XAVERIAN SOCIAL MEDIA CONFERENCE
xaverian missionaries

Structures and effects of Social Media language in the mission « ad gentes »

XAVERIAN CHARISM & SOCIAL MEDIA

17-30 January 2016 - Tavernerio - ITALY

saveriani.org

At the end of the 20th century, when we thought that the Gospel had reached the last human outskirts, and when the Church thought she had reached the ends of the earth, a new « world » has emerged.

A "world" that is still to be discovered, a « world » without frontiers, where all languages are spoken, where everyone lives « together », without barriers of time and space.

A new world we must learn to inhabit.

Logo

The continents, which traditionally symbolized the mission of the Xaverians, are represented here by the Social Media, the new mission spaces we must inhabit.

The cross in the foreground calls to mind our missionary charism, whose heart is "the Crucified Christ".

PRESENTATION

ORGANIZATION
GENERAL DIRECTION

STAFF
Gabriel Arroyo
Oliviero Verzeletti
Mario Menin

PARTICIPANTS
Representatives of the
Xaverian Circumscriptions
Two Missionaries of Mary
Lay people and collaborators

PREPARATION
In preparation to the Conference, every Circumscription prepared a report on the Social Media in their country

GOALS OF THE CONFERENCE

To take stock of the general situation of the Circumscriptions in the media field.

To animate a reflection that will lead us to a better knowledge of the new areopaguses in the world of mass media and social media communications. (XVI GC 53)

To promote the use of the social media in the field of missionary-vocation animation (XVI GC 72) with Workshops.

To grow, as missionaries, in the competent use of social media in evangelization, in harmony with the priorities of our Xaverian charism. (XVI GC 73)

Points covered in each Report:

1. General statistics
2. Role and challenges of the Social Media in evangelization
3. Xaverian initiatives and results in the media field
4. Expectations of the Conference and proposals for the future
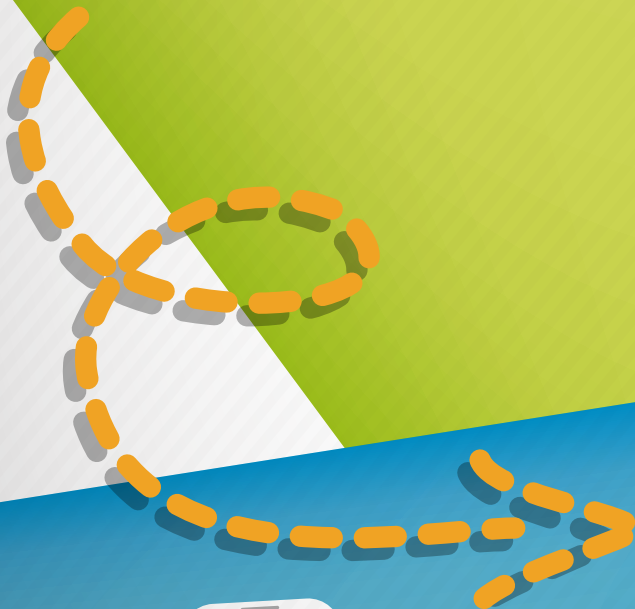
SPEAKERS

Prof. Chiara GIACCARDI
Specialist in sociology and anthropology of the media

COMMUNICATIONS AND HUMAN RELATIONSHIPS

The Xaverians feel the need to move away from being passive spectators/solitary, fearful and disoriented surfers in cyberspace to acquire a new and rich missionary outlook

What is the role of the cultural filter in the construction of rich human relationships in the age of digital communication?

How can we rethink our cultural proposal and pastoral activity today?

Prof. Nicoletta VITTADINI
Specialist in sociology and anthropology of the digital media

HISTORY, DEVELOPMENT AND STRUCTURE OF SOCIAL MEDIA LANGUAGE

Communicative dynamics of the web 2.0

The digital ecosystem and the web as a social space

What new doors are opening and what new frontiers are emerging for those who inhabit the web?

Prof. Pier Cesare RIVOLTELLA
Professor of instruction and learning technologies – founder of the Centro di Ricerca per l'Educazione ai Media, all'Informazione e alla Tecnologia

HISTORY, DEVELOPMENT AND STRUCTURE OF SOCIAL MEDIA LANGUAGE

We have moved from teaching technology to teaching with technology and, today, to teaching in technology

How does this « revolution » influence our being missionaries and our approach to young people?

Giovanni DALLA BONA
Formator and consultant on Social Media and Content Marketing

WEB AND SOCIAL MEDIA STRATEGY

Strategy for the use and creation of contents

Ermanno FERRO

Xaverian Missionary, Director of the CSCS, Mother House, Parma

THE MEDIA IN THE MISSION
OF THE XAVERIANS

Origins and developments in Xaverian media productions

Fiorenzo RAFFAINI

Xaverian Missionary, Director of Videomission at the CSAM

THE MEDIA IN THE MISSION
OF THE XAVERIANS

From the 1950s until today: from Oltremarefilm to Videomission

Fabrizio COLOMBO

Comboni Missionary, president of SIGNIS Roma
(Associazione Cattolica Mondiale per la Comunicazione – Vaticano)

MISSION AND NEW MEDIA

What « vision » should we adopt in relation to the New Media in order to pass on in a better way our missionary charism and our experiences of evangelization? What challenges do the New Media pose today to the missionary congregations, who seem to be lagging behind in a static position with respect to their rhythms and stimuli?
How should we plan and develop the « New media communication » at the heart of the mission today?
What « good practices » should we promote in the use of the new instruments of communication?

ASSOCIAZIONE Joomla!Lombardia

An Association of Social Promotion that proposes and promotes cultural and scientific initiatives for the divulgation of the CMS (Content Management System)

Joomla! and Wordpress

The world of the Third Sector, sharing and voluntary work
Staying alive in the world of digital communication
The future of the web. Communication systems and economic models

PROGRAM

JANUARY sunday 17

Welcome
Dinner: 19.15

JANUARY monday 18

Introduction
Goals, situation, challenges, etc.
General Direction
Presentation of the conferences and workshops
Staff

JANUARY tuesday 19

Communications and human relationships
What kind of human being is being produced in cyber space?
How should we inhabit the digital continent today?
Prof. Chiara GIACCARDI

JANUARY wednesday 20

Visit to the VITA Multimedia Center

JANUARY thursday 21

History, development and structure of Social Media language
Development of web 2.0 communications dynamics and the digital ecosystem
Prof. Nicoletta VITTADINI

Evangelizing in the era of the "digital natives"
Prof. Pier Cesare RIVOLTELLA

JANUARY friday 22

Web and Social Media strategies I and II
General strategy in the use of the Social Media
Strategy for the creation of contents
Giovanni DALLA BONA

JANUARY saturday 23

"Campaigning" through the Social Media
Giorgio BERETTA

WORKSHOPS: Social networks and messaging services. Facebook, Twitter, Google+, Instagram, Youtube, Vimeo, WhatsApp e Skype

JANUARY monday 25

The media in the mission of the xaverians
Origins and developments in Xaverian media productions
Ermanno FERRO

From the 1950s until today: from Oltremarefilm to Videomission
Fiorenzo RAFFAINI

JANUARY tuesday 26

Mission and New Media
What « vision » should we adopt in relation to the New Media to pass on our charism?
What are the challenges of the New Media for the missionary congregations?

Fabrizio COLOMBO

Follow the conference on the General Direction Website
saveriani.org

SOCIAL NETWORKS

Facebook - Twitter - Google+
Instagram - Youtube - Vimeo
Periscope - WhatsApp
Skype - Messenger

INTERNET MANAGEMENT AND CREATION OF WEBSITES

Joomla
Wordpress

MASS MEDIA

Cinema - TV
INTERNET
Radio, Telephono

OPERATING SYSTEM (OS) DEVICES AND CLOUD STORAGE

Windows - Apple
Android - Linux - OS
Dropbox - SkyDrive
iCloud

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f YouTube

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