



To: Dr. Maria Scott
From: Timothy Yi, Student
Date: Dec. 14, 2022
Subject: Memo for Final Project

INDIVIDUAL WORK -

As part of the Listen to Me! Your Confessions, I created a social media calendar and 20+ social media sample posts for the event. As well as writing a pitch for the event. The sample posts included promotional of the event and the events that the Shrine hosted over the year.

TEAMWORK -

My team collectively drafted the social media strategy and content creation for the Shrine. Furthermore, we created more than 60 posts for the Shrine to promote this event. We edited each other's posts, graphics and captions. We came up with the event and the concept of how to execute the plan. In addition, we created the minute by minute and the budget together to see what kind of items we need.



TACTICAL OUTLINE

Listen to me! Stories of the Unnoticed. - Your Confessions

Description: Team purple will help St. Anthony Shrine give their event: “Listen to Me! Stories of the Unnoticed,” longevity. Team Purple’s plans will create a website that acts as a digital confession booth. It is a place where people can share their stories. This is not only a virtual **confessional booth**, there are many ways to access this platform, such as by calling, submitting through the official shrine website, mailbox submission, or even walk-in.

Additionally, the team places a stand alone mailbox (with a lock) and a sign in front of the Shrine in downtown Boston where people can leave write-in stories. The mailbox has attached to it a pen and paper for those who might not have access to their own stationary tools. The mailbox serves the same purpose and the stories collected there will be transcribed to also be shared on the new website.

Where: Online at ADD URL HERE
100 Arch St. Boston, MA 02110

When: The mailbox should be erected as soon as possible. Once the details and budget have been approved as well as maintaining those resources, the team can set up the mailbox and get the website going.

Who: **Audience:**
Primary Target Audience:
- Boston community that connect with the topics
- Media: endemic media (specific not known yet)
Secondary Audience: Anyone passing by or knows about this service.

Participants:

Any people are welcome to participate in the sharing stories process. Anyone who has faced hardship in regard to mental health challenges, homelessness and LGBTQ+ adversities. People may feel that sharing their stories can inspire others to feel confident and comfortable in who they are. Additionally sharing stories and help spread awareness to those target audiences and help create change long term.

How: Those submissions coming from call ins, written responses from online and hand written letters from the mailbox will be collected once a week to be



reviewed and reached out for help. Clips of the stories managed to promote this service on social media. (Anonymously) Those stories include various topics, such as mental health, LGBTQ+ and homelessness.

By marketing this service on the St. Anthony Shrine website, at the event, and via social media accounts, we aim to enable more people to "say" their feelings and stories and receive meaningful assistance.

As an extension of the "Listen To Me! Stories of the Unnoticed" page on the St. Anthony Shire website, The Virtual Confession Booth will have their independent page where the Shire can update the stories regularly. By using the blogging site Blogger, the Shrine can easily update their site with new stories each week.

Tactical Writing Pieces:

- Press Advisory: Listen To Me! Stories of the Unnoticed.
- Media Pitch (to send a few days after advisory or press release)
- Press Release: Listen To Me! Stories of the Unnoticed.
- Press Alert: In case the event gets canceled and location changes.

Social Media Strategy:

- Website:
- Facebook/Instagram/Twitter:
- Graphics:

Budget:

Item	Company	Qty	Cost
Mailbox	Home Depot	1	\$185
Pad of paper	Amazon	1 (8 pack)	\$9.59 / \$10.99
Pens/ Pencils	Amazon	1 (144 pack)	\$7.99 / \$9.99
Plastic Cover for Pen/ Paper			

Media List:



- [Media List](#)
- Local Media
 - TV
 - CBS Boston
 - WCVB-TV
 - NBC Boston
 - Boston 25 News
 - New England Cable News
 - The Boston Channel ABC
 - Radio
 - NPR
 - WBUR
 - WGBH
 - Internet
 - Boston.com
 - EDGE Media Network
 - Boston Herald
 - Boston Magazine
 - The Boston Channel ABC
 - Print
 - Boston Herald
 - The Berkeley Beacon
 - The Rainbow Times
 - Boston Globe
 - Boston Magazine
- Endemic Media include media covering topics of mental health, LGBTQ+ and stories of the unhoused.



For Immediate Release

<DATE>

****ADVISORY****

St. Anthony Shrine Encourages People to Share Their Stories Through a Mailbox and Online

- WHAT:** St. Anthony Shrine installs a mailbox in the front of its Arch St. location in downtown Boston where people can “drop letters” or notes sharing their stories. Along with the mailbox, the Shrine hosts an online platform where people can digitally submit their stories. Both the digital stories and the stories from the mailbox are collected and shared on a blog titled Virtual Confession Booth.
- WHEN:** The mailbox and blog debut on <SUGGESTED DATE Jan. 1-5>, less than one month after St. Anthony Shrine’s original Listen To Me! event where similar stories were shared throughout the Boston Common, which took place on Dec. 6, 2022. Now, as the evolution of Listen to Me!, communities of Boston and beyond are encouraged to share their stories through the mailbox and online with no end date in sight.
- WHERE** St. Anthony Shrine - Mailbox Location
100 Arch St.
Boston, MA 02110
Blog is available at: www.virtualconfessions.com
- WHY:** The Listen to Me! Even St. Anthony Shrine was impactful, yet short lived. Creating this mailbox and virtual confession booth for people to share their stories breathes new life and longevity to Listen to Me! The message to spread kindness and remember that we never know what someone else is going through has a forum. St. Anthony Shrine wishes to help these communities consistently in any way they can.

St. Anthony Shrine is Inspired by the enduring legacy of St. Francis of Assisi, the friars and the lay people of the Shrine strive to share the Gospel of Jesus Christ with all people. They serve as instruments of God’s healing through daily celebrations of the Eucharist and the sacrament of reconciliation. The Shrine is eager to serve the people of God in downtown Boston. As it celebrates the past, it also looks toward the future, confident that the good God and the “Wonder Worker of Padua” might continue to bless the work of the “Church on Arch Street” for many, many years to come.

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Media Contact: Julie Ogden, jogden@stanthonyshrine.org, 617-542-6440 ext. 146



For Immediate Release

<DATE>

ALERT

Stolen Mailbox To Be Replaced As Soon As Possible

BOSTON — The St. Anthony Shrine Listen to Me! The “Your Confessions” mailbox is missing. This deters the community from sharing their handwritten stories. The stand alone mailbox was disconnected from its stand and removed overnight.

The Shrine is working with the Boston Police Department proceeding with the necessary steps to recover the stolen mailbox.

The Shrine to replace the mailbox as soon as possible to ensure that the Listen To Me! The “Your Confessions” program continues to benefit the Boston community. In the interim, the website will continue to accept and upload new stories. The Shrine continues to dedicate its time to spread awareness for marginalized communities by ensuring that their stories are told.

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Media Contact: Julie Ogden, jogden@stanthonyshrine.org, 617-542-6440 ext. 146



To: Mr. Daniel Kool
From: Julie Ogden
Date: Jan. 14, 2023
Subject: St. Anthony Shrine Listen To Me! Your Confessions Pitch

Hello Mr. Kool,

My name is Julie Ogden; I am the Managing Director of St. Anthony Shrine; our organization has helped many communities, such as Unhoused, LGBTQ+ and mental health. In December 2022, you wrote an article about the Listen to Me! project titled, “St. Anthony Shrine and Emerson class bring marginalized narratives to the Boston Common.”

We invite you to be an operation consultant at our weekly stories collection. We have an “Listen to Me! Your Confessions” service that allows people to have a space to voice their stories and experiences. People can access this service through the official shrine website, mailbox submission site, or walk-in. Join us for a day in the St. Anthony Shrine Office, collecting stories and letters through detailed processes and logistics online and through our mailbox. As an operation manager, we would work with you to create social media posts and graphics for our audiences to read the experiences of those communities going through adversities. You can have hands-on experience handling and reading those stories and understand why St. Anthony Shrine assists those communities and allows them to have a voice in this world. While seeing your work come to fruition on our social media and website where your works help countless people come forward to share their stories.

Please expect a call on Tuesday at 2 p.m. to further discuss your participation and answer any questions.

Best,
Julie

Julie Ogden | Managing Director of St. Anthony Shrine
jogden@stanthonyshrine.org, 617-542-6440 ext. 146



FOR IMMEDIATE RELEASE

Jan. 14, 2023

Listen to Me! Stories of Unnoticed: Your Confessions

BOSTON — St. Anthony Shrine debuts a new long-term evolution of the Listen to me! Stories of the Unnoticed project. The Listen to Me! Our Confessions focus is to create a forum for the public to express their emotions and encourage or caution others via the sharing of true stories. The installation at St. Anthony Shrine is a continuation of Listen To Me and open to LGBTQ+, mental health and homelessness communities.

Virtual Confession Booth supports anonymous online and offline submissions. The methods of submission are not restricted to email, mailbox, phone call, or walk-in. Selected contributions are featured on the website of the Saint Anthony Shrine and are eligible for assistance from the Shrine.

"We have created fully functional psychological therapy facilities at our Shrine in order to provide high-quality services to various populations," said Father Thomas Conway.

St. Anthony Shrine demonstrates with concrete actions that everyone deserves respect, and it is an open and inclusive shrine. This installation aims to assist people reconcile with themselves and the past. Via these true stories, St. Anthony Shrine reminds people that the future is lovely and that gazing ahead always reveals a new path.

St. Anthony Shrine is inspired by the enduring legacy of St. Francis of Assisi, the friars and the lay people of the Shrine strive to share the Gospel of Jesus Christ with all people. They serve as instruments of God's healing through daily celebrations of the Eucharist and the sacrament of reconciliation. The Shrine is eager to serve the people of Boston. As it celebrates the past, it also looks toward the future, confident that the good God and the "Wonder Worker of Padua" might continue to bless the work of the "Church on Arch Street" for many, many years to come.

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Media contact: Julie Ogden, jogden@stanthonyshrine.org, Office: 617-542-6440 ext. 146



Minute-by-Minute:

Date	Time	Missions	People	Notes
Dec. 14 2022	10 a.m.	Send out Media Advisory	Media contact (Julie)	
Dec. 16 2022	10 a.m.	Send out Press Release	Media contact (Julie)	
Dec. 18 2022	10 a.m.	Send out Pitch for Media	Media contact (Julie)	
Dec. 18 2022	N/A	Purchase Mailbox	Staff	
Dec. 18 2022	N/A	Purchase Paper/ Pens	Staff	
Dec. 18 2022	N/A	Purchase Cover for pen and paper on the mailbox	Staff	
Dec. 19 2022	Business hours	Follow up phone calls/ emails with press	Media contact (Julie)	
Dec. 20 2022	Business hours	Follow up phone calls/ emails with press	Media contact (Julie)	
Dec. 20 2022	N/A	Build blogging site	Staff	
Dec. 23 2022	11 a.m.	Setup mailbox	Staff	
Dec. 23 2022	3 p.m.	Weekly collect stories	Staff	might change due to Christmas
EVERY FRIDAY	3p.m.	Weekly collect stories	Staff	
EVERY MONDAY	Business hours	Update blog	Staff	



Social Media Strategy

Facebook and Instagram are the Shrine's most active social media platforms. We decided to focus on posting on both platforms regularly. The engagement rate on both platforms are low, posting regularly with hashtags and comments will assist on that. The sample posts emphasized on the National holidays and the endemics to achieve the goals.

Part I - Social Media Calendar

The Social media calendar lists all the national holidays and selected endemic holidays for St. Anthony Shrine from Dec.14, 2022 to Sept. 30, 2023

National Holidays:

Holidays	Date	Day
St. Nicholas Day	Dec. 6, 2022	Tuesday
Christmas Eve	Dec. 24, 2022	Saturday
Christmas	Dec. 25, 2022	Sunday
Holy Innocents	Dec. 28, 2022	Wednesday
Watch Night	Dec. 31, 2022	Saturday
New Year's Day	Jan. 1, 2023	Sunday
Martin Luther King Day	Jan. 16, 2023	Monday
Belly Laugh Day	Jan. 24, 2023	Tuesday
Groundhog Day	Feb. 2, 2023	Thursday
Valentine's Day	Feb. 14, 2023	Tuesday
Daylight Saving	March 12, 2023	Sunday
St. Patrick's Day	March 17, 2023	Friday



April Fool's Day	April 1, 2023	Saturday
Easter	April 9, 2023	Sunday
Earth Day	April 22, 2023	Saturday
Mother's Day	May 14, 2023	Sunday
Armed Forces Day	May 20, 2023	Saturday
Memorial Day	May 29, 2023	Monday
Flag Day	June 14, 2023	Wednesday
Father's Day	June 18, 2023	Sunday
Independent Day	July 4, 2023	Tuesday
Parents' Day	July 23, 2023	Sunday
Labor Day	Sept. 4, 2023	Monday
Grandparents' Day	Sept. 10, 2023	Sunday
Patriot Day or September 11th	Sept. 11, 2023	Monday
Stepfamily Day	Sept. 16, 2023	Saturday

Endemic Holidays - Boston

Holiday	Date	Day
National Boston Day	Jan. 16, 2023	Monday
National Anxiety Month	May. 1, 2023	
Antiphospholipid Antibody Syndrome Awareness Month	June 1, 2023	
Social Awareness Month	July 1, 2023	



Part II - Social media posts samples



The social media posts are created for St. Anthony Shrine based on Facebook and Instagram.

Dec. 14 - Jan. 14 (Timothy)





Jan. 14 - Feb. 14 (Ulrica)

Feb.15 to March 14 (Ashley)

Timothy's posts

Date	Post	Platform	Graphic/Image	Name
Dec. 14, 2022	<p>Women's Spiritual Reflection Group Join us with St. Anthony Shrine at 12:30 p.m. on Dec. 14, 2022 for #Women Spiritual #Reflection Group. It is on the 2nd floor Classroom at 100 Arch St., Boston MA. Let us know in the comment if you are excited for this event. Contact Carol O'Brien at 617-542-6440, ext 120 if you have any inquiry.</p>	Instagram		Timothy
Dec. 23, 2022	<p>Listen To Me! Your Confessions As our event "Listen To Me! Stories of the Unnoticed" ended, our new service, the Listen To Me! #YourConfessions to share your #stories, experiences and concerns. It is a safe space for you to share your perspectives. You can utilize this service through the website, phone call and our mailbox at 100 Arch St., Boston MA. Come On! Let's talk about your stories. Tell us in the comment</p>	Instagram and Facebook		Timothy






	what you think.			
Dec. 24, 2022	Christmas Eve Today's #Christmas Eve! St. Anthony Shrine hopes you have an amazing start to your Christmas. Tell us in the comment what your favorite #ChristmasEve activities are.	Instagram and Facebook		Timothy
Dec. 25, 2022	Christmas #MERRYCHRISTMAS! It is almost the end of the year. We wish you a loving and festive holiday. Stay #safe and healthy during the holiday season! Let us know in the comments what kind of #gifts you got today	Instagram and Facebook		Timothy
Dec. 26, 2022	Day of Goodwill #Celebrate a day of #Goodwill After a day of festivities and love, it is time to take good care of yourself. Enjoy a day off and bring #peace to you and your family. Comment down below what activities bring you peace.	Instagram	"A beautiful day begins with a beautiful mindset. When you wake up, take a second to think about what a privilege it is to simply be alive and healthy. The moment you start acting like life is a blessing, I assure you it will start to feel like one."	Timothy
Dec. 28, 2022	Countdown It is three days left to #NewYearsEve Start to pack up the #old and bring in the #new What's your new year's resolution?	Instagram and Facebook		Timothy
Dec. 31, 2022	New Year's Eve It is officially #NewYearsEve St. Anthony Shrine wishes you to have a lovely and celebratory night with you and your loved ones. Remember to stay safe and our shrine is always open for you. Let us	Instagram and Facebook		Timothy



	know in the comment on your favorite new years activities.			
Jan. 1, 2023	<p>New Year #HappyNewYear It is the beginning of a good year 2023. Check out St. Anthony Shrine website to see any new events you might be interested in and start planning your new years. Comment down below what events you're excited about.</p>	Instagram		Timothy
Jan. 2, 2023	<p>St. Anthony Shrine's New Year St. Anthony Shrine is so excited to share with you our new events that are happening in 2023. We hope you can join us in our events. Please check out on stanthonyshrine.org Comment down below on what events you want to see us host.</p>	Facebook		Timothy
Jan. 5, 2023	<p>Reminder of the Listen To Me! "Your Confessions" #Reminder to use our new Listen To Me! #YourConfessions. St. Anthony Shrine is here for you. It is a safe space for you to share your perspectives. You can access this service through the website, phone call and our mailbox at 100 Arch St., Boston MA. Come On! Share your stories with us. Tell us in the comment what you think.</p>	Instagram		Timothy

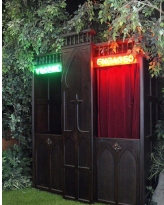

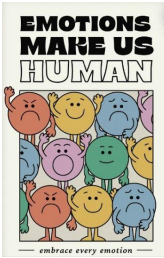


<p>Jan. 6, 2023</p>	<p>One Month since “Listen To Me” It’s been one month since our event “Listen To Me, Stories of the Unnoticed.” We hope you enjoy our event, and you can also check out our Youtube Livestream for more information. If you’re interested in sharing yours stories, you can access this service through our walk-in, website and mailbox submission of the Listen To Me! #YourConfessions Let us know in the comment if we should have another “Listen To Me!”</p>	<p>Instagram</p>		<p>Timothy</p>
<p>Jan. 6, 2023</p>	<p>One Month since “Listen To Me” It’s been one month since our event “Listen To Me, Stories of the Unnoticed.” We hope you enjoy our event. If you’re interested in sharing your stories, you can access this service through our walk-in, website and mailbox. If you want to learn more about “Listen To Me!” event, you can check out the Boston Globe article link in our bio. Let us know in the comment if we should have another “Listen To Me!”</p>	<p>Facebook</p>		<p>Timothy</p>
<p>Jan. 7, 2023</p>	<p>I Am A Mentor Day Today’s I am a #Mentor day. St. Anthony #Shrine is a mentor for everyone and we are here to assist you on any</p>	<p>Facebook</p>		<p>Timothy</p>




	<p>matter you have. Visit us at 100 Arch St. Boston MA. Our #Friars and staff are here for you to mentor and help. Comment down below if you're visiting us.</p>			
<p>Jan. 8, 2023</p>	<p>National Sunday Supper Day Every #Sunday is for supper. Every month St. Anthony #Shrine will offer Franciscan Dinner, so definitely keep an eye out for that. Or, you can visit our website at stanthonyshrine.org to check our event schedule. Comment down below if you will attend our #Franciscan dinner.</p>	<p>Instagram</p>		<p>Timothy</p>
<p>Jan. 9, 2023</p>	<p>National Faith Day Have a little #Faith in yourself. Always trust yourself and help yourself. We have a gathering every Sunday in-person at 100 Arch St. Boston MA and streaming on our Youtube channel too. Join us every single day for a little faith. Let us know in the comment if you will be joining us this #Sunday</p>	<p>Instagram</p>		<p>Timothy</p>
<p>Jan. 11, 2023</p>	<p>National Thank You Day It's time to say #ThankYou to your loved one. But for St. Anthony #Shrine, we want to say thank you to Father Thomas Conway. He provided resources to people in need and hosted an event for the "Listen To Me! Stories of the Unnoticed," which gave people a space for their voices.</p>	<p>Instagram</p>		<p>Timothy</p>



<p>Jan. 12, 2023</p>	<p>Why Listen To Me! Your Confession? #WHY the Listen To Me! #YourConfessions? St. Anthony Shrine is here to help anyone and everyone to share their stories and life experience. No matter what, the #shrine is here for you. You can access this service through the website, phone call and our mailbox at 100 Arch St., Boston MA. Come On! Share your stories with us. Share your thoughts with us in the comment.</p>	<p>Instagram</p>		<p>Timothy</p>
<p>Jan. 13, 2023</p>	<p>Poetry Break Day Happy #Poetry Break Day. If you want to know more about books or poems, you can join us at @bostonshrine at 100 Arch St., Boston MA for our book reflection and discussion. You can even check us out on stanthonyshrine.org Comment down below if you're interested</p>	<p>Instagram</p>		<p>Timothy</p>
<p>Jan. 15, 2023</p>	<p>Day of Sanctity and Protection of Human Life It is the day of #Sanctity and Protection of #HumanLife. @bostonshrine is here for you and we support you no matter what. Come to our #shrine and we will help you in any way that we can. Visit us at 100 Arch St., Boston MA</p>	<p>Instagram</p>		<p>Timothy</p>



	Date	Post	Image
1	Jan. 16, 2023	<p>Why should Christians celebrate Martin Luther King, Jr. Day?</p> <p>Martin Luther King strived for peace and equality throughout his life. He organized nonviolent demonstrations and marches, including the March on Washington, the Memphis sanitation workers' strike, and the Montgomery bus boycott. King was tragically murdered on April 4, 1968, at the age of 39. As Christians, we have the ability to be empowered by God. As believers, the same Holy Spirit who dwelt in Jesus Christ resides in us now. We might boldly petition God, "How can I assist? How can I show the world your love? How can I effectively advocate for peace?"</p>	photo of Martin Luther King, Jr. (Black and white)
2	Jan. 17, 2023	<p>Morning Pray: Oh God, enlighten my mind with truth; In flame my heart with love; Inspire my will with courage; Enrich my life with service. Pardon what I have been; Sanctify what I am.....</p>	 <p>A MORNING PRAYER Oh God, enlighten my mind with truth; In flame my heart with love; Inspire my will with courage; Enrich my life with service. Pardon what I have been; sanctify what I am; order what I shall be and thine shall be the glory and mine the eternal salvation through Jesus Christ my Lord. Amen.</p>
3	Jan. 18, 2023	<p>LGBTQ+: Struggling gay people A Christian who admitted to being gay was assaulted at school. Which ultimately led to depression and suicide. A bishop who is publicly gay spoke out on social media on his behalf. The bishop believed it was vital to use his position as bishop of the Church to provide another voice from the institutional church and places of authority to say, "I know you've been told these things, but they are entirely false. I want children to know that there are legitimate church leaders who interpret the Bible differently and who know that God welcomes and loves them as they are."</p>	no photos
4	Jan. 19, 2023	<p>Mental Health: Bisexual people and mental health In the LGBTQ community, bisexuals have the greatest rates of anxiety and depression. Because they contain both, they cannot reject either nor</p>	no photos



		<p>exhibit both at the same time. Another reason why the majority of bisexuals seek mental health care is because they are frequently discriminated against. Even the LGBTQ community discriminates against them, as many view them as "stateless" or unimportant.</p>	
5	Jan. 20, 2023	<p>Story share Wednesday We want to share a story from Listen To Me! #YourConfessions booth. A girl told us that her parents never understood her and always compared her grades to those of others. This caused her to lack self-confidence and not want to go home to face her parents. The girl's relationship with her parents deteriorated over time due to a lack of fundamental communication. Want to know how we assisted her? Follow the link provided below to visit our free confession booth page for complete tales and answers. www.yourconfessions.com</p>	photo shows confession booth page
6	Jan. 21, 2023	<p>LGBTQ+: Transgender and jobs Frequently, transgender people have problems getting employment owing to discrimination. "I was rejected by HR not because of my competence, but because I am a transgender," stated someone. And here at the St. Anthony Shrine, we encourage everyone to openly identify themselves. Because God offers humanity a choice, he wants us to be free and to remain so eternally.</p>	no photos
7	Jan. 22, 2023	<p>LGBTQ+: What is a queer guy? The LGBTQ community reflects the vast variety of God's image. If human beings are created in the image of God as male and female, we must acknowledge and accept that being beyond gender is also a gift from God. It is among the symbols of liberty. We should learn to tolerate everything and obey God's instructions to improve.</p>	no photos
8	Jan. 23, 2023	<p>Today, a group of our compassionate volunteers went to the Chinatown shelter to deliver holiday greetings to the homeless. We have assembled 50 winter kits with food, water, and blankets. We desire</p>	photos of event



		to do everything possible to aid the homeless during this harsh winter, and we pray for them.	
9	Jan. 24, 2023	Any questions you want to ask to St. Anthony Shrine. We are now collecting questions from our followers and people who want to join us. Please leave any questions in the comments, we will reply to you in 48 hours. Or you can go to the link below to share your problems or concerns privately to our website or email. https://stanthonyshrine.org/	posters related to official website and the email address
10	Jan. 25, 2023	Event update - Listen to me! Stories of the unnoticed - Your Confessions booth We have received a total of fifty stories from all platforms so far. We are glad that the general public enjoys the Listen To Me! Your Confessions booth. We also hope that this long-term and effective campaign will serve as a forum for individuals to discuss their feelings and experiences. We will announce the picked stories and the ones we will assist later today. Please follow our social media platforms accounts for immediate updates.	photo of confession booth website page
10 .1	Jan. 25, 2023	Here it is! St. Anthony Shrine finally chose one story from LGBTQ community and one story from the Mental health community. Let's listen to the stories together! We also attach the transcript format in this post! St. Anthony Shrine has already messaged the two stories' owners and successfully made contact with them! We will update further information on Facebook!	photos of the two stories' transcripts
11	Jan. 26, 2023	At the St. Anthony Shrine, we honor our military retirees with a monthly appreciation lunch. In this time of peace, the majority of veterans are dragging their war-injured bodies to live alone. We wanted to convey the warmth and beauty of peacetime to the veterans through a simple but heartfelt lunch.	photos of veterans having lunch together
12	Jan. 27, 2023	We are now hiring new chaplains and instructors to join the St. Anthony Shrine. We are preparing to expand the church service to help more people who	poster of hiring




		are suffering, and we think it is an important part of the shrine. The hiring positions are open to people who care about LGBTQ+, mental health and homelessness communities. Please follow the link below to read more information about hiring. https://stanthonyshrine.org/	
13	Jan. 28, 2023	Today, our anti-discrimination team is handing out posters and fliers around Chinatown. We wish for more individuals of all races, colors, and genders to join our amazing family. There is no discrimination at St. Anthony Shrine. We are open to fresh experiences and concepts. Come and join us, let's walk in God's footsteps, but also touch God with your faith!	photos of volunteers handing out posters and fliers
14	Jan. 29, 2023	Please consider making a donation so that the St. Anthony Shrine can assist and serve the faithful more effectively. https://stanthonyshrine.org/	photo of god
15	Jan. 30, 2023	St. Anthony Shrine weekly Devotion “Lord God, I am at a loss for words. I'm not sure how to pray for this difficult situation, but I know you promise that you hear our prayers, so I want to try praying right now. Please be our comfort, our support, our strength, and our shield. Please help us overcome all that the enemy tries to throw our way. Help us depend on you and find great joy and peace from your presence. Thank you for always loving us and never leaving us. ~ Jennifer O. White”	photos show people pray
16	Jan. 31, 2023	What did we do in January? <ul style="list-style-type: none"> - Story share Wednesday - Weekly Bible reading - Veteran appertain lunch - LGBTQ+ stories share 	photo shows the events happened in January
17	Feb. 1, 2023	New events announcement We've added Wednesday Bible readings in February. In this event, participants can read the Bible aloud and discuss the passages that moved them with their peers. Participants also can choose to listen to the	posters of new events for February



		stories from our event Listen To Me! - Stories of the Unnoticed! - Our Confession Booth. Let's pray for them together! In addition, we organize Bible reading performances at the end of the year for Christmas in order to increase awareness of the Bible and the shrine.	
18	Feb. 2, 2023	Candlemas is celebrated on Feb. 2, 2023 and marks the return of light, a symbol of protection and prosperity.	photos show candles lighting together and people around
19	Feb. 3, 2023	We are honored to invite the famous lecturer xxx to the weekly sharing session at the St. Anthony Shrine. Let's get into the exciting scene through the live stream! (links of live-streaming)	no photos
20	Feb. 14, 2023	“Love is patient, Love is kind.” On Valentine's Day, we can display our affection not only for our loved partners, but also for our friends and family. Even for people from our event Listen to Me! Stories of the Unnoticed! - our confession booth , you don't know. Obviously, we can also visit the St. Anthony Shrine to express our adoration and reverence for God.	photos show couples and families. (Happy version)

Ashley Social Media

No.	Date	Post	Platform	Image/ Graphics	Name
1	Feb. 15, 2023	Don't hesitate to share your #story. Every person's story is #unique and is part of building who they are. Share your story with the link in our bio.	Instagram		Ashley
2	Feb. 17, 2023	A #handwritten note means so much. Take the time today to write a #story and drop it into our #mailbox, they stories can be found at <LINK TO BLOG>	Facebook	Image of mailbox	Ashley




3	Feb. 18, 2023	Have you shared your story with us? #VirtualConfessions is now live. You can #read and #share stories here <LINK TO BLOG>	Twitter	N/A	Ashley
4	Feb. 19, 2022	Oftentimes, people feel stuck. They might feel unheard and this could cause loneliness. When we open up about what	Facebook	N/A	Ashley
5	Feb. 22, 2023	This #AshWednesday we remember the sacrifices that have been made for us. When considering making a decision that will benefit someone else, consider how telling your stories can impact a person. Share your stories with St. Anthony Shrine in the “Your Confessions” mailbox on Arch St. in Boston, or go online to <INSERT LINK> today.	Facebook	Image of mailbox and church	Ashley
6	Feb. 22, 2023	On #AshWednesday this year, consider sharing your stories to “Your Confessions” a virtual place of sharing and healing. You can feel relief in getting your story out into the world, and begin Lent on a positive, freeing note.	Instagram	Image of Shrine church interior	Ashley
7	Feb. 22, 2023	What does #AshWednesday mean for you? Will you be #sharing with us this Lent? Be sure to tell us your stories at <INSERT LINK>	Twitter	N/A	Ashley
8	Feb. 23,	In the cold months, we	Facebook	N/A	Ashley



	2023	come #together to spread warmth and to remember we are supported. It is important to spread that #kindness and observe others who might not have what we have. On the online virtual “Your Confessions” program at St. Anthony Shrine, you can listen to #stories from people who have faced hardship and #triumphed through it.			
9	Feb. 24, 2023	The #mailbox is waiting for your #stories. Come down to Arch St. to drop a #note!	Instagram	Image of the mailbox	Ashley
10	Feb. 24, 2022	“Your Confessions” are #inspiring people everyday to take the steps necessary to make #change in their lives. Help someone today by sharing your story. <INSERT LINK>	Twitter	N/A	Ashley
11	Feb. 25, 2023	Your #story might #helpsomeone else who is struggling. Be a part of the #solution by #sharing today. Link in bio	Instagram	Stock Image of people hugging	Ashley
12	Feb. 25, 2023	The #mailbox misses you! Down to Arch St. and #drop a #story #today!	Twitter	N/A	Ashley
13	Feb. 25, 2023	In many cases, the best way to help someone is through conversation and communication. It is not possible to reach everyone	Facebook	N/A	Ashley



		all at once, but you can start by sharing your stories with “Your Confessions,” and help someone evolve today.			
14	Feb. 26, 2023	Just checking in! How are you feeling? Share your stories with #YourConfessions with the link in our bio	Instagram		Ashley
15	Feb. 27, 2023	What brings you #joy? We get joy from knowing we help people through communicating and #sharing #stories <INSERT LINK>	Facebook	N/A	Ashley
16	Feb. 28, 2023	We have been #loving how many stories are being shared through #YourConfessions. Take a peek here	Instagram	Graphic with sound clip played over it	
17	Feb. 28, 2023	Did you do your #daily #affirmations today? Go ahead and start spreading your love and kindness by sharing your #stories with us. <INSERT LINK>	Twitter	N/A	Ashley
18	March 1, 2023	This story has some impact. <INSERT NO MORE THAN A TWO SENTENCE DESCRIPTION OF A STORY>. How can a #story like this help someone for the better, let us know in the comments!	Facebook	N/A	Ashley



19	March 1, 2023	Visit the St. Anthony's Shrine whenever you need to talk to someone, but if you don't feel that you can talk to someone face to face, tell us your story here: <INSERT LINK>	Twitter	N/A	Ashley
20	March 2, 2023	Your #story is #impactful, and can help someone make #change in their lives. Always #share your story, always spread #kindness. Be a part of what we do by contributing to #YourConfessions today <INSERT LINK>	Twitter	N/A	Ashley