Social Media
Town Hall, February 2, 2021
AGENDA

• Demographics

• Overall Best Practices

• Facts & Tips For:
  – Facebook
  – YouTube
  – Instagram

• Other & Emerging Platforms

• Next Steps and Recommendations
MEET #KATIE

- Social media consulting 10+ years
- Content director (social media, blogging, etc.) for large-scale industry conferences
- Market research “influencer” on Twitter
- Digital native and early technology adopter / Google Glass Explorer
- Speaker, conference panel moderator: personal branding, productivity tools, market research, social media
- Clients: Disney, State Farm, Godiva, Mayo Clinic, Campbell’s, Welch’s, Cammack LaRhette, and more
- Nationally-recognized market research professional with expert in managing and moderating online communities
- Profiled/featured in:
SOCIAL IMPACT

• On average, more than a million new users joined social media every day in 2020 (15½ new users every second)
• The typical social media user spends 2h 25m on social media each day
• “Social search” is on the rise
PLATeFORM DEMOGRAPHICS

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

PEW RESEARCH CENTER
YOU DO NOT HAVE TO DO IT ALL

• Anyone who tells you must be on all platforms is selling something!

• It needs to fit within your day job

• If you don’t have time to engage, you don’t have time to post

#episcopalmaine
CONSISTENCY IS KEY

• Don’t jump in to social media unless you can be consistent with posts and updates

• Nothing’s worse than a dead page that hasn’t been updated since 2018

• Determine your pace, and then stick to it

• Start small and grow from there
STEP AWAY FROM THE COMPUTER

• Platform(s)
• Pace
• Key messages
• Key dates

With some planning, you can get your content planned then focus on engagement
SOCIAL MEDIA

It’s not meant to be a megaphone

It’s meant to be engaging

It’s not broadcast media, it’s social media, that means there should be interaction
RULE OF THIRDS

1/3  
YOUR CHURCH / ORG

1/3  
YOUR "INDUSTRY"

1/3  
BEHIND-THE-SCENES

#episcopalmaine
NEVER STEAL CONTENT
SHARE IS MORE IMPORTANT THAN LIKE
CONSIDER YOUR FUNNEL

• Drive followers to your “home base”
  = your website

• Your website needs to be up-to-date
  and polished
  – If not, focus there before social
  – E-news sign-up needs to be easy to find
  – Social buttons must be present!
FACEBOOK

• Largest social media site in the world

• 74% visit daily

• 94% of users access FB on the mobile app

• Users 65 years and older are the fastest-growing group on Facebook

• Popularity declining with younger generations
  • Only 36% of Generation Zers (13-17) use Facebook at least once a week, compared to 87% of millennials (18-34 y/o), 90% of Generation Xers (35-54 y/o), and 96% of Baby Boomers (55+).
FACEBOOK TIPS

• Engage! Read and respond to comments, ask questions, start conversations
• Video > Images > Plain text
• Utilize FB Groups for ministry teams
• Utilize Facebook Events!
• Consider (post-pandemic) the path by which you can move conversations from online to in-person
Trinity Church Wall Street
@TrinityWallSt · Christian Church

trinitywallstreet.org

Trinity Church Wall Street is a growing Episcopal community that seeks to serve and heal the world.

Welcome, Trinity Church Wall Street is a growing Episcopal community that seeks to serve and heal the world by building neighborhoods that live Gospel... See More

13,027 people like this including 7 of your friends

Due to the snowstorm, we are postponing the Installation of our Vicar, the Rev. Michael A. Bird, originally set for tomorrow. We will announce the new date as soon as it's rescheduled.

Celebrating the Ministry of Trinity's New Vicar
YOUTUBE

- World’s second largest search engine
- 70% are watching on a mobile device
- 37% of all mobile internet traffic belongs to YouTube
- 500,000+ searches are made on YouTube every month on how to study the Bible
- More than 70% of what people watch on YouTube is determined by its recommendation algorithm
YOUTUBE TIPS

• Use key words: Church, City, Maine, Episcopal
• Link back to your website
• Create a channel trailer
• Tag your location
• Robust description for a video
• Ensure your “about” is filled out
Video from the life and ministry of Episcopal churches across the Diocese of Maine and messages and interviews from its bishop, the Rt. Rev. Thomas Brown. Welcome! Watch, enjoy, and learn more!

Links
episcopalmaine.org  Facebook
INSTAGRAM

• The majority of Instagram users are 18 - 29 years old
• Users tend to spend 30 minutes on Instagram per day
• 200 million Instagram users visit at least one business profile every day, and 80% of accounts follow a business on Instagram
INSTAGRAM TIPS

• Hashtags are your keys to the kingdom
• Visual platform – how can you tell a visual story about your church?
• This is your platform to reach younger families
• Limitations with links – only in bio
**Welcome to the Bazaar!** exclaimed the banner that greeted visitors to Corse House & Gardens in Lougherne on 3rd May, 1862. They had come for the grand bazaar and garden fete hosted by Mrs Abra Hughes Wienholt. Her mission - to raise funds to rescue Llandawke's church, which at the time ‘resembled a barn more than a House of God’.

The day started ominously with morning showers, but then the azure sky appeared, and the sun shone out in warmth and glory. As two brass bands played, some more adventurous spirits attempted to
OTHER PLATFORMS (BRIEFLY)
EMERGING PLATFORMS TO WATCH
EMERGING PLATFORMS TO WATCH

Church Experts Networking

Joshua  Henry  Zach  Dr.  Justin  Christian
NEXT STEPS

• Diocesan social media policy
• Master classes / webinars
• Office hours
• Resources
FROM SOCIAL MEDIA TO SOCIAL MINISTRY
A GUIDE TO DIGITAL DISCIPLESHIP
NONA JONES

MEREDITH GOULD
SECOND EDITION
THE SOCIAL MEDIA GOSPEL
Sharing the Good News in New Ways

NATCHI LAZARUS
THE CONNECTED CHURCH
A Social Media Communication Strategy Guide for Churches, Nonprofits and Individuals in Ministry
CAFFEINATED CHURCH

Tech Chaplaincy Institute

Drawing from the best practices of pastoral care and chaplaincy, we help people with everyday technology needs move from fear and anxiety to empowerment with dignity and grace.