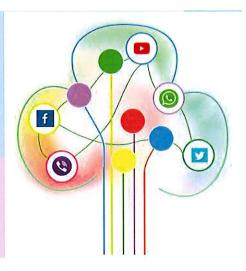
ECHOES

International Information Session 21-31 May 2018, Rome



Interconnected for **Mission** in a Digital World

"The digital world is developing with such force and such a pace that you simply can't ban or control it. People want to be globally connected." Elif Safak

"Being human in the digital world is about building a digital world for humans."

Andrew Keen

Found in less than two minutes on an internet search for "Digital World quotes", these words express something of the motivation behind the choice of theme for this Session, for it has become increasingly clear that if we want to be close to the people, to be effective for mission, we cannot be absent from this digital space.



This ECHOES has been prepared in collaboration with all the participants, working in groups

In her words of encouragement as we began this Communications Session, Ana María Alcalde reminded us that, "In the Holy Family we have an objective for (mission) for Information/Communications — that it generate life".

"The new technologies are a gift for humanity and we derive many benefits from them. At the same time, it is important that we realise that these relationships should not replace direct human contact. We are called to bear witness to the gospel values of our Charism".

International Information Session





OSHIBA





Objectives of the Session

- ⇒ To evaluate the impact of the Information/ Communications Service at International and Unit Levels
- ⇒ To get in touch with the possibilities and drawbacks of new media technology
- ⇒ To decide together on the changes needed in order to be more effective for mission in this highly charged technological age.

HOLY FAMILY TEXTS related to the theme of information-communication were used for personal reflection during the second part of the morning.

Pierre Bienvenu Noailles knew the importance of recording and sharing information:

"These annals ... will put you in contact with the first superiors and with all the members and works of the Association... they will stimulate your zeal and help you profit from the experience of those who have gone before you in the mission and in the struggles and difficulties which are before you; you will help them with your prayers and rejoice with them in their successes..." 1 Annals T. I – 1852- P. 13.

"...they will portray everything in the most complete way; and though they will avoid writing too much, they will, nevertheless avoid no detail, no circumstance which is of some interest; and they will even give the names of the people concerned so that they can be used, if necessary, in writing the story or the life of these persons.."

Cf. Articles 123, 125, 342 General Rules, 1851



The Corporate Commitment: "In a globalised, interconnected world, we are called to live interdependence with humanity and with the Earth herself".

Constitutions Arts. 3, 117.2, 200, "The bonds which unite all the members of the Holy Family are strengthened by national and international meeting and by an Information Service which calls for the co-operation of all".

Vowed for Mission: Nos. 6,4; 7,7: "As Holy Family Religious, our focus remains COMMUNION".

As Pope Francis tells us in Laudato Si - cf. Nos. 79 and 89, we are

INTERCONNECTED IN THE WEB OF LIFE

A Buddhist perspective:

"Each one carries within him/herself a spark of the Divine and each one of us is also an irreplaceable part of the web of life".

(Ven Pomnyun President of the Peace Foundation.)

The following points were emphasised in the group reports at the afternoon assembly:

- * We are all deeply connected.
- * The importance that the Founder gave to information as a way of maintaining unity in the Family.
- * The principal objective, to circulate life.
- Everything is interconnected and expresses the transcendence of God through the web of life, everything united to everything.

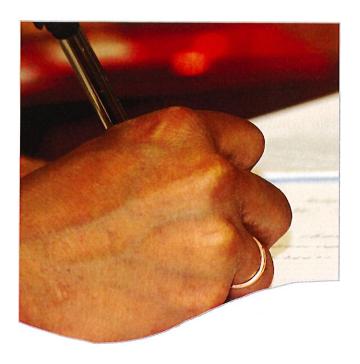
SECOND DAY: Evaluating what is being done

The second day of the session began with group work:

- 1. We evaluated information in the different Units.
- 2. We evaluated the text on publications.
- 3. We shared common points.

In the assembly we shared the work done in the groups and we became aware that the work of communications is life-giving and that we can transmit that life by means of the internet.





THE REPORT OF THE COORDINATING
TEAM OF THE INFO/COM SERVICE was given in the form of a powerpoint, with input from Annie Antonipillai (Rome) and Christine Fene-Fene, who had collaborated in the coordination since 2015.

The presentation gave an overview of the history of the International information Service, its evolution, the experiences of some people who have worked on it from the beginning up to the present, the challenges they face, and the need for more international collaboration.

The five Vocations are trying to collaborate as a Family on Mission and now have more attractive communications.

Together we noted *our strong points:* Evolution, desire, online presence, collaboration, and circulation of life, the participation of the five Vocations, commitment, and progress.

Our weak points: Individualism — concentrating on the personal; Lack of coresponsibility, interest, motivation, spirit of service, awareness, participation; reduced outreach of communication, poor language-learning, creativity and availability.

Before ending the day, the participants were asked to look at the international information publications in the different languages as well as the website and the different platforms where the Holy Family can be found. We did this so as to be able to evaluate these and share the evaluation.





May 23 Morning—at the General Audience with Pope Francis in St. Peter's square, we were happy to hear the Holy Family of Bordeaux mentioned...







Pope Francis reminds us:

Jesus entrusted a great mission to his disciples: "You are the salt of the earth; You are the light of the world" (cf. Mt 5:13-16). These are images that lead us to consider our behaviour, because both a lack and an excess of salt spoil the taste of food, just as a lack or an excess of light impede vision. Only the Spirit of Christ

can truly become the salt that gives flavour and protects against corruption, and the light that illuminates the world!

The "Breath" of the Risen Christ fills the Church's lungs with life; and in effect the mouths of the disciples, "filled with the Holy Spirit", are opened in order to proclaim to all the great works of God (cf. Acts 2:1-11).

DAY 3 - 23 May - AFTERNOON

After personal and group reflection on the following questions, with regard to *Holy Family* international information:

- What do you think about the functioning and impact of this service?
- Are you happy with the way people cooperate in your context?
- Ohrow How have you taken your international responsibility?
- What is lacking? What is not good enough?

The groups were tasked with making a poster representing a general image of the *Holy Family information* service.



ASSEMBLY

The objective of this work and that of the previous days (and in particular this evening's work) was that the group would understand and express the true situation of the Information Service

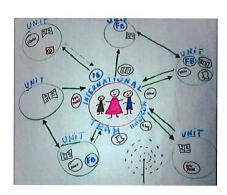
Some points that appeared on the different group posters:

YES...

- Gratitude to the international Team who use the different media. It helps us to feel interconnected; life is shared: there is support, and interest
- We communicate joys and sorrows because we are communicating LIFE.
- As Holy Family we are on the way and we will continue what we have begun.
- Although we are very weak we feel called to journey together.
- We have come to realise that the objective of information is to transmit Holy







BUT...

- The new media should not lead us to forget that we use several means of communication.
- The objective of all the means of communication available to us is to create interconnectedness but it seems that the impact is weak.
- It is difficult to read (articles too long, not interesting)
- Language—e.g. the need to translate to local language—is an obstacle
- The different functions, especially at international level, are not clear.

Days 1-3 prepared by the Spanishspeaking group: Fatima, Susila Rani, Maria Teresa, Mercedes, Rubeni.





MISSION IN AN ONLINE WORLD

Challenges facing *Holy Family* Communicators in a Digital/Iconic Culture

Sr. Bernadette Reis fsp



The main challenge is in translating our physical missions, or apostolic works, into online presences, used as we are to a verbal culture.

Verbal Culture is

- Time bound: Past/Present/Future
- Space bound: No spatial dimension

Iconic Culture is

- More picture than logic oriented
- More feeling than rational oriented
- More intuitive than discursive
- More spontaneous than process oriented
- More abreast of information
- Less able to communicate verbally

Verbal Language

- Communicates essence
- Mental pictures predominate
- The idea is first perceived, then, possibly, an image

Iconic Language

- Is intuitive, communicates a conclusion immediately
- Touches receivers' emotional level, idea remains secondary

AN ICON FOR MISSION IN AN ONLINE WORLD

We are people brought up in a verbal culture. Some have both feet still planted there; others have one foot in the iconic and one in the verbal category. And perhaps there are those who want to dive into the online world without having secure roots in the spirituality or vision of their organisation.

Before beginning with the online aspect of mission, Sr. Bernadette began reflecting on mission itself, giving examples of how Scripture can enlighten us and give us firmer ground on which to build an online presence. Our



attention focused a while on the burning bush, Martha and Mary but it was the Visitation that provided the principle food for reflection.

We contemplate Mary going on mission to Elizabeth after she has accepted the possibility of death for bearing a child that is not Joseph's. Two women, both of them risking their own lives (Elizabeth is an old woman), meet one another.

At Mary's voice, the babies in their wombs, both destined to save the world, react with joy. This joy is an emotion communicated by the women, between whom there is absolutely no culture gap, no generation gap.

There is pure joy, the speaker says, because they are allowing the babies within them to accomplish the mission God has given them. This is the icon that must motivate mission in an online world. "Our mission must be focused on providing others with what they need in order to live the mission they have been assigned by God."

ONLINE PRESENCE and ONLINE MISSION

Many mission-oriented organisations use social media and the Internet the way other companies use them - to make themselves known or to inform the public of their services and products. This is not mission. It is publicity. It is about us, letting people know who we are, what we do, how to join, and much more. This presence is unidirectional and possibly necessary. But it is not online mission.

So, what is online mission?



International Information Session



EXPLORING A HOLY FAMILY ONLINE MISSION

Some points from a critique of the Holy Family websites listed on the general website:

- Mission is not the primary focus.
- As Holy Family, we do not have an identifying logo or symbol. Who, looking at these websites, not knowing the different languages, would know they were all Holy Family?
- Efforts are duplicated, e.g. pages common to each site, such as the Founder's page, differ.
 Better to have one common page with links to it on the other websites.

Strategic Questions

- > Who do we want to reach
- > Why do we want to reach them?
- > What do we hope to accomplish?
- > What do we want to communicate?
- > What will tell us we have succeeded?

Tactical Questions

- > What already works?
- > What resources do we have?
- > What platforms are our audience using
- > When & how often will we communicate?
- > How to communicate across platforms?
- > How will we maintain a unified identity?

Practical Questions

- > Which platforms?
- > Institutional/Private accounts?
- > Who will provide content?
- > Who will monitor?
- > Privacy settings?

Potential of Internet & Social Media for Mission

The sky is the limit if we take our mission online. There ill always be a need for physical structures but, for those who are not in our structures, there is the Internet where we can reach the unreachable.

Examples

- > Educators might contribute by ensuring media education is part of the curriculum
- > Those working in human trafficking could find out how social media is used to entrap people and develop similar tools to get them out of the trap.
- > Those working in healing ministries, might provide consultation services online or through social media for those who cannot afford healthcare, or cannot travel to places where it is accessible.
- > Would it be possible to direct retreats or prayer groups online?

Congregations could work together to provide mission online. The icon of Mary and Elizabeth shows us that their mission is a cooperation in the mission of another person. Mission is never a solo act so, for us, who have dedicated our lives for a mission, even our individual social media presence should reflect the mission we live.

But, before jumping online, time and energy must be spent asking the right questions and making a plan. The plan needs to be formulated in writing, and should be subject to evaluation.

The three essential steps in Planning, as given in the left hand column, were dealt with in detail. Then, the participants, in their assigned groups, were given a practical exercise:

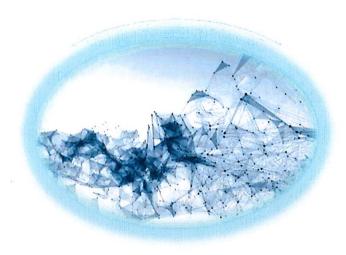
Identify an issue for online mission and describe how it might be done following the guidelines given.

The reports and presentations that followed indicted a keen desire to face the challenge of reinventing mission, our ministries, to make a difference in today's world.

Recommended book The Social Media Gospel, by Meredith Gould

Day 4 prepared by English Speaking Group—Angela, Chrishanthi, Josephine, Mercy Rani, Sîle





LIVING COMMUNION THROUGH THE MEDIA

WHERE ARE WE WITH THIS?

EVALUATION OF OUR PUBLICATIONS:

We found weak points, elements missing and strong points.

The articles are too focused on ourselves (as Family) and there is a lack of openness to the outside world

The lack of a link between the five Vocations of the Family of Pierre Bienvenu Noailles,



A lack of co-responsibility and collaboration between the local groups and the International Communications Team.

Lack of competence, which make us afraid to use the new means of modern communication.

The International Service has helped us to remain connected to the Family and has begun to publish articles from the different countries on line.

Having recognised that there were things missing, we asked the question:

WHAT CAN NO LONGER CONTINUE?

What must we allow to die in us in order to generate life in the digital world?

When we look at this question, we saw the need to bin some bad attitudes, such as:

- ⊗ Abuse of the media (lack of discernment)
- ⊗ Fear of new technology (lack of competence)
- ⊗ Individualism
- ⊗ A very narrow view of the Family
- ⊗ Lack of responsibility
- ⊗ Lack of collaboration
- ⊗ Badly-presented publications.





Where are we NOW?

In twos or threes, **create** a **presentation** – PowerPoint or other, **using images**, **etc**, **from the internet**, **or photos**, **with the theme**, **WHERE ARE WE NOW**...

(As a Holy Family International Information Service, at this point in the Session...). Record using a flash-drive (memory stick), for projection during the assembly.

We created different presentations in small groups (PowerPoints, videos). We realised that we learn by doing and we shared our knowledge and our limitations. We were amazed to see the creativity and ability of the participants. In wonderful diversity, a common message was given to symbolise the process of our participation in the Mission of Communion by means of new technology.







Day 5 morning, Day 6 prepared by French Group 2: Anne Marie Sibille Antonella, Bridget, Christine, Denise.



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International Information Session



SECURE THE DOOR TO YOUR HOUSE

RISKS - THREATS - CYBERCRIMINALS

As we need a key to secure our House, we also need a 'key' to protect our data. Without this 'key' we are ignorant of the damage caused by cybercriminals. This special 'key' is simply the password to your computer. However, the lack of this 'key' is not everything that can damage your computer. But don't worry! There are many ways of protecting your digital space.

Marco Grottesi, an expert in IT technology spent the afternoon of 25th May alerting us to the importance of Cybersecurity. He familiarized us with the various dangers which could attack our computer, such as viruses, worms, Trojan horses, zombies etc. We can recognize these when our computer suddenly starts blinking, shutting down or the mouse starts moving automatically, pop-ups suddenly appear and unusual massages and sounds appear or display on our monitor.



We look for free applications but **NOTHING IS FOR FREE!**

(Someone is making money, somewhere!)

Safeguards against these threats:

- ✓ Install and maintain anti—viruses and anti-spyware software such as Norton, Avast, AVG or others.
- ✓ **Set up a firewall**, which prevents many hacker connections to your device.
- ✓ Set up an automatic **update system**.
- ✓ Use **strong passwords** of at least 10 characters (2 numerals, 1 symbol and letters).
- Never use admin, root, administrator or a default account or password for administrative access.

- ✓ Avoid clicking on links unless you are absolutely sure of their validity.
- ✓ When pop-up appears and you are not sure of their intent just close the popup window using the 'X' in the upper corner. Don't click 'Yes', 'No' or 'Cancel'.
- ✓ Always use secure browser for on-line activities.
- ✓ It's strongly recommended to **back-up** your PC by storing your data in a 'USB' drive.

Day 5 afternoon prepared by English Group 2: Agnieszka, Bernie, Joy, Rishmala, Rubini





Patrizia MORGANTE, Communications

Officer at the UISG (International Union of Superiors General), facilitator, educator, with diplomas in social Science and Canon Law— worked with the group for three days on the theme:

- ? WHERE DO WE WANT TO BE?
- ? HOW DO WE WANT TO GET THERE?
- ? WHAT DO WE COMMIT TO?

Objective: to turn fear into creativity; to listen to the Spirit so as to be able to inhabit the world of communications from the depths of our being, like Mary and Elizabeth.

Lively, dynamic and challenging—and also, fortunately, multilingual! - Patrizia reminded us that, like Mary and Elizabeth we are invited to become connected with the reality of our context,

- What we must leave behind and what we need to continue;
- In our reflections, to move from our head to our heart to bring about change in the communications domain.
- ♦ In a digital world the personal is very important in communications. This communication should be clear, iconic, short, creative and generative of life.
- Communication is much more complex than information. It means listening to others, working in an interconnected circle (I, the other, the Church and the world).

Everyone is now in the digital world. That is where life is at the moment. That is why we need an appropriate formation to get in touch with this life which is thirsting for evangelization.



To get to that point we need three plans:

- ✓ A strategic plan (Aim, public and message)
- A tactical plan (What already works and what resources to use)
- ✓ A practical plan (practical dispositions, profile of people to be worked on).



Communications should have structures which facilitate the circulation of life. After analysing our context we found weaknesses in the following areas

- ⊗ Lack of formation
- ⊗ The message we communicate
- ⊗ A lack of support at leadership level
- ⊗ Access to the digital world
- ⊗ Diversity and interculturality
- Lack of local and international coresponsibility.

After sharing in the workshops, these weaknesses were formulated as objectives:

Time was taken in the assembly to choose

5 specific words that our Charism has to say to the world:

Communion-Interconnectionthe Family of JMJ Diversity-Mutual Listening

It can be said in a sentence: A family like Jesus, Mary and Joseph living communion and interconnection in diversity and mutual listening.

AREAS OF CONCERN FOR THE HFB

Formation

Objective chosen:

♦ To improve the dynamism and quality of the Communication Service through formation and training.

Lack of support, awareness, means from the Leadership team

Message and content of our communication

Objective chosen:

- Develop online mission in collaboration with experts and whole Family of PBN
- ♦ Think of a logo that represents us as Family
- Have a clear idea of the platform to use, taking into account the nature of the message, the target-audience and the frequency with which it uses these platform
- Transmit our values by sharing reallife events that have touched us, using simple (not necessarily religious) lanquage.

♦ To attract interest: produce an iconic message (photos, videos ...) with an attractive title and a short, clear and precise text.

Respect of all voices, diversity, interculturality

Objective chosen:

- ♦ Go beyond our boundaries to be interconnected with the world.
- Give voice to the voiceless through social media

Different level of digital access and resources within the Units

Objective chosen:

 Strengthen the resources where there is lack of equipment. Eg: Mobile

Lack of co-responsibility

(International and Units system does not work well in the communication field)

Days 7, 8 prepared by French group 1: Élodie, Jacqueline, Véronique, Vincentia.



An exercise in critical observation towards our Publications and Social Media!

Although we have infinite opportunities to learn and consider opposing views, critical thinking helps to dig deeper into the truth.



Patrizia Morgante showed us the dimension of simple tactics that can be used in our publications and the effects and impact of what we have produced so far at international and Unit level.

Why Critical thinking?

Critical thinking enables us to measure the effectiveness of the objective of our communications service and its means.

In view of this, we were asked to evaluate the outcome of the work that the Information/Communications Service produces. The genuine sharing of the participants' critical opinion threw light on how to improve in the future and avoid repeating the same mistakes.

Some observations gathered in relation to:

Images: Obtain images of a high resolution – at least 300 ppi (pixels per inch). Use relevant pictures to express key concepts

Content: create and manage content effectively - using captions, quotations and photo captions.

Layout:

Setting the 'body text' for comfortable reading - probably the most important element of the page arrangement. Readers notice well, the body text as they notice good/appropriate images and powerful titles.

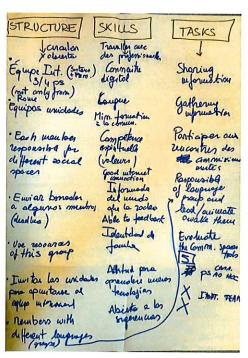
Colours:

How to choose and adjust the suitable colour, using photoshop or any other software

Links: Reduce the size of your publication by including links for pictures, videos, talks or any other useful and appropriate content in the articles.

A structure:

We all felt the need to have an interactive, effective network structure for the communications service in the future, enhancing collaboration of more members. Our discussion on the subject made us recognize three specific elements that need to be covered: *Structure*, *Skills and Tasks*





STRUCTURE

Circular, open

International Team – Sisters and Family – 3-4 persons, not only in Rome

Teams in the Units

Each member responsible for different social spaces/platforms

Drafts to be sent to some members for revision (deadline)

Use the resources of this group

Invite the Units to sign up for the International team

Members with different language skills (groups)

SKILLS

Work with professionals

Know the digital world

Language

Minimum formation in Communication – ready to learn new technologies

Values – "spiritual competence"

A good internet connection

Inform about the context

Able to give feedback

Strong Family identity

Open to suggestions

TASKS

Sharing information

Gathering Information

Participate in meetings – Teams of participation, Unit meetings

Evaluate the Communication

Responsible for language group, lead, animate other members



At the end of the session with Patrizia Morgante, the group decided by majority vote to recommend to the General Leadership Team that an International Core Team be responsible for ensuring that A STRATEGIC COMMUNICATIONS PLAN BE DRAWN UP FOR THE INSTITUTE, WITH PROFESSIONAL HELP

May 31— The final day of the session, being the feast of the Visitation, was very meaningful for the participants. It was interesting to note that discussing on iconic culture during the session, we envisioned the Visitation of Mary as a powerful symbol of effective communication. Therefore, this feast gave a significant reminder of what we searched together — that online mission is a chance to reach the destitute.

It has been a 10-day story! Everybody became gradually aware of her strengths

and weaknesses. Eithne HUGHES shared some points underlining the importance of being responsible and accountable as team members.

All desired and agreed to do better in the future. This could almost be felt in the energetic spirit that was in the hall and the enthusiasm felt as a whole body. It was evident that from that day onwards all wanted a new beginning. Most of us worked hard to make a good contribution with our different skills and experience closeness to one another as a team.





We opened a "Secret" Facebook group to be used exclusively by the participants, in view of having closer collaboration among the team members.

All welcomed this step and we hope that it will help us to be in touch with each other as diverse as we are, working from different places. We want to promote and strengthen the team through the sharing of material without any delay and difficulty.

Closing of the Session

Commitments made: this was a symbolic gesture when each read her written commitment for all to hear, placing it at the prayer centre. Most of the commitments expressed:

- Collaboration as an international team
- Taking responsibility as member
- Re-echoing the session with Unit leaders and animating their own teams at Unit level



The Closing address of Ana Maria ALCALDE began with a parable:

"Once upon an International Session, 'antennas' from various countries and continents decided to meet, to see how they we working, because all were part of the same communications network in a group called Holy Family. And there it was that, listening to one another and sharing their experiences, they realized, with technical help, the enormous importance of the World-Wide Web in today's society and the possibilities offered by the digital world for living the Mission.



Based on this awareness, they took many "selfies": personal, of their teams, and of the Information Service as a whole...

They have detected that viruses of various types had infected the network; these were affecting it and slowing down connections and communication. They also perceived that some 'antennas' worked only to receive, but were blocked when it came to sending their own information. It seems that they scanned the operation of the whole system so that, from now on, all the 'antennas' will be connected, and have good coverage, enabling them to receive signals coming from the world and their own context, and relay them promptly to the network.





Very importantly, they have become aware that they are all interconnected, links within a global network; if one of them does not receive or send any signal, it causes a short circuit in the connection and as a consequence, affects the operation of the entire network because it disrupts the flow of life, and the communication does not arrive. Now, all are more aware of the

importance of their role in the service so that the Holy Family communication network can fulfil its objective and occupy its space in the digital world."

The Session is over . Your personal responsibility and as a team is great; its field of action is vast. Live your role of animation/training in your teams, in your Units, in the Vicariate, in the Family ... so that we may use new communication technologies with evangelical criteria. Do not lose or weaken the connection between you as an International Team.

This is your opportunity to re - activate all your potential and use the resources available so the Good News of Jesus, coloured by the values of our charism, may vibrate through our Network and be available for a greater number of people, across frontiers and nations.

May our celebration of the Feast of the Visitation today inspire the quality of your meetings and of your communication"

Closing prayer:

In prayer, we offered all that we had to let go, the essentials learnt and experienced - so that we embrace a life-giving and enhancing way of offering hope and love, so that we may live our mission through the communications service and be interconnected in our digital world



Days 9 and 10 prepared by Annie Antonipillai



PARTICIPANTS/ PARTICIPANTES

Coordinator Infoservice Rome

General Council/Conseil général/

Consejo General

Britain & Ireland

Canada

Cameroun-Tchad

Congo

España

India

Lesotho

Pakistan

Philippines

Pologne

Red América Latina

Argentina

Brasil

Peru

Paraguay

Réseau - Belgique

- France

- Italia

Rwanda/Uganda

South Africa

Sri Lanka - Colombo

Sri Lanka - Jaffna

Vicariat

Nagoda, Sri Lanka

Martillac

Annie Anthonipillai

Eithne HUGHES

Micheline KENDA

Geni DOS SANTOS

Síle McGOWAN

Véronique MORNEAU

Bridget SAVERIMUTHU

Elodie AKIANG IBWILAKWINGI

Maria Teresa FLORENSA

Mercy Rani JEBAMALAI

Angela 'Neheng MOLAPO

Josephine EMMANUEL

Bernie DE SILVA

Agnieszka BURA

Susila Rani AMALRAJ

Fatima ANDRADE

Rubeni PEJERREY

Mercedes CALLE

Denise VAN DER LAENEN

Anne-Marie SIBILLE

Antonella ALESSANDRO

Vincentia NYIRAKOMONDO

Joy MONEY

Chrishanthi FERNANDO

Anne Rubini BERNARD

Rishmala MICHAEL

Christine FENE FENE

Translators/ Traductrices/Traductoras:

Pascale IRIGOYEN, Daniella PERSIA, Gabriella PISANTI, Alessandra MILLIERI

Secretariat/ Secretaría:
Maria de Lourdes DE LA FUENTE

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International Information Session

