



Social Networking @ ChMS

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Quick Survey

- ▶ *How many of you Blog? Staff?*
- ▶ *How many of you do Facebook or other?*
- ▶ *How many of you Twitter? Staff?*
- ▶ *What SN tools do you use in your ministry/church?*
- ▶ *Do you have policies to guide use?*
 - ▶ *See sample policies, Second Baptist, Houston (handout)*

As an employee of Second Baptist Church, members and outside parties may see you as a representative of the church. Therefore, as in all areas of daily life, a church staff member's personal website or blog is considered a reflection on the church, whether or not the church is specifically discussed or referenced. Please bear in mind that, although you may view your site as a personal project, many readers will assume you are speaking on behalf of the church. Therefore, we ask that you observe the follow guidelines to preserve the Christian witness and effectiveness of both yourself and Second Baptist.

1. **Live the Foremost and Second Commandment** - Mark 12:28-31

- Represent God, not yourself.
- Make sure your communications are above reproach.

2. **Be Yourself and Be Transparent** – Philippians 2:3

- While as pastors and staff you may be authorized to act on behalf of our church in spiritual and pastoral matters, you are not authorized to operate as agents of the church or act on behalf of the church in issues pertaining to public/media relations, position statements, contractual agreements, legal engagements, etc.
- Be yourself, but include the following disclaimer on your blog or posts: *"The opinions and views expressed on this site are my own and do not necessarily represent those of my employer, Second Baptist Church, Houston, TX."*

3. **Keep Your Cool** - Proverbs 29:11

When confronted with a difference of opinion, stay cool. Express your points in a clear, loving, and logical way. *If you encounter disparaging remarks about the church, please let our Social Media Team know ASAP.* They will gladly review it and determine if an official response is needed.

4. **Be Consistent in Your Message** – Proverbs 16:21

People will not connect with you if you are ministry expert one day (posting best practices in your area of ministry), a personal blogger the next, and a church marketer after that (promoting church events, media, or news).

5. **Stay Timely** – Proverbs 15:23

- Take the time to refresh content, respond to questions, update information regularly, and correct information when appropriate.

Early On-line ChSN Development

- ▶ *Churches have been doing SN for years*
 - ▶ *Current SN tools are an evolution of what the church has been doing for decades*
- ▶ *Early adopters*
 - ▶ *Student ministry*
 - ▶ *Singles ministry*
 - ▶ *Small group (SS) websites / webpages*
 - ▶ *Prayer ministries*
 - ▶ *Campaigns*

The New Trinity

Facebook



*Social
Network*



YouTube

Twitter

Social Network / Community

- ▶ A social network is centered around the **individual**...my friends, my media, my blog, my connections, my thoughts, my experiences, my pictures, etc...whereas a Community Network is centered around the **Community**, groupings of people, real relationships forge the bonds, not imaginary ties that have aspirations to reality.....Zack Hubert, pastor of technology, Mars Hill Church, Seattle, WA (The City). Now director of The City project, Zondervan/Harper Collins

Why is that important?

- ▶ *Facebook was conceived as a way to connect people*
- ▶ *Facebook has evolved to also connect groups of people*
- ▶ *“The City” was developed to first, connect groups and provide group management*
- ▶ *“The City” has evolved into a membership database management solution (not mature)*
- ▶ *Other solutions have emerged (...)*
- ▶ *Facebook is still more peer-to-peer oriented*

A closer look

- ▶ *Lifeway Survey – 1/21/2011, 1003 Churches*
 - ▶ *47% of churches actively use Facebook*
 - ▶ *2nd most popular tool was ChSN through ChMS*
 - ▶ *3% use MySpace*
 - ▶ *1% use Cobblestone, Unifyer, The City, etc*
 - ▶ *40% use no ChSN at all*

A closer look

- ▶ *Lifeway Survey – 1/21/2011, 1003 Churches*
 - ▶ *Reasons churches are using ChSN*
 - ▶ *To speed their own communication with their small groups (i.e., SS Classes)*
 - ▶ *Large groups (i.e., Students & Singles)*
 - ▶ *Membership*
 - ▶ *Visitors*
 - ▶ *Community at-large*

A closer look:

- ▶ *Lifeway Survey – 1/21/2011, 1003 Churches*
 - ▶ *27% with 1-49 AWA use Facebook*
 - ▶ *43% with 50-99 AWA*
 - ▶ *46% with 100-199 AWA*
 - ▶ *56% with 200-499 AWA*
 - ▶ *81% with 500 or more AWA*
 - ▶ *Large / suburban churches use ChSN more than small*
 - ▶ *57% suburban churches use FB*
 - ▶ *46% small city churches use FB*
 - ▶ *39% rural churches use FB*

AWA = Average Weekend Attendance

A closer look:

- ▶ *Lifeway Survey – 1/21/2011, 1003 Churches*
 - ▶ *Those churches who use ChSN*
 - ▶ *73% say they use for interacting with congregation*
 - ▶ *70% for distributing news and information*
 - ▶ *52% for fostering member-to-member interaction*
 - ▶ *41% for managing the small group functions*

A closer look:

- ▶ *Lifeway Survey – 1/21/2011, 1003 Churches*
- ▶ *62% utilize ChSN tools to interact with individuals outside the congregation (the community)*

A closer look:

- ▶ *Lifeway Survey – October 2010, 1000 Protestant churches*
 - ▶ *46% of the pastors are personally using social media to interact with congregations*
 - ▶ *46% personally use Facebook*
 - ▶ *16% Blog*
 - ▶ *6% Twitter*
 - ▶ *84% utilize email to groups in the church*

Questions being raised:

- ▶ *Should a Christian use Facebook?.....Survey the group*
- ▶ *Should a church use Facebook?*

Facebook facts:



- ▶ *Can and does become an obsessive phenomena*
- ▶ *500 million FB accounts as of July 2010, up from 350 million on 1/1/10*
- ▶ *3rd largest country in the world*
- ▶ *700 billion minutes per month are spent on the FB servers by FB users*
- ▶ *50% of all FB users log in daily*
- ▶ *Average FB user has 130 registered “friends”*

Twitter:



- ▶ *300,000 new accounts are setup everyday*
- ▶ *100 million new tweets every day*

YouTube



- ▶ *Every minute: 24 hours of video uploaded*
- ▶ *2 billion views per day*
- ▶ *51 languages interpreted through Google's automatic speech recognition technology*
- ▶ *Localized in 22 countries in 24 languages*
- ▶ *Average person spends 15 minutes @ day viewing YouTube*
- ▶ *70% of YouTube traffic comes from outside US*
- ▶ *The YouTube player is imbedded in over 10 million websites*
- ▶ *Over 46 years of videos are watched per day on Facebook alone*

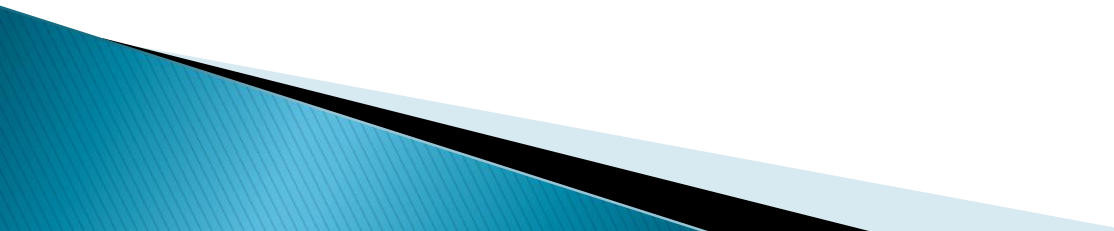
Is technology a sin?

- ▶ *Technology is one of the greatest tools for spreading the gospel*
- ▶ *However, it can be obsessive (FB / YT / TW)*
- ▶ *Too much is harmful*
- ▶ *Very little is preached about the harmful habits of personal overuse. What are the parameters?*
- ▶ ***1 Cor. 6: 12 “I have the right to do anything,” you say—but not everything is beneficial. “I have the right to do anything”—but I will not be mastered by anything.***

So, what are the questions to ask?

- ▶ *Are you tweeting / FB posting about your life rather than living your life?*
 - ▶ *Is there a real problem of moderation?*
 - ▶ *Is too much harmful?*
 - ▶ *What are the parameters?*
 - ▶ *Are you more concerned about your image than your impact?*
 - ▶ *Are you living in a fantasy world.*
 - ▶ *Does social networking distract from your relationship to God and your family?*
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The challenges

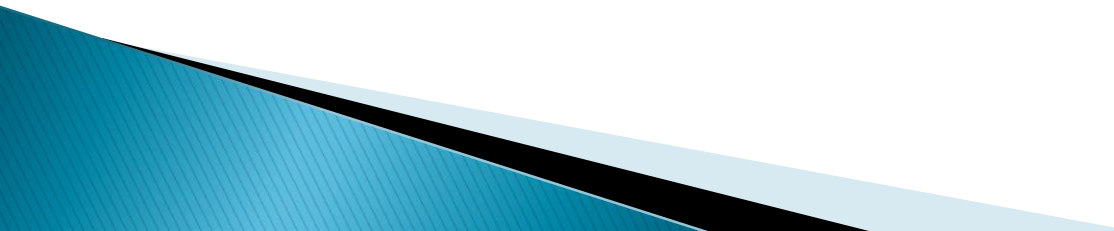
- ▶ *From a ChMS perspective, how do we marry the tools of social networking and information management?*
 - ▶ *How do we educate the end user?*
 - ▶ *What tools do we use?*
- 

The marriage

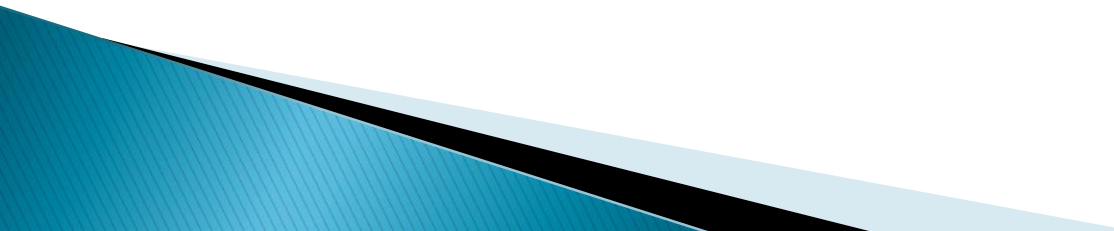
- ▶ *The evolution of ChMS (non-financial)*
 - *Back Office solutions*
 - *SaaS – Software as a service (online, browser based)*
 - *Integrations*
 - *Facilities Management solutions*
 - *Financial Management solutions (check 21, etc)*
 - *Portals – ability to view certain info online*
 - *Mobile solutions **
 - *Modules / add-ons (check-in, background checks, etc)*

***Mobile Solutions** – Most requested ChMS feature today

The dilemma for the church

- ▶ *How to integrate social / community networking into the ChMS environment?*
 - ▶ *How to manage from a privacy perspective?*
 - ▶ *How to facilitate customization to each church's or group's individualized needs (group management, etc)?*
 - ▶ *User friendliness?*
 - ▶ *Investment in technology for the church? How far should we go?*
- 

The dilemma for the ChMS company

- ▶ *Are our customers needing this solution?*
 - ▶ *Should we develop these features?*
 - ▶ *Should we invest the resources necessary to build?*
 - ▶ *Is this a fad or a foundation?*
 - ▶ *Are there better alternatives?*
- 

Built-in to ChM Software – SS Arena

Available Modules to Add

My Groups

A list the current person's groups.

My Campaigns

Shows a list of campaigns the user's family was involved in.

My Event Registrations

Control to display the registrations to a user.

My Information

Control to allow a user to modify their attributes.

My Missions

A list of the current person's active missions.

My Serving

A list of the current person's serving profiles.

Add Selected

Cancel

Alternatives for you, the Church

- ▶ ***Keep your current ChMS solution***
 - *Ask your provider what their roadmap is for integration with existing Social Networking solutions for churches*
 - *Find a solution for your church's social networking needs*
 - *Examples: SoChurch, CircleBuilder, The City*
- ▶ ***Change your ChMS solution to one that incorporates Community networking tools***
 - *Examples: The City, Church Community Builder*

What are integrated solutions?

- ▶ *A 3rd party app that provides a group or social networking tool for your church membership*
- ▶ *Imports your ChMS data into it's own database for implementation*
- ▶ *Costs: graduated per month based on member and group totals*
 - *SoChurch*
 - *\$99-2,000 mem-unlimited groups*
 - *\$49-1,000 mem-25 groups*
 - *\$29: 500 mem-15 groups*
 - *CircleBuilder*
 - *\$99-Unlim mem, grps*
 - *\$49-less features*

**Examples
of
Integrated Solutions
for Social / Community
Networking and
Group Management**



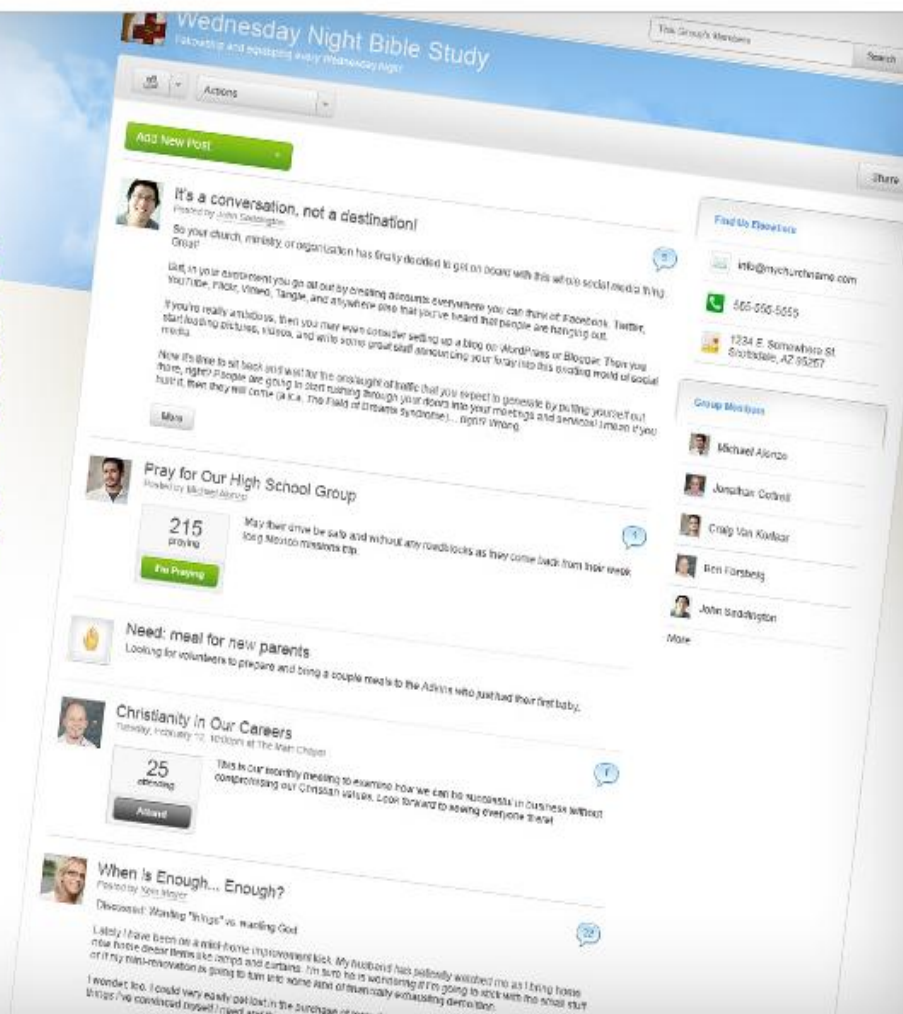
LIMITED TIME

UNLIMITED GROUPS ALL FEATURES ANY PRICE

FOR THE LIFE OF YOUR ACCOUNT

Limited time only. Member limits still apply.

GET STARTED
See our plans and pricing



Church Communication Made Simple

TAKE A LOOK
Watch our video tour

GET STARTED
See our plans and pricing



Unifyer is a robust web based communication tool coupled with the best benefits of social networking.

Community. Communication. There is a reason these two words are so similar. Communities thrive on relevant and timely communication, and without it, they fail.

Churches
& Ministries

Colleges
& Universities

Fraternities
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Corporations

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Connect. Engage. Grow. Prosper.

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Start a private, branded, rules-based, Christian social networking group at CircleBuilder, offering church software, Christian websites, youth ministry resources and more.

Build your website, organize events and help your ministry grow with powerful church software.

Our platform advances small groups, ministries, communication, participation, membership, serving and stewardship.

Get Started Now!



News & Events



Success Stories



Learn More



Outreach in an eWorld - This 13-disc set from the combined Society for Church Consulting / Great Commission Research Network conference includes all sessions and a bonus CD with PowerPoint presentations. Speakers include Bob Whitesel, Gary McIntosh, Thom Rainer, Dan Kimball, Warren Bird, Ed Stetzer and Tom Harper; plus a workshop by Howard Brown, founder of CircleBuilder, on social



Build your own private online community today! Join over 1000 organizations already using CircleBuilder to connect and grow!

Case studies:

- **International Network of Children's Ministry** - A place to connect and find support



NEED A COOL WEBSITE? CircleBuilder can help you **build your church website** with powerful Christian webmaster tools.

A church-friendly and safe alternative to Facebook® and MySpace®, we provide Christian social networking with moderation and privacy options not available on public social networking sites. Connect with a 100%



COBBLESTONE™

Community Network

Helping your community be the Church.

The screenshot displays the 'Goodmanson Small Group' page on the Cobblestone Community Network. The page includes a navigation bar with 'DASHBOARD', 'PEOPLE', 'GROUPS', and 'CONNECT'. The group description states: 'This small group was built with middle-aged parents in mind, although anyone is welcome! We meet Wednesday evenings at the Goodmanson home from 6:30 to 9:00 pm for a time of Bible study and fellowship. Childcare is provided.' A 'Join This Group' button is visible, along with a note: 'Get an invite? [Click here to sign in.](#)'

The 'Location' section provides the address: '2095 West Frisco Dr, San Diego, CA 40363'. A map shows the location near 'Shorebrook Community Church' and 'Collin Community College Frisco'. The 'Time' is listed as 'Sundays 7:00pm - 9:00pm'. The 'Leaders' are 'Tony Sharp & Jessica Sharp'. There are links for 'Show all of my group locations', 'Generate map URL', and 'Some other link'.

The 'August Events' section shows a calendar for August with dates 27 through 31. The 'Latest Needs' section lists three items: 'Need help repairing A/C' by Dave Barnes, 'Please pray for my uncle Samuel' by Shane Bonham, and 'Anyone know a good CPA?' by Hunter Hall.

The right sidebar features the 'Stonebrook COMMUNITY CHURCH' logo, a search bar, a user profile for 'Hi, Chris' with options to 'Update Status', 'Edit Profile', 'Post Need', and 'Post Photos', and a 'My Activities' section with links for 'View My Groups', 'View My Upcoming Events', 'View My Connections', and 'View Messages (15)'.

Building Real Relationships



Helping People be the Church



Prayer & Meeting Needs



Your Church. Connected & Engaged.

Social networks for more than 40,000 churches on myChurch.

Plans and Pricing
No long-term contracts, sign up in 60 seconds



Demo everything with our [Example Church Network](#)

What People Are Saying



"My folks love this site and it has truly connected our Church community"
-Dr. Wilson Morales, Encounter Christian Church

Recent Press

"All are invited to MyChurch, including nonbelievers who can pick from the [thousands of] churches that have pages on the site. Users can share sermons,.. blog about their faith and learn about church activities."

- USA TODAY

Software for your whole church

Built specifically for the Church, The City is a web-based software platform that enables the daily life, community, and ministry of your whole church, so you can accomplish your mission.

[Learn More »](#)

Software for your whole church

Help your whole church communicate

Empower the community of your church

Connect admin to the mission

SEE THE CITY IN ACTION!

Join a Guided Tour and ask your own questions in person »

Are you a small church?

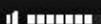
Find out how The City will work for you »

The City in 5 minutes.



00:00

00:00




[VIDEO TOUR](#)

[CONTACT](#)

Web-Based Church Management Software

Trusted by churches around the world,
CCB is a leading web ChMS Tool.

Event Calendaring, Church Membership, Online Giving,
Secure Child Check-in System, and more...

[VIEW SOLUTIONS](#)

A screenshot of the Church Community Builder web application. The browser address bar shows "http://www.ccbchurch.com". The page title is "Church Community Builder". The main content area displays "WELCOME TO FIRST COMMUNITY ONLINE" with a large image of a church interior. A sidebar on the right contains an "Attention Needed" section with links for "Online Gifts", "Form Transactions", "Facilities & Equipment Approval", and "Process Queues". Below this is a "My Profile" section for "Kristina Brewly" with a profile picture and a "Logout" button. Further down is a "My Groups (58)" section listing various church groups. A calendar for "October 2009" is visible, showing dates from 27 to 31. The bottom of the page shows a "Family Members" section for "Chris Fowler" with a profile picture and buttons for "View", "Send", and "Add".

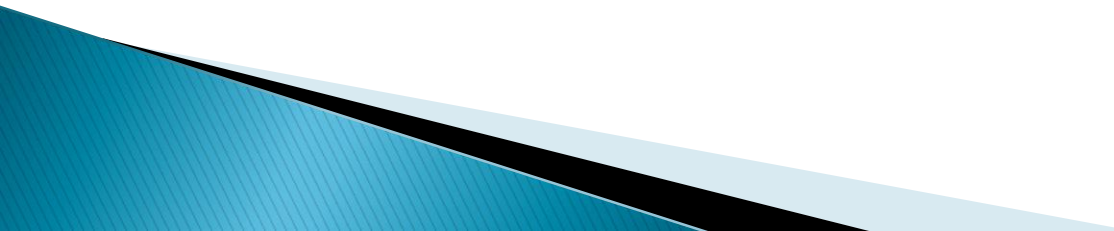


Sample Church Facebook Strategy

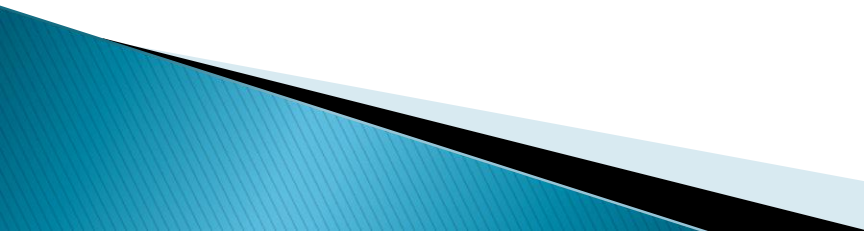
- ▶ **Instead of forcing people to come to us (our site), Facebook allows us to go where they're already active online.** Instead of trying to be a separate destination, we get to integrate with their lives.
- ▶ **The outreach potential is huge.** Example: we post a baptism photo and tag the person in the photo who is getting baptized. The photo shows up on that person's Facebook wall, as well as in their friends' feeds, giving them a simple way to share their new life in Christ with their Facebook friends.
- ▶ **In addition to conveying information about events, classes, etc., Facebook creates the opportunity for community and connection.** It serves as an online representation of the campus, where people can get to know each other, ask questions, and keep up with what's happening in people's lives and the life of the campus.
- ▶ **It reduces bloat on our church website and allows us to be laser focused with our content there.**
- ▶ **We don't have to re-create the wheel.** Facebook is already accomplishing many of the goals we have for our campus communication. By leaning on their tools, it frees up time and development resources in the long run.
- ▶ **It's free!**

Bobby Gruenewald, Lifechurch.TV

5 Functionality Keys for ChSN

1. *Ability for user interactivity / participation*
 2. *Ability to discover and nurture friendships*
 3. *Ability to push functionality to communication extremes*
 4. *Ability to use as a hook for ministry*
 5. *Provides group management for group leader and admin*
- 

Cautions for ChSN

- ▶ *Can reduce real personal contact to and among congregation*
 - ▶ *Exposes users to other online temptations*
 - ▶ *Consumes staff and group leaders*
 - ▶ *Technology is only technology*
 - ▶ *Be in the world but not of the world...*
 - ▶ *Be mindful of your audience...public sites*
 - ▶ *Invest carefully, things change quickly*
- 

Conclusions

1. *Social Networking and Group Member Networking can be a great tool for the church*
2. *Communication is one of the main reasons to adopt ChSN*
3. *Using ChSN across generational lines can be challenging*
4. *Know that members of your congregation do struggle with Social Networking temptations*
5. *Social Networking has been around long enough to prove it is not a fad*
6. *Ask your current ChMS provider what their roadmap is for ChSN development*
7. *Your best ChSN management solution may be a 3rd party provider*
8. *Understand the hidden commitments when diving into ChSN (admin requirements, monitoring use, managing groups, etc)*
9. *Remember, you get what you pay for*
10. *Keep it simple!*

Comments...

Questions...

Thank you for your attendance and
participation

