




The Church and Social Media: Get F-I-T for Ministry

Mid-Winter Board Meeting | January 12, 2016 | Presented by Denise Mayhan, PhD | NBC, USA, Inc. Internet Technology Program Manager

	Facebook	Instagram	Twitter
	 www.facebook.com	 www.instagram.com	 www.twitter.com
What it is	Mobile and desktop platform to share text messages, photos, videos, birthday reminders, gaming with friends, real time chat and links to content on other websites (especially YouTube). Limited content creation.	Mobile photo and video creation and sharing platform. App to quickly share to Twitter, Facebook, Tumblr and Flickr. Can only add media through the Instagram app.	Mobile and desktop brief messaging (140 text characters; photos and up to 30-second video. App will quickly share to communication apps you have on your mobile device (e.g., email, Facebook, Google+, etc.)
Potential Uses for Ministry			
Communicating with and empowering members to do ministry	<ol style="list-style-type: none"> 1. Post opportunities to participate in community events 2. Indicate items or services local charities and communities service organizations need to do their work 3. Share links to sermons and educational sessions 4. Share upcoming events or schedule changes 5. Request help 	<ol style="list-style-type: none"> 1. Members helping one another 2. Church Events & Services 3. Community Ministry events 4. Progress on renovations or other construction 5. Needs: e.g., an empty pantry; damage to building; flat tire on church bus; etc. 	<ol style="list-style-type: none"> 1. What's happening during a church-sponsored activity 2. Members in need of help, prayer, etc. 3. Bible Trivia or other thought provoking questions to keep members sharp 4. Questions about what was taught in the last sermon or Sunday School lesson – who's paying attention?
Disseminating information	<ol style="list-style-type: none"> 1. Publicize information about upcoming events; include a link to more information and/or registration. 2. Provide a short summary of the Sunday School Lesson and/or Sermon with a link to video or additional documents on your website. 	<ol style="list-style-type: none"> 1. Signage announcing events 	<ol style="list-style-type: none"> 1. New resources or information available 2. Scripture of the day 3. Link to a new posting on Facebook or the church website
Growing Membership	<ol style="list-style-type: none"> 1. Make your page open to the public and enable messaging and comments to posts. 2. Post regularly about current events and contemporary issues and how your church or ministry interprets them and is getting involved. 3. Share short stories on what your ministries are doing for the community. 4. Be sure to add photos, links to video or other web-content to make your post more interesting. 5. Promptly respond to comments or questions. 6. Consider the viability of promoting your page (\$) when you have some particularly compelling content to share. 7. Encourage local community service organizations and businesses to like your page 8. Include your Facebook page name on all your correspondence, email signature, bulletins, newspaper articles and press releases and on signage outside of the church. 	<ol style="list-style-type: none"> 1. Support groups 2. Members helping one another 3. Community Ministry events 4. Brief video invitations from current members – Why come? Why join? 	<ol style="list-style-type: none"> 1. Share reports on good things your church or ministry is doing for the community 2. Share current news or information relevant to certain demographic groups – e.g., retweet news stories or other interesting web content 3. Be sure to use relevant hashtags that will be included in popular searches
Fundraising	<ol style="list-style-type: none"> 1. "Pin" links to the top of your page to request donations for specific causes and also provide a link to a video or other web content to offer more details. 2. Direct link to online donations 3. Many mobile fundraising companies use software that will help you set up a Facebook donation page that is connected to your church's Facebook page. MobileCause is one of them. 	<ol style="list-style-type: none"> 1. What is needed 2. Options for giving (screenshots) 3. Brief messages/reasons to give 4. Ways to give 	<ol style="list-style-type: none"> 1. What is needed 2. Options for giving (screenshots) 3. Brief messages/reasons to give 4. Ways to give
NBC, USA, Inc. Links	Page Name: nationalbaptistconvention www.facebook.com/nationalbaptistconvention/ www.nationalbaptist.com/social-media/facebook.html	Account Name: nbcusainc http://www.nationalbaptist.com/social-media/instagram.html	Handle: @nbcusa_inc https://twitter.com/nbcusa_inc www.nationalbaptist.com/social-media/twitter.html
Examples	https://www.facebook.com/historicebenezerbaptistchurch/ https://www.facebook.com/pleasantridge/?fref=ts https://www.facebook.com/Trinity-United-Methodist-Church-Homewood-111774852176511/?fref=ts		