

PROJECT OF ANIMATION AND GOVERNMENT COUNCILLOR FOR SOCIAL COMMUNICATION

AREA 1. CHARISMATIC COMMUNICATION AND THE SALESIAN MISSION

OBJECTIVES	PROCESSES	ACTION GUIDELINES
<p>1.1. Live communication in an evangelical (Cf. Jn 1:1-5; 1:14), synodal (SyG 121-122), Salesian (C. 6) and convergent (cf. Fbic) manner.</p>	<p>1.1.1. Accompanying and prioritising the study of new implementation strategies for anthropological, biblical, ecclesial, educational and pastoral communication (cf. LS 69; 89 e 92).</p> <p>1.1.2. Offering the tools and means at various levels for a constant process of verification, updating and inculturation of the Salesian mission in the digital habitat where today's young people live (cf. AGC 433, 29).</p>	<p>1.1.1.1. Carry out formative meetings involving Salesians and lay people at a personal and community level, to enhance a vision of communication from an educative and pastoral perspective in the youth ecosystem.</p> <p>1.1.1.2. Develop the anthropological, biblical, ecclesial, educative and pastoral basis of Salesian communication with the help of scholars and educators and in an interdisciplinary way.</p> <p>1.1.1.3. From the perspective of the spiritual and educational pedagogy of the disciples of Emmaus (SyG 58), build formative paths of accompaniment of communication, together with Salesians, lay people and young people from the provinces.</p> <p>1.1.1.4. Integrate the new proposal of Salesian communication (anthropological, biblical, ecclesial, educational and pastoral) as part of the formation of Salesians, laity and the curriculum for the evangelisation and education in the faith of young people (SyG 145).</p> <p>1.1.2.1. Carry out a joint reflection process with other sectors through seminars, meetings of delegates, studies on inculturation and educational accompaniment of young people in the digital continent (WCD 2013).</p> <p>1.1.2.2. Provide spaces for reflection, and formation sessions with communication delegates and local teams to further explore, integrate and implement</p>

communication proposals within the province's and community's communication plan.
 1.1.2.3. Develop shared working strategies between delegates and local communication teams to create dialogue, processes and integration of new communication proposals within the OPP and provincial and local SEPP.

AREA 2. INSTITUTIONAL COMMUNICATION AND SHARED MANAGEMENT

OBJECTIVE	PROCESSES	ACTION GUIDELINES
<p>2.1. Support communication in view of animation and government for the Salesians, the Salesian Family and external Institutions.</p>	<p>2.1.1. Continuing to guarantee the visibility of the Congregation in the Salesian Family, in the Church and in the world.</p>	<p>2.1.1.1. Organise and update institutional communication (internally and externally) in an institutional, professional and technical manner (SSCS 2011, 54-68). 2.1.1.2. Accompany the Rector Major's spokesperson through the Communication sector. 2.1.1.3. Coordinate the production and dissemination of the Rector Major's messages in the media on the basis of content and recipients. 2.1.1.4. Collaborate in preparations for the celebrations of the Congregation (Bicentenary of the <i>Dream at nine years of age</i>, Fr Paul Albera, St Francis de Sales, Centenary of the Salesian Presence in North East India, 150th Anniversary of the first Salesian Missionary Expedition and others). 2.1.1.5. Support the Rector Major's communication with a press office, and through communication and social network channels. 2.1.1.6. Organise the policy, logistics and technical means to support the sectors in information, interactivity and instant communication with provinces and regions. 2.1.1.7. Accompany those responsible for communication in the different Regions or continents through meetings to encourage opportunities for unity, collaboration and shared management (publishing houses, radio, printing houses, SB, magazines, websites, multimedia, video, music, theatre and film productions).</p>

2.1.1.8. Organise a group of expert translators, both SDB and lay.
 2.1.1.9. Study and define how to establish institutional and personal security protocols for Salesians on the Internet and social networks.
 2.1.1.10. Organise a Crisis Management Team with the participation of people from the legal and international communication area.

AREA 3. COLLABORATIVE AND SOLIDARITY-BASED MANAGEMENT

OBJECTIVE	PROCESSES	ACTION GUIDELINES
<p>3.1. Give structure to the institutional, political and governance communication of the Salesian Congregation.</p>	<p>3.1.1. Contributing with projects and campaigns for social, economic, educational and sustainable future development, to raise awareness of the situation of the poorest and most needy (cf. guideline 7, AGC 433, 45-48).</p>	<p>3.1.1.1. Ensure an educational policy of digital inclusion rights for young people in poorer regions, using digital platforms for distance learning and educational-professional opportunities (SyG 89).</p> <p>3.1.1.2. Support the Missions sector in spreading awareness in the Congregation of the situation of refugees and displaced persons in refugee camps, of gypsies and indigenous peoples, promoting greater coordination for a more effective and robust commitment.</p> <p>3.1.1.3. Give more visibility and circulation to the Don Bosco Green Alliance project together with the Youth Ministry Sector (SyG 89).</p> <p>3.1.1.4. Create a Salesian Digital Forum where all those who have an interest in spreading the faith in a “Salesian” way, or who wish to deepen their knowledge of Salesian spirituality and the Salesian educational system, can meet.</p> <p>3.1.1.5. Accompany the Congregation's request concerning ethics and protection of children so that in every Salesian province and house there may be a code of conduct for the care, prevention and defence of the children entrusted to us, with the commitment to protect them from any kind of abuse, wherever it may come from (cf. LS 137).</p>

AREA 4. SALESIAN IDENTITY AND THE YOUTH WORLD

OBJECTIVE	PROCESSES	ACTION GUIDELINES
<p>4.1. Experience communication as a “Salesian sacrament” of presence (cf. guideline 3, AGC 433, 25-29), in an effective and affective way among young people (cf. CEC, Circular Letter to schools, universities and educational institutions. Prot. N. 553 / 10 September 2020) with the heart of the Good Shepherd.</p>	<p>4.1.1. Adopting a style of listening, dialogue and personal and community discernment (cf. guideline 3, AGC 433, 27) to be a joyful and free presence among young people in a digital world,.</p> <p>[Note: the Salesian “is a living reminder of a presence in which availability, listening, joy and dedication are the essential features which give rise to processes... a joyful and gratuitous presence among young people”, Pope Francis’ message, in AGC 433, 67].</p>	<p>4.1.1.1. Promote pastoral approaches through communication that reach out to today’s youth culture in practical ways, to relive the same experience of spiritual fatherhood that Don Bosco lived with his young people (SyG 145).</p> <p>4.1.1.2. Be present in the digital world with a clear Salesian identity, announcing the Good News with the joy and simplicity of being disciples of the Lord (cf. guideline 3, AGC 433, 25-29).</p> <p>4.1.1.3. Adopt the educative spirituality and pastoral methodology of communication to outline educational processes and steps, in loving and compassionate listening to young people, helping them to seek and meet the Lord through the great questions of life.</p> <p>4.1.1.4. Integrate the new dynamics of digital communication such as interactivity, immediacy, convergence and the active role young people play, within education courses (SyG 145).</p>

AREA 5. EVANGELISATION AND THE DIGITAL ENVIRONMENT

OBJECTIVE	PROCESSES	ACTION GUIDELINES
<p>5.1. Inculturate the faith, in communication and the digital world of young people, by giving priority to the centrality of the person (cf. CEC, <i>Ibidem</i>).</p>	<p>5.1.1. Supporting the accompaniment of the initial and ongoing formation of Salesians, lay people and educators to make known the new challenges and opportunities that young people experience in today's new social, cultural and communicative ecosystems.</p>	<p>5.1.1.1. Develop a formation project for communicators as “experts in humanity” who are capable of fostering educational dialogue in the youth habitat.</p> <p>5.1.1.2. Involve our universities in networking with other centres and agencies in the study of the transformations that the digital world is bringing about within the new generations (cf. EG 132).</p> <p>5.1.1.3. Carry out some studies in collaboration with Youth Ministry on themes concerning the world of youth (young people and intelligent hypermedia, artificial intelligence, algorithms, psychological and sociological aspects resulting from the virtual world.)</p> <p>5.1.1.4. Organise an integral and ongoing formation course for Communication delegates and teams with suitable programmes and structures.</p> <p>5.1.1.5. Support the Missions sector in its vision and implementation of Initial Proclamation of the Gospel in the digital environment</p> <p>5.1.1.6. Organise an International Conference on the Bicentenary of Don Bosco's <i>Dream at nine years of age</i> from the perspective of communication.</p>

AREA 6. COLLABORATIVE FORMATION AND MISSION WITH THE LAITY

OBJECTIVE	PROCESSES	ACTION GUIDELINES
<p>6.1. Collaborate with the other sectors in the processes of formation of Salesians and lay people, to increase basic skills in evangelisation and education of young people in the digital world (AGC 433, 29).</p>	<p>6.1.1. Developing the initial and ongoing formation of Salesians, the laity (cf. point 32. Reciprocal relations between Salesians and lay people in AGC 433, 100), to inhabit the digital world with competence and a renewed missionary spirit.</p> <p>6.2.1. Encouraging the updating of Salesians in the shared mission of the Sectors.</p>	<p>6.1.1.1. Integrate the anthropological, theological, spiritual and Salesian aspects of digital communication within the <i>Ratio</i>, in collaboration with the Formation sector.</p> <p>6.1.1.2. Educate Salesians and young people in the knowledge and use of artificial intelligence from an educational, social, pastoral and human governance perspective.</p> <p>6.1.1.3. Accompany the older Salesians (confessors, spiritual guides) in ongoing formation regarding the virtual world today (ethical aspects, language).</p> <p>6.1.1.4. Promote cultural and artistic communication in formation communities (music, theatre, literature, painting) (cf. SyG 47).</p> <p>6.1.1.5. Complement the YMFR with a chapter on media communication and the SSCS with a chapter on YM principles and methodology.</p> <p>6.1.1.6. Collaborate with the various sectors and the person in charge of the Salesian Family in the creating a communication course/training in EAD (Video Conference) format for Salesians, educators and young people.</p> <p>6.2.1.1. Contribute with communication projects that promote opportunities for active involvement and visibility for young migrants and homeless people, together with the Youth Ministry Sector.</p> <p>6.2.1.2. Implement, together with Youth Ministry, the organisation of distance formation courses for the ongoing formation of the laity.</p> <p>6.2.1.3. Create a commission of scholars and researchers (Salesians and laity) from the IUS to contribute directly to the Sector in the study of new human, social and cultural phenomena of young people in the digital habitat.</p>

AREA 7. TECHNOLOGY, INFORMATION AND NETWORKING

OBJECTIVE	PROCESSES	ACTION GUIDELINES
<p>7.1. Promote digitisation in Salesian works and networking for a charismatic, co-responsible and cross-sectoral vision of the mission (FT 142).</p>	<p>7.1.1. Supporting digital transformation and modernisation and technological innovation in the provinces.</p>	<p>7.1.1.1. Collaborate with the provinces in updating plans for digital transformation of networking among provinces and regions.</p> <p>7.1.1.2. Implement, together with the Economer General, a Salesian communications platform as an institutional and pastoral service, designing Apps that facilitate organisation, multilingual content (news, texts, video, audio).</p> <p>7.1.1.3. Build a new digital-social communications platform at the service of the Rector Major and his Council, the animation sectors and departments and Salesian Family services.</p> <p>7.1.1.4. Coordinate the updating and technical, graphical and aesthetic reorganisation of the www.sdb.org, ANS and SB sites, taking into account the multicultural nature and linguistic diversity of the Congregation.</p> <p>7.1.1.5. Ensure the coverage and involvement of ANS, SB, www.sdb.org, so that information reaches the Congregation and the Salesian Family and society in general in a creative, professional and convergent way.</p> <p>7.1.1.6. Update strategic, collaborative and sustainable business management guidelines for publishing houses, radio stations, printing houses and press agencies</p>

AREA 8. HISTORICAL MEMORY, ARTISTIC AND PATRIMONIAL HERITAGE

OBJECTIVE	PROCESSES	ACTION GUIDELINES
8.1. See to the artistic heritage and the memory of the Salesian mission and works, throughout its history and today.	8.1.1. Encouraging a scientific (systematic) management of Salesian historical heritage and artistic production (music, theatre, dance, literature).	8.1.1.1. Organise a Don Bosco database of Salesian music collected from all over the Salesian world and make these items available on YouTube and other networks for the animation of Youth Ministry and the Salesian Family (cf. GP99). 8.1.1.2. Implement film production, Salesian Radio Network. 8.1.1.3. Organise Salesian choral, musical and literary productions. 8.1.1.4. Offer support for the publication of texts by the <i>Associazione dei Cultori di Storia Salesiana</i> (ACSSA) [Salesian History Association]. 8.1.1.5. Organise Salesian cultural and religious heritage.

