

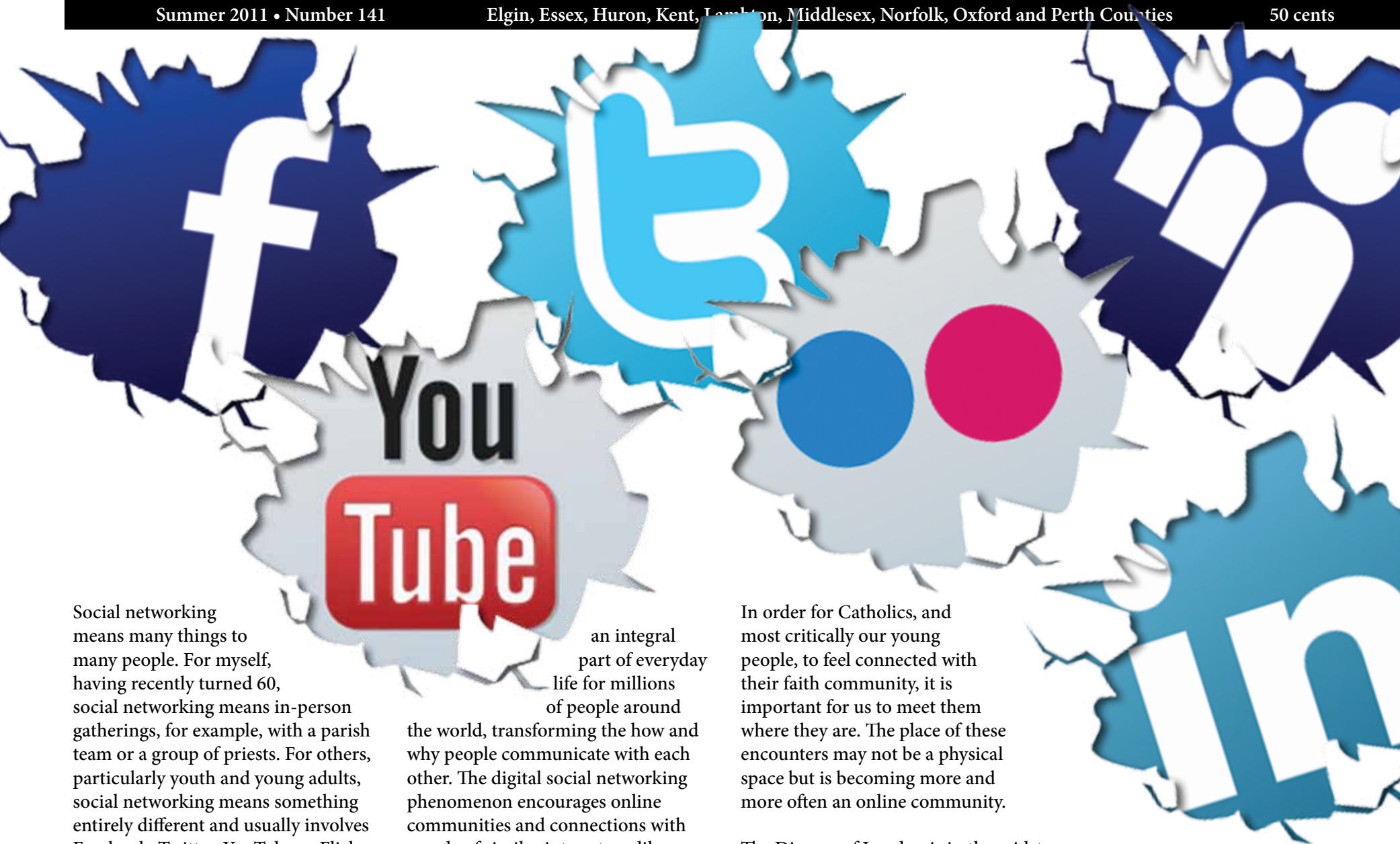


# NEWSPAPER OF THE DIOCESE OF LONDON

Summer 2011 • Number 141

Elgin, Essex, Huron, Kent, Lambton, Middlesex, Norfolk, Oxford and Perth Counties

50 cents



Social networking means many things to many people. For myself, having recently turned 60, social networking means in-person gatherings, for example, with a parish team or a group of priests. For others, particularly youth and young adults, social networking means something entirely different and usually involves Facebook, Twitter, YouTube or Flickr.

Social networking sites have become

an integral part of everyday life for millions of people around

the world, transforming the how and why people communicate with each other. The digital social networking phenomenon encourages online communities and connections with people of similar interests or likes.

Most of the social networking sites promote openness and connectivity by changing traditional website monologues into interactive dialogues. Thus, social media is becoming an increasingly important way for Catholics to interact and a means of showing and encouraging transparency.

Social networks are an important tool for ecumenical dialogue. In 2010, Christians and Muslims were the most likely members of religious affiliations to befriend each other online. On Facebook alone, over 60,000 people are known to name each other as friends every day.

In order for Catholics, and most critically our young people, to feel connected with their faith community, it is important for us to meet them where they are. The place of these encounters may not be a physical space but is becoming more and more often an online community.

The Diocese of London is in the midst of launching various social media sites and services. On the following pages, you will find explanations of these social media sites and tools and ways they can be used to assist and encourage our faith, including:

**Facebook**, the largest social networking site. It is a multi-functional site that originally began for college students but now is available to everyone.

**Twitter**, a site that publishes short sentences describing what an individual is doing, seeing, or feeling at any moment.

**Flickr**, a photo and video-sharing site that encourages openness and connectivity between its users in order to generate innovative photograph groupings.

**YouTube**, a video broadcasting site that is user generated.

In his message for the 45th World Day of Social Communications, Pope Benedict XVI reflects on this transformation that is enabling new interactions with others. He encourages the Church, parents, young people and people of faith to make good use of these new technologies, while at the same time emphasizing that social networks are not a substitute for personal interactions and growth. The full message, along with links to our social media feeds and pages, are all available online at [www.dol.ca](http://www.dol.ca).

May God bless you and your networking, both in person and online.

+ *Ronald Fabbro, C.S.B.*

Most Rev. Ronald P. Fabbro, C.S.B.  
Bishop of London

MAIL POSTE

Canada Post Corporation/Société canadienne des postes  
Postage paid Port payé  
Publications mail Poste-lettres

10198 London



# Social Media: Be Aware

By Hannah Stewart

## Is My Information Safe?

Perhaps the biggest online social networking drawback is that it makes identity theft easier. In order to create an online profile you have to share information about yourself with a third party. Other individuals could take on your persona and spread false

messages in your name.

All images, information, and messages you share become the property of the site, even if you delete them. Each company retains a copy of everything you post and could use it in a way that you did not intend. Try asking yourself "If my bishop/pastor/principal asked to see

this communication, would I be embarrassed by what I have written?" If the answer is "yes", do not send the message.

Many sites are providing better and better options to keep private information like your email, birthday, or address but doing so can make it more difficult for friends to find you. It is important that you be aware of the terms of use and privacy options for each site prior to establishing a presence.

## Who Should I Befriend?

There is a difference between receiving a "friend request" and accepting one. There are instances of cyber-bulling and harassment. Make sure that the friends you connect with online are people you know.

## How Often Will I Use Social Networking?

Social networking can be both overwhelming and addictive. If you join more than one social network and add hundreds of friends, you will receive updates constantly. This can make it difficult to filter information and find something specific. If this happens you may find yourself checking for updates several times throughout the day.

## Recommendations for Church Use?

The development of social networking policies in the Church must strike a balance between safety and effectiveness. We must make sure that our use of such technology is prudent, reasonable, and transparent.

The Diocese of London is in the process of creating policies and guidelines for use by clergy and others in parishes and Catholic institutions across the diocese.

Some aspects being considered include:

- Establish separate sites and pages for personal and professional use.
- Young persons should initiate Friend Connections and their parents should be informed that a social networking site is being utilized.
- In photographs of youth activities, youth should not be identified by name.
- A minimum of two adults should have administrative access to a functioning social networking site.

With this balance the ability to train, share new ministry techniques, communicate, and evangelize will be enhanced and continue to be an advantage for parishes, schools, and ministries.



## General Contracting, Roofing and Sheet Metal, Masonry, Woodworking and Interior Restoration

Roof Tile Management is proud to have worked with the Diocese of London on a wide range of projects:

*St. Peter's Cathedral Basilica, London*

*St. Justin, London*

*St. Mary, London*

*St. Patrick, London*

*St. Clement, McGregor*

*Holy Name of Mary, St. Mary's*

*St. Joseph, Chatham*

*St. John the Evangelist, Woodslee*

*Our Lady of Mount Carmel, Mount Carmel*

*St. Anne, Tecumseh*

*St. Patrick, Kinkora*

*St. John the Baptist, Amherstburg*

*and many others*

**Contact Us:**  
**360 Gibraltar Drive**  
**Mississauga, ON L5T 2P5**  
**905-672-9992**

**KING'S**  
 UNIVERSITY COLLEGE  
 at The University of Western Ontario  
 THE BEST OF BOTH WORLDS

- WESTERN DEGREE
- SMALL CLASSES
- AWARD WINNING FACULTY
- BIG COMMUNITY

**“CATHOLIC HIGHER EDUCATION AT ITS BEST”**

**GET CONNECTED...  
 MAKE A DIFFERENCE**

**WWW.KINGSCONNECT.CA**

The Newspaper of the Diocese of London, established in 1980, is published quarterly in March, June, September and December, with 45,000 copies distributed throughout nine counties in southwestern Ontario: Elgin, Essex, Huron, Kent, Lambton, Middlesex, Norfolk, Oxford and Perth.

ISSN: 0831-9715  
 Publications Mail Agreement #: 41699033

**Subscriptions**  
 \$12/year. Individual copies are 50 cents each.

**Advertising**  
 Please visit [www.dol.ca](http://www.dol.ca) for latest rates.

Publisher: Diocese of London  
 Editors: Mark Adkinson &  
 Hannah Stewart  
 1070 Waterloo St., London, ON N6A 3Y2  
 519-433-0658 x227  
[madkinson@dol.ca](mailto:madkinson@dol.ca)



DIOCESE OF  
 LONDON



*There's still time!* **Take this step on  
your parish's journey of renewal!**

# ARISE

*Together in Christ*



## ***ARISE Together in Christ***

is the exciting process of parish spiritual renewal that is spreading across the Diocese of London.

Even if your parish is not signed up for *ARISE*, there is still time to participate.

Workshops One and Two can be provided for your parish team in time to participate in Workshop Three offered in September.

The Training Workshops provide formation for all those who will take a role in making *ARISE Together In Christ* a vibrant reality for their parish. As well as presenting the *ARISE* process, there will be practical advice and skills training.

This workshop will make sure that you and your parish are fully ready to implement the first season of faith sharing that begins the week of October 16th.

---

**Workshop Three:** Facilitating Small Faith Communities  
Training for Parish Teams and Small Faith Community Leaders

**Monday, September 19, 7-9pm**

Windsor/Essex Deaneries: Holy Name of Jesus Parish Hall, Essex

**Tuesday, September 20, 7-9pm**

London Deanery: Holy Cross Parish Hall, London

**Wednesday, September 21, 7-9pm**

Ingersoll Deanery: Our Lady, Queen of Martyrs, Delhi

**Thursday, September 22, 7-9pm**

Huron-Perth Deanery: St. Patrick Parish Hall, Dublin

**Friday, September 23, 7-9pm**

Sarnia Deanery: St. Benedict Parish Hall, Sarnia

**Please Note:** Due to the numbers expected to attend each session, we ask that you register for the session your parish team and leaders will be attending.

*For more information on participating in ARISE or to attend a workshop, please contact Connie Paré at [cpare@dol.ca](mailto:cpare@dol.ca) or call 519-433-0658 x238.*



**Presented by RENEW International**

1232 George Street  
Plainfield, NJ 07062-1717

Phone: 908-769-5400  
[www.renewintl.org](http://www.renewintl.org)

# flickr: A New Take on Photos



By Hannah Stewart

## What Does Flickr Do?

Every day, millions of people use social networking sites like Twitter and Facebook to stay in touch with friends, make business contacts and procrastinate at work. A new kind of social networking site called Flickr was launched in 2004 that performs a single purpose: allowing users to share photos. In doing so, Flickr attracts top photographers and original photo groupings that are made through collaborative group efforts.

Stewart Butterfield, one of the co-founders, says Flickr's focus is not about printing photos but sharing them with others. How many people have albums or shoeboxes full of photos that no one ever sees? By contrast, about 80 percent of the photos on Flickr are public and searchable by everyone. Flickr is a place

to show what the world looks like to you. In one instance a user may upload an image of a wedding or the birth of a child while another could upload an image of a landscape or machine. In a sense Flickr appears as a large online compendium of National Geographic.

## How Big is Flickr?

While Facebook claims to be the largest photo-sharing site on the Internet, Flickr currently hosts more than 5 billion images. More than just a place to store photos, Flickr encourages sharing and collaboration among its users.

## How Does Flickr Work?

In addition to being a popular website for users to share personal photographs, the service is widely used by bloggers to host images that they share in their blogs and other social media.

Flickr offers two kinds of

accounts to its users, Free and Pro. Free account users are allowed to upload a limited amount of photos to their "photostream". If a free user has more than 200 photos on the site people will only be able to see the first 200 in their photostream. However, the other uploaded photos are still stored on the site and any links to these images in outside blogs remain active.

Pro account holders may upload an unlimited amount of images and videos every month and receive unlimited storage. These users may also contribute in up to sixty photo pools, while browsing the site ad-free.

## Why Do People Use Flickr?

Key to Flickr's success is the way it lets users browse other people's images, adding comments and forming groups based on shared interests. This allows users to form a social network where they can interact with each other.

If the future of social networking is collaboration then Flickr could be seen as a leader in photo sharing.

Photo submissions can be public or private. A user can set privacy controls that determine who can view the image. Private images by default are only visible to the uploader, but they can also be marked as visible to friends and family.

Flickr aims to make photo organization a group effort. It asks photo submitters to organize images using tags, which enable searchers to find images related to a particular topic. Flickr has implemented "tag clouds", which provide access to images tagged with the most popular keywords. These tag clouds make searching an easier process for anyone interested in a particular topic.

## How Can the Church Use Flickr?

Flickr allows anyone to share images with the wider, even worldwide community. For the Church, this can be an important tool. We are encouraged to share the Good News. Flickr is one of the ways of showing the world our beautiful churches, amazing events and inspiring people. It also helps increase interaction with others and transparency. Properly used, this social networking site can be a valuable newsgathering and reporting tool. While we always have to be careful to respect privacy and ensure our churches are safe environments-especially for children, it allows those outside our immediate community to gain a visual perspective of what is happening within our Church.



# Twitter: The New Way to Communicate for People with a Short Atten...

By Hannah Stewart

## What Does Twitter Do?

Describing events and thoughts of the profound to the simply mundane, Twitter is a micro-blogging service that enables its users to send and receive short messages.

"Twitterers" or "Tweeters" send and receive short messages, called "Tweets," on Twitter's Web site, with instant messaging software, or with their mobile phones. Twitter as a social networking service is a network community where content can be created by anyone and published to everyone, in a context that is "many to many."

## How Does Twitter Work?

When logged in through the Web or a cellphone, users produce a text-based post that answers a simple question, "What's happening?" Users answer this question in 140 characters or less. While some tweets are insightful many more are quite ordinary, like "It sure is pretty out tonight."

According to Twitter's Executive Chairman, Jack Dorsey, Twitter took its name from 'a short burst of inconsequential information' and 'chirps from birds'. This has made it a handy alternative to text-messages. Unlike most text messages, tweets are passed among large networks of friends. Strangers, called

"followers", can also choose to receive the tweets of people they find interesting, like celebrities, politicians, and even product brands.

## How Big is Twitter?

Twitter's rapid worldwide growth has made it an object of intense interest and a fair amount of ridicule. Currently, the site boasts over 200 million users who generate 65 million tweets a day and over 800,000 searches daily.

In its short history, Twitter has become an important marketing tool as it provides a level of intimacy never before found on the Web.

Twitter allows the public to speak directly to people

and institutions that it otherwise would likely never reach on a one to one basis.

## How Can the Church Use Twitter?

Twitter is one of the fastest growing forms of communication, especially among young adults. Our Church cannot ignore it, and must work towards a better understanding of its uses and limitations in the digital age. To do so requires us to approach social media as a powerful means of spreading the Gospel and consider the Church's role in providing a Christian perspective to digital literacy.

Though not a substitute for face-to-face interaction, Twitter can provide the means by which initial engagement is made possible. Sharing tidbits of information consistently, in an easy to read, and highly accessible format allows Twitter to become a powerful tool in creating and strengthening the Catholic community. Think of being able to gently "budge" people, in 140 characters or less, to engage people more in their faith, to remind them to go to Mass or confession, or even to ask if they have said a simple Hail Mary or Our Father that day.



## Tour & Pilgrimage Opportunities with Travel Merchant Tours

### PILGRIMAGE & SPECIAL INTEREST TOURS FOR 2012 & 2013:

**APRIL 17-29:** Holy Land Pilgrimage (7 Hills)

**MAY 7-19:** Marian Pilgrimage to Fatima/Lourdes/Santiago (7 Hills)

**JUNE 2012:** Ireland and the Eucharistic Congress. 4 different packages. Check out our website for more details!

**JULY 24-28:** St. Brother André and Ste Anne de Beaupre

**SEPTEMBER 28-OCTOBER 7:** Martyrs, Mystics, Saints and Sinners. Special interest tour of Italy with Prof. Becky R. Lee - Associate Prof. of Religious Studies - York University.

**OCTOBER:** Holy Land/Jordan and Egypt

**OCTOBER:** Shrines of Italy

For more information, please visit our website at [www.worldwide.on.ca](http://www.worldwide.on.ca)  
Email: [george@worldwide.on.ca](mailto:george@worldwide.on.ca)  
Phone: 1-888-667-8881  
or George Cifa at 519-225-2732

TICO registration number 50016255





**'May the Lord rejoice in His works'**  
*Psalms 104*

Bishop Murray Chatlain with Danny and Judy Bayha and their children, Joseph, Malerie and Bethany on Malerie's First Communion Day.

Spanning Northern Alberta, Saskatchewan, Nunavut and the Northwest Territories, the Diocese of Mackenzie-Fort Smith is the world's second largest. Bishop Murray Chatlain, above, and eight missionary priests are regularly on the road or in the air serving in the diocese's outlying mission posts—their ministries made even more difficult by the fact that 75 per cent of their communities are inaccessible by road.

But—as you can see—there are indescribable joys! Your prayerful gift makes the Lord glad; because of *you* such joy is possible!



**Be a sign of His love and new life in our mission communities. Please send your gift today!**

**CATHOLIC MISSIONS IN CANADA**  
201-1155 Yonge St., Toronto, ON M4T 1W2  
www.cmic.info | 1-866-YES-CMIC (937-2642)

NDL06011



## facebook

By Hannah Stewart

### What is Facebook?

Facebook is a social networking site that, like other online social networks, allows users to create what's called a profile page that displays information about themselves that they have chosen to share. This information may include interests, education and work background as well as contact information. Users then forge online links with friends and acquaintances. While Facebook currently limits a user to a maximum of 5,000 friends, the average user has around 130.

Through their profile, users can view and share photos, events and videos of and with their friends and receive automatic notifications when their friends update their profile. Additionally, members can communicate with each other through chat features, private messages, "Wall" posts and status updates. Users may also join common-interest

groups.

The "Wall" is where the majority of activity takes

place and is where users write comments, leave messages, and share links. From these posts, users receive personalized updates of his or her friends status and photos in their news feed found on the home page.

### Where did Facebook Come From?

Four Harvard computer science students founded Facebook in 2004. The website's membership was initially limited to Harvard students, but was expanded to include other colleges in the Boston area and some Ivey League schools. Gradually it supported more students at various universities in Canada and the United States before opening its membership to high school students, and, finally, to anyone 13 years of age and up.

### How Big is Facebook?

Online social media communities are vast and growing at a rapid pace. Facebook is the largest of all

these social networking sites. As of January 2011, Facebook had over 500 million active users and was the most used social networking service in the world.

Challenging even major corporations like Google, Facebook has a vision of a Web tied together through personal relationships and recommendations. For example, many websites now offer the ability for members to "Like" something – share it with their network of personal connections – without leaving the webpage they are on.

Facebook also reaches past the desktop computer as its mobile features that can be accessed almost anywhere. These applications, available for most smartphones, allow users to check their friends' latest photos and status updates, look up a phone number, or upload their own

mobile photos wherever they are. A newer feature of the mobile device is "Places". This feature allows users to share their current location with friends by 'checking in'. Currently, there are more than 250 million users accessing Facebook's services though their mobile devices and these users are nearly twice as active as non-mobile users.

Canada is the fourth largest market of Facebook users, with approximately 16 million members in May 2010. It is estimated the 47.9 per cent of Canadians are regular users of Facebook, making Canada one of the most plugged-in countries in the world.

### Why Do People Use Facebook?

Facebook can be thought of as your home on the Internet. It is a place people can go to leave you a message, browse through your

photos, or even chat with you while you are online. It can be a great way to keep in contact with friends and family. As more and more people join Facebook the more relevant it becomes.

### How Can the Church Use Facebook?

Facebook allows anyone to share information, photos, videos, and links with a wide variety of people. As the largest online social network and with more and more people joining everyday, Facebook has become relevant to the Church in building and maintaining the Catholic community.

The Church's presence in social media does not follow the axiom "build it and they will come". Instead, by providing relevant and up-to-date tidbits of information on a regular basis, the public will become accustomed to being part of a dialogue.

YouTube

Search

twitter

Search

Home

Profile

Messages



**Diocese of London**

@DOL\_ca Southwestern Ontario, Canada

<http://www.dol.ca>

flickr from YAHOO!

Home

The Tour

Sign Up

Explore

Upload



**Diocese of London's photostream**

Sets Galleries Tags People Archives Favorites Profile



facebook

Search



**DIOCESE OF LONDON**

**Diocese of London**

Church/Religious organisation · London, Ontario · [Edit info](#)

Wall

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

What's on your mind?



**Diocese of London**

Keep a look out for the next Diocesan Newspaper – available in the next couple of weeks. This editions topic: Social Media!

10 minutes ago · Like · Comment



# The Personal Broadcasting Service

By Hannah Stewart

## What is YouTube?

YouTube is by far the most popular destination for online video sharing. It is a website on which users can upload, share and view short videos. The videos are user generated and include content which ranges from blockbuster movie trailers to personal, low budget video diaries.

Before the launch of YouTube, there weren't any easy to use tools available for ordinary computer users to share videos online. With its simple interface, YouTube made it possible for anyone with an Internet connection to post a video from their computer to a worldwide audience. The wide range of topics available has made

video sharing one of the most important parts of the social media culture.

## How Big is YouTube?

Every minute of every day, 35 hours of new video is being uploaded to the site. YouTube shows over 2 million videos to visitors of the site every day. It is the second largest search engine in the world, following Google. Possibly due to such fierce competition, Google bought YouTube in November of 2006 for \$1.65 billion, after only one year in service.

While individuals upload the majority of content, some companies such as BBC and Vevo (music videos) offer some of their materials via the site. Three quarters of this material comes from outside the United States.

## How Do People Use YouTube?

Unregistered users can only watch videos, while registered users can view as well as upload videos. Standard accounts are limited to uploading 15-minute videos. This duration limit was implemented because many long videos were found to be illegal copies of television programs and movies.

Some mobile devices are capable of accessing YouTube but selected videos are not available. Both on mobile and

standard connections users are encouraged to leave comments on videos they have seen.

This enables community and collaboration on a scale never seen before.

## Why Do People Use YouTube?

YouTube is the third most visited website in the world behind Google and Facebook. It allows publications from anyone to everyone. Professional or not a video can be shared with a niche to broad audience.

## How Can the Church Use YouTube?

YouTube can reflect the current work and ethos of the Catholic Church in Canada. Imagine a revolving collection of dynamic visual stories that reflect the church at its best – healthy congregations, clear theological reflections, vibrant leaders, interesting programs and youth events. Submissions from the church and the community ministries will have people talking about what they do and why they do it.



## DONOHUE FUNERAL HOME

Proudly serving the Catholic community since 1930

Our knowledgeable funeral directors will assist in all areas of bereavement, be it burial, cremation, pre-need or at need services.

*John and Patrick Donohue, Doug Manners,  
Margaret Bloomfield and Lindsay Allan*

362 Waterloo Street (at King)  
London, Ontario

519-434-2708  
www.donohuefuneralhome.ca  
donohue@donohuefuneralhome.ca



• **STAINED GLASS** •  
Since 1979

HERITAGE QUALITY  
RESTORATION &  
WOODWORK

•  
MEMORIAL  
WINDOWS

•  
PROTECTIVE  
STORM  
GLAZING

•  
London's  
Most Experienced  
Stained Glass  
Craftsmen

97 WHARNCLIFFE RD. S.  
LONDON, ONT.  
519-432-9624

www.sunrisestainedglass.com



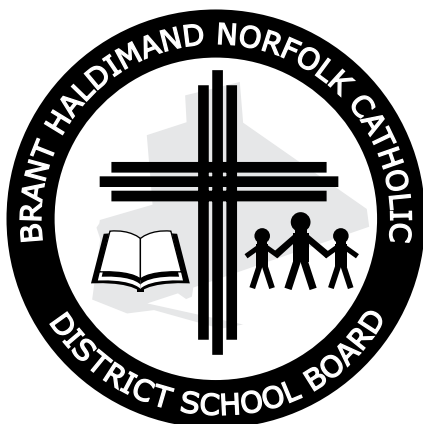
*"We are competent, experienced lawyers who offer personal, courteous service at reasonable rates."*

Real Estate • Wills • Powers of Attorney • Estates  
Family Law • Collaborative Family Law • Employment Law  
Incorporations • Mediation • Small Business

Daniel J. McNamara, LL.B. Norman A. Pizzale, LL.B., LL.M.  
200 Queens Avenue, Suite 220, London, Ontario • 519-434-2174



The Catholic School Boards  
serving the Diocese of London  
wish to thank all the parents,  
volunteers, parishes and community leaders  
for supporting Catholic education!



*Excellence in Learning, Living in Christ*

Brant Haldimand Norfolk  
Catholic District School Board  
322 Fairview Drive, PO Box  
217 Brantford, ON N3T 5M8  
519-756-6505  
[www.bhncdsb.ca](http://www.bhncdsb.ca)

Huron-Perth Catholic  
District School Board  
87 Mill Street, PO Box 70  
Dublin, ON N0K 1E0  
519-345-2440  
[www.huronperthcatholic.ca](http://www.huronperthcatholic.ca)

London District Catholic  
School Board  
5200 Wellington Road South  
PO Box 5474  
London, ON N6A 4X5  
519-663-2088  
[www.ldcsb.on.ca](http://www.ldcsb.on.ca)

St. Clair Catholic District  
School Board  
420 Creek Street  
Wallaceburg, ON N8A 4C4  
519-627-6762  
[www.st-clair.net](http://www.st-clair.net)

Windsor-Essex Catholic  
District School Board  
1325 California Avenue  
Windsor, ON N9B 3Y6  
519-253-2481  
[www.wecdsb.on.ca](http://www.wecdsb.on.ca)

Conseil scolaire de district  
des écoles catholiques du  
Sud-Ouest  
7515 prom. Forest Glade  
Windsor, ON N8T 3P5  
519-984-9227  
[www.csdecso.on.ca](http://www.csdecso.on.ca)



\*certain restrictions apply - call for full details

*Pre-plan  
together,  
today*

Regardless of age, pre-planning your cemetery arrangements together simply makes sense - financially and emotionally.

Contact your area Catholic Cemetery today.  
Find out how easy pre-planning can be with available interest-free payments\*

**SARNIA**



**Resurrection Cemetery  
and Crematorium**  
and  
OUR LADY  
OF MERCY CEMETERY  
519•542•2623

**WINDSOR**



**HEAVENLY REST**  
FAMILY OF CATHOLIC  
CEMETERIES  
519•969•4836

**LONDON**



**ST. PETER'S CEMETERY**  
AND  
HOLY FAMILY  
CHAPEL MAUSOLEUM  
519•451•9120