Sacred Heart at the Olympics 2016

A CASE STUDY – AUGUST 2016
The Society of the Sacred Heart is a religious orders of Sisters with a mission of education. Founded in 1800 by St. Madeleine Sophie Barat in France, the order now has over 2200 sisters living and serving in 41 countries around the world. To this day, the order is known for its exceptional education with 22 schools in the US and 145 schools around the world. The education is based on five core values:

- A personal and active faith in God
- A deep respect for intellectual value
- A social awareness which impels to action
- The building of community as a Christian value
- Personal growth in an atmosphere of wise freedom

The schools, while independent Catholic schools, are bounded by these values that they live and educate by.
During the 2012 London Olympic Games, a young swimming standout named Katie Ledecky earned a gold medal in an upset of the swimming 800m Freestyle race.

Katie Ledecky was a 15 year old student at Stone Ridge, a school of the Sacred Heart.

In tweeting about Katie and celebrating her success, an Australian commented that Jane Moran was from Sacré Coeur (another Sacred Heart school) and was playing on the Australian Water Polo team.

Fast forward and US Swimming time trials begin in Omaha, NE for the 2016 Rio Olympic games and several Sacred Heart schools start following Katie Ledecky, Lia Neal and Alexandra Balus (from Duchesne Academy in Omaha).

The energy was starting to build as it was realized that we may have more than one Sacred Heart Olympian.
The “Ah Ha”

- One of the schools, excited for the Olympics, created a visual that they posted on Facebook
- That image served as an “Ah Ha”...people, schools, alumni wanted to celebrate the Olympics and our athletes together.
- But, the type of image created could spell great trouble with the Olympic Committee

Create an image that can be used and shared by all the schools
Creative Development

- Creative direction was given:
  - Abide by the Olympic Guidelines
  - Create something that everyone can use, regardless of the school
  - Create an image that will allow for modification, even encourage use of school logos, etc. should a school so desire
  - Have a look and feel consistent with the Rio vibe
What If a Sacred Heart Athlete Wins a Medal?

Every version had a “rule” option so that the mark could be customized.

2016

Congratulations!

2016

Congratulations!

2016

Congratulations!
The Creative Was Great, Now What?

- So, the creative was wonderful, but how to get the word out?
- A toolkit was developed that provided all of the creative, where to get the fonts used, and how the marks could be used.
- Importantly, a hashtag was identified #GoSacredHeartOlympians
- The toolkit and Olympic Information was shared with the US Network of Schools
- Everything was placed on the US-Canada Province website, on the public side....because what if there were more Olympians? https://rscj.org/olympics-2016
We Have How Many Olympians?

We found NINE Olympians!

Now, we had to share our Olympians with everyone, the schools, the alumni, the RSCJ’s
Let Everyone Know

- We created the cards about the Olympians and shared those.
- We create little Olympian bio sheets and posted them on-line.
- We sent the bio sheets to all of the Sisters in the US and Canada, and eventually around the world.

- We put together a little slide show with the Olympian “cards” and put that slide show up on Facebook to introduce our Sacred Heart Olympians to those who follow us.
Facebook Explodes

• Usually, a good FB post from the Society reaches 3000 – 4000 people
• An exceptionally good FB post had reached 13,000 people in the past
• Suspecting that many people around the world might want to know about our Olympians the FB post was boosted for $5.00 - TOTAL through Europe, South America, Japan, Australia and New Zealand

• We knew people would be curious about our Sacred Heart Olympians, but we could never have guessed the impact!

That post Thursday, August 4, the night before the Olympics started, reached 42,000 people

And that is when we knew, something was happening....
The stories were flying around Twitter as well with a 113% increase in impressions from strictly the Society page.
Strategy: Meet People Where They Are...

- 3,179 reached
- 2,033 reached
- 21,390 reached
- 26,252 reached
- 42,724 reached
- 63,036 reached
Kathleen Conan, RSCJ, Superior General of the Society of the Sacred Heart, is greeting Pope Francis and pointing out the sisters to him. The sisters were behind her, and singing the Magnificat.

After 34 days in General Council, working together as a community to discern the role the society should have in our global world, Sr. Conan declared General Chapter 2016 closed in the late afternoon of August 10.

We are happy to share this moment of joy with you.

Superior General Kathleen Conan, RSCJ with Pope Francis.

Live with an Open Heart; Religious of the Sacred Heart

Katie Ledecky prays before every race. We are praying for all of our SacredHeartOlympians (Hail Marys are not just for football!)

“I do say a prayer - or two - before any race. The Hail Mary is a beautiful prayer and I find that it calms me.”

Katie Ledecky

#GoSacredHeartOlympians

2,667 people reached

43,415 people reached
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<th>Social Media</th>
<th>Post Impressions</th>
<th>Post Engagement</th>
<th>Link Clicks</th>
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CNA – Catholic News Agency picked up the story and did a print article. Quickly following that, EWTN did a feature on their News Nightly program.


TV Interview on Catholic network EWTN resulted in millions of views about the Society’s education mission.

https://news/ewtn-interviews-suzanne-cooke-rscj-sacred-heart-education
Winning Medals, Winning Hearts....

Sacred Heart Medal Count

- Katie Ledecky (2016)
- Katie Ledecky (2016)
- Katie Ledecky (2016)
- Katie Ledecky (2016)
- Katie Ledecky (2016)
- Lia Neal (2016)
- Anabelle Smith (2016)
Sacred Heart
2016
Olympic Athletes!