughts, questions or comments about this Synod. Remember, we are here to listen first so that we can journey together. This new platform will now be your space for creating new and original content for them.



How to manage eventual negative engagement

As you know, in the digital world, many people can make some negative comments on some posts. But as Christians, we have the perfect example (Jesus-Christ) of how to treat each other and to love one another, no matter where they are from. Simply, don't panic if you receive some negative comments on your social platform and take this opportunity to reflect on what God wants us to answer. We should always ground our responses in faith.

STEP BACK AND TAKE A DEEP BREATH

PRAY!

Don't rush your response and get another opinion on what you say

Respond to the comment if there is a possibility to continue a dialogue

Remember you're representing the body of Christ in how you respond

Be sincere and transparent

Interact directly with the person who wrote the comment

Make yourself available

Consider and assess your local context

Considerations for leaving a response to negative comments

In order to encourage listening to each other, it is a smart choice to not delete any comments or to argue

Don't take any comment personally
We are all doing our best

Synod 2023

Main Themes

Below are some of the main themes and topics as articulated in the Vademecum and Preparatory Document for the synodal process. These main themes can be helpful starting points as you develop social media for your local setting to better engage your community in the synodal process.

THESE MAIN THEMES CAN BE HELPFUL STARTING POINTS AS YOU DEVELOP SOCIAL MEDIA FOR YOUR LOCAL SETTING TO BETTER ENGAGE YOUR COMMUNITY IN THE SYNODAL PROCESS.

Companions on the Journey (Preparatory Document, nos. 1, 9, 20; Vademecum nos. 1.3, 1.4, 5.3)

- A truly synodal Church walks together, side by side, along the same road towards renewal in the Spirit and the good of all people.

- Journeying together requires great commitment to listen to the voices of all who make up the People of God, but especially those who have often been marginalized, and the openness to discern the path forward that prophetically renews and enlivens.

Listening (Preparatory Document, no. 26, 30; Vademecum nos. 1.5, 5.3)

- The synodal process necessitates that we, as the People of God, first listen with an open heart and open mind to where the Spirit is calling us and discern to whom we are needing to listen and what steps need to be taken to more fully live out our mission.

- Lived synodality is only possible through the approach of a listening Church, open to gathering and reflecting on the lived experiences of all its members, including making space for those often excluded and discarded: women, youth, victims of sexual abuse, and the poor and vulnerable.





CARD. JEAN-CLAUDE HOLLERICH

Speaking Out (Preparatory Document, no. 30; Vademecum nos. 2.3, 5.3)

- Synodal dialogue insists on the open and honest contributions of all the People of God. Both in speaking and listening a deep sense of courage and openness must be present to welcome all that the Spirit may bring forth.

- Courage must also be the foundation for the process by which the People of God discern and dialogue towards clarity, welcoming all contributions and working together to reveal the truth of the Spirit.

Celebration (Preparatory Document no. 30, Vademecum 5.3)

- Journeying together is only possible if rooted in the Church's communal listening to the Gospel and the celebration of the Eucharist.

- A synodal Church discerns how prayer and liturgical celebration inspires and empowers the community's active participation in our communal mission.



on Mission

Vademecum no.

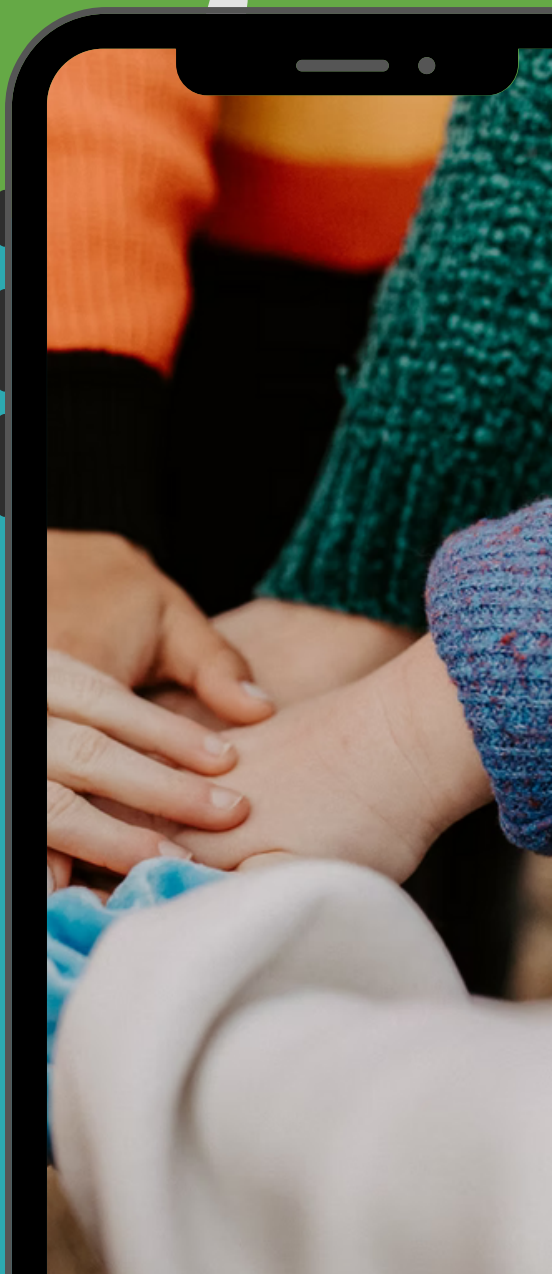
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Ecumenism (Preparatory Document, nos. 29, 30; Vademecum no. 5.3)

- As we walk together on our synodal journey, the fruits of dialogue with and between our brothers and sisters of different Christian denominations can help us to see the Spirit at work in the world.

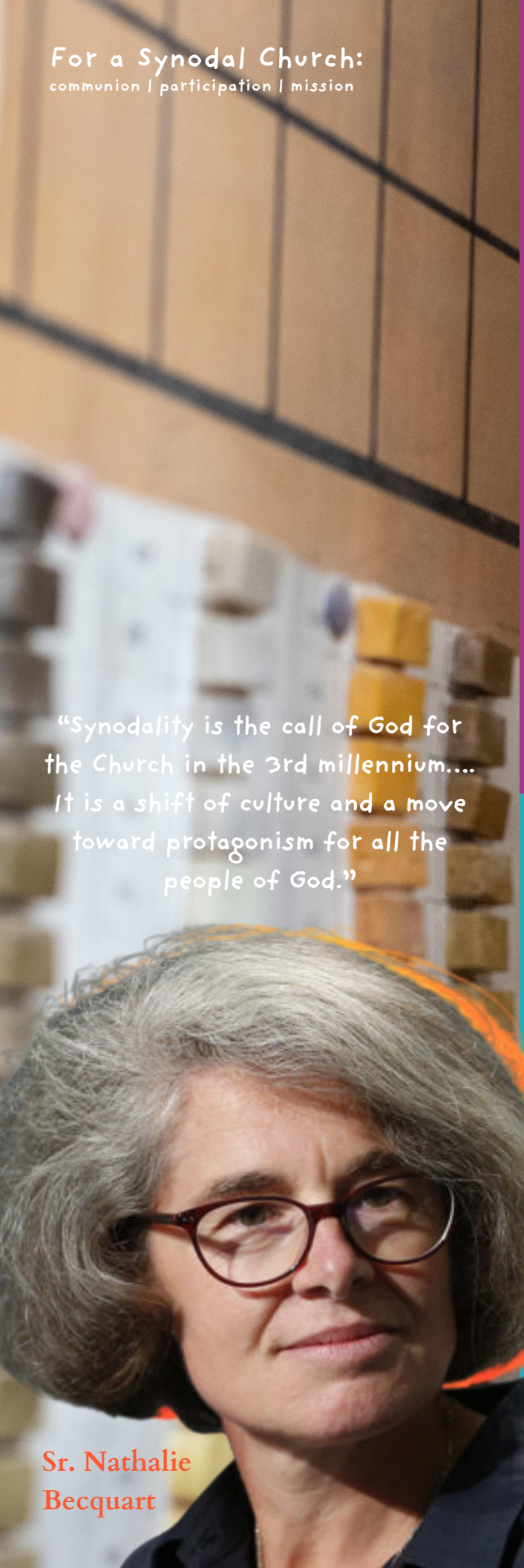
- A listening Church is open to and invites collaboration with those from differing Christian denominations as we walk together towards unity within diversity.

Authority and Participation (Preparatory Document, nos. 1, 30; Vademecum no. 5.3)

- The Synod calls the People of God, in all their diversity, to embark on a journey together toward a common mission to witness to the love of God at work in the world

- A synodal Church recognizes the call of God to foster co-responsibility in pursuit of the mission. The People of God must examine, together, how authority is exercised within the Church and what practices of teamwork can be taken to better promote the unity of the diverse people of faith.





Discerning and Deciding (Preparatory Document, nos. 26, 30; Vademecum nos. 2.3, 5.3)

1. The synodal path is not only one of listening but also one of discernment that invites us to "reread" the experiences brought forth in our listening to discover joys and challenges, insights and opportunities.

1. Journeying together calls the Church out of attitudes of complacency and towards an openness to listen, discern, and dialogue with the community towards a consensus that arises from the Spirit and points the People of God toward our mission

Forming Ourselves in Synodality (Preparatory Document, nos. 25, 30; Vademecum nos. 1.2, 5.3)

1. Synodality must be lived and adapted into the local context that engages all in a method of being Church that is guided by the Spirit and responsive to the reality of the world it exists within.

1. The synodal path is one that is guided by the Gospel and grounded in Tradition and requires the equal participation of all those in the People of God who participate in the mission of the Church to together, listen and discern the work of the Spirit within the world.

"I hope for the maturation of a true synodal journey"



Card. Mario Grech

General Secretary of
the Synod of Bishops

Synod
2021
2023

Elements for compositions

Fonts

Providence Sans

Cardo

Kollektif

Schoolbell

Purisa

Coming Soon

Finger Paint

Beth Ellen

Colors

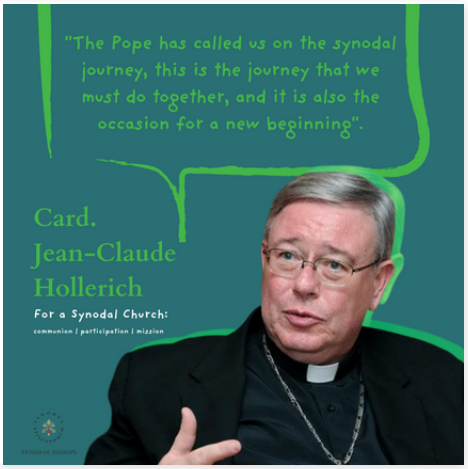
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Complements

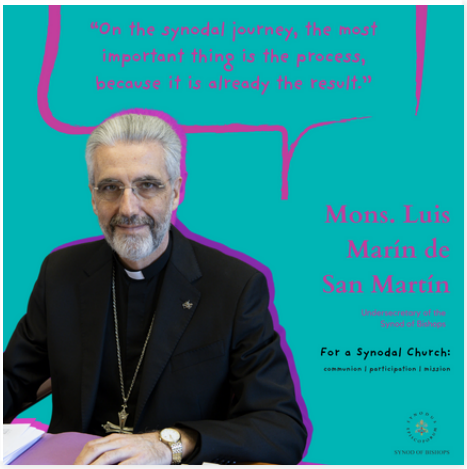
TEMPLATES OVERVIEW:

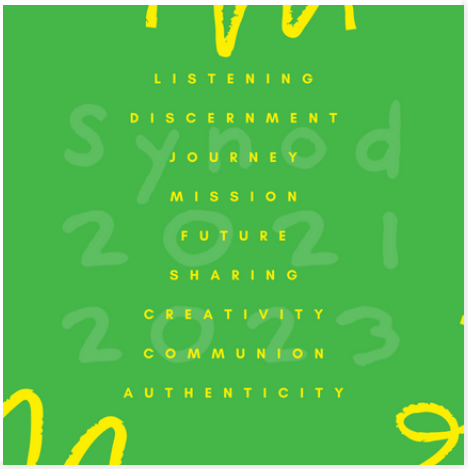


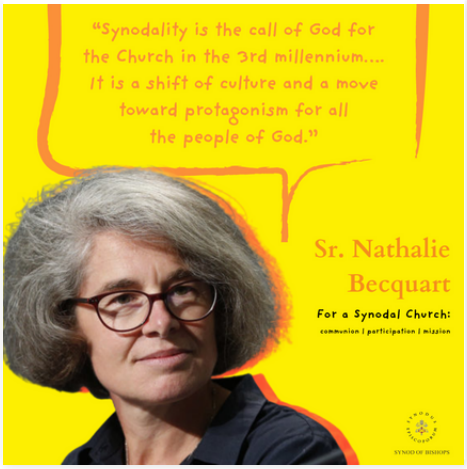














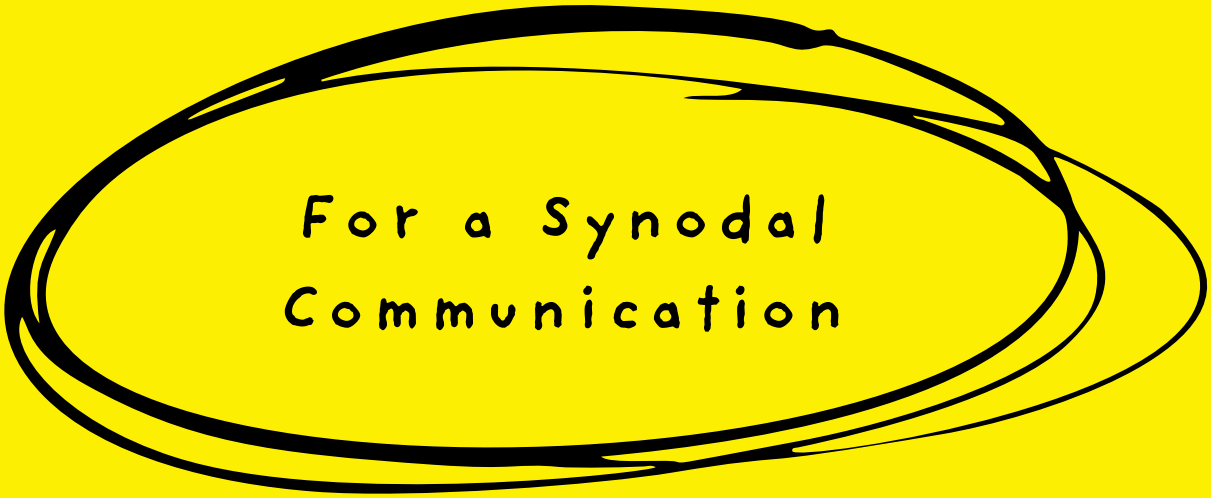


PERSONALISE THESE DESIGNS

CLICK HERE TO DOWNLOAD PERSONISABLE TEMPLATES FOR YOUR ORGANISATION

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