

Fr. John Catoir Award for Social Media Evangelization 2021 Award Winners

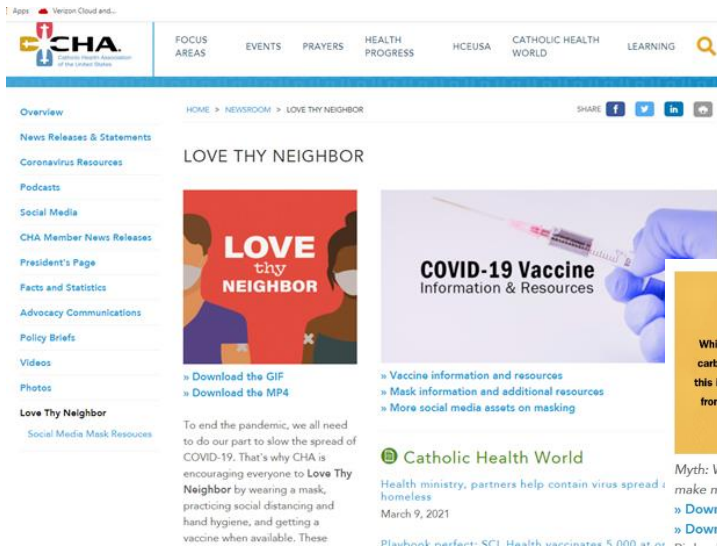
First Place – Nick Osterholt – Catholic Health Association/USA

“Love Thy Neighbor” Campaign

LINK FOR SIMPLE VIDEO: <https://youtu.be/Shjmv9QTBWg>

WEBSITE LINK: <https://www.chausa.org/newsroom/love-thy-neighbor>

LINK GRAPHIC “ASSETS” FOR PUBLIC USE: <https://www.chausa.org/newsroom/love-thy-neighbor/social-media-mask-resources>



This entry clearly used Social Media to help others, while evangelizing. They utilized Facebook, Twitter, Instagram, Website, LinkedIn, graphics and Scripture quotes to promote safe health practices during COVID. Their use of cross platform media, as well as print had far-reaching impact in the community.

Honorable Mention – Laura Rigsby, Diocese of Owensboro, Kentucky

“How Can We Pray for You?” and “Easter Lights” Campaigns

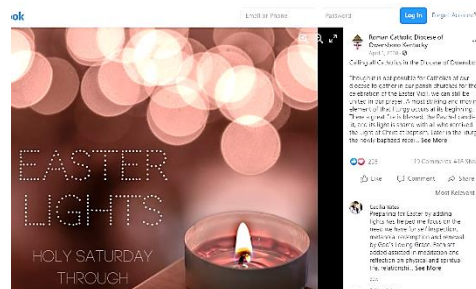
FACEBOOK LINKS:

<https://www.facebook.com/DioceseOfOwensboro/photos/a.446264852090505/3840917489291874/>

<https://www.facebook.com/DioceseOfOwensboro/photos/a.446264852090505/3066747510042213/>



The Diocese of Owensboro had entries which showed good use of Facebook to interact with the public and encouraged people to pray for one another during the pandemic year. The “Easter Lights” Campaign invited people to hang Christmas lights or other types of lights



outside -- to uplift and give hope to neighbors.