



# **Social Media Usage and PDF forms**

February 22, 2021

**Andy Airriess, PSD**

Online Membership Director

PR Chairman

Utah State Council

UTAH KNIGHTS OF COLUMBUS





# Agenda

- Why?
- Facebook
- Twitter
- Instagram
- PDF Files
- Questions and Answers





# Why Social Media?

You go where the fish are

Fish are:

- Prospects
- Members
- Participants
- Donors



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# Facebook

## Facebook.com:

- Create New Account
- Get New Email Address  
KofC12345@gmail.com
- Memorable Password  
Knights12345!
- Document EVERYTHING
- Share email/PW/phone
- Provide Admin access to others

The screenshot shows the Facebook login and sign-up interface. It features two input fields: 'Email or Phone Number' and 'Password', each with a visibility toggle icon (three dots in a circle). Below these fields is a blue 'Log In' button. Underneath the 'Log In' button is a link that says 'Forgot Password?'. A horizontal line separates the login section from the sign-up section. Below the line is a green 'Create New Account' button, which has a hand cursor icon pointing at it. At the bottom of the form, there is a link that says 'Create a Page for a celebrity, band or business.'





# Facebook

## Data

- Generalize
- Changeable
- Memorable

### Sign Up

It's quick and easy.

Micheal J Knight

800-555-1212

.....

Birthday ?

Mar 29 1982

Gender ?

Female ☐ Male ☒ Custom ☐

By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

**Sign Up**





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**Sign Up**





# Facebook

Pages > Create a Page

## Create a Page

### Page Information

Page name (required)

St. Christopher Knights Council



Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Charity Organization X



Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

#### Description

St. Christopher Council Knights of Columbus Council 12345

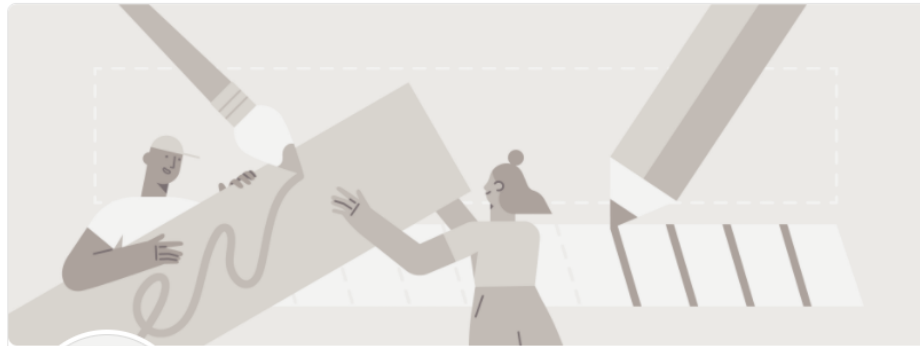
Write about what your business does, the services you provide, or the purpose of the Page.

Character limit: 255

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview



**St. Christopher Knights Council**

Charity Organization

Home About Photos More ▾

Like

Message



#### About



St. Christopher Council Knights of Columbus Council 12345



Create Post



# UTAH KNIGHTS OF COLUMBUS





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Pages > Create a Page

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Create Page

Desktop Preview



St. Christopher Knights Council

Charity Organization

Home About Photos More

Like

Message

Search

More options

About

St. Christopher Council Knights of Columbus Council 12345

Create Post

# UTAH KNIGHTS OF COLUMBUS







# Facebook

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**Create Page**

**Desktop Preview**

St. Christopher Knights Council  
Charity Organization

Home About Photos More ▾ Like Message 🔍 ⋮

**About**  
St. Christopher Council Knights of Columbus Council 12345

Create Post

UTAH KNIGHTS OF COLUMBUS





# Facebook

## Manage Page



St. Christopher Knights of  
Columbus Council



Page



News Feed



Updates

1 new



Inbox



Business App Store




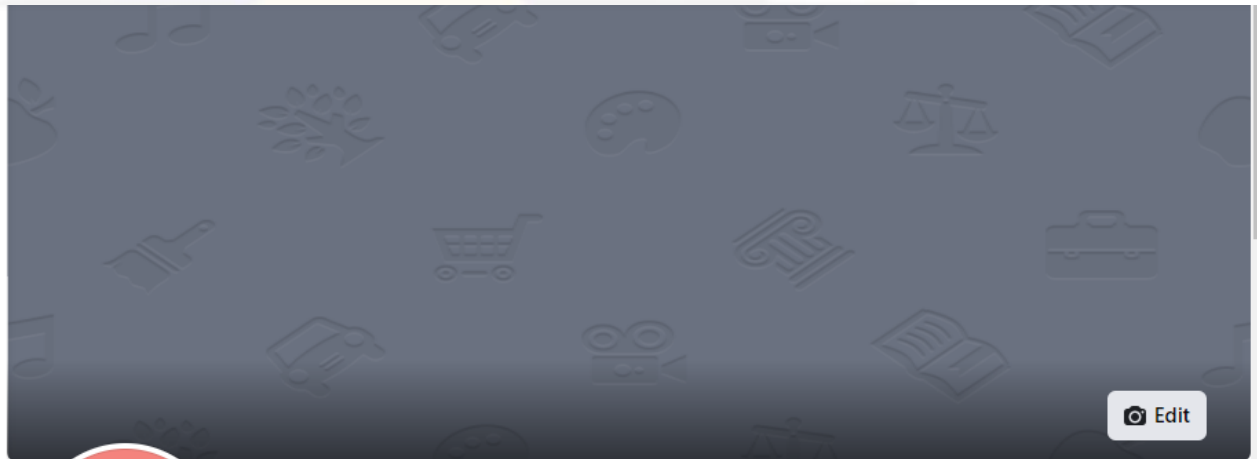
Resources & Tools



Manage Jobs



Notifications



**St. Christopher Knights of  
Columbus Council**

Create @Username · Charity Organization

[+ Add a Button](#)

[Home](#) [About](#) [Events](#) [More ▾](#)

[Promote](#) [View as Visitor](#) [Search](#) [More](#)

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# Facebook

## Manage Page



St. Christopher Knights of  
Columbus Council



Page



News Feed



Updates

1 new



Inbox



Business App Store



Resources & Tools



Manage Jobs



Notifications

**St. Christopher Knights of  
Columbus Council**

Create @Username · Charity Organization

Choose From Photos  
Choose From Videos  
Create Slideshow  
Upload Photo

Home About Events More

Promote View as Visitor

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# Facebook



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# Facebook

## Administration

- Levels of Control (Page Roles)
- Who can post (Visitor Posts)
- What can be posted (Profanity)

St. Christopher Knights of Columbus Council • Page Settings

### Page Settings

- Advanced Messaging
- Page Roles**
- People and Other Pages

#### Assign a New Page Role



If you're adding a new admin to your Page, please keep in mind that they'll have the same permission as you do to make changes to this Page.



Jerry Angus



Admin

Add

Can manage all aspects of the Page. They can publish and send Messenger messages as the Page, respond to and delete comments on the Page, post from Instagram to Facebook, create ads, see who created a post or comment, view insights, and assign Page roles. If an Instagram account is connected to the Page, they can respond to and delete comments, send Direct messages, sync business contact info and create ads.

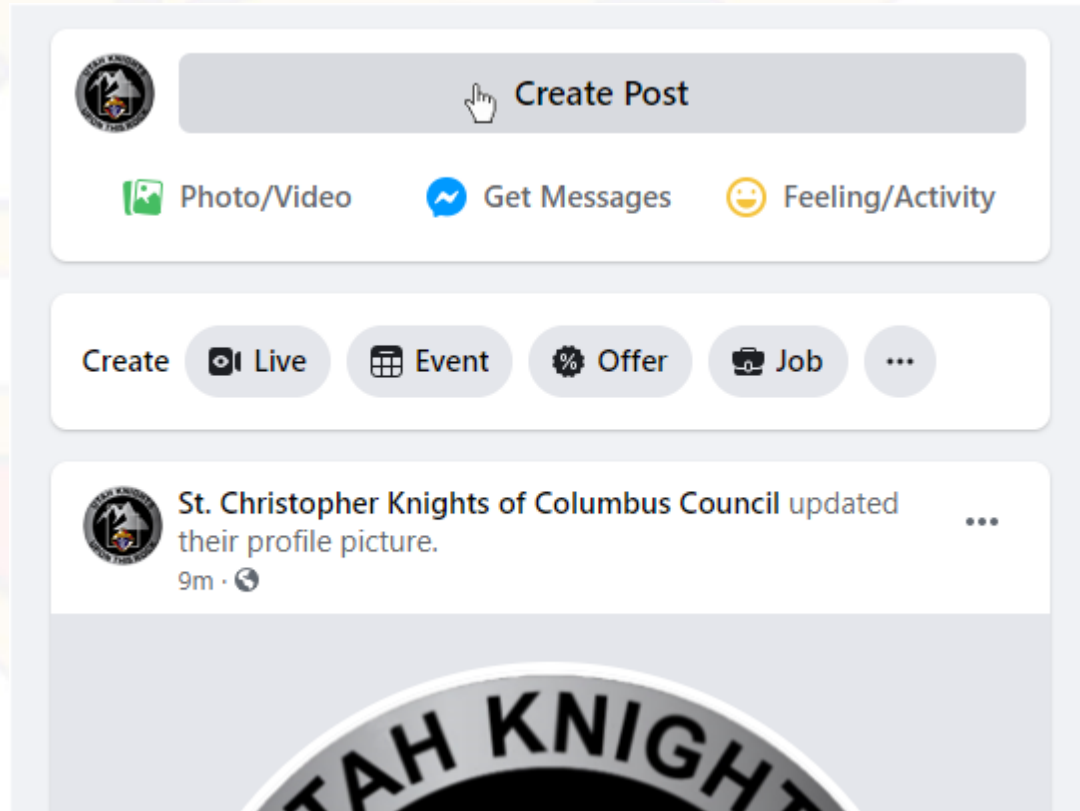
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# Facebook

## Posting







# Facebook

## Posting

- Text
- Pictures
- Links

The screenshot shows the Facebook 'Create Post' interface for the 'St. Christopher Knights of Columbus Council'. The post is set to 'Public'. The text of the post is 'This is a test post to demonstrate how to post a picture.' Below the text is a text input field with 'Aa' and a 'Photo/Video' button. There are also icons for adding links, photos, and videos. At the bottom, there is a 'Boost Post' section with a toggle switch and a 'Post' button.

Create Post

St. Christopher Knights of Columbus Council

Public

This is a test post to demonstrate how to post a picture.

Aa

Photo/Video

Add to Your Post

Boost Post

Get more people to see and engage with your post. You'll choose settings after you click Post.

Post scheduling is available in [Publishing Tools](#).

Post





# Facebook

## Posting

- Text
- Pictures
- Links



Parish-Church



Serve-Support 2







# Facebook

## Posting

- Text
- Pictures
- Links
- <https://drive.google.com/drive/folders/1AT9vAbVQp-P7r0XKTKXR9sKKxyCqjwE4>





# Facebook

## Posting

- Text
- Pictures
- Links
- 2x Daily
- Events
- Promotions
- Recognition
- Laughs





# Facebook

## Friend

- Supreme
  - Diocese
  - Intermountain Catholic
  - State Council
  - Parish . . .
  - Knights
- Search and send  
friend request





# Twitter

- Use the same credentials as Facebook
- <https://www.wikihow.com/Make-a-Twitter-Account>
- Follow and retweet from other accounts





# Instagram

- Users trend younger than Facebook
- Primarily phone-based
- Use the same credentials As Facebook and Twitter
- <https://www.wikihow.com/Create-an-Instagram-Account>





# How Often?

- Facebook: 2x daily
- Twitter: 6x daily
- Instagram: 3x daily





# Share, share, share

Share with Executive Secretary Karl Van Maren  
sqrt45@gmail.com

<https://utahknights.org/directory/#councils>

Council Information (**especially items not in state directory**):

- Name
- Grand Knight
- District
- Assembly
- Location
- **Charter Date**
- **Website\***
- Contact Email
- **Facebook Page (Full Link)**
- **Twitter Handle**
- **Instagram Handle**
- **Photo**

\*or link to council page on parish website

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# Example

## Council 12181 Mother Teresa of Calcutta



Location: St. John the Baptist – Draper

Grand Knight: SK R. Scott Lewis

Website: <http://www.sjb-parish.org/get-involved/parish-associations/82-knights-of-columbus>

Mother Teresa of Calcutta Council No. 12181: Draper  
(District 3)

**2020 Utah Winner – Chaplain of the Year:** Monsignor Terence Moore.

**2019 Utah Winner – Life Award:** Baby Bottle and Shower Campaign

2018-2019 Council Award: Star







# Working with PDFs

Why?

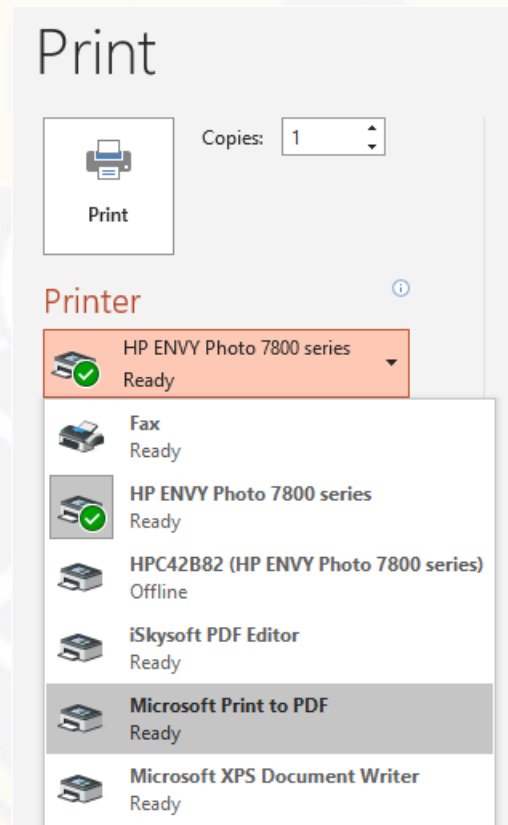
Used in State submissions





# Working with PDFs

Print to PDF:



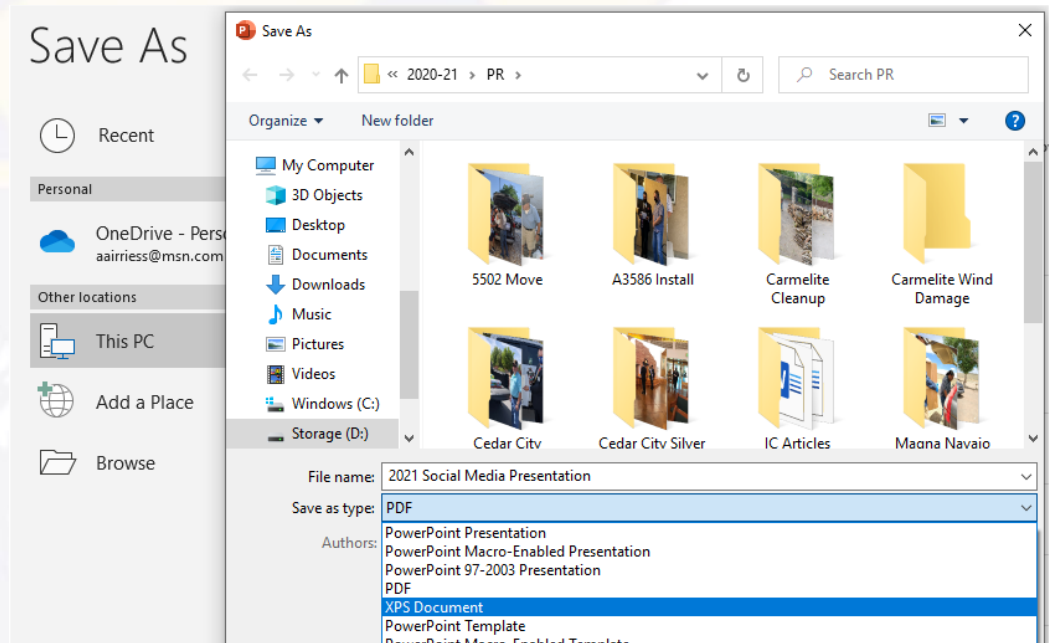
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# Working with PDFs

Save As PDF:





# Working with PDFs

<https://pdf2doc.com>

- Make Word files from PDFs
- Combine multiple PDFs into one

<https://pdf4me.com/split-pdf/>

- Split one PDF in multiples
- Extract or remove pages from a PDF





# Make Word Files From PDFs

- pdf2doc.com

## PDF to DOC

English ▼

This free online PDF to DOC converter allows you to save a PDF file as an editable document in Microsoft Word DOC format, ensuring better quality than many other converters.

- 1 Click the **UPLOAD FILES** button and select up to 20 PDF files you wish to convert. Wait for the conversion process to finish.
- 2 Download the results either file by file or click the **DOWNLOAD ALL** button to get them all at once in a ZIP archive.

### Useful Online Tools

[Random Generator ↗](#)

Generate random numbers with quantum physics!

[SVG to PDF ↗](#)

Convert SVG images to PDF format.

[HEIC to JPG ↗](#)

Convert iPhone photos to JPG format.

PDF to DOC

PDF to DOCX

PDF to Text

PDF to JPG

PDF to PNG

PDF to SVG

PDF Extractor

PDF Compressor

Combine PDF

JPG to PDF

📁 UPLOAD FILES

✕ CLEAR QUEUE

## UTAH KNIGHTS OF COLUMBUS





# Making Word Files from PDFs

- pdf2doc.com

## PDF to DOC

English ▼

This free online PDF to DOC converter allows you to save a PDF file as an editable document in Microsoft Word DOC format, ensuring better quality than many other converters.

- 1 Click the **UPLOAD FILES** button and select up to 20 PDF files you wish to convert. Wait for the conversion process to finish.
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#### [HEIC to JPG](#)

Convert iPhone photos to JPG format.

PDF to DOC

PDF to DOCX

PDF to Text

PDF to JPG

PDF to PNG

PDF to SVG

PDF Extractor

PDF Compressor

Combine PDF

JPG to PDF

📁 UPLOAD FILES

✕ CLEAR QUEUE

Using OCR...s.pdf

DOWNLOAD

✓ DOWNLOAD ALL

## UTAH KNIGHTS OF COLUMBUS





# Making Word Files from PDFs

- pdf2doc.com

Using OCR to capture Text from Photographs or PDFs [Compatibility Mode] - Word

File Home Insert Design Layout References Mailings Review View Help Tell me what you want to do

Clipboard Paste Copy Format Painter

Font Paragraph Styles

1. Navigate to <https://www.onlineocr.net/>

2. Select the file you want to make text by clicking Select File

**CONVERT SCANNED PDF TO WORD**  
Extract text from PDF and images (JPG, BMP, TIFF, GIF) and convert into editable Word, Excel and Text output formats

Convert Select File To Convert

3 STEP - Upload file 2 STEP - Select language and output format 3 STEP - Convert

Select file... ENGLISH

Download Output File

3. Navigate to the file you want to convert to text. A JPG or a PDF is typical.

4. The name of the file to convert displays here after it is selected

1 STEP - Upload file 2 STEP - Select language and output format

Select file... ENGLISH

Download Output File

5. Select the language and file format of the source document. English is the default language and Word the default file type. If you choose Plain Text, the source formatting will not follow and assembling a document from many different text segments might be easier.

2 STEP - Select language and output format

ENGLISH Text Plain (txt)

6. Click Convert

3 STEP - Convert

CONVERT

The file in the format you selected will be downloadable here:

Select file... ENGLISH

Download Output File

Or you can copy the text below the Download Output File link and paste it into the document you are building. Personally, I favor this approach.

Download Output File

BLUM, Bloom, Hans, German publicist; b. Leipzig 1841; d. 1910. He was a son of Robert Blum, was educated in the universities of Leipzig and Bonn, sat in the North German Reichstag 1867-70, and was a barrister in Leipzig 1869-97, in the Franco-Prussian War he served in the field as correspondent for Auer and edited the Grenzboten from 1871 to 1879, he wrote extensively on contemporary politics and among his works are Die Ligen unserer Sozialdemokratie (1891), Funst Blumack and seine Zeit (1894-95), Was erste Vertriebsjahrhundert des deutschen Reiches (1896), Personliche Erinnerungen an den ersten Blumack (1910), Was dem Leben Jahr (1901), dealing with the revolution of 1848, dramas, short stories and novels, of which Bernhard von Veinmar is the most remarkable.

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# Combine Multiple PDFs Into One

- pdf2doc.com

## Combine PDF

English ▼

This free and easy to use online tool allows to combine multiple PDF or images files into a single PDF document without having to install any software.

- 1 Select up to 20 PDF files and images from your computer or drag them to the drop area.
- 2 Drag-and-drop file blocks to change the order. When you are ready to proceed, click COMBINE button.

### Useful Online Tools

[Random Generator ↗](#)

Generate random numbers with quantum physics!

[SVG to PDF ↗](#)

Convert SVG images to PDF format.

[SVG to JPG ↗](#)

Convert SVG images to JPEG images.

PDF to DOC

PDF to DOCX

PDF to Text

PDF to JPG

PDF to PNG

PDF to SVG

PDF Extractor

PDF Compressor

Combine PDF

JPG to PDF

📁 UPLOAD FILES

✕ CLEAR QUEUE

UTAH KNIGHTS OF COLUMBUS

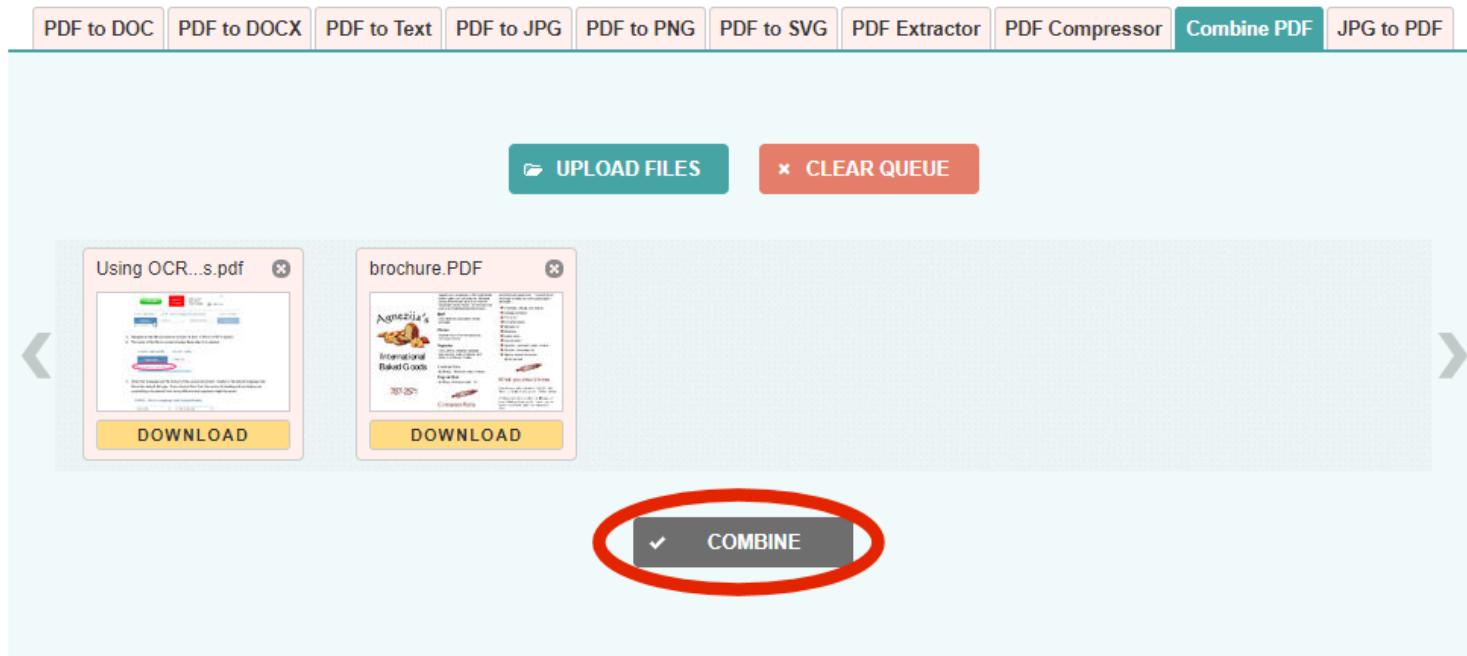






# Combine Multiple PDFs Into One

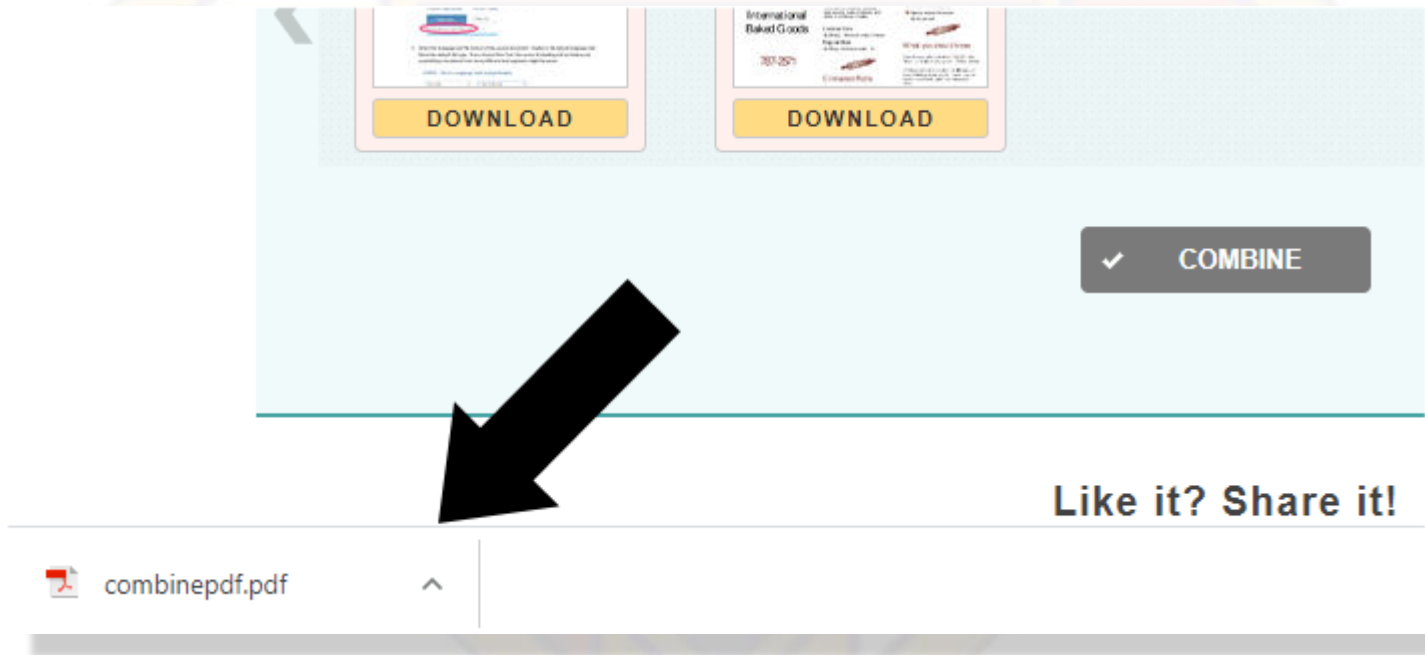
- Drag files to reorder





# Combine Multiple PDFs Into One

- Open, rename and save





# Working with PDFs

<https://pdf4me.com/split-pdf/>

- Split one PDF in multiples
- Extract or more pages from a PDF





# Splitting PDFs

- Select your file

## Split PDF

Split PDF into multiple files

DROP FILES HERE, OR CLICK TO SELECT

Select File






# Splitting PDFs


- Select where to split


### Split PDF





Using OCR to capture Text from Photographs or PDFs.pdf

Page Count: 6 | Size: 450.7 kb

 Remove

  
By Page Nr

  
Split Recurring

  
By Barcode

Split after specific pages. Give a single page number or sequence of page numbers separated by commas. i.e, 5 for splitting after 5th or 4,7,11 to split after 4th, 7th, and 11th page.

Split after Page:

4

> Start Split

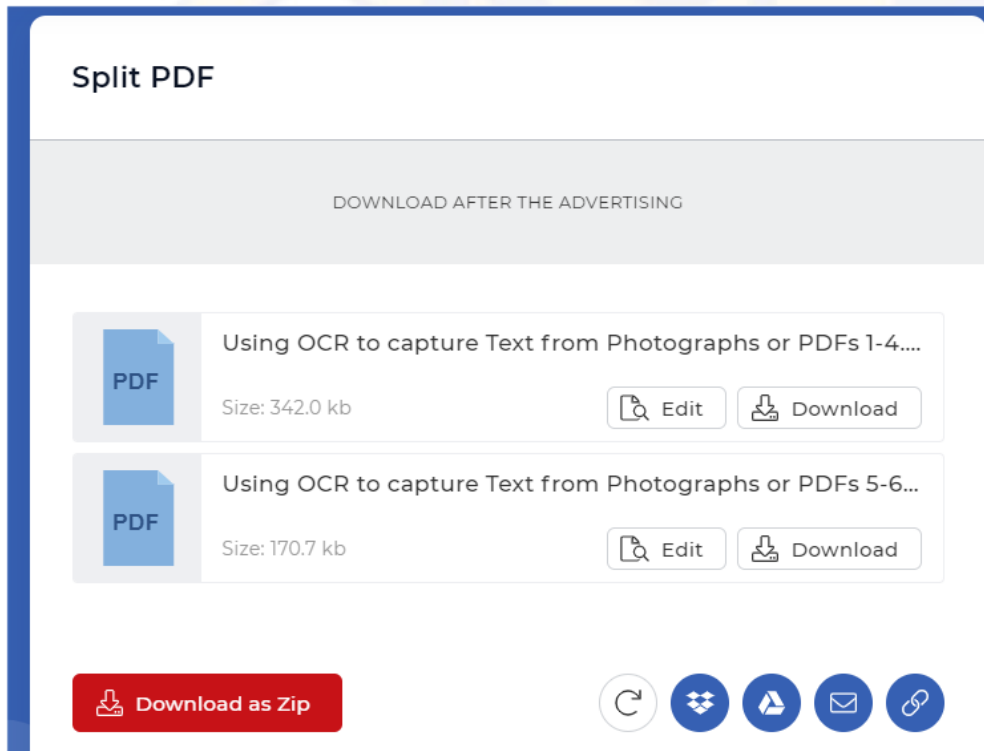
Cancel





# Splitting PDFs



- Download the files





# Splitting PDFs

- Save the files

Downloads > allfiles	
Name	Type
 Using OCR to capture Text from Photographs or PDFs 1-4	Adobe Acrobat Document
 Using OCR to capture Text from Photographs or PDFs 5-6	Adobe Acrobat Document

The files are located in your “Downloads” folder, move them to a more logical location.





# **Social Media Usage and PDF forms**

**Andy Airriess, PSD**

Online Membership Director

PR Chairman

Utah State Council

[aaairriess@msn.com](mailto:aaairriess@msn.com)

801-201-2865

UTAH KNIGHTS OF COLUMBUS







# Closing Prayer

## Prayer for the Canonization of Blessed Michael McGivney

God, our Father, protector of the poor and defender of the widow and orphan, you called your priest, Blessed Michael McGivney, to be an apostle of Christian family life and to lead the young to the generous service of their neighbor. Through the example of his life and virtue, may we follow your Son, Jesus Christ, more closely, fulfilling his commandment of charity and building up his Body which is the Church. Let the inspiration of your servant prompt us to greater confidence in your love so that we may continue his work of caring for the needy and the outcast. We humbly ask that you glorify Blessed Michael McGivney on earth according to the design of your holy will. Through his intercession, grant the favor I now present  
*(here make your request).*



Through Christ our Lord. **Amen.**

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