

# **Social Media Workshop Handouts**

Folder with resources from this workshop and additional information: <http://bit.ly/nc2019mediaworkshop>

Case Studies Link: <http://bit.ly/nc2019casestudies> (Use this when you are doing your case studies during the workshop)

## **Questions in Evaluating Social Media**

- Observations (try not to analyze first, just describe & take notes). What do you notice? What type of content is being posted? What feelings does the content produce?
  
- Describe the frequency of content being posted. And what is being posted when. When are things being posted?
  
- Make a list of the different types (truth, encouragement, celebration, information, remembrance etc.) and approaches (humor, design, photos, words, songs, videos) of things being posted about
  
- What is the target audience? (Could be multiple)
  
- What is the purpose/goals for the organization using social media? How are they using it? What were they trying to accomplish? What are specific objectives that they were trying to accomplish through each social media?

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## **Build Your Vision - to brainstorm/plan for your own group**

- a. Identity
  - i. What words do students use to describe your group? (list them)
  - ii. What words describe how you want people to feel when they meet you or your group? (list them)
  - iii. Next to each word listed, write a few ideas for photos or videos that would capture this feeling/experience.
- b. Celebration
  - i. Who can you celebrate?
  - ii. How can you celebrate them on social media? (profiles of different members)
  - iii. What exciting things are happening/have happened in your group. How can you celebrate this?
- c. Communication
  - i. What information is important to communicate? How can you communicate information regularly, but with excitement & creativity?
  - ii. How far in advance should people begin hearing about things?
  - iii. How can you communicate help and or advice that would be useful for international students?

## Using Different Social Media Platforms

Here is an overview of the different purposes for each platform to help you decide which to use to fit your vision, values and purpose for using social media in ministry

### Social Networking Portals

**Facebook** – still the largest social network



- Facebook Pages - Purpose: Public viewing that is good for pushing events and updates – a landing page
- Facebook Groups – Purpose: Build community within a group
  - Public Group: can be found by searching and anyone can join – Purpose: For general events for students that all are welcome to be apart of
  - Closed Group: Can be found by searching but must request to join. Purpose: for a group that is more exclusive- maybe regulating who can joined by if they go to the university you work with or if they are from a specific country at your school.
  - Secret Group: Cannot be found by searching and people can only be added by invitation only. Good for small group bible studies or donor groups

### Instagram

- Purpose: Encompassing the mission, vision, and values of your group or organization through photos, content, event sharing, story telling, interactive posts, etc. \*\*\* In the top 3 most used platforms for Gen Z \*\*\*



### Twitter

- Purpose: Communicate news, updates, values, and inspirational content in a concise way that is visible to anyone that follows your account.



### Snapchat

- Purpose: share the story of an event, group gathering, etc. through photos and short videos to followers  
\*\*\* In the top 3 most used platforms for Gen Z \*\*\*



### YouTube

- Purpose: sharing stories, inspiration, helpful information, etc. through videos visible to subscribers or anyone that searches your videos. A way for people to “experience” what your group is about.  
\*\*\* #1 most used platforms for Gen Z\*\*\*



### Websites

- Purpose: brochure display of all of your organization’s vision, mission, values, events, programs, opportunities, etc. that is usually accessed through sharing a link on another social media platform (or google)



### Mailchimp or Postie

- Purpose: Direct mass communication via email to subscribers with concise updates, information about events, etc.



## Zoom or Skype

- Purpose: video conferencing or communicating with students, volunteers, bible study groups, etc. – Zoom can be encrypted to protect from prying eyes



## Messaging apps

Apps to communicate asynchronously and directly with your students.

### WeChat

- Purpose: Best way to stay connected to Chinese students even after they return home – can create group messages. Monitored by the Chinese government. So be careful about what you say. #3 Messaging app globally



### WhatsApp

- Purpose: messaging students from anywhere besides China – also can create group messages, share location, photos, and can even do calls internationally. #1 Messaging app globally. Can have point to point encryption.



### Facebook Messenger

- Purpose: individuals and group messaging – Can do point to point encryption soon. #2 Messaging app globally



### GroupMe

- Purpose: group messaging – can be used with SMS and using the app



### Instagram Direct Message

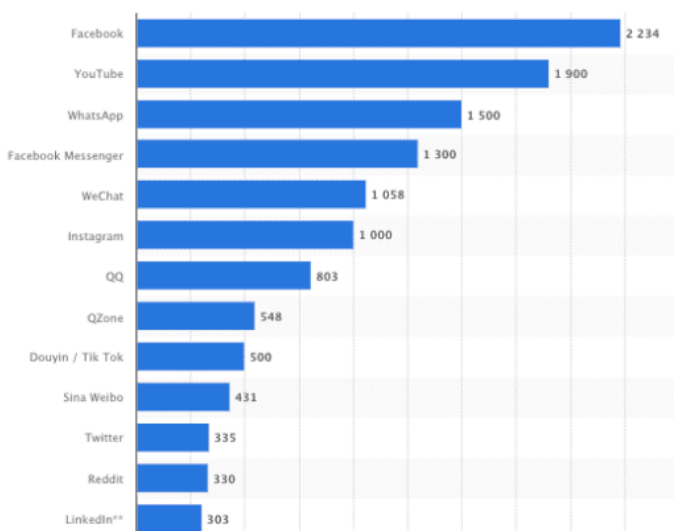
- Purpose: interact with student's Instagram stories



## Conclusion

Deciding the purpose for using social media will help you decide which platforms are best to use. Don't be overwhelmed by the options or feel like you need to use all of them

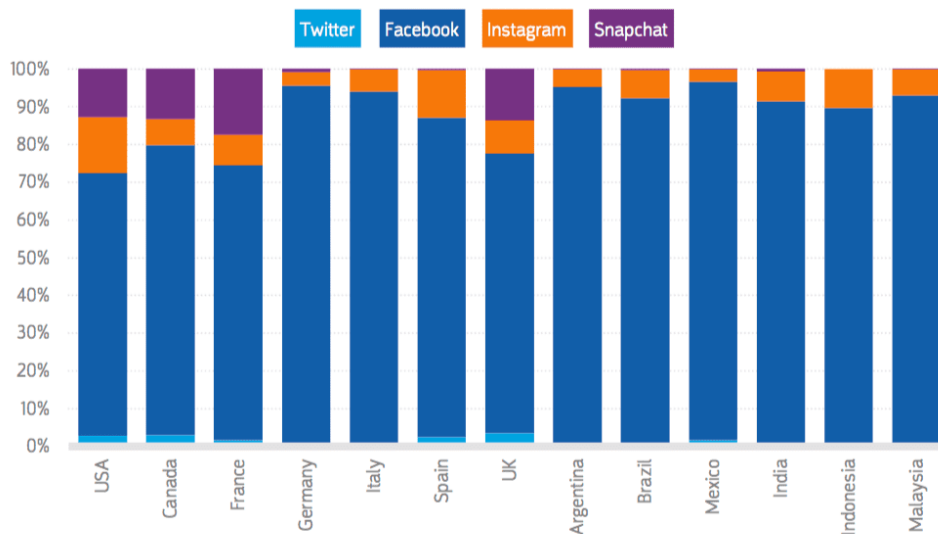
## Some Interesting Stats



**Largest Social Networks  
by Users Worldwide**

# Social Networks' Share of Time

## Share of Combined Minutes for 4 Major Social Networking Apps



COMSCORE.

### Top 4 Networks and How Much Time People Spend on It by Nation

#### Useful Links:

- <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/> - top insights about Media Globally in 2019
- <https://blog.hubspot.com/marketing/a-quick-guide-to-snapchat-for-nonprofits>
- <https://factsand Trends.net/2017/01/03/keys-effective-church-social-media-strategy/>
- <https://www.moonclerk.com/social-media-strategies-for-churches/>
- <https://www.bluleadz.com/blog/best-free-social-media-management-tools>
- <https://www.lifewire.com/social-media-apps-for-managing-everything-3486302>
- <https://socialmediaweek.org/blog/2019/03/6-outdated-social-media-strategies-that-repel-gen-z/>
- <https://blog.hubspot.com/marketing/a-quick-guide-to-snapchat-for-nonprofits>

## Ten Social Media Mistakes in Ministry | Ava Pennington - Crosswalk.com Contributor

Social media was once considered the realm of teens looking to communicate away from prying adult eyes. No longer. One of the biggest mistakes we can make today is to underestimate its influence and relegate its usefulness to juvenile applications. Social media can be your ministry's best friend or worst enemy. But gone are the days when it can be ignored. The good news is that what you do on the Internet can magnify your platform. The bad news is that it can amplify your mistakes. Those mistakes can be costly for you and your ministry, because once something is posted in cyberspace, it's there forever.

So let's try a little quiz. How many of the following social media errors have you been guilty of?

### **1. All Business: Taking the "social" out of social media.**

Do you use your Twitter or Facebook feed solely for announcements about your ministry, such as your next event or sermon title? Keep the "social" in social media. Follow the 80/20 rule: 80% social interaction, 20% announcements.

### **2. Fluff vs. Substance: Remember WIIFM**

Do you fill your social media feeds with information about what you had for dinner or the details of your recent stomach virus? While we need to retain the "social" in social media, ask yourself if others will find your posts beneficial or self-centered. Remember that as readers scroll through social media feeds, they will be drawn to posts that answer the age-old question, "What's in it for me?" also known as WIIFM. This doesn't mean your posts have to be all business. They can be fun, too, since your friends and family will enjoy sharing your interests and activities via the virtual world.

### **3. Fishing for Compliments: Public Displays of False Humility**

Do you post messages on your spouse's Facebook wall about how much you're looking forward to the great service at your church? Or post a message on your Pastor-spouse's wall telling him/her what a wonderful sermon it was? This smacks of self-serving manipulation. Have something to say to your spouse? Walk across the room and tell them in person. If you want to send a message to your congregation about the wonderful Sunday service, post it on your own wall. Don't pretend to have a private conversation with your Pastor/spouse that just happens to be open to thousands of other people!

### **3. Hitchhiking: Tagging People**

Do you post announcements on someone else's wall in addition to your own? Or perhaps tag others by attaching a list of names to your post. Once again, this smacks of being self-serving, since your post will now be seen by everyone in your network as well as everyone in the network of the person you tagged. If you are posting interesting information, trust that others will choose to share your post with their followers; don't do it for them.

### **4. Forcing Group Growth: Adding people without asking them**

Have you created a Group on Facebook and added people without their permission? Just because you can does not mean you should. Groups are helpful tools to provide a quick means of communication and sharing. However, your respect is best demonstrated when you invite them to participate rather than presume that they will want to be included.

### **5. Inconsistency: Failing to have a regular Internet presence**

Do you update your blog or post on social media "when the Spirit moves you"? For people to connect with you, they like to be able to count on regularly-scheduled posts. For your convenience, social media management tools such as Hootsuite, Buffer, Sproutsocial, and others offer the ability to schedule posts in advance.

## **6. Airing Dirty Laundry: Public sparring**

Do you argue or debate with those who disagree with your social, political, or theological views?

Social media is not the place to engage in verbal sparring. You may win the battle but lose the person. Of course you want to stay true to your convictions, but this is not the place to be drawn into angry disputes.

## **7. Hit-and-Run: Lack of Engagement**

Do you update your blog or add a post to a social media network without engaging your connections? Make it a practice to read the comments you receive and respond to them. But be careful of your use of sarcasm or humor. A lack of visual cues and body language makes it easy for humorous or sarcastic responses to be misinterpreted.

## **8. High-jacking newsfeeds: Back-to-back posts**

Do you have a practice of signing in to your social media, then listing posts back-to-back? That's called highjacking a newsfeed. When readers open their accounts, your posts will dominate their feed. Sprinkle your posts, don't dump. The social media management tools mentioned earlier can assist with scheduling posts for later publication.

## **9. Selfishness: Me-first mentality**

Do you limit your content to information about you and your ministry? Be gracious by quoting or promoting other people. When you do, you acknowledge that other people and ministries are important, too. Graciousness will benefit you, too, since the person you quote or promote may link back to your post, bringing your greater exposure!

## **10. Words, Words, Words: Lack of visuals**

Are your posts lengthy or devoid of photos? Too many words cause readers to lose interest. Spice up your posts with visuals such as pictures and links to videos. But be careful about the sources you use. Just because a photo is on the Internet does not mean you have permission to post it.