



DIOCESE OF PATERSON

DIOCESAN CENTER
777 VALLEY ROAD
CLIFTON, NEW JERSEY 07013

OFFICE OF
THE BISHOP

973-777-8818 fax 973-777-8976

Dear Brothers and Sisters in Christ,

Have you heard what Pope Francis said about social media?

*“Communication is a means of expressing
the missionary vocation of the entire Church;
today the social networks are one way to experience this call
to discover the beauty of faith, the beauty of encountering Christ.”*

– Pope Francis

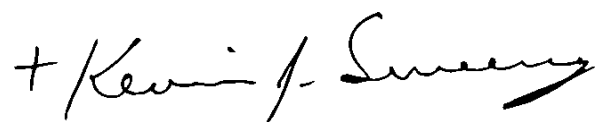
I write at this time to ask your assistance with “on-line evangelization.” In an effort to better communicate with you, parish staffs, and the people of our Diocese, I have assembled a team of “digital missionaries” to start our diocesan Facebook page and explore other ways in which we can more effectively communicate and evangelize through social media.

As you know, the people we serve, especially the youth and young adults, spend a significant amount of time online and, during the pandemic, their time on the internet has increased significantly. We need to meet them where they are and engage them through an avenue with which they are familiar.

This is why I am also joining in on digital evangelization through an Instagram account. I ask that you encourage your parishioners to follow my account [@bishopkevinsweeney](https://www.instagram.com/bishopkevinsweeney) and our Diocesan Facebook page ([facebook.com/patersond...](https://www.facebook.com/patersond...)). The official launch will be November 1, 2020, with a video for All Saints’ Day.

Finally, I am aware that many individual leaders and parishes are, and have been, evangelizing effectively through social media. As we move ahead, I will look for opportunities to receive your suggestions, advice, and assistance. Thank you for your help in spreading the Good News.

Sincerely yours in Christ,

A handwritten signature in black ink that reads "+ Kevin J. Sweeney". The signature is written in a cursive style with a cross at the beginning.

Most Reverend Kevin J. Sweeney, D.D.

Bishop of Paterson

email: [shepherd@patersondiocese...](mailto:shepherd@patersondiocese.org)

phone: 973-777-8818

web: [patersondiocese.org...](http://patersondiocese.org)

Instagram: [@bishopkevinsweeney](https://www.instagram.com/bishopkevinsweeney)

Facebook: [facebook.com/patersond...](https://www.facebook.com/patersondiocese)