



CONGREGATION OF BENEDICTINE SISTERS OF PERPETUAL ADORATION  
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## News Release

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### **Benedictine Sisters integrate social media into monastic mission**

#### **CLYDE, Mo. - Nuns who tweet?**

From Facebook to MySpace to blogging to Twitter, there are many options available to make one's presence felt on the Internet, and the Benedictine Sisters of Perpetual Adoration are making strides to incorporate new social media into their millennium-old monastic mission.

However, integrating all of one's resources into a successful package can be a daunting task. So it was time to call in an expert.

In July, the Benedictine Sisters in Clyde hosted a social media workshop led by Donna Maria Coles Johnson, founder and CEO of the Indie Beauty Network and Indie Business Media and a woman who knows her way around the Web.

A former attorney, she began the Indie Beauty Network in 2000 and followed it with Indie Business Media to provide an outlet for independent cosmetics makers to share information and resources. She is also the author of the book, "The Media Is You," hosts her own radio show and travels the country leading seminars to help others launch new business ventures that fit their lifestyles.

The three-day workshop for the Benedictine Sisters included an introduction to methods of social media like Twitter and Facebook, integrating audio and video resources on the Web and how to approach social media in a measured, goal-oriented way.

"It was fantastic and helpful in every way. Donna Maria brings everything down to a level of understandability for those of us who might not be as computer savvy as we would like to be," Sister Cathleen Marie Timberlake, OSB said. "Using social media has great implications for us as we strive to make our way of life, ourselves and our products known to a larger audience."



**The Benedictine Sisters recently completed a workshop to help integrate social media like Twitter into their monastic mission.**

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Find us on the Web at [www.BenedictineSisters.org](http://www.BenedictineSisters.org)

The Benedictine Sisters hope the expansion into social media will help increase awareness of their products such as altar breads, handcrafted soaps and lotions and liturgical vestments as well as another avenue to reach women who might be discerning a call to religious life.

“Social media is used by people of all ages – it’s not just a young person’s game anymore,” Director of Communications Kelley Baldwin said. “There are so many new ways we can reach people, to make new connections with those we wouldn’t normally cross paths with and that’s exciting.”

Donna Maria and Sister Cathleen Marie met four years ago through the Handcrafted Soapmakers Guild. Sister Cathleen Marie is a board member, and Donna Maria has served as a conference presenter. This was Donna Maria’s first visit to the Benedictine Sisters’ monastery in Clyde.

“It was an opportunity to rid my life of stereotypes that were holding me back from seeing a part of the world that is exceptionally special,” Donna Maria said. “I thought I might be self conscious at a monastery. Would they disapprove of my red nail polish? Maybe I would wear too much make-up? But there was none of that! Just a warm community of women who are connected in a special way, who love to learn and who are eager to incorporate technology into their lifestyles in ways that honor their faith and help them produce the income they rely on to maintain their living arrangements.”

***You can follow the Benedictine Sisters’ fan page on Facebook or on Twitter as @BenedictineSis.***

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