

# The Digital Areopagus

Proclaiming Christ on YouTube for  
the New Evangelization

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# Our Journey Today

1

Theological Foundation: Our 'Why'

2

Content Strategy: The Threefold Mission

3

The First Impression: Title, Thumbnail & Description

4

Live Ministry: Mastering the Live Telecast

5

The Algorithm: A Tool for Mission

6

Pastoral Analytics: Shepherding the Flock

# The Digital Areopagus

"He went to their public square, learned their language, and spoke of the 'Unknown God' they were already seeking." (Acts 17:22-34)

YouTube is our modern Areopagus.





# Module 1: Content is King

## Content Strategy

Your content is not a product; it is an act of ministry.

Anchor our content in Christ. He is the message.

# Threefold Priestly Mission

**To Teach (Munus Docendi)**  
Catechesis, Q&A, Explain the Faith



**To Sanctify (Munus Sanctificandi)**

Live Mass, Adoration, Rosary, Lectio Divina

**To Shepherd (Munus Regendi)**

Reflections, Vocation Stories, Hopeful Messages

# Content's "Examination of Conscience"

Is it True?

Faithful to the Magisterium

Is it Charitable?

Speaking truth in love – Eph 4:15

Is it Prudent?

Right time, right manner

Is it Authentic?

A genuine witness, not a performance

# Module 2:

## The Digital Front Porch

### The First Impression

Title, Thumbnail, and Description

Before they receive the message, they must be willing to open the door.





# The Hook

A compelling title is the first invitation. It should be clear, intriguing, and easily searchable. Always avoid internal jargon.

## ✗ Bad Title:

"Homily for the 18th Sunday in Ordinary Time, Year B"

1

Intriguing Human Question

## ✓ Good Title:

"When Life Gives You Scraps, God Gives a Feast | Sunday Reflection"

2

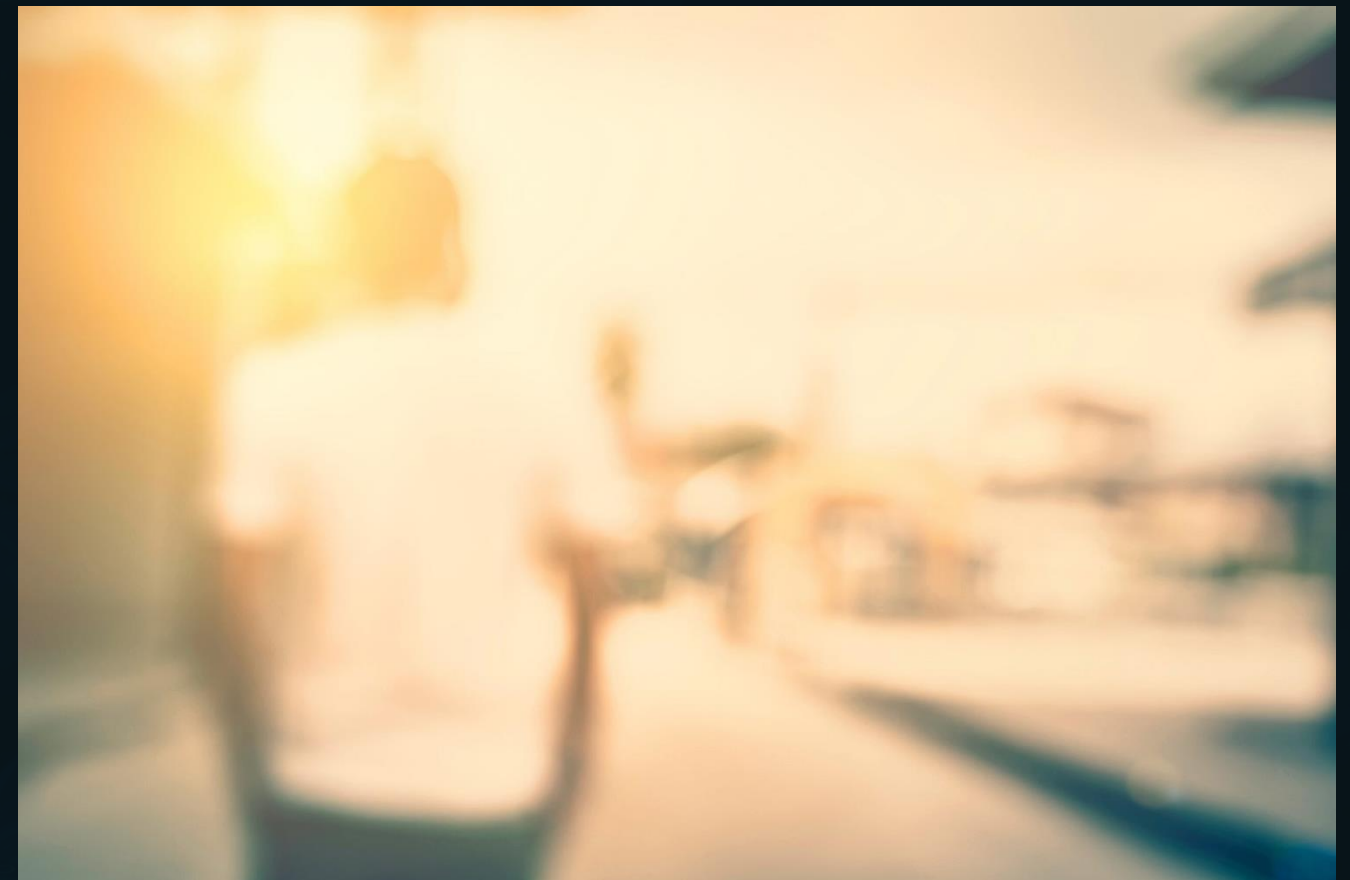
Connection to the Gospel/Faith

# Good vs. Bad First Impressions

Which one would you click?



✓ Clear, engaging, professional



✗ Blurry, confusing, amateur

# The Thumbnail: Your Stained-Glass Window

Your video's thumbnail is often the single most important factor for getting a click. It's the first visual 'hook' that draws viewers in, much like a beautiful stained-glass window invites one into a sacred space.

## Best Practices



### High-Quality Image

A clear, well-lit photo of a person (you!) with an expressive face works best. The human brain is wired to notice faces.



### High Contrast

Utilise bold colours that stand out and are easily visible on various screen sizes and devices.



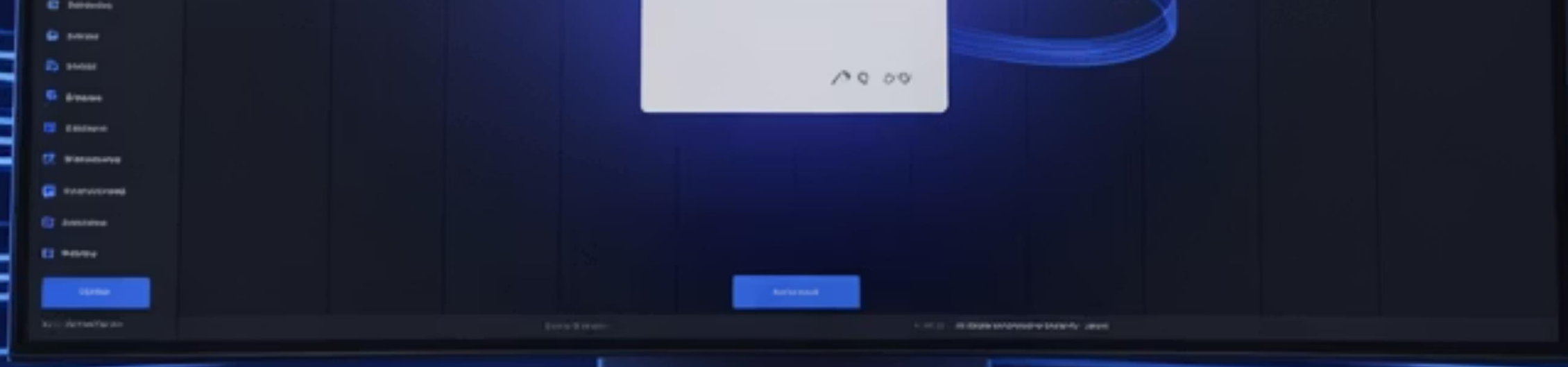
### Minimal Text

Keep text short and powerful, ideally 3-5 words. For example: "FEAR vs. FAITH".



### Visual Consistency

Maintain a similar style and branding across all your videos so people recognise your "digital face" at a glance.



# The Description: Bulletin & Library Card

## For the Viewer: The Bulletin

- The crucial first 2-3 lines of your description appear in search results, acting as an immediate summary.
- include essential links to your parish website, social media channels, or any resources mentioned within the content.

## For the Algorithm: The Library Card

- The remainder of the description serves as a "library card" for the algorithm.
- Detailed overview of your video, incorporating relevant keywords
- Think broadly about terms like 'Catholic teaching on suffering,' 'how to pray the rosary,' or 'meaning of the Eucharist' to enhance discoverability.

# Module 3: Mastering the Live Telecast

## Mastering the Live Telecast

A shared, real-time experience of prayer and community.



# The "Digital Sacristy" Checklist

## Technical Preparation

- Stable Internet (Wired is best!)
- Clear Audio (More important than video!)
- Good Lighting (Face the light source)
- Steady Camera (Eye level)
- Streaming Software (OBS Studio is free & powerful)

# Reverence is Paramount

## Spiritual Preparation & Practice

### Permission

Always get approval from your Bishop/Ordinary.

### Reverence

The focus is GOD, not the camera. Place cameras discreetly.

### Participation

Guide the digital flock. Use on-screen text for prayers.

### Moderation

Protect the sacred space. Appoint a volunteer to manage the chat.

# Module 4: The Algorithm & Analytics

## Speaking the Algorithm's Language

The algorithm is not a beast to be feared, but a tool to be understood.

- Its Goal: Match a viewer with a video they will value.
- Our Goal: Help it match our message with a soul who needs it.



# The Two Signals That Matter



(Good Title + Good  
Thumbnail)

High Click-Through Rate (CTR)



(Good Content)

High Audience Retention



High CTR + High Retention

Evangelistic Reach

# Shepherding the Digital Flock

## Pastoral Analytics

Don't see numbers, see souls.

Ask pastoral questions:

- Who am I reaching? (Demographics)
- What message resonates most? (Top Videos)
- Where can I communicate more clearly? (Audience Retention)



# Your Mission: To Plant the Seed

"I planted, Apollos watered, but God gave the growth." (1 Corinthians 3:6)

Your mission is faithfulness, not virality.

One view could be one soul's kairos moment.





## Q&A

"Go forth and set the world on fire."

- St. Ignatius of Loyola

Thank you

