



# LOL

"No, I'M NOT TALKING ABOUT TWITTER. I LITERALLY WANT YOU TO FOLLOW ME" = JESUS

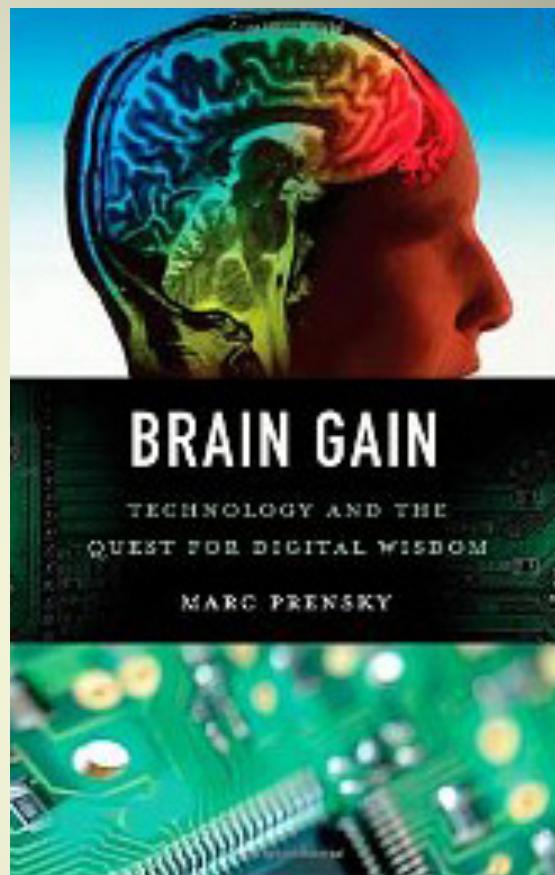
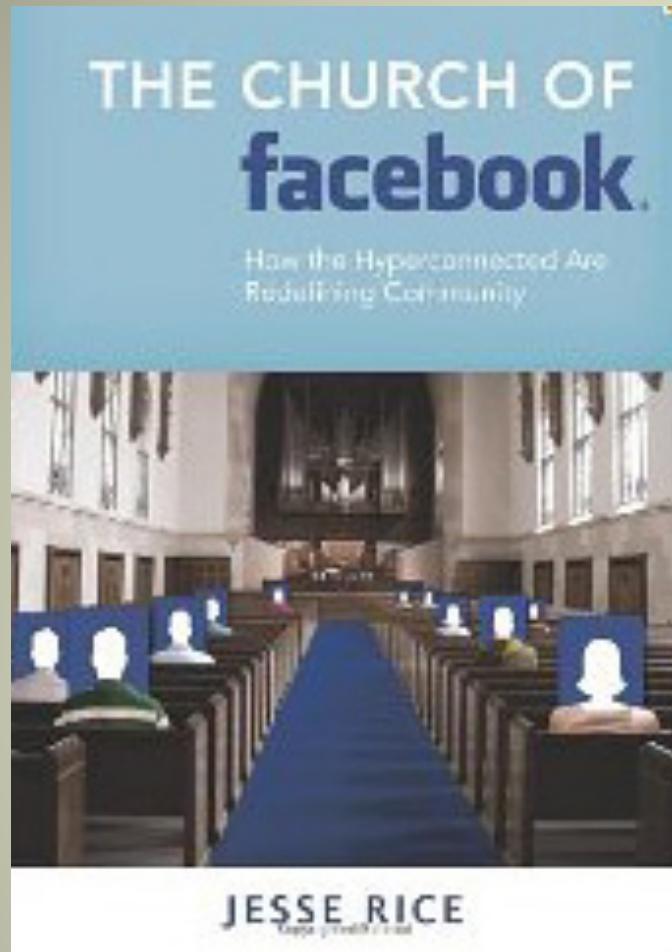


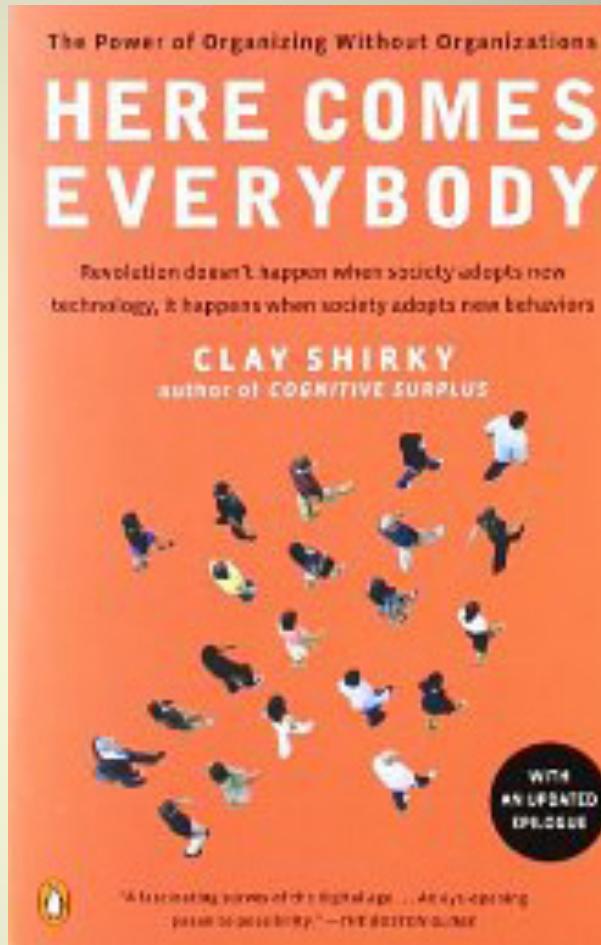
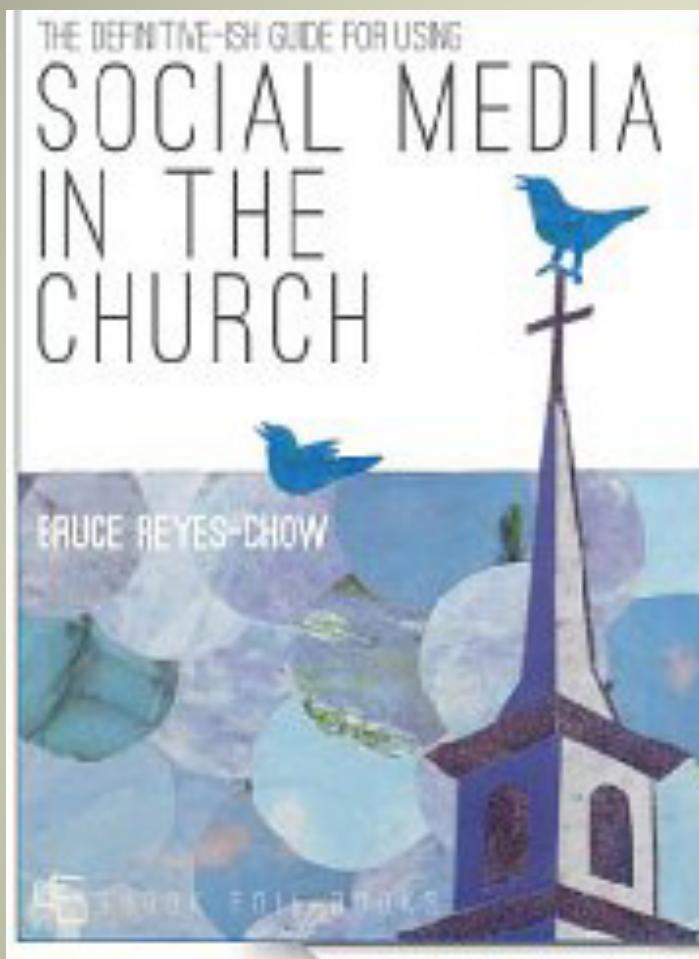


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# Goals for the Morning

1. To develop working definition of Social Media.
2. To develop a Social Media strategy
3. To understand at least three new ways to utilize Social Media







THIS WEEK

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## LIFE IN FACEBOOKISTAN

Friday, February 03, 2012

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Writer Rebecca MacKinnon has compared Facebook to a country, she calls it Facebookistan. Facebookistan has 845 million people, and an economy that rivals many countries'. Brooke and Bob talk to Jillian York and Clay Shirky about the contours of Facebookistan, and how it effects life in the actual world we live in.

*Don & Juan - What's Your Name*

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# List of Helpful Terms

- Web 1.0
- Web 2.0
- URL
- Blog
- Hashtag (#): can be used by anyone to link someone to a ‘trending’ topic
  - Example: #socialmediabootcamp
- Status: can be used to express a mood, thoughts, present a question, or any other reason

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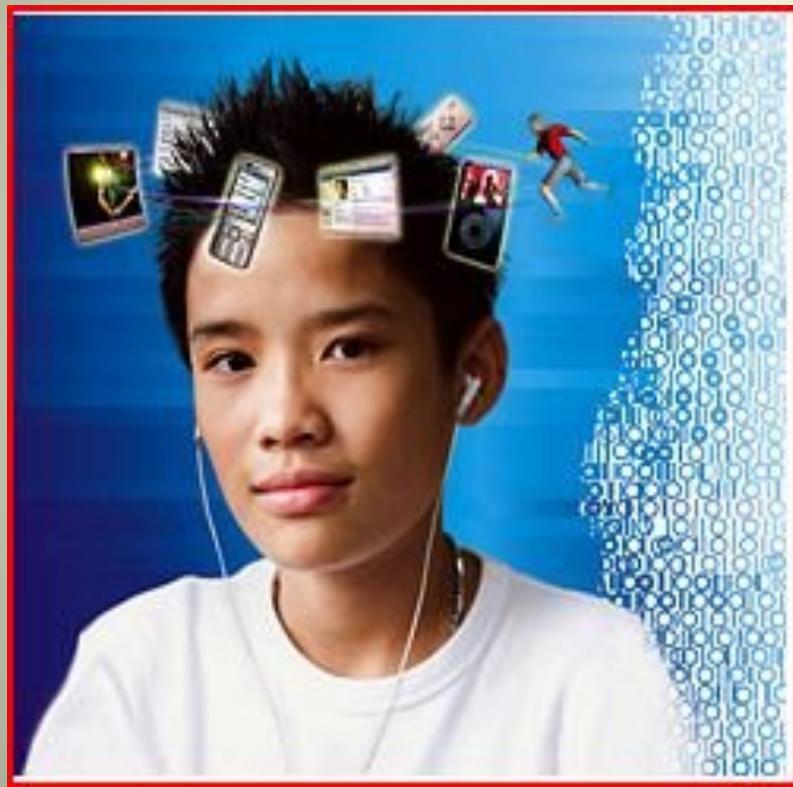
## 1 Thessalonians 2:6-8

<sup>6</sup> We were not looking for praise from people, not from you or anyone else, even though as apostles of Christ we could have asserted our authority. <sup>7</sup> Instead, we were like young children<sup>[a]</sup> among you. Just as a nursing mother cares for her children, <sup>8</sup> so we cared for you. Because we loved you so much, we were delighted to share with you not only the gospel of God but our lives as well.



# Digital Native And Digital Immigrant

# Digital Natives and Digital Immigrants



1. We need to **CONTINUE** to translate the gospel and understand that all of us speak with an accent.
2. To **SEEK NEW** ways to more effectively communicate with this generation.
3. Understand that there **BOTH** advantages and disadvantages with being a digital native or a digital immigrant.

# Social Media Strategy

1. Determine your goal.
2. Research where your community is utilizing social media.
3. Create a realistic list of action steps.
4. Measure your success.

# Social Media Explained

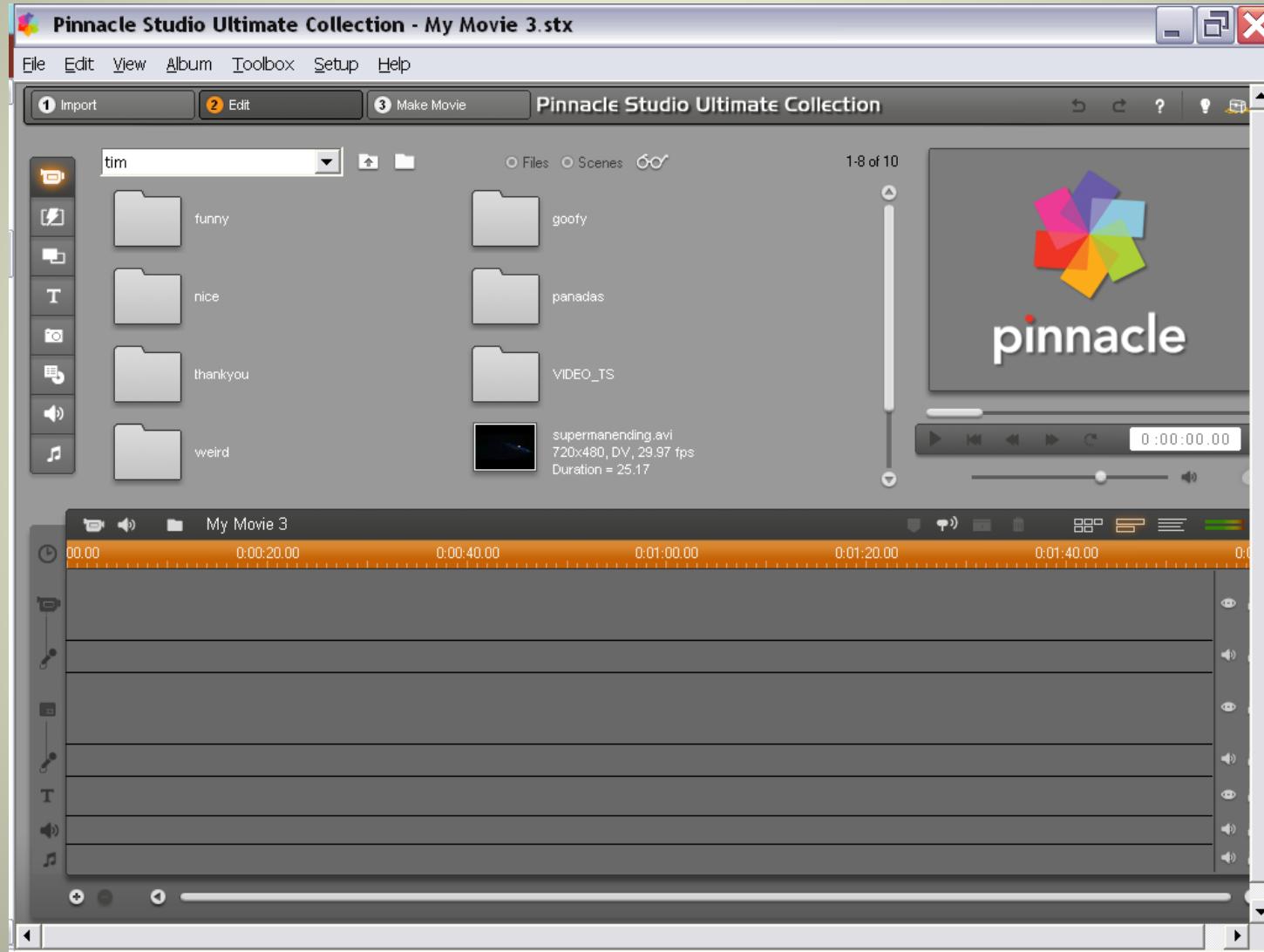
- Twitter: I am Eating a # Donut
- Facebook: I like donuts
- Foursquare: This is where I eat donuts
- Youtube: Here is a video of me eating donuts
- Linkedin: My skills include donut eating
- Pinterest: Here is a recipe for homemade donuts
- G+: In my circle people eat donuts.



# YouTube

- Over 800 Million unique users each month
- Over 4 Billion hours of video are watched each month
- 72 hours of video are uploaded every minute
- 70% of YouTube traffic is outside U.S.
- In 2011 had more than 1 trillion views or 140 views for every person on earth

# Video Editing Software



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# Animoto

Untitled Project - Animoto

animoto.com/project/whJvnzaMhrTkXFipJSIYDg

animoto New features! [Read more](#)

Hi, Joshua! Check out our brand new iPhone app!  My Videos | My Account

Untitled Project  Advanced Settings 



Style: Water  
Pics, vids, text: 93

Here Is Our King  
David Crowder Band

3:16 / 3:46

Reality C... Donegal ...          
          
          
         
        

 Spotlight

 Rotate

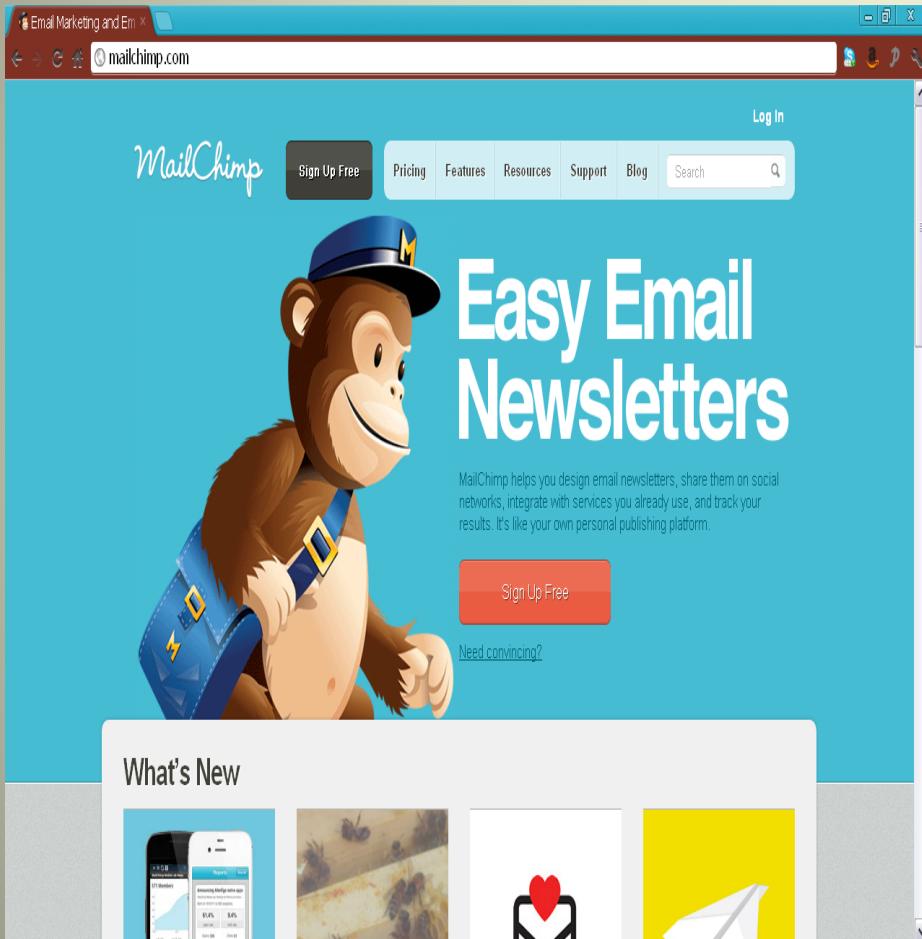
 Duplicate

 Shuffle

 Delete

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# Mail Chimp



The screenshot shows the MailChimp homepage. At the top, there's a navigation bar with links for 'Sign Up Free', 'Pricing', 'Features', 'Resources', 'Support', 'Blog', and a search bar. Below the navigation is a large, friendly cartoon monkey wearing a cap and holding a briefcase, with the text 'Easy Email Newsletters' overlaid. A sub-copy below the main heading reads: 'MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.' There are 'Sign Up Free' and 'Need convincing?' buttons. A 'What's New' section at the bottom shows four small images: a smartphone, a laptop, a painting, and a heart icon.



The screenshot shows the MailChimp Campaign Builder interface. The top bar shows the URL 'https://us2.admin.mailchimp.com/campaigns/wizard/html-template?id=1351401'. A toolbar with buttons for 'design header', 'edit', 'remove', and 'use text' is visible. The main area displays a template for a youth ministry newsletter titled 'directions YOUTH MINISTRY'. The content includes a photo of a couple, a heading 'The Nuts and Bolts of Internship Supervision', and a paragraph of text. At the bottom, there are social media sharing icons for Twitter, Facebook, WordPress, and YouTube.

# Twitter

- **WHAT IS IT?**
  - Twitter is a place to let others in on your life in 150 characters
  - This is the place that hashtags are most commonly used
- **HOW WILL THIS BENEFIT MY CHURCH?**
  - Believe it or not, people do care about what you're doing or how you're feeling during the day
  - Connect with other people and input thoughts about trending topics



# Instagram

- **WHAT IS IT?**
  - Social media site that allows people to follow, like and comment on your posts
  - Instagram allows you to simply post pictures with captions
- **HOW WILL THIS BENEFIT MY CHURCH?**
  - Allows you to post pictures of events
  - Allows you to easily distribute information to your followers
  - Allows you to see your followers and the things that they are doing so you can be connected with them outside of your organization



# Pinterest

- **WHAT IS IT?**
  - Pinterest is a photo driven site for people to post on different boards for different ideas, recipes, crafts, etc.
  - The photos are linked to different websites where you can get step by step information on the different pins
- **HOW WILL THIS BENEFIT MY CHURCH?**
  - Pinterest is full of ideas that can be used for different events and programs
    - Snack ideas, craft ideas, game ideas, program ideas



# Snapchat

- **WHAT IS IT?**
  - Snapchat is the newest form of social media hitting the phones of teenagers
  - Provides a quick and easy way to communicate using only photographs and text
- **HOW WILL THIS BENEFIT MY CHURCH?**
  - Allows for quick and easy communication for brief information
  - Mass chat can be sent of a flier of an event or last minute information that the kids need to know in their planning



# Facebook



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# Facebook Stats

- 1 Billion Users as of Oct 2012
- 81% of Facebook users are outside of the United States and Canada
- 584 Million Daily Users
- 604 Million Mobile Monthly users
- The average Facebook user has 120 friends
- In an average month 300 million photos per day

# Facebook Tips

- Start with a page
- Multiple page administrators
- Encourage leadership to check-in

# Facebook

- Connect with congregation
- Announcements
- Chat
- Share memories, photos, videos
- Create groups
- Facebook question

# THE CHURCH OF facebook.

How the Hyperconnected Are  
Redefining Community



JESSE RICE

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# What is Facebook?

1. *We keep things*
2. *A place for friends and family*
3. *A place where we can be in control*
4. *A place we can present an image of ourselves*

# How should the church respond?

1. Humility not allowing the allure of semi-anonymous communication to turn us into something we are not.
2. Seek to create an Authentic Connection
3. As portal to bridge communities

[www.directionsym.com](http://www.directionsym.com)

