

Social Media 201

Who we are

- Shane Rushik
 - @srushik
 - srushik@lcc.org
 - Director of Technology & Communications
Legacy Christian Church

Who we are

- Ian Beyer
 - @ianbeyer (on Twitter since 2007)
 - Previously Technical Director, Church of the Resurrection Online
 - Currently President/CEO/Janitor, Nerd Herd, Inc.
 - Nearly 25 years in social media (what?)

Social Media is...



Social Media Effectiveness

- Know your target audience
 - The church website, for the large part, is for people new to the church. (INFORMATIVE)
 - Social Media is for those already connected with the church (ENGAGING)
- Know the purpose of Social Media
 - Social Media is best used to build relationships.
 - People find you via other sources, then “friend you” or “follow you” to build the relationship.
- Develop a Strategy

Social Media Strategies

- Social media is often not effective because it is implemented & executed poorly.
- Update strategically & regularly
 - Relevant/informative posts. Don't use it like a personal account. (Non-church members will be following too.)
 - Events, news, photos, etc
- Engage people.
 - Respond, Retweet — take interest in what others are saying.
 - Don't let the wall page be just another bulletin board. Think of it as a conversation, not a broadcast.
 - Allow people to post to the wall to express thoughts & questions (have a method to monitor the posts)

Inform



Pastor Adam Hamilton

If you've yet to attend worship yet this weekend, join us tonight at 5 in person or on line at www.cor.org. Moving worship and a chance to learn about what we do in worship and why it matters. You'll be glad you made a point to be in worship!

Church of the Resurrection : Greater Kansas City Area - Leawood, KS
www.cor.org



Pastor Adam Hamilton

Today in worship I'll be walking through First Timothy looking at what this New Testament letter teaches about "godliness". Paul's words are surprisingly relevant for today as he equates godliness with caring for aging parents, how we dress, how we relate to our possessions and the words that we say and the way that we love. Don't miss worship this weekend!



Like · Comment · Share · October 9 at 6:29am via HootSuite



29 people like this.



View 1 share

Write a comment...

Inform:

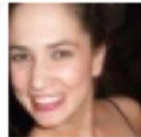


MCMBCNewark Mt. Calvary Newark

All activities scheduled for tonight - Wednesday, February 2 - have been cancelled due to weather conditions.

2 Feb

Engage



Jennifer [redacted]

Going to service in the morning at the Leawood KS location for the first time and I have your book rented from the library! I look forward to my first experience at your church and excited to see what the future holds for volunteer opportunities and classes to take!

[Like](#) · [Comment](#) · October 1 at 11:03pm



Carolyn [redacted] likes this.



Pastor Adam Hamilton Great, Jennifer - which service did you attend? Thanks for coming!

October 2 at 10:59pm · [Like](#)



Jennifer [redacted] I attended the 9am service and LOVED it!! It spoke right to my heart. I have decided that my Paul must be my late fiance. He was in the process of "refinding" Christ right before he died. I "inherited" his book called "How to find God" whic...

[See More](#)

October 3 at 3:11pm · [Like](#) · 1 person



Jennifer [redacted] I felt very welcome and no pressure. It was very relaxed. It was very personable but not fake.

October 3 at 3:13pm · [Like](#)

Write a comment...

Write a comment...

Interact



Pastor Adam Hamilton

I'm stepping in to teach a 3 hour workshop on preaching to 150 pastors. As part of that I'm letting them know how I use Facebook to solicit input for sermons. Will you help me illustrate? If you go to Resurrection, what three words would you use to describe preaching that connects with you?

Like · Comment · Share · September 28 at 8:15am

 12 people like this.

 View all 71 comments

 View all 2 shares

Write a comment...

What NOT to do

- [@MCMBCNewark](#)
 - Hasn't been updated since last February
- [@UBCStamford CT](#)
 - Not engaging the audience, one-way broadcast
 - Hasn't been updated since April

Churches using Social Media well:

- Fellowship Church, Grapevine, TX ([@fc](#))
- Grace Church, Overland Park, KS ([@graceks](#))
- Granger Community Church, Granger, IN ([@gccwired](#))
- United Methodist Committee on Relief ([@UMC UMCOR](#))
- Living Water Christian Church, Parkville, MO ([Facebook](#))

What is Twitter?

- Microblog / News
- Fast connections with people
- Widespread communication (not just with followers/friends)
- Hash marks (#)? - What's that all about?

Social Media Strategies/Tools

- Monitor All Accounts

- Be aware of what is being shared about the church on all accounts.
- Monitor continuously

- Know what is being said about you on the web

- Google “Alerts”

- Keep Content Fresh

- Current, relevant.

Responding to a tweet from last week is like replying to something that happened a year ago – It’s old news.

Social Media Pitfalls {DELETE ME?}

- How do you control the content?
 - For personal accounts, a policy should be established
 - For church accounts, a communications person should have admin access and be actively monitoring
- What happens when a staff member leaves?
 - Account access
- Fake/non-official accounts
- Staff Productivity?

Social Media Strategies/Tools: HootSuite

The screenshot displays the HootSuite dashboard in a web browser. The address bar shows <http://hootsuite.com/dashboard>. The browser's menu bar includes LastPass, File, Edit, View, Favorites, Tools, and Help. The toolbar shows various social media icons and a search bar.

A notification at the top reads: "Candy and volunteers needed for the Oct 31st Fall Fun Fest learn more at <http://ow.ly/6JYLC>". Below this is a link input field labeled "Add a link...".

The main content area features a calendar for October 2011. The date 2011-10-21 is selected. A modal window for scheduling is open, showing the date 2011-10-21 and time 2:00 PM. The modal includes a checkbox for "Email me when message is sent" and a "Schedule" button. A link "http://ow.ly/6JYLC" is attached to the message.

Below the calendar, a tweet from LegacyOP is visible, dated Sep 30, 4:00pm via HootSuite. The tweet text is: "Friday Night Live / Movie Night - Tonight, September 30 - Drop off at the Overland Park Campus by 6:00 pm. Cost \$2.00.<http://ow.ly/6JNnF>".

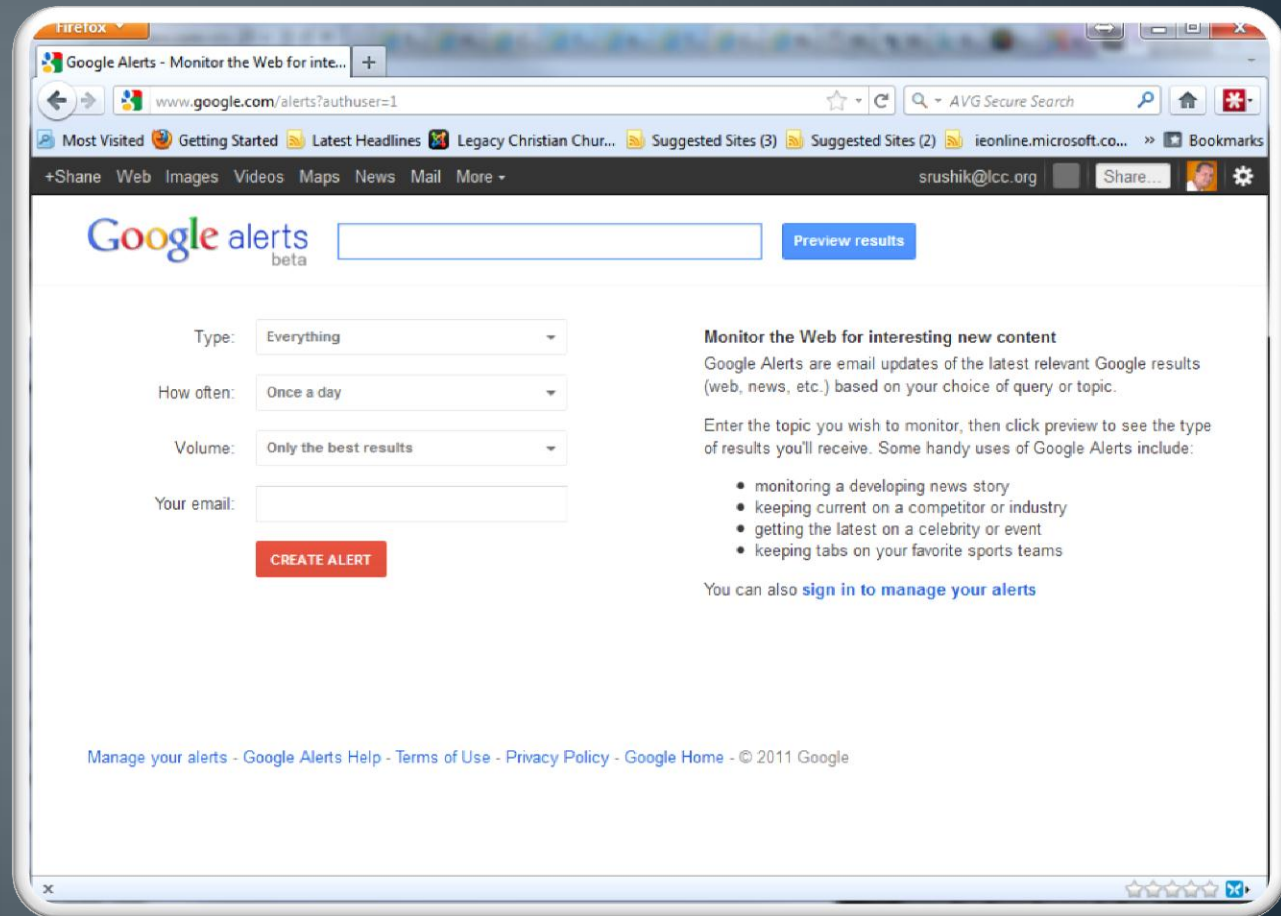
Social Media Strategies/Tools:

TweetDeck



Social Media Strategies/Tools:

Google Alerts



The screenshot shows the Google Alerts interface within a Firefox browser window. The browser's address bar displays the URL `www.google.com/alerts?authuser=1`. The page features the Google Alerts logo with a 'beta' tag and a search input field. Below the search field, there are four dropdown menus for configuring the alert: 'Type' (set to 'Everything'), 'How often' (set to 'Once a day'), 'Volume' (set to 'Only the best results'), and 'Your email' (with an empty text input field). A red 'CREATE ALERT' button is positioned below the email field. To the right of the configuration options, a section titled 'Monitor the Web for interesting new content' explains that Google Alerts provide email updates of relevant Google results. It includes a list of four use cases: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on favorite sports teams. At the bottom of the page, there are links for 'Manage your alerts', 'Google Alerts Help', 'Terms of Use', 'Privacy Policy', and 'Google Home', along with a copyright notice for 2011 Google.

Google Alerts - Monitor the Web for interesting new content

www.google.com/alerts?authuser=1

AVG Secure Search

Most Visited Getting Started Latest Headlines Legacy Christian Church Suggested Sites (3) Suggested Sites (2) ieonline.microsoft.com... Bookmarks

+Shane Web Images Videos Maps News Mail More

srushik@lcc.org Share...

Google alerts beta

Preview results

Type: Everything

How often: Once a day

Volume: Only the best results

Your email:

CREATE ALERT

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

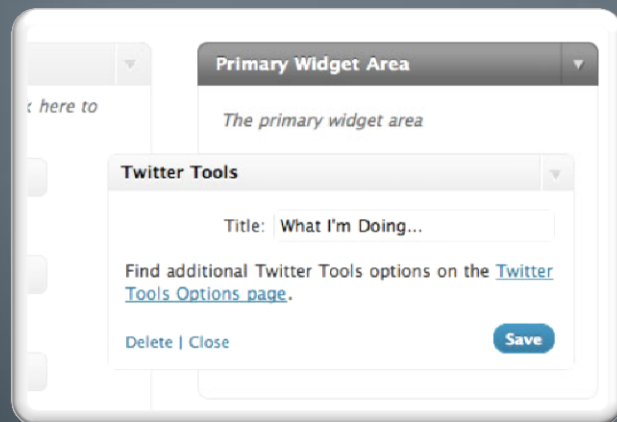
- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [sign in to manage your alerts](#)

[Manage your alerts](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#) - © 2011 Google

Social Media Strategies/Tools: Wordpress Plugins

“Twitter Tools”



Enable option to create a tweet when you post in your blog?

Yes ▾

Tweet prefix for new blog posts:

New blog post

Cannot be left blank. Will result in {Your prefix}: Title URL

Set this on by default?

Yes ▾

Also determines tweeting for posting via XML-RPC

Create a blog post from each of your tweets?

Yes ▾

Category for tweet posts:

Uncategorized ▾

Tag(s) for your tweet posts:

Separate multiple tags with commas. Example: tweets, twitter

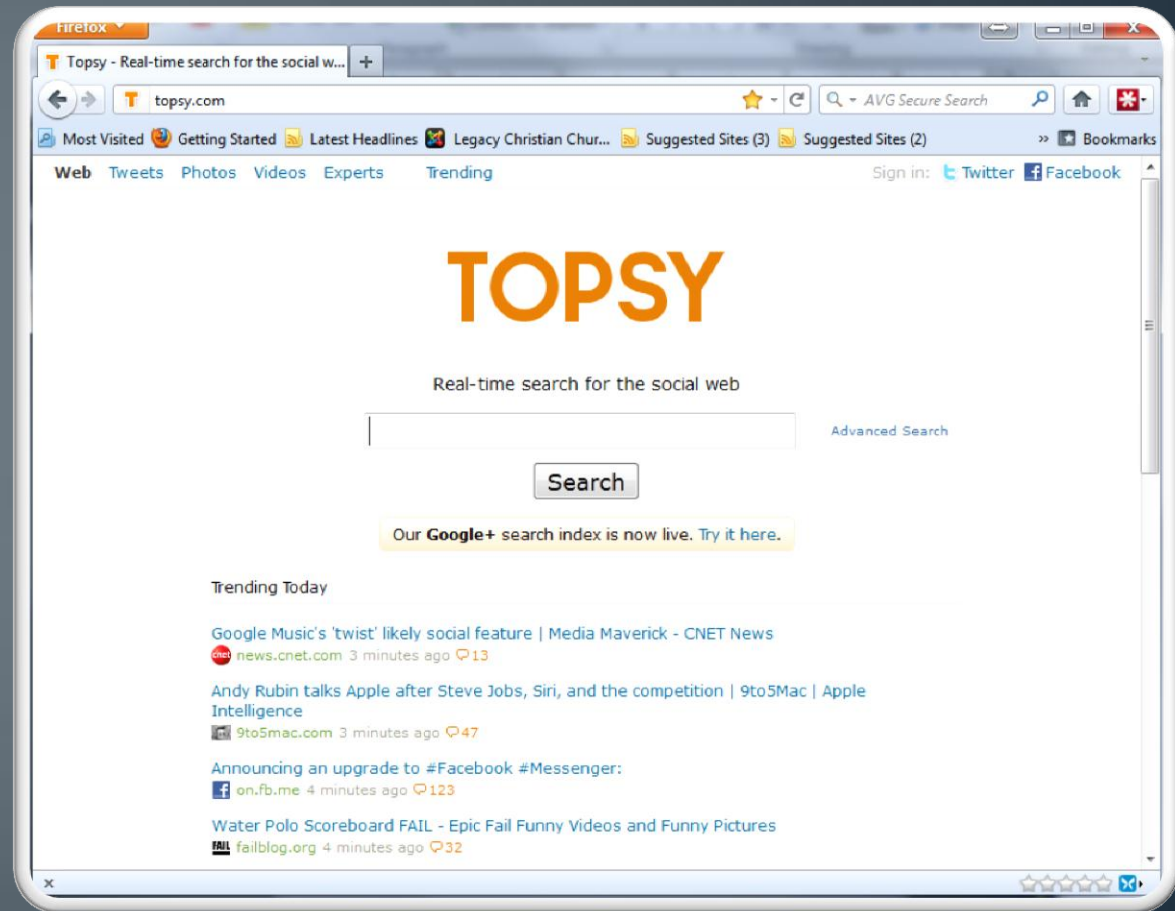
Author for tweet posts:

admin ▾

Social Media Strategies/Tools: Website Integration w/ Social Networks



Social Media Strategies/Tools: Topsy.com (Social Web Search)

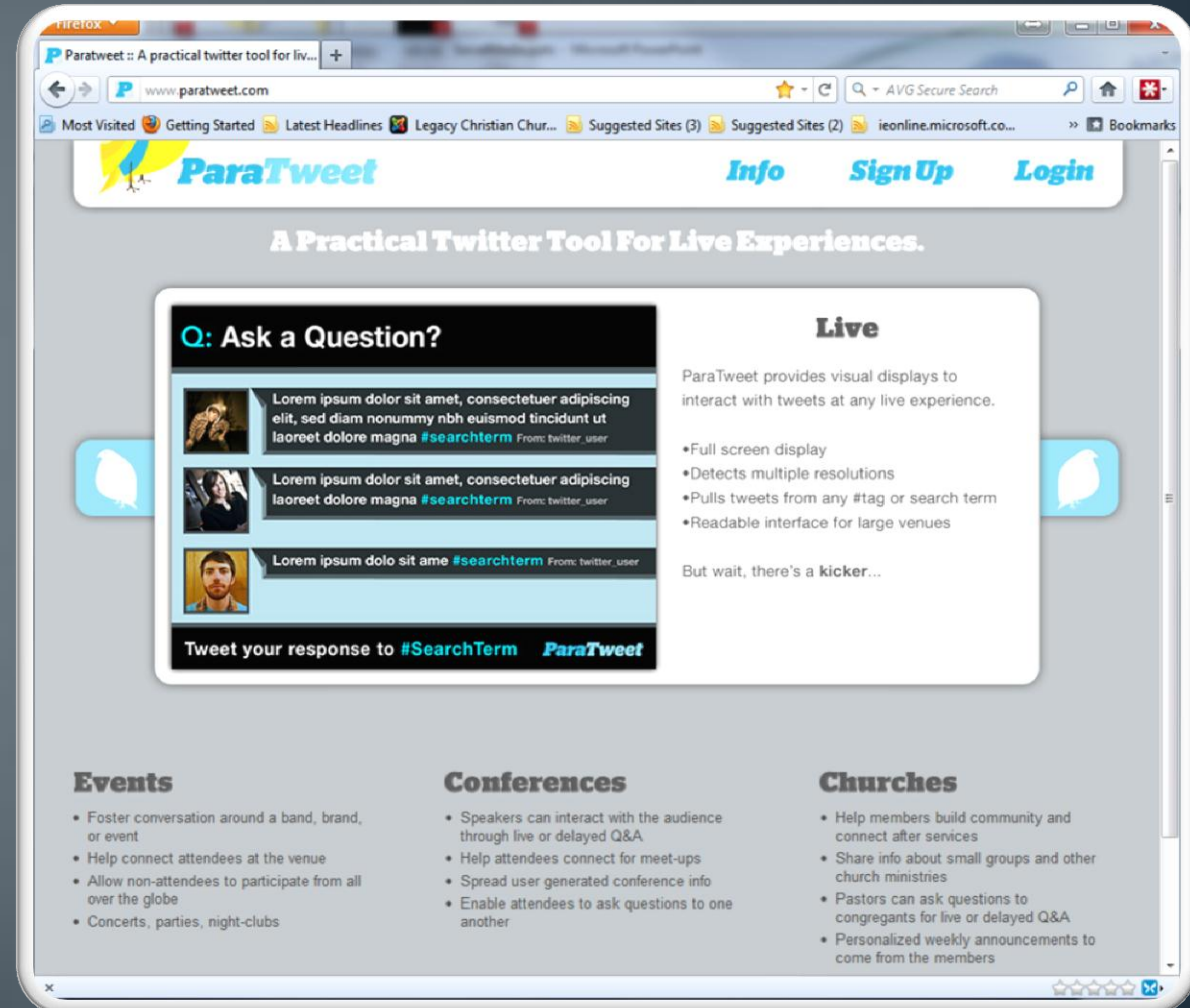


Social Media Strategies/Tools: Radian6 (Social Web Search)



Social Media Strategies/Tools:

ParaTweet



Social Media Strategies/Tools:

Other services



Creating a Social Media Policy

- Staff/Ministry leaders are responsible for what they post
 - People tend to interpret having the 'right' to express themselves online as implying a lack of consequences when they say stupid things.
 - Or that they can post comments without consequences because this is a 'virtual' setting
 - That's not the case! Online postings are considered equivalent to being said in person or in written format and could create a liability for the church
- Exercise good judgment
 - Even if your social media is strictly for personal use, many viewers may assume you are speaking on behalf of the church or ministry

Creating a Social Media Policy

- Consider your audience
 - When you're out in the Blogosphere or Twitterverse or other social media channels, remember that your readers include people other than just close friends (current/past/future church members, etc). Consider that before publishing comments.
- Understand the concept of community
 - Balance personal and professional information, and the important role that transparency plays in building a community.
- Confidentiality
 - Being transparent doesn't mean sharing confidential information.
 - Do not intentionally discuss divulge or reproduce confidential information
 - Do not share private prayer request
 - Take the conversation offline if it begins to approach this area

Creating a Social Media Policy

- Copyright

- This should be a no-brainer, but just in case: always give proper credit, and make sure you have the right to use something before you publish.
- Church logos, materials, trademarks, or other materials should not be posted on personal pages without permission.
- Do not import copyrighted material to the pages without permission.

- Inconsistent Messages

- The content of the social media page should be consistent with values of the church or ministry.
- Use of social media that portrays images, opinions, or choices that are contrary to the church's beliefs could reflect poorly on the church and be grounds for dismissal.

Creating a Social Media Policy

- Misuse of Time
 - Time devoted to social media should be reasonable and add value for the church.
 - Limitations on time should be discussed

Creating a Social Media Policy

- Misuse of Time??

- Time spent on social media is for building relationships, sharing, and engaging with others, is our 'real' job."

- Limit

Social Media is changing how we do this.

Is sitting at a desk spending an hour on social media connecting with dozens of people a misuse of time? (compare that to old-school method of spending an hour on a phone call with one person)

This is important to consider. There needs to be a healthy balance.

Resources

- Twitter for Churches (e-book) <http://www.twitterforchurches.com>
- Crafting a SM policy: <http://churchm.ag/social-media-policy/>
- 10 Dos and Don'ts for Facebook Pages:
<http://www.entrepreneur.com/article/217391>
- 35+ Examples of Corporate Social Media in Action:
<http://mashable.com/2008/07/23/corporate-social-media/>
- How to use social media effectively in the church
<http://www.churchleaders.com/worship/worship-articles/154143-how-to-use-social-media-effectively-in-the-church.html>