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THE ROLE OF THE CATHOLIC CHURCH IN THE USA IN SHAPING RELIGIOUS DISCOURSE ON SOCIAL MEDIA:

Analyzing Its Influence on Faith, Community Engagement, and Public Perception

This paper will explore how some key figures of the Catholic Church in America use social media platforms to engage with the followers, as well as to evangelize, and address relevant contemporary issues. It will also examine the Church's development of online communities and its influence on the public perception of various Christian practices, as well as the Catholic stance on relevant moral and political issues. Additionally, the paper will analyze the effectiveness of the strategies used by the Church to engage with different demographic groups and assess its impact on faith-based dialogue in the digital age. An effort will be made to identify both the advantages and the disadvantages of the Church's social media presence.

Key words: Catholic Church, USA, social media, culture, digital age