



SOCIAL MEDIA FOR CHURCHES



ALEX TREASTER

Director of
Communications
Second Presbyterian Church

atreaster@secondpres.org



Social Media Definition

“A group of internet-based applications that build on ideological and technological foundations of web 2.0 and that allow the creation and exchange of user-generated content”

-- Kaplan & Haenlein, 2010

SOCIAL MEDIA TODAY

- ▶ 73% Americans use YouTube
- ▶ 68% Americans use Facebook
- ▶ Of those on FB, $\frac{3}{4}$ visit daily
- ▶ 78% ages 18-24 use Snapchat
- ▶ People spend avg. 37 min/day on social networks
- ▶ 1.8 billion photos shared every day on social media

-- Pew Research

SOCIAL MEDIA TODAY

- ▶ Most companies and organizations allocate around 10% of mktg. budgets to social media (expected to double by 2021)
- ▶ Job of social media manager more commonplace

SOCIAL MEDIA & CHURCHES TODAY

- ▶ 85% of churches using Facebook
- ▶ Only 15% on Twitter and Instagram

WHY SOCIAL MEDIA MATTERS FOR THE CHURCH

- ▶ Tool for ministry
- ▶ Prayer requests
- ▶ Inclusive and helps people stay connected
- ▶ Branding
- ▶ Allows for different learning styles
- ▶ Interactive

YOUR SOCIAL MEDIA STRATEGY

- ▶ Involve everyone on your team
- ▶ Share your dashboard
- ▶ What are we trying to achieve?
 - ▷ Increase the reach of our message?
 - ▷ Create more engagement?
 - ▷ Which tools and strategies?

SOCIAL MEDIA PLATFORMS

- ▶ Facebook
 - ▷ Status updates, share photos and videos, messages, add friends
- ▶ Twitter
 - ▷ 140 characters or less, great for breaking news
- ▶ YouTube and Vimeo
 - ▷ Post and share videos
- ▶ Instagram
 - ▷ Post photos with vintage filters
- ▶ LinkedIn
 - ▷ Online resumé, career tool
- ▶ Pinterest
 - ▷ Create boards/collections of interest



FACEBOOK

- ▶ What users interact with the most:
 - ▷ Photos
 - ▷ Videos
 - ▷ Statuses
 - ▷ Links
- ▶ Ideal post length for Facebook: 80-100 characters
- ▶ Consider Facebook Live



FACEBOOK

- ▶ Boosted Posts
 - ▶ Simplest way to advertise
 - ▶ Audience of your choosing (can specify interests, age, gender and location)
 - ▶ Set duration, max budget
 - ▶ Not created in Ads Manager
 - ▶ Will show up in FB user's newsfeeds as an ad



FACEBOOK

- ▶ Tips for Boosted Posts
 - ▶ Beta test (A/B testing for small samples)
 - ▶ Take advantage of targeting features
 - ▶ Use effective images (color, happy people, children or pets)



FACEBOOK

- ▶ Boosted Ads
 - ▶ Can place in newsfeed side ads, Instagram stories, Audience Network
 - ▶ Create carousel ads, add a call to action button
 - ▶ Uses Ad Manager – more advanced tools for overlapping audience types



FACEBOOK

- ▶ Analytics
- ▶ Go to “Insights” tab and click “Posts”

The screenshot shows the Facebook interface for the page "Second Presbyterian". The search bar at the top contains the text "Second Presbyterian". Below the search bar, the navigation menu includes "Page", "Inbox 1", "Notifications 39", "Insights" (which is circled in red), "Publishing To...", and "Ad Center". The main content area features the church's profile picture, which is a circular logo with the text "A PEOPLE BEING TRANSFORMED BY CHRIST TO HELP TRANSFORM THE WORLD" around the perimeter, "KANSAS CITY, MO" at the top, "Second Church PRESBYTERIAN" in the center, and "EST. 1865" at the bottom. Below the profile picture, the page name "Second Presbyterian" and the handle "@kcsecondpres" are visible. To the right of the profile picture, there is a promotional card for "Boost Your Post for \$200" with a blue "Boost Post" button. Below the promotional card, there are several photo posts, including a group of people standing outdoors and a group of people sitting around a table.



Results from Oct 09, 2018 - Oct 15, 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page i

October 8 - October 14

1

Total Actions on Page ▲0%



Page Views i

October 8 - October 14

34

Total Page Views ▼43%



Page Previews i

October 8 - October 14

7

Page Previews ▲0%



Page Likes i

October 8 - October 14



We have insufficient data to show for the selected time period.

Reach i

October 8 - October 14

621

People Reached ▼74%



Recommendations i

October 8 - October 14



We have insufficient data to show for the selected time period.



Recent Promotions on Second Presbyterian

Ads activity is reported in the time zone of your ad account.

[+ Create New Promotion](#)

Theology (Truth)!



Event Promotion

BYO - Theology, Truth, Story
Sunday, October 7, 2018, 12:00 PM - 1:30 PM

Promoted by Alex Treaster on Sep 6, 2018
Completed

3,416

People Reached

43

Event Responses

\$200.00

Spent of \$200.00

[View Results](#)

EVANGELISM 101



Event Promotion

Evangelism 101: Troubling Past, Anxious Pres....
Saturday, October 6, 2018, 10:30 AM - 12:00 PM

Promoted by Alex Treaster on Sep 6, 2018
Completed

3,009

People Reached

38

Event Responses

\$200.00

Spent of \$200.00

[View Results](#)



Event Promotion

Christ and Cocktails
Thursday, September 6, 2018 at 5:15 PM - Thur...

Promoted by Alex Treaster on Aug 27, 2018
Completed

3,880

People Reached

57

Event Responses

\$200.00

Spent of \$200.00

[View Results](#)

[Manage All Promotions >](#)



Your 5 Most Recent Posts



Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/16/2018 5:39 PM	We are excited to announce that New York Times bestselling			596	192 80 	Boost Post
10/15/2018 11:04 AM	Second's new strategic vision, "The Great Report," includes			116	9 4 	Boost Post
10/14/2018 3:07 PM	Watch Rev. Kristin Riegel's powerful sermon, "Whose Voice			709	73 35 	Boost Post
10/07/2018 9:02 AM	We had two excellent events with Rev. Dr. Charlene Han Powell			265	63 11 	Boost Post
10/07/2018 8:54 AM	Join us today at 12 p.m. in Westminster Hall as we			58	7 1 	

[See All Posts](#)



TWITTER

- ▶ Use for interaction with visitors, providing content
- ▶ Partner with other churches and mission partners
- ▶ Highest engagement during the evening
- ▶ Effective phrases:
 - ▷ “Photo of the day”
 - ▷ “A chance to win”
 - ▷ “Check out the”
 - ▷ “Did you know”
 - ▷ “Retweet if you”



INSTAGRAM

- ▶ Great for hashtags (can include up to 30 per post; No more than 4-5 recommended)
- ▶ Advertise sermon series
- ▶ Highlight volunteers
- ▶ Show images and video from worship
- ▶ Short-form videos



Verizon LTE 1:49 PM

< theopentablekc ...

 138 posts 424 followers 282 following

Message  

The Open Table KC
Nonprofit Organization
A community of peace and reconciliation in a city divided

- KC dinner church | #theopentablekc
- 2nd & 4th Sundays | 6:30-8pm

linktr.ee/theopentablekc
318 E 55th St, Kansas City, Missouri

Followed by [sarahdunnepickrell](#), [nickpickdoesnthaveasmartphone](#), [marshacarylkirsch](#) + 16 more

 Gatherings  Community...  Speakers  Quotes

Call | Email | Directions



YOUTUBE & VIMEO

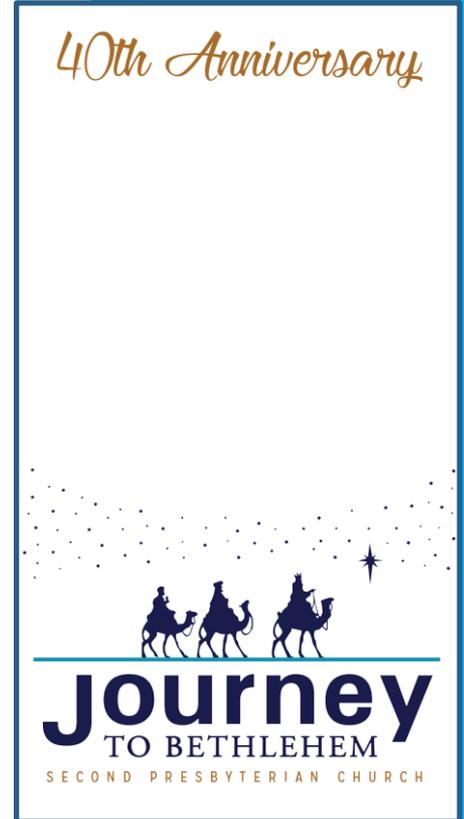


- ▶ Both video sites, great for hosting sermons and other content
- ▶ YouTube = wider reach (1.8 billion/month), performs better in search, free
- ▶ Vimeo = 240 million/month, ideal for branding, clean design, no pre-roll ads, advanced support
- ▶ Which one?



SNAPCHAT

- ▶ Does it make sense for your church?
- ▶ Huge with young audience (16-34 years old)
- ▶ Uses at Second
 - ▷ Journey to Bethlehem
 - ▷ Special events





GOOGLE ANALYTICS

- ▶ Overall website traffic
 - ▷ View individual pages
- ▶ See where traffic is coming from
 - ▷ Geographic location
 - ▷ Social media channels
 - ▷ Organic search

CONTENT MARKETING

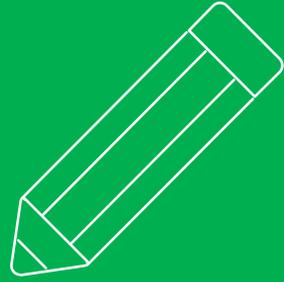
- ▶ Long term effort to engage followers
- ▶ Helps develop a voice
- ▶ Tell your story
- ▶ Create valuable and compelling content
- ▶ Provide daily tools
- ▶ Goal: make a person stop, read, think and behave differently

CONTENT MARKETING PLAN

- ▶ Do what you can
- ▶ Provide “lightweight content” each week
 - ▷ Blog post or article
 - ▷ Repurpose part of sermon
- ▶ Major piece once a month
 - ▷ Podcast or video
 - ▷ Infographic
 - ▷ Include call to action
- ▶ Center of gravity = website

STORYTELLING

- ▶ Brain research
- ▶ Motivate people to take action
- ▶ Our faith tradition
- ▶ How can you convey information in a story?



REAL TIME MARKETING (RTM)

- ▶ Practice of creating content inspired by a current topic, trend or event
- ▶ Pop culture examples
- ▶ Benefit: easily trackable
- ▶ Challenges: limited time, stay true to brand
- ▶ How can churches use RTM?

CONTENT CALENDAR

- ▶ Plan out content days and weeks in advance
- ▶ Free software
 - ▷ Excel
 - ▷ Google Drive
- ▶ Paid sites
 - ▷ Kapost
 - ▷ Percolate
 - ▷ HubSpot
 - ▷ Spreadfast

CONTENT CALENDAR

	A	B	C
1	Week	Posts	Facebook Events
2	Feb 5-11	Brian McLaren coming to Second 2016 Annual Report Youth Lock-in Annual Meeting	Amy Oden Event - We've Always Been Asking Questions Feb 13 Reformation Art Tour at the Nelson-Atkins Feb 26 A Conversation with KC's Catholic Bishop Feb 27
3	Feb 12-18	All Church Reformation Potluck and "Meet Your Deacon" Post on FB, Instagram, Twitter 2/13 - Reminder about Amy Oden event on 2/13 (KR will post) College Care Package Selfies	Ash Wednesday (March 1)
4	Feb 19-25	C3 Groups - invite people to sign up (Alex) * 2/25 - Reminder about Reformation Art Tour (KR will post on event page and Seco	
5	Feb 26-Mar 4	Ash Wednesday Services - Mar 1 * 2/27 - Kristin will post reminder about Convo w. KC Bishop on event page & Seco Promo Galatian Sermon Series (starts Mar 5) C3 Groups - invite people to sign up	

HELPFUL RESOURCES

- ▶ Hootsuite
- ▶ Canva
 - ▷ Create graphics
 - ▷ Batches of similar images
- ▶ Nuvi

CONSIDERATIONS

- ▶ How to proliferate content
- ▶ Think about “influencers” in your church
 - ▷ Who is part of their network?
- ▶ How to monitor content
- ▶ Crisis management

CERTIFICATES & FURTHER LEARNING

- ▶ Google Analytics
- ▶ Facebook Advertising
- ▶ Hootsuite Pro