

(Audio) Jo-Anne Rowney on using social media to reach people

Jo-Anne Rowney is young, but plays an important role in the Catholic Church in England. As communication director of the Diocese of Westminster, she helped reach people all over the world when Pope Benedict XVI visited last year. Social media made her a major player in the trip and people could follow the pope's moves. It was a powerful moment. In the audio below, she explains how she did it and what role social media can play in the church going forward. This was captured by me, [for Baltimore's The Catholic Review](#), during Rowney's presentation at a World Youth Day social media panel.