

A collection of items including a chessboard, medals, a compass, and glasses. The chessboard is in the top left corner, featuring a red and blue checkered pattern with several pieces. Below it are two medals: one with a red ribbon and a white star, and another with a blue ribbon and a white star. A compass is in the bottom left corner, and a pair of glasses is in the center. The background is a light-colored, textured surface.

Social Media for Pastors & Church Planters

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About Me

- ◆ Founder/CEO OurChurch.Com since 1996
- ◆ Blog: Christian Web Trends
- ◆ Live in Safety Harbor, FL
- ◆ Church Elder





Overview

- ◆ Explain how social media relates to the other forms of communication you're already using.
- ◆ Explain why social media is such a great opportunity for churches.
- ◆ Provide some important steps to take before getting started in social media.
- ◆ Dive into how you personally and your church can use Facebook to engage with people both inside and outside the church.
- ◆ Q & A



Putting Social Media in Context

- ◆ Hasn't made anything obsolete.
- ◆ Can't replace anything you're doing.
- ◆ One aspect of church communications.
- ◆ Must be done in conjunction with other efforts to be effective.
- ◆ Important to understand it's place in your overall communications strategy.

Church Communication Channels

	Creator	Audience	Interactive	Evangelistic	Misc			
Bulletin	staff	Attendees	no	no	missed if not there, forgotten after svc			
Announcements	staff	Attendees	no	no	missed if not there, forgotten after svc			
Newsletter	staff	mail list	no	no	many ppl too busy to read it			
Website	staff	website visitors	usually not	passively	most ppl don't remember to visit			

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Website	staff	website visitors & email list	usually not	passively	ppl coming from email			
Email	staff	email list	bi-directional	no	exerpts link to website/blog, interrupts, deliverable any time, readable any time			

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Email	staff	email list	bi-directional	no	exerpts link to website/blog, interrupts, deliverable any time, readable any time			
Blog	many	blog readers	yes, if ppl read	passively	great content, most ppl forget to visit reg			

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Newsletter	staff	mail list	no	no	many ppl too busy to read it			
Website	staff	website visitors, email, soc med	usually not	passively	ppl coming from email, soc media			
Email	staff	email list	bi-directional	no	exerpts link to website/blog, interrupts, deliverable any time, readable any time			
Blog	many	blog readers & soc media users	yes	passively	great content, people coming from email, soc media			
Soc Media	many, many	soc med users	yes	actively	exerpts link to website/blog, interrupts, deliverable any time, readable any time			



Why should churches use S.M.?

1. Gets news/info to people who use social media.
2. Helps people feel better connected to the church
3. Fosters better relationships among members
4. Enables the entire church to be the church – praying, encouraging, teaching each other.
5. People can invite friends to services, share stories, articles, videos, and the gospel with friends outside of the church and Christianity.



Social Media Matters More to Church Plants

- ◆ SEO works for established churches
- ◆ Church planting is very relational
- ◆ Believe in the vision
- ◆ Believe the leader(s)
- ◆ Like the leader(s)



Before you start...

1. Become a competent individual user
2. Observe other organizations
3. Start using one social network at a time
4. Put together a team
5. Put together a plan
6. Schedule a 1 month evaluation



Facebook Facts

- ◆ 600 million users worldwide
- ◆ 700 billion minutes spent on FB each month (20 hrs/person)
- ◆ ~50% of Americans use Facebook regularly




Facets of Facebook

- ◆ Groups – Not very useful
- ◆ Pages – Used by organizations
- ◆ Profiles – Used by individuals
- ◆ Events – Used to promote a specific event
- ◆ Ads – Pay per click, can target FB users by location, age, gender, profession, interests



Facebook Page for your Church

- ◆ Set-up with logo & info about your church
- ◆ Wall – Chronological list of things posted including text, links, photos
- ◆ Individuals “Like” your church’s page
- ◆ Items you post to the wall are displayed in those people’s “news feed”
- ◆ People can comment on or share those items
- ◆ Example: Easter news



7 Ways to Engage w/ People on Your Church Facebook Page

1. Ask open ended questions
2. Share an interesting article or video & ask for comments
3. Encourage people to share prayer requests or stories of answered prayers.
4. Post written or video testimonies from people in the church
5. Ask people to share something about themselves
6. Ask people to share a photo
7. Post content from the Sunday service



Facebook Profiles for Pastors

- ◆ Includes profile picture & personal info
- ◆ Wall - Chronological list of things posted including status updates, links, photos, videos
- ◆ Friend requests must be initiated and accepted
- ◆ Items you post to your wall are displayed on your “friends” “news feed” and you see all of your friends’ items on your news feed.
- ◆ Friends can comment on or share those items



12 Things Pastor Shouldn't Do on Facebook

1. Only talk about your church
2. Share everything posted to the church FB page
3. Just talk about yourself.
4. Act like you're life is perfect
5. Act like you're always "joyful in the Lord"
6. Act like you have all the answers



12 Things Pastor Shouldn't Do on Facebook

7. Act like the language/morality police
8. Post a lot of theological stuff that's over the head of your friends
9. Login once every week or two
10. Roll out the fire and brimstone
11. Be overly political
12. Engage people in debates



7 Things Pastor Should Do on Facebook

1. Listen
2. Pray
3. Engage/comment
4. Publicly encourage
5. Respond privately to sensitive issues
6. Be human.
7. Be authentic.



6 Ways to Connect on Facebook

1. Accept all friend requests.
2. Use the Facebook “People You May Know” feature
3. Put your FB address on your business card
4. Put your FB address in your email signature
5. Put a staff directory on your website & include personal social media of each staff person
6. Friend “People who like [your church]”

Other Social Networks

- ◆ Twitter
- ◆ YouTube
- ◆ LinkedIn





Empowering a Team

- ◆ The real power of social media
- ◆ Develop a culture of social media engagement
- ◆ Create a social media team
 - Share content
 - Comment
 - Post photos/video to church wall
 - Share personal stories, prayers, answered prayers
 - Brainstorm ideas to improve church's social media usage
 - Be on the look out for others who have stories to tell



Getting People On Board

- ◆ People ask, “How do we get the people in our church on board with social media?”
- ◆ First, you’ll never get everyone on board.
- ◆ Second, that’s the wrong question.
- ◆ Right question: “How do we add value to people’s lives through social media?”
- ◆ When you add value, people will want to join in.



Additional Resources

- ◆ Webinar resources: <http://www.ourchurch.com/smm>
- ◆ Christian Web Trends blog – <http://blog.ourchurch.com>
- ◆ Twitter: @OurChurchDotCom

- ◆ 50 Point Social Media Review service
 - Full review of website, blog, Facebook, Twitter
 - Recommendations
 - 30 minute consultation
 - 30 day follow-up
 - Use coupon code smwebinar for 50% off
 - <http://ourchurch.com/consulting/social-media-consulting.php>