

## “Social Media: The How and Why”

Mary Pratt  
@marypratt64  
717-756-4872  
marypratt64@gmail.com



---

---

---

---

---

---

---

---

## How do you define Social Media?

**SOCIAL MEDIA**  
: forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)



---

---

---

---

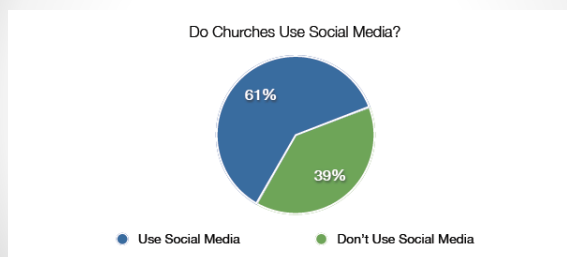
---

---

---

---

## Are churches using Social Media?



HOW CHURCHES AND THEIR MEMBERS USE SOCIAL MEDIA  
Copyright 2010, Buzzplant LLC

---

---

---

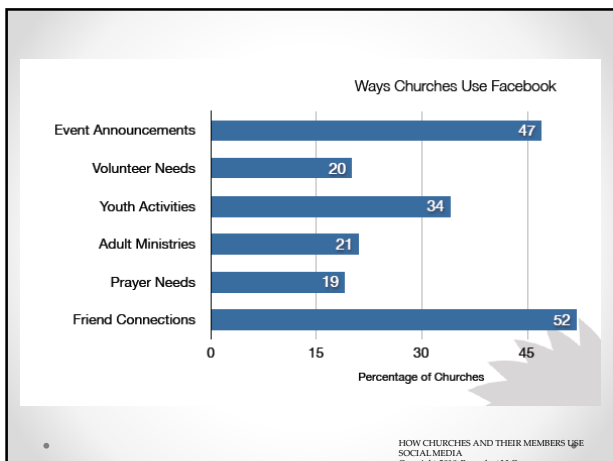
---

---

---

---

---




---

---

---

---

---


---

---

---

### Churches ARE using Social Media.

- 61% of churches use social media.
- 62% of churches post homilies/sermons to a website as text or audio (podcast).
- 28% of church pastors have a blog.
- 25% of churches use social media to promote parish events.
- 71% of churches use video (all or some of the time) in their sermons.
- 2/3 of churches do not use social media to get feedback from members.
- 68% of local church members want to connect with their church via social media.



<http://www.register.com/blog/matthew-warner/7-helpful-stats-on-social-media-and-the-church/>

---

---

---

---

---


---

---

---

### Why should we use Facebook?

Because everyone else is...



- 116 Million Facebook users in the U.S.
- That is almost half of the 300 million plus people in the U.S.
- 78% of those users are active on Mobile.
- 699 million people log onto Facebook daily, which represents a 26% increase from 2012.
- The 45-54 year age bracket is the fastest growing demographic on both Facebook and Google+
- Average time spent per Facebook visit is 20 minutes.

<http://zepporia.com/social-media/top-15-valuable-facebook-statistics/>

---

---

---

---

---

---

---

---

## How can we use it?

- Create a Business Page
- Post engaging and thoughtful content
  - Post content that makes your followers engage with the post
  - Use current events that let them know what is happening
  - Videos and pictures are key... people like to 'see' what is happening
  - Become a resource
- "Listen" to your followers
  - Answer their questions
  - Engage with them
- Network and share with other Churches, organizations and useful pages
- Link your other social media platforms to your Facebook page
- Pay attention to the analytics

---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

## Why should we use Twitter?



- There is an estimated 554 million Twitter users worldwide.
- A total of 170 Billion Tweets have been sent.
- The average Twitter user has 208 followers.
- The average Twitter user spend 170 minutes per month tweeting.
- 60% of users access via mobile devices.
- 9,100 Tweets happen every second.
- The 45-54 year age bracket is the fastest growing demographic on both Facebook and Google+

<http://t.co/huffrapp>/social-media-in-2013-user-demographics-for-twitter-facebook-pinterest-and-instagram

---

---

---

---

---

---

---

---

---

---

## How can we use Twitter?

- Twitter is a short message communication tool that allows you to send out messages (tweets) of up to 140 characters
- Present your brand or business.
  - Let people know who you are and what you are using Twitter for
- Start following people, groups and businesses that are relevant
- Start talking, engaging and asking questions
- Drive traffic to your website, blog and other social media platforms
- Share photographs and videos to your tweets
  - Twitter will create a unique short link for your photo and attach it to your tweets

---

---

---

---

---

---

---

---

## Common Twitter Phrases

- @ - To tweet someone else or include them in your tweet simply put the @ symbol before their Twitter name
- Hashtag - # Hashtags appear in tweets to identify a common group or phrase. It is the # sign followed by a word or string of words
  - #socialmedia
  - #suumc
- Retweet - RT - a retweet is when you take another tweet and resend it to your followers
  - RT @ModWorkingWoman: "@elysehansford: #pivotcon We find what resonates w/consumers & build stories around it. That is quality content -3M"
- Direct Message - DM - You can have private conversations on Twitter with another person
  - These show up in your direct message box
  - Put DM before your tweet

---

---

---

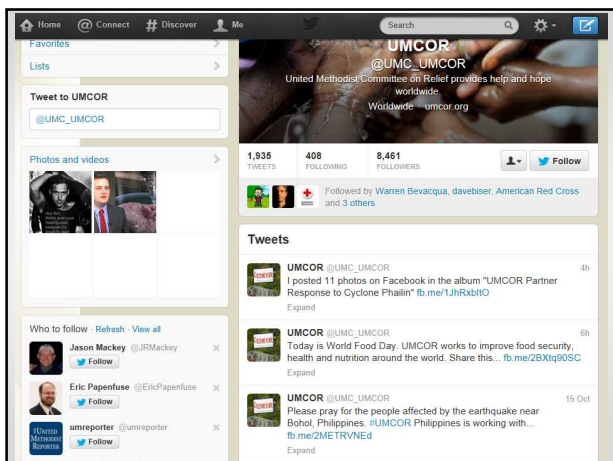
---

---

---

---

---



---

---

---

---

---

---

---

---

## Why should we be using YouTube?



- More than 1 billion unique users visit YouTube each month
- Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth, and 50% more than last year
- 100 hours of video are uploaded to YouTube every minute
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
- Mobile makes up more than 25% of YouTube's global watch time, more than one billion views a day

<http://www.youtube.com/yt/press/statistics.html>

---

---

---

---

---

---

---

---

---

---

## How can we use YouTube?

- Post videos of your sermons, happenings and more
- Show them your church, your group and what you are about
- Sell your congregation and why they should pay attention
- Become a resource
- Shut in ministry ideas – instead of DVD and waiting
- Engage with your YouTube community
- Subscribe to YouTube channels that are relevant
- 40% of people will respond better to visual information than plain text

(Source: [Zabooz](#))

---

---

---

---

---

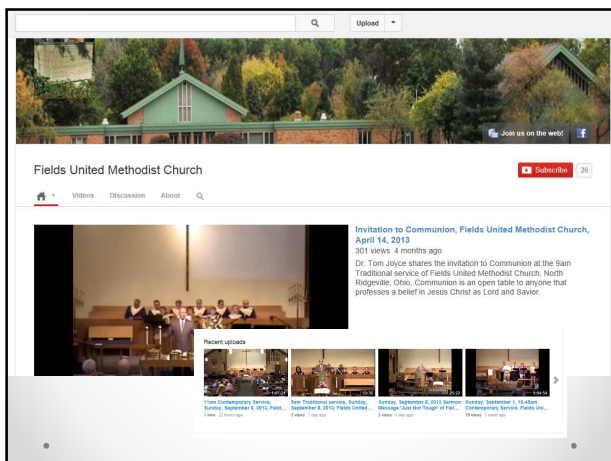
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

## Why should we be using Google+?



- 69.4% of users are Male and 29.2% are Female.
- 359 million monthly active users.
- Increase your organic search ranking in search results through key words used in Google+ posts.
- Second largest social media network.
- Google+ integrates with all other Google products like Googles places, YouTube, etc.
- Each of you already has a Google email – did you know that means you automatically have a Google+ account?

<http://www.jeffhull.com/2013/05/06/21-awesome-social-media-facts-figures-and-statistics-for-2013/>

---

---

---

---

---

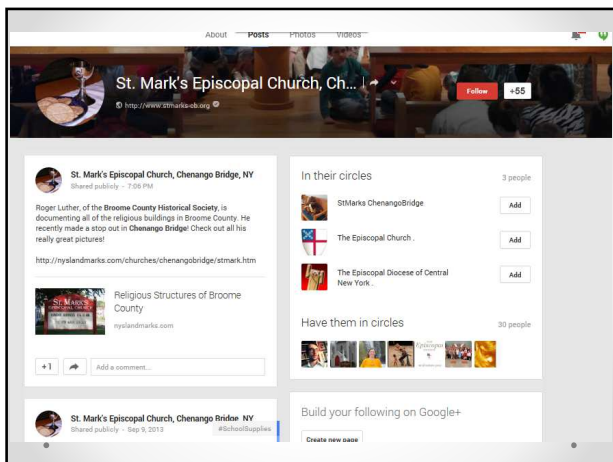
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

## Why should we be using Instagram?



- Share photos and videos that represent you and your brand.
- 40% of the Fortune 1000 companies are using Instagram actively.
- Over 16 billion photos have been shared.
- 1 billion likes and over 45 million photos shared every day.
- Four million active users.
- Since the launch of Instagram video, there has been a **37 percent increase** in Instagram shares.
- 150,000 brands in over 200 countries.

<http://digiday.com/brands/15-stats-vine-and-instagram-video/>  
<http://Ratigr.am/>

---

---

---

---

---

---

---

---

---

---

### Why you should be blogging!

- Create a platform for interaction
  - No Pastor can talk to every member one on one.
- Distribute valuable content
  - Outreach ministry
  - Pastoral care for the congregation when you can't be in front of them
  - Expansion on a sermon
- A blog is affordable – in fact it costs you nothing but time
- Establish an online reputation and become a resource
- Generate link backs and boost traffic to your website



<http://www.churchleaders.com/pastors/pastor-blogs/162587-4-reasons-your-church-should-blog.html> p=2

---

---

---

---

---

---

---

---



FACEBOOK

You're doing it wrong.

---

---

---

---

---

---

---

---