

Formed Promotion Quick Guide for Leaders



Description:

This quick start guide is designed to help parish leaders promote Formed in clear, pastoral, and practical ways. The goal is to help parishioners notice, understand, and naturally engage with Formed through consistent digital communication and personal invitation.

Practical guidance for effective digital and social engagement:

1 Start with the Right Tools

Use the professionally created promotional resources available on the Formed Resource Center, including video trailers, graphics, and messaging. These assets save time and ensure clarity. Best practice: Use our trailers!

2 Always Include a Clear Invitation

Position Formed as a precious gift! Every message should answer one question: What should I do next? Use simple calls-to-action such as Watch now on Formed, Explore this series, or Create your free Formed account.

3 Use Channels Parishioners Already Check

Promote Formed through regular parish communication channels such as bulletins, email, Flocknote, Facebook and other social media, with your website being key. Repetition is important; most people need to see something more than once before engaging.

4 Make it Personal

Highlight how Formed is used in your parish by staff, volunteers, and ministries. Mention real examples and encourage conversation. Parishioners are more likely to engage when they see familiar, trusted faces.

5 Use Short Testimonials

After promoting a program, follow up with a reminder, event highlight, or testimonial.

6 Follow Up

Repetition increases engagement and awareness. Follow initial announcements with reminders, content highlights, and special suggestions based on the liturgical season.

Website Check

- Have a link to Formed.org from your homepage, using the This week on Formed coding.
- Have “Formed” as a main menu item, linking to a page that contains the Formed promo video and that contains an image of one of the prepared Formed flyers.
- Link relevant Formed programs, as well as the corresponding ministry pathway page from the Resource Center, on ministry-specific pages.