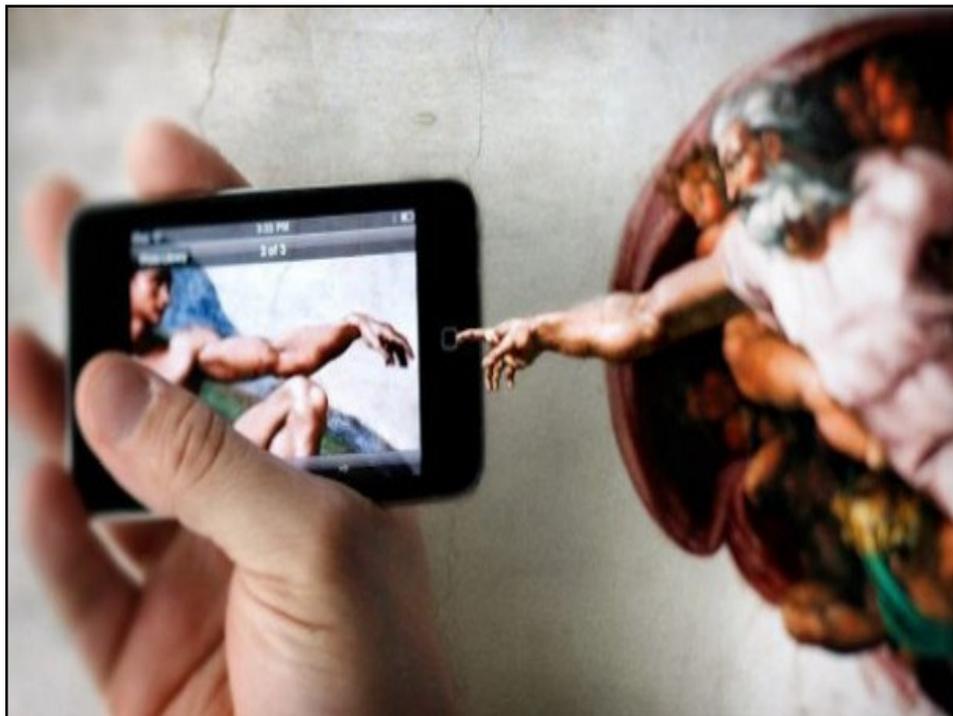


# ISC | 2013

International Shelby Conference • Dallas

## Communications: Social Media & Church Communications – Make It All Work

Presented by: Ron Chandler, Director/SS



## Social Networking @ Church



### 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?*
  - ▶ *sample policies, Second Baptist, Houston*



**SECOND  
BAPTIST  
CHURCH**

**SBC Social Media Guidelines**  
Governing Staff's Personal Use of Social Media

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 following guidelines to preserve the Christian witness and effectiveness of both yourself and Second Baptist.

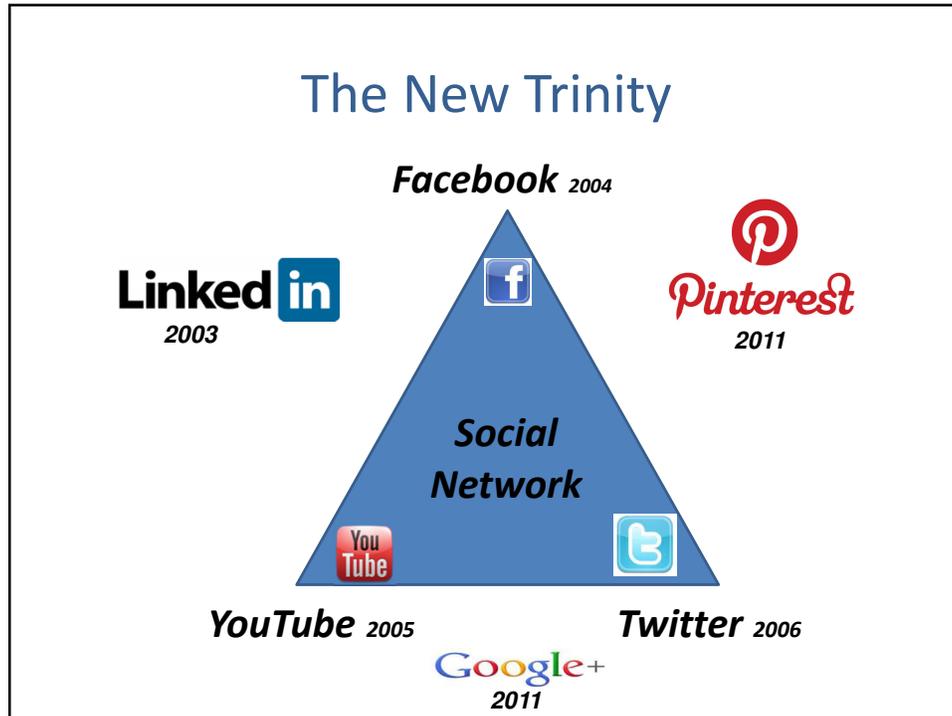
1. **Live the Foremost and Second Commandment** - Mark 12:28-31
  - Represent God, not yourself.
  - Make sure your communications are above reproach.
2. **Be Yourself and Be Transparent** – Philippians 2:3
  - While as pastors and staff you may be authorized to act on behalf of our church in spiritual 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**



## 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). Formerly 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*
- ▶ *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*
  - ▶ *2<sup>nd</sup> 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***

ChSN = Church Social Networking

## A closer look:

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

ChSN = Church Social Networking

## 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?*
- ▶ *Should a church use Facebook?*

## Facebook facts:

- ▶ *Can and does become an obsessive phenomena*
- ▶ *500-835 million FB accounts as of July 2010 2012, up from 350 million on 1/1/10*
- ▶ *2nd 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"*

## Facebook facts:

### MILLIONS OF ACTIVE USERS



**50%**  
of Facebook active users log on  
in any given day

### AVERAGE USER



# Facebook facts:

## ACTIVITY ON FACEBOOK



There are over **900 million** objects that people interact with (pages, groups, events and community pages)



More than **30 billion** pieces of content shared each month (web links, news stories, posts, notes, photos, etc.)

## AVERAGE USER

creates **90** pieces of content each month

connected to **80** community pages, groups and events

## EACH DAY

**50%** of active FB users log in



Pages have created **5.30 billion** of fans

**55 million** status updates are made

**35 million** update their status

### GLOBAL REACH

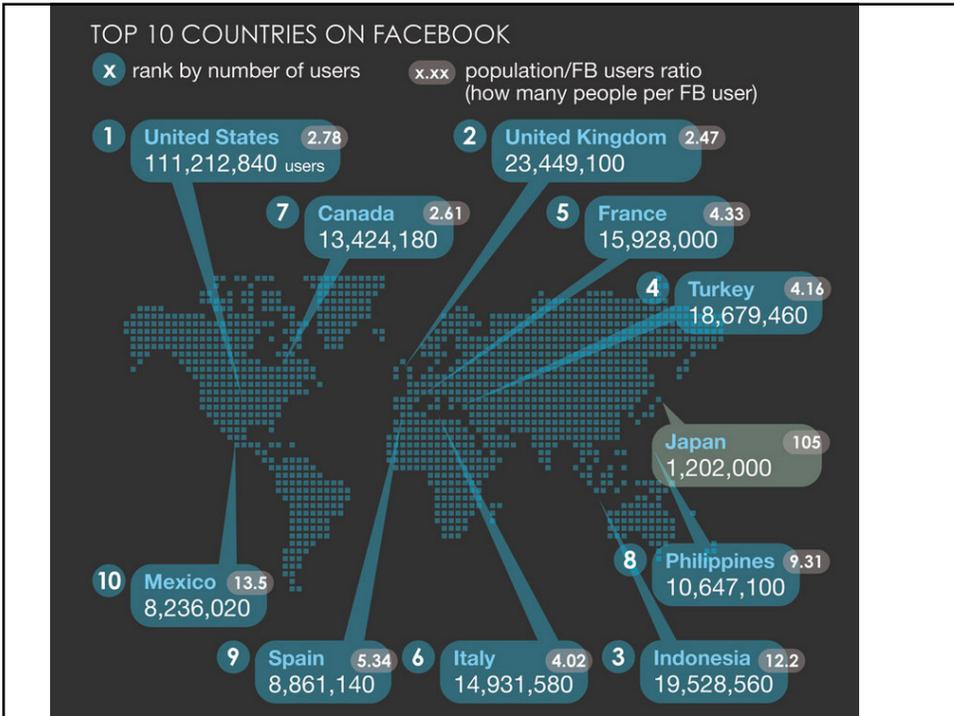


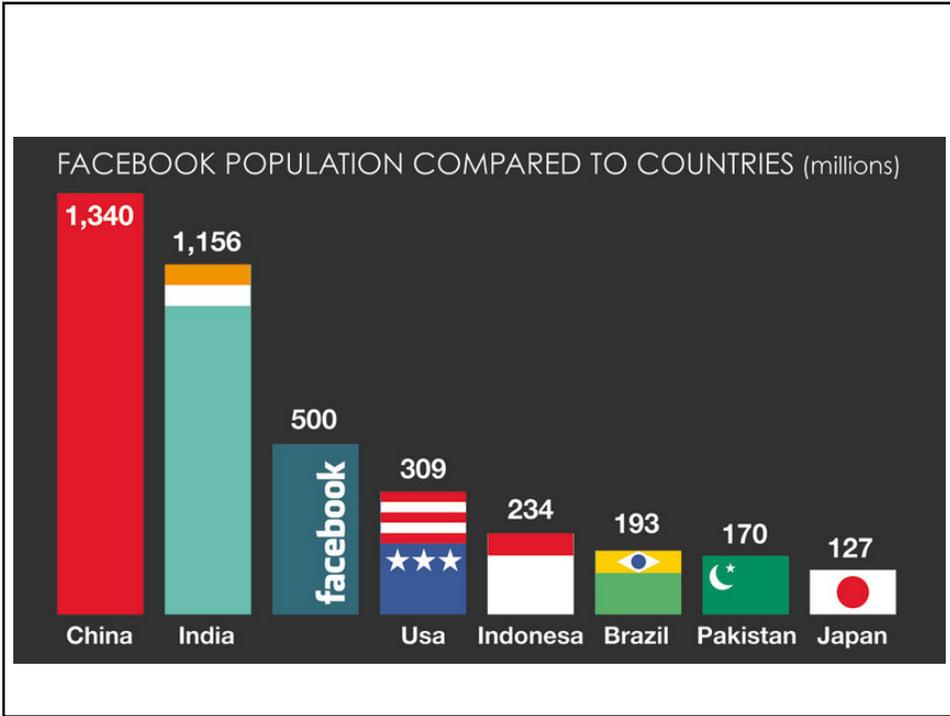
**More than 70 translations** available on the site

Over 300,000 users helped translate the site



**about 70%** of users are outside the United States





#### THE PLATFORM

  **More than 1 million** developers from more than 180 countries

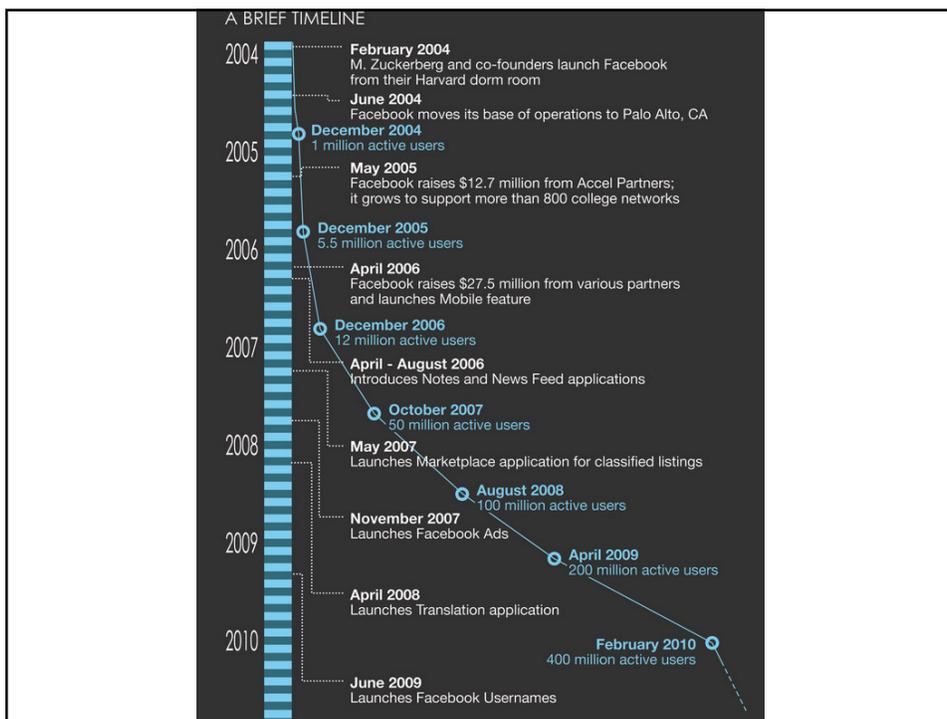
  **More than 550,000** applications currently on Facebook Platform

#### FB ON MOBILE

 **More than 150 million** active users currently accessing through their mobile devices

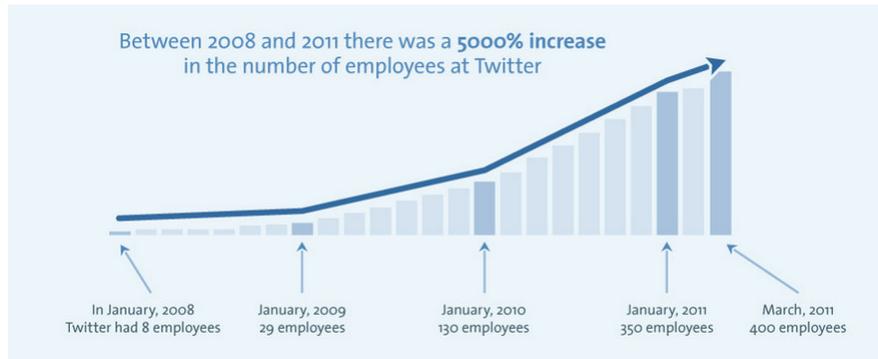
They are twice more active than non-mobile FB users

  **More than 200** mobile operators in 60 countries working to deploy FB mobile products





## Twitter:



\* Twitter now has over 800 employees

## YouTube

- ▶ 72 hours of video are uploaded every minute, or one hour of video is uploaded to YouTube every second.
- ▶ Over 4 billion videos are viewed a day, 3 billion hours @ month
- ▶ View count of 1 trillion in 2011, 600 million per day from mobile devices
- ▶ Over 800 million unique users visit YouTube each month
- ▶ More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years
- ▶ 70% of YouTube traffic comes from outside the US
- ▶ YouTube is localized in 39 countries and across 54 languages
- ▶ In 2011, YouTube had more than 1 trillion views or almost 140 views for every person on Earth
- ▶ 100 million people take social action on YT (likes, shares, comments) every week
- ▶ More than 50% of all YT videos have been commented on or rated by the viewing public
- ▶ 500 years of YT video are watched every day on FB, 700 YT videos shared per minute on Twitter

## Is technology harmful to spiritual growth?

- *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?*

## 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?*

## 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: MyChurch, Online Family Center, CircleBuilder, (...)

## Why Reinvent the Wheel?

### 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

## Group Versus Pages in Facebook

- 1. A page is for orgs and bussiness and is public generally open to anyone*
- 2. A grop is a closed space for small groups of people to communicate about shared interests*
- 3. A group is personal with “friends” where a Page is a business one can “like”*
- 4. Churches can use both in their FB strategy*

## 7 Tips for a “Post-Website World”

- 1. You still need a website*
- 2. Mobile matters*
- 3. Don’t forget email*
- 4. Optimize your site for search*
- 5. Be selective with social media*
  - a. Don’t try to do everything*
- 6. Consider “A/B” testing*
- 7. Time is precious*

*(source: Christianity Today, Blog, 2013/13/03, David Bourgeois / Matt Branaugh)*

## The Place of Social Media in Today's Ministry

- *The purpose of social media is to help people connect AND build relationships*
- *It is a platform of great significance in today's society with unlimited potential with low resources*
- *Use the platforms that are built for engagement AND conversation*
- *The hazards to be aware of:*
  - *No substitute for personal interaction between people ("gathering of the saints" Heb. 10:25)*
  - *Temptation to spend too much time on the platform for the user*
  - *Safety and privacy*
- *Tips*
  - *Make sure you know why your church should use social media*
  - *Establish guidelines for how and by whom*
  - *Post regularly and give users a reason to keep coming back*
  - *Remember, social media is just a tool*

(Source: Christian Computing Magazine, John Connell with Ken Steward, February 2013)

## 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*

## The Church

- ▶ *It is the responsibility of the church leader to remove barriers to communication rather than increase them*

## The 10 Commandments

Source: Ben Stroup, [www.thecontentmatrix.com](http://www.thecontentmatrix.com)

- ▶ *Encourage User-Generated Content – every person is a publisher*
- ▶ *Make it shareable – “like”, “share”, (...)*
- ▶ *Keep relationships the primary focus – remember, it’s a tool, not a end*
- ▶ *Provide value – stay relevant mission*
- ▶ *Create excellent content – content is king*
- ▶ *Use Social Media strategically, not casually*
- ▶ *Keep it short and simple – your audience doesn’t have much time to waste*
- ▶ *Measure, and measure again – use analytics*
- ▶ *Market your Social Media presence*
- ▶ *Be patient – takes 4-6 months to see results*

## A Policy for Your Church

Source: April Mann, Christian Computing Magazine, February 2012

- ▶ *Start simply but simply start*
- ▶ *Start with God’s Word as the cornerstone of your plan*
- ▶ *Be an active listener*
- ▶ *Be human*
- ▶ *Bring value to others first*
- ▶ *Be cultivators of unity*
- ▶ *Write your objective / make it measurable*
- ▶ *Design your strategy*
- ▶ *Designate an editor*
- ▶ *How to publicize your presence*
- ▶ *How often will you post content?*
- ▶ *What types of content will you post to support your objectives?*
- ▶ *Wrap it all up in love*

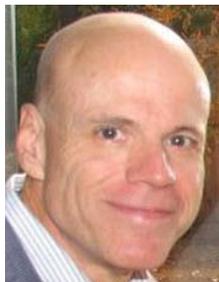
## Conclusions

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 3<sup>rd</sup> 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!*

## Current Social Statistics

Discussion...  
Questions...

Thank You



Ron Chandler

6/15/2013