

Social Media Evangelism Outline **(Session 1: Developing a Strategy)**

- I. Facts about Technology and Social Media
 - i. 1 in 5 couples are meeting online in the U.S.
 - ii. 53% of millennials would rather lose their sense of smell than lose their technology
 - iii. More people own a mobile phone than own a toothbrush
 - iv. 1 in 5 divorces involve social media
 - v. Each day 20% of the searches on google have never been searched before
 - vi. The word selfie is now in the dictionary
 - vii. 72% of internet users are on social media
 - viii. The fastest growing demographic on social media are seniors
 - ix. Every 2 seconds people join LinkedIn
 - x. 93% of buying decisions are influenced by social media
- II. 3 Realities about Social Media
 - a. Not all social media is created equal
 - b. Shorter is better (often, short clips of sermons are better than entire sermons because it becomes very shareable)
 - c. Social Media is a stewardship: handle with care
- III. 7 Steps to Develop a Strategy
 - i. Clarify your goals. Otherwise you will have a smattering of various content. Calvary Fellowship has 4 goals:
 - 1. Engage our congregation
 - 2. Reach new people
 - a. Through invite cards/graphics
 - b. Verse to share
 - 3. Interact with our community
 - 4. Disseminate important information
 - ii. Decide on your channels. Suggested Priorities:
 - a. Facebook
 - b. Instagram
 - c. Twitter
 - iii. Develop a content calendar. Here's what we do:
 - 1. Monday: Memory Verse
 - 2. Tuesday: Sermon Video from Sunday
 - 3. Wednesday: Announcement
 - 4. Thursday: Throw back picture

5. Friday: Invite picture that can be reposted
 6. Saturday: Set List for Worship on Sunday
 7. Sunday: Live post from church
- iv. Mix up the communication
1. Be a content creator instead of a content recycler
 - a. But, pick a hashtag and own it
 2. You don't know when people will be online
 3. When someone "likes" a facebook post it reappears on people's feed
- v. Get the right tools: Apps make it easier
1. Hootsweet (schedule posts)
 2. Snapseed (edit photos easily)
 3. Wordswag (create interesting text on a photo)
 4. Flipstagram (Make a video collage of a lot of pictures)
 5. Pick Play and Post (post multiple pictures in one image)
 6. Repost (allows you repost pictures from other accounts)
 7. Power Editor on facebook(edit facebook ads and narrow your focus for who you are trying to reach)
 8. Statigram (Instagram search engine)
- vi. Make Social Media a Ministry Team in your Church: allow people to lead and get involved
1. Don't get burnt out doing it yourself
 2. Find the photographers/writers/artists in the church
 3. Set up guidelines but allow them to do it on their free time
 4. Team allows quick response
- vii. Track your progress
1. See what people want, share, interact with
 2. Change your content delivery to meet what you see

Social Media Evangelism Outline (Session 2: Live from Conference)

- I. Mark's introductory story about gossip
 - a. We are built to share information
 - b. God made us to share the good news
 - c. Our congregations are created to share what's happening in our church
- II. Three Buzz Factors
 - a. Give people something to share; make your church buzz worthy. Ask yourself: Is what's happening at your church worth talking about?
 - b. Give people the tools to talk about your church.
 - i. Teach on evangelism; work it into your preaching calendar, especially leading up to big days like Easter
 - ii. Schedule outreach events
 - iii. Create the media that people that can use to invite
- III. Facebook
 - a. If it were a country it would be the 3rd largest country in the world
 - b. Both seniors and little kids are on facebook
- IV. Three steps to reach people on Instagram/Facebook
 - i. Have a presence
 - ii. Let people know
 - iii. Engage the church leaders
 1. Require staff to be on Facebook/Instagram
 2. Require them to follow the church on social media and invite all their friends to do the same
 - iv. Engage the congregation: make announcements from the stage
 1. Put an invite on the back of the bulletin/program to be reposted on instagram/facebook
 2. Post 15 second videos using your phone to instagram to invite people to church
 3. Encourage them to take pictures and videos during service
- V. As a leader give the example
 - a. Am I creating buzz about the church?
 - b. Am I excited about church?
 - c. Am I actively inviting people?

- VI. 7 Steps increase your google ranking
- i. Key words in the domain boost your page ranking
 - ii. Key words in the title of the page
 - iii. Make your key word the most frequently used word on your page
 - iv. Drop your page load time
 - v. Post good content (what they're looking for)
 - vi. Make sure your website it optimized for social sharing (buttons for twitter, facebook shares, and email) The app for this is called "ShareThis"
 - vii. Post videos on Youtube

Social Media Evangelism Outline

(Session 3: Facebook Ads)

- I. Would your church benefit from Facebook Ads?
- II. Right hand column ads vs. news feed ads
- III. Start with setting up a facebook homepage for your church (ads appear a suggested post)
- IV. Then create the text and images for your ads
 - a. Test several different ads to see which does the best (good stewardship)
 - b. Try long and short ads
 - c. Make it search friendly (key words)
 - d. Offer a answer to people's problems/desires
 - e. Use an image that is 600x315 pixels
 - f. Images can only have 20% text (use facebook grid tool)
 - g. Don't use an ad that looks like a flyer: use a picture
- V. Analyze performance of your pictures and text
- VI. To start your ad:
 - a. Go to power editor, then select manage pages and choose the proper page
 - b. Click create a post
 - c. Enter the information
 - d. Select "This post will only be used as an ad"
 - e. Click create post to confirm (this ad will not be live yet. It is hidden initially until you publish the campaign and adset.)
- VII. Save your post IDs in an excel file
- VIII. Associate a name with each post ID so that you know what ad the ID is connected to
 - a. You can name the ad by text and image name
 - b. For example: "Text1/Image3"
- IX. Create your first campaign
 - a. Go to the manage page section again and select your account
 - b. Click "Create Campaign" and select a name and budget and object and start/end date
 - c. Run campaigns Wednesday night to Saturday night
- X. Target your audience with your Adset
 - a. Click on Adset; Select your campaign in the left menu and then click add an adset; choose a start and end date
 - b. Edit your audience

- c. Choose where your ad will appear
- XI. Add your ads to your Adset
 - a. Select your adset in the left filter column; then click add an ad
 - b. Use your excel file with the post IDs to find and name your ads
- XII. Create more ads
- XIII. Create an additional Adset based on a different audience and repeat (rename the adset based on who your audience is)
- XIV. Create and install a conversion pixel using the adtool menu
- XV. Upload the campaign from the power editor (upload button) and start collecting data
- XVI. Adapt the ads to what is working

Social Media Evangelism Outline

(Session 4: Facebook Fan Page)

- I. 3 Realities about Facebook
 - a. Facebook is continually changing
 - b. Social Media is part of every day life
 - i. People are checking out facebook pages as much as websites
 - ii. Companies advertise their facebook pages now
 - c. You have to understand Facebook's secret sauce
 - i. We post at least once a day because Facebook doesn't show you everyone's updates. (subscribing does allow this) They use an "edge" rank. It is based on 3 factors:
 1. Affinity (relationships/family) and activity (how often do you interact with people)
 2. Weight (how much interaction a post is getting)
 3. Recentness
 - ii. Shorter posts get more interaction/comments
- II. Musts for Serious Facebook Advertisers
 - i. When not driving traffic to an outside traffic for a specific reason, we drive traffic to our facebook fan page
 1. Facebook likes Fan pages and makes it cheaper for these ads
 2. Fan pages allow you to market to fan friends
 3. Fan pages allow you to build a relationship
 4. Fan pages allow people to watch from a safe distance (good for introverts)
 5. Fan pages are much cheaper to build; websites are more expensive
 6. Lots of fans gives your church credibility
 7. You can create ads just for fans (cheap)
 8. People feel safer staying within facebook
 - ii. Timeline
 1. Facebook is now moving away from the emphasis on likes and direct response marketing
 - a. You can't have your phone number there
 - b. Facebook didn't like the idea of offers going on the fan page

- c. We do use custom icons that direct to outside websites
- 2. Facebook is moving toward an image heavy environment
- 3. Facebook custom audiences
 - a. You can upload your entire database of emails and if they are on facebook with that email you can advertise to them through facebook. Great for irregular attenders.
 - b. Ads/Posts have to get noticed, make a strong offer, and be tested
- 4. Sponsored Posts
 - a. Shows up in the news feed (much higher click rate)
 - b. 3 Keys to Sponsored Posts:
 - i. Speak to a particular audience
 - ii. Use attention getting images
 - iii. Headline that connects: enter the conversation that people are already having
- 5. Facebook Mobile
 - a. You can choose decide whether you appear on mobile or not
 - b. Good to appear on mobile devices
 - i. Ad revenue on mobile products rose from 14-23% in the last few months
 - ii. 70% of phone users visit Facebook on their phones
 - iii. Facebook is the 3rd most popular activity on a mobile phone
 - iv. Newsfeed is the most popular part on phones
 - v. People average 13 times a day