# Harvard graduates behind Pope Crave become key social media source for papal conclave coverage



Two Harvard graduates behind the popular social media account "Pope Crave" have emerged as a prominent online source of information and commentary on the imminent papal conclave, set to select the Catholic Church’s new pope following the death of Pope Francis on April 21, 2025. The co-admins, who chose to remain unnamed, created Pope Crave in December 2024 to unite fans of the film "Conclave," which depicts the selection process of a new pope. The account draws its name and style from the pop culture-focused "Pop Crave" and has recently surged in popularity, boasting 21,000 followers, nearly doubling after the announcement of Pope Francis’ death.

The account co-admins, both in their 30s, bring distinct but complementary perspectives to the account. One is a self-described queer Catholic who contributes a Catholic viewpoint grounded in her religious background and supports her partner, a Buddhist, who draws from experience in film, art history, and architecture. Together, they curate content rooted in the film's themes and the actual religious process, maintaining a balance of humour and educational materials. The pair emphasised their efforts to ensure accuracy in their reporting, likening their responsibility to that of a national political correspondent.

Pope Francis, who passed away at age 88, served as the head of the Catholic Church since 2013 and was known for his progressive stances on issues such as same-sex marriage and critiques of capitalism. News of his passing led to significant spikes in Pope Crave’s online engagement, with 3,000 new followers gained on Easter Monday alone and over 30 million impressions recorded between the Sunday and Monday following the Vatican’s confirmation that the papal conclave would begin on May 7. The account has become a trusted digital hub for both Catholics and non-Catholics seeking updates and insights into the conclave.

Pope Crave also maintains a Discord community encompassing a few hundred members from diverse religious backgrounds. Among their online community are Italian "on-the-ground correspondents" who contribute insights from Vatican City, enhancing the account's reputation for up-to-date and reliable information. Their content often includes meme-based commentary and gif clips from the "Conclave" film, delivering news with a mixture of levity and sincerity. "We approach this with a mixture of humor and sincerity," one co-admin said.

The social media environment around the conclave is markedly different from previous elections in 2013 and 2005, when platforms like Twitter existed but lacked today's extensive global reach and cultural integration. This dynamic, along with the acclaim of the "Conclave" film and heightened public interest, has broadened engagement across religious and secular audiences alike.

The co-admins noted a contrast between their account’s tone and perspectives typical of many Catholic voices online, which often lean conservative. They pointed out the rise of traditionalist Catholic movements and political figures such as US Vice President JD Vance, who after visiting Pope Francis shortly before his death became the subject of online conspiracy theories, a connection the co-admins do not confirm but acknowledge prompts questions from their followers.

As the conclave approaches, the account’s administrators have prepared a variety of planned content, including memes and reaction posts timed with the traditional smoke signals from the Sistine Chapel indicating the election results. While the possibility of reporting live from Rome was considered, the creators ultimately decided to cover the event remotely from Dallas, Texas, and Toronto, Canada, organising shifts to ensure continuous updates.

The rise of Pope Crave’s profile is also attracting commercial interest; the co-founders disclosed working on a brand partnership intended to support charitable causes aligned with the "Conclave" film’s themes.

Among the roughly 135 eligible cardinals expected to participate in the conclave, Pope Crave’s unofficial support has been speculated to favour Filipino Cardinal Antonio Gokim Tagle, noted for his resemblance to the film’s elected pope character, Vincent Benitez, a Filipino. However, the co-admins emphasise their broader hope for a pope who embraces progressive values, including pro-LGBTQ rights, progressive views on women's roles in the church, and a commitment to kindness and positive global impact.

One co-founder summarised their aspirations for the event: "At the end of the day, Pope Crave would really just like for people to find out who the new pope is by reading a Pope Crave tweet. And maybe a Pope Crave shoutout from the elected head of the Catholic Church himself in his first address." They expressed hope for some form of acknowledgment from the Holy See, underscoring the account’s unique position at the intersection of faith, popular culture, and social media.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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* <https://www.reuters.com/world/europe/will-catholic-cardinals-pick-another-outsider-like-francis-be-pope-2025-04-29/> - Reuters discusses the upcoming papal conclave and the potential selection of a new pope, supporting the article's mention of the conclave set to begin on May 7, 2025.
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* <https://www.prweek.com/article/1915993/well-shifts-army-except-its-conclave-pope-crave-preparing-real-life-papal-conclave> - Please view link - unable to able to access data