

encounter *Un tiempo de* LENT 2017 **encuentro**

Planning and Social Media: *Encounter Lent 2017*



1.) Connect with CRS on Social Media

- Follow @CRSRiceBowl on [Facebook](#) and [Twitter](#) – and encourage your networks to do the same!
- Use CRS Encounter Hashtags: #EncounterLent

2.) Promote 2017 Encounter Lent events on Facebook and Twitter (see sample post below):

Facebook:

Sample Post:

- Have you ever been to another country? Have you ever encountered someone from a different culture? You can this Lent by attending our @CRSRiceBowl Lenten Speaker event with (**LENTEN SPEAKER**) at (**PLACE/TIME**). Come and join us as we encounter (**INSERT SPEAKERS COUNTRY OF ORIGIN**) and meet a member of our global family. #EncounterLent

Twitter:

Sample Post:

Join us this Lent as we encounter a new culture and meet our neighbor from (**INSERT COUNTRY**) with @CRSRiceBowl. #EncounterLent

- Share our videos on social media to give audiences a “teaser” of what to expect when a speaker comes to their parish or school; all videos can be found here: <http://www.csricebowl.org/speakers>
- Use our memes to promote and engage with event attendees on Facebook and Twitter before and after your events; all memes can be found at: <http://www.csricebowl.org/speakers>
- After Encounter Lent 2017 events, use our “Videos of Gratitude” for each speaker, to thank audiences for attending and encourage them to turn in their CRS Rice Bowl. All videos can be found here: <http://www.csricebowl.org/speakers>
- For questions about CRS Encounter Lent 2017 events, contact your CRS Representative or the speaker tour coordinator: Phoebe Heibeck, phoebe.heibeck@crs.org 410-951-7301