

# 21st Century Epistles

Using Social Media To Enhance Your Churches

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Senior Pastor, The Rehoboth Congregational Church, United Church of Christ

(updated November 2013)

# facebook

## Ways To Use Facebook

### **Profile**

Ideal for individuals

### **Group**

Ideal for small youth groups, bible studies, committees, ministry teams

### **Page**

Ideal for churches, large youth groups, specialized ministries

# Facebook Profile

Ideal for individuals

Can upload profile pictures and cover photos, post status updates and photos and can check-in at various places



Cover Photo

Basic Information

Profile Picture

Status Box | status updates, photos, check-ins, links

# Facebook Profile

Ideal for individuals

Can upload profile pictures and cover photos, post status updates and photos and can check-in at various places

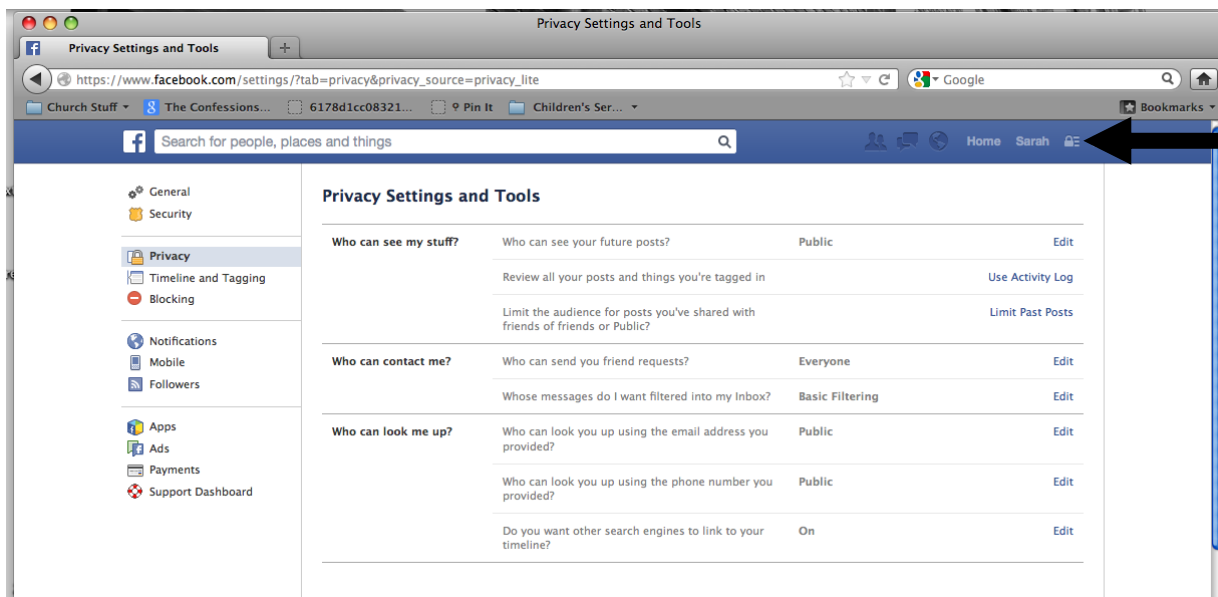
## Helpful Hints:

You **MUST** have a Facebook Profile in order to be active on Facebook.

Having a smartphone is helpful, but not necessary if you would like to have a Facebook account.

Clergy who do not want their parishioners to see their personal posts often choose to have separate accounts.

Know and understand your privacy settings.



Privacy settings can be adjusted here

# Facebook Group

Ideal for small youth groups, bible studies, committees, ministry teams

Group administrator can control whether group information is public or private and whether or not anyone can join the group or the group is invite-only.

[www.facebook.com/about/groups](http://www.facebook.com/about/groups)

Facebook groups are ideal when everyone in your group, study, committee or team already has a Facebook profile.

Remember to be transparent and intentional about the **privacy settings** on the group.



## Control who sees your group

**Secret:** Only members see the group, who's in it, and what members post.

**Closed:** Anyone can see the group and who's in it. Only members see posts.

**Open (public):** Anyone can see the group, who's in it, and what members post.

# Facebook Group

Ideal for small youth groups, bible studies, committees, ministry teams

Can be used to post calendars and announcements, start and continue discussions and share prayer concerns.

Groups are ideal when you are looking for ways to communicate with a group that **already exists** within the church.

## Different Ways To Use Facebook Groups:

- Post readings and “homework” for a weekly bible study or Sunday School Class
- Continue a discussion that started in a weekly bible study or Sunday School Class
- Post event reminders and announcements
- Share prayer requests (ideal when the group is closed—people sharing will know **who** can see their request)



# Facebook Page

Ideal for churches, large youth groups, specialized ministries

Anyone with a Facebook profile can search for and view your Facebook page. Anyone who “likes” the page can view status updates, announcements, pictures, shared links and notes.



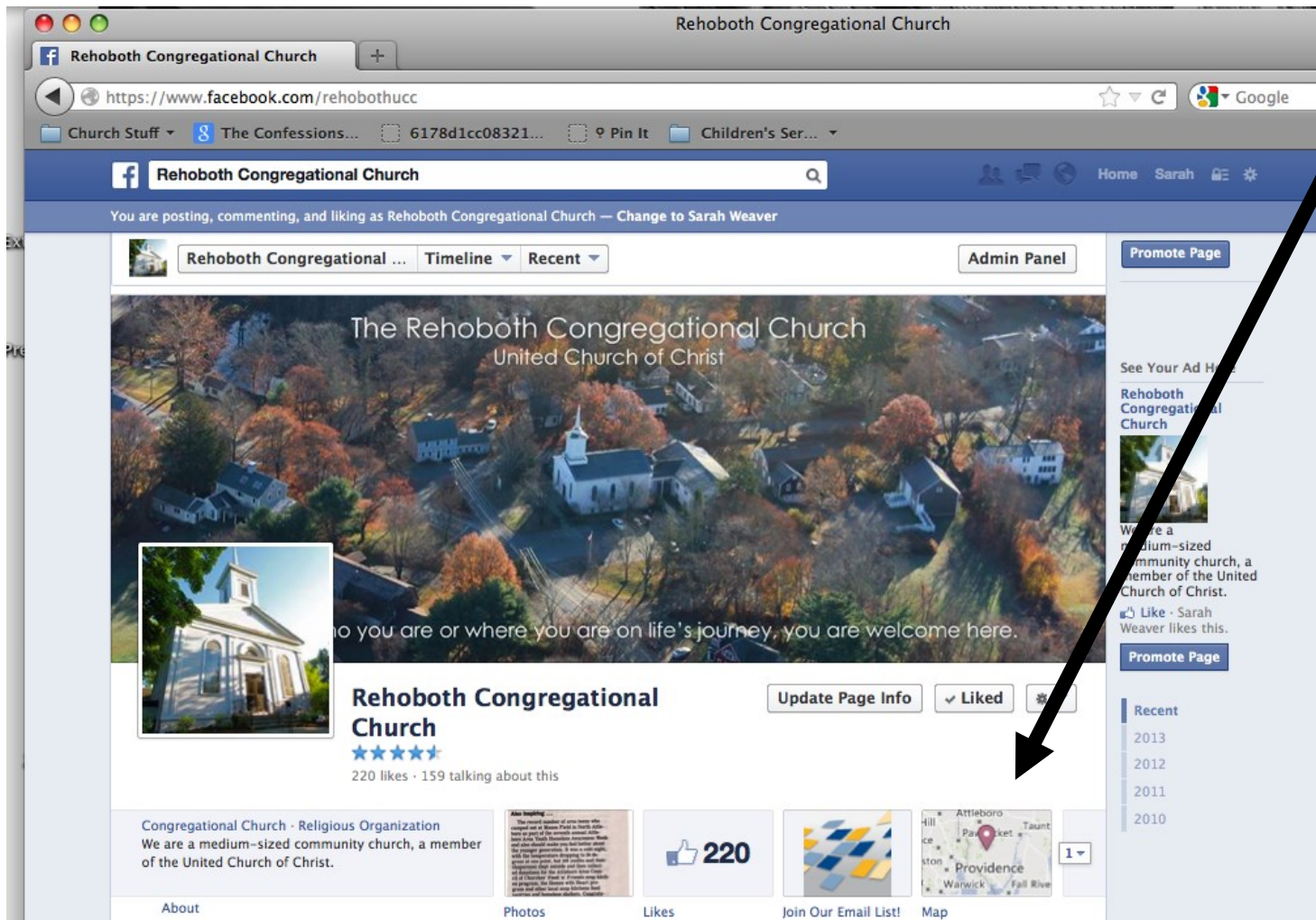
Cover Photo | great opportunity to advertise something that is coming up or display a picture from a recent trip or activity

Contact Information | street address & office phone number

Profile Picture | use up-to-date picture of the front of the church

# Facebook Page

Ideal for churches, large youth groups, specialized ministries



## Helpful Hints:

Put the address of the church in your page profile so people can easily “check-in” when they are attending events at your church.

If you are using an online marketing company for email/newsletters (ConstantContact, MailChimp, HubSpot, etc.) you can put a link directly on your page for people to sign up to receive emails.

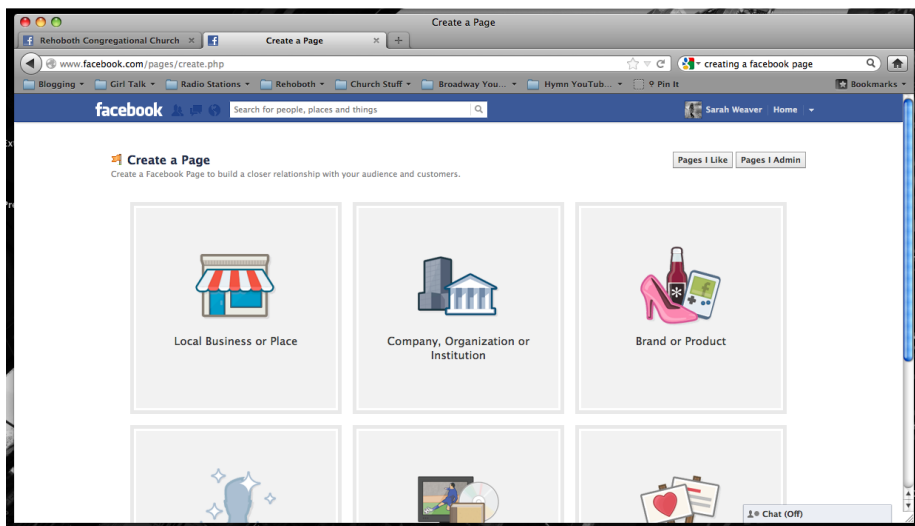


# Facebook Page

Ideal for churches, large youth groups, specialized ministries

## Tips For Creating A Page

- [www.facebook.com/pages/create](http://www.facebook.com/pages/create)



- Have more than one administrator (the administrator is the person who can change/update the page). If possible, have at least one administrator who can access the page from a smartphone.
- You control whether or not “fans” are able to post comments and photographs on the wall. If you decide to allow fans to post on the wall, remember to carefully monitor posts!
- Try to post updates a few times a week.

- Encourage “fans” to “share” the page with their Facebook network.
  - Ask questions and encourage dialogue.
- Create a **username** so the page is easily searchable and the URL is easy to post and remember (ex: [www.facebook.com/rehobothucc](http://www.facebook.com/rehobothucc)).



# Facebook Page

Ideal for churches, large youth groups, specialized ministries

## Different Ways To Update Facebook Page

{October 2013}

- **Status Updates** (announcements, updates, event reminders, mission requests, congratulatory messages, well-wishes, weather cancellations)
- **Pictures** (individual pictures and albums)
- **Links** (to articles, sermons, blog posts)
- **Notes**



**Rehoboth Congregational Church**  
October 21 ✨

The Christian Education Committee is pleased to announce that Abbie Woodard has been hired at the new Youth Fellowship Director! We are looking forward to everything in store for the Youth Fellowship this year!

Like · Comment · Share



**Rehoboth Congregational Church** shared a link.  
October 21 ✨

Miss Rev. Sarah's sermon this morning? Read it here – <http://preachinginpumps.com/2012/10/21/how-would-you-react/>

**How Would You React?**  
preachinginpumps.com

Enjoy this morning's sermon! I preached the lectionary Gospel text... Mark 10:35-45. How Would You React? In 2004, Paramount



**Rehoboth Congregational Church**  
October 13 ✨

Don't forget – Hannah McKearney is running a single roll toilet paper drive for the Helping Hands Food Pantry. Drop off donations in the narthex!

Like · Comment · Share



facebook

**Silent Auction Items Up For Bid!**  
by Rehoboth Congregational Church on Tuesday, October 23, 2012 at 9:19am ·

Good Morning! The Church Bazaar is less than two weeks away! Take a look at some of the items that will be up for bid at this year's Silent Auction. We will post updates as we get them! See you November 2nd & 3rd!

Item	Min Bid
Mark Twain Books set of 25-rare	\$50.00
Porcelain Seraphim- Ariel	\$75.00
Porcelain Seraphim- Hope	\$75.00
Pair of Seraphim Angels	\$50.00
1 homemade Pie per month for one year	\$150.00
2 golf Lessons	\$25.00
Wooden Noah's ark	\$50.00
Glass etching	\$30.00
Reflexology session - (45 minute session).	\$15.00
\$25 Gift Certificate Chardonnays	\$20.00
\$25 Gift Certificate Chardonnays	\$20.00
Redesign a room using your treasures	\$45.00
One Bread per month for one year	\$30.00
Royal Doulton Place Settings	\$75.00
Print from artist Dick Benjamin	€50.00

Rehoboth Congregation...  
Browse Notes  
Friends' Notes  
Pages' Notes  
My Notes  
My Drafts  
Notes About Me  
Jump to Friend or Page

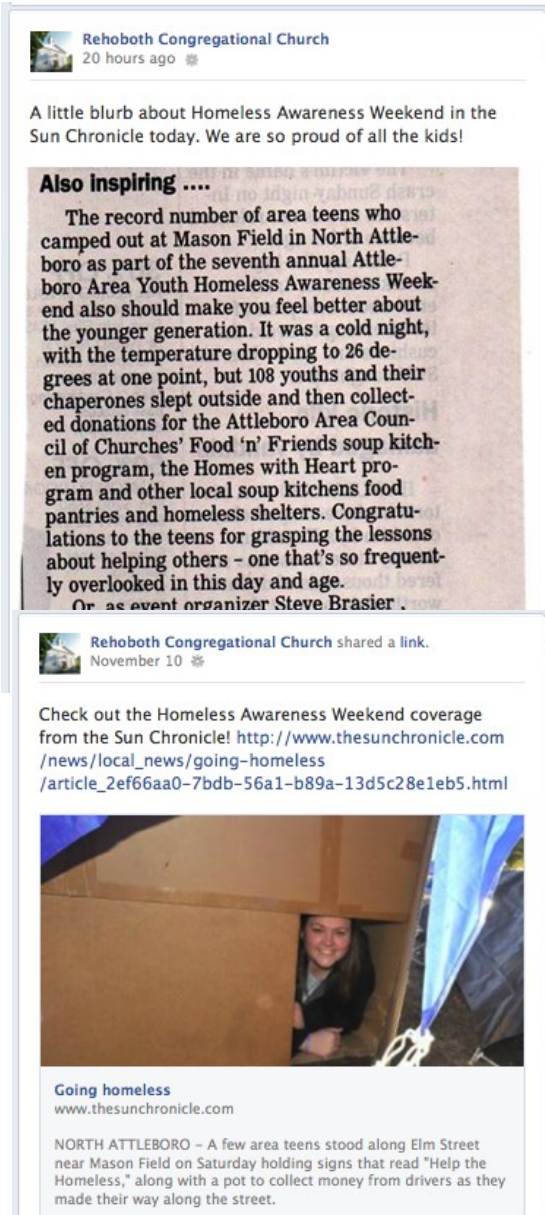
# Facebook Page

Ideal for churches, large youth groups, specialized ministries

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{November 2014}

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Rehoboth Congregational Church  
20 hours ago

A little blurb about Homeless Awareness Weekend in the Sun Chronicle today. We are so proud of all the kids!


**Also Inspiring ....**

The record number of area teens who camped out at Mason Field in North Attleboro as part of the seventh annual Attleboro Area Youth Homeless Awareness Weekend also should make you feel better about the younger generation. It was a cold night, with the temperature dropping to 26 degrees at one point, but 108 youths and their chaperones slept outside and then collected donations for the Attleboro Area Council of Churches' Food 'n' Friends soup kitchen program, the Homes with Heart program and other local soup kitchens food pantries and homeless shelters. Congratulations to the teens for grasping the lessons about helping others - one that's so frequently overlooked in this day and age.

Or, as event organizer Steve Brasier .

Rehoboth Congregational Church shared a link.  
November 10

Check out the Homeless Awareness Weekend coverage from the Sun Chronicle! [http://www.thesunchronicle.com/news/local\\_news/going-homeless/article\\_2ef66aa0-7bdb-56a1-b89a-13d5c28e1eb5.html](http://www.thesunchronicle.com/news/local_news/going-homeless/article_2ef66aa0-7bdb-56a1-b89a-13d5c28e1eb5.html)



**Going homeless**  
[www.thesunchronicle.com](http://www.thesunchronicle.com)

NORTH ATTLEBORO - A few area teens stood along Elm Street near Mason Field on Saturday holding signs that read "Help the Homeless," along with a pot to collect money from drivers as they made their way along the street.



Rehoboth Congregational Church  
November 11

Our hearts and prayers are with all of our veterans today. Thank you for your service. Thank you for your compassion. Thank you for your sacrifice. May God shower you with comfort, grace and mercy.



Be strong and courageous;  
do not be frightened or dismayed,  
for the LORD your God  
is with you wherever you go.

Joshua 1:9



Rehoboth Congregational Church  
October 27

Rise and shine! Shake off last night's baseball game and come to church!

We've got a great worship planned with a baptism and an update on Homeless Awareness Weekend.

After church is Trunk or Treat and the girls youth choir will be rehearsing with Jordan. See you in worship!

Like · Comment · Share

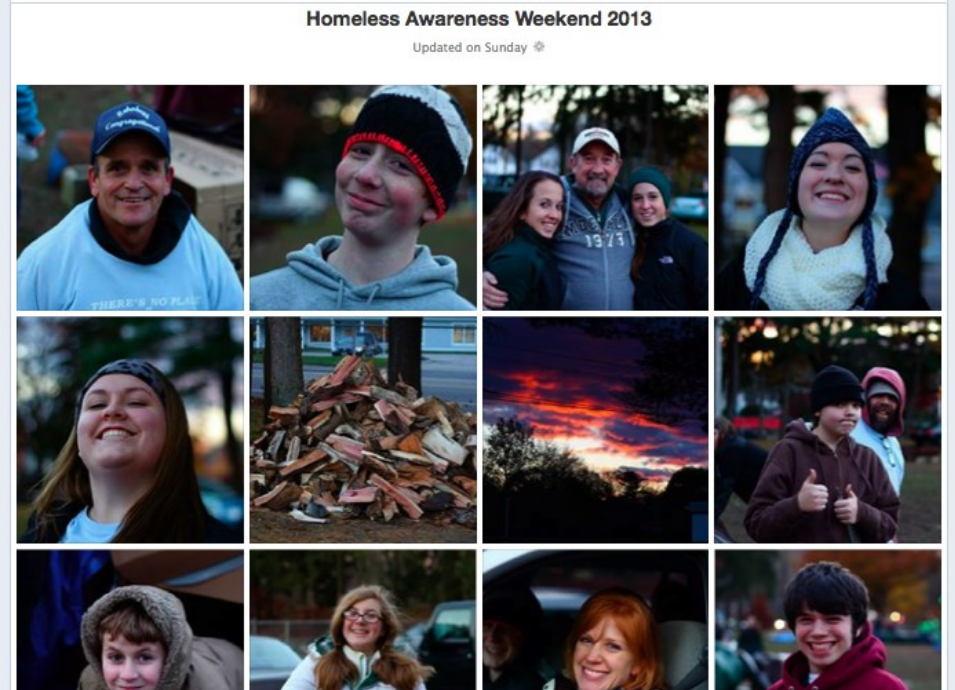
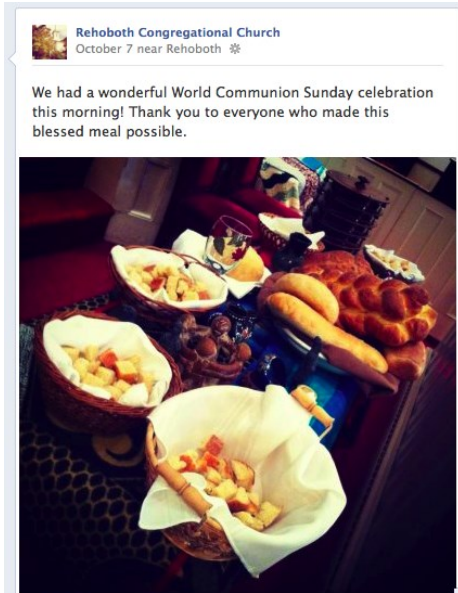
# Facebook Page

Ideal for churches, large youth groups, specialized ministries

## Posting Pictures

\*\*\*always make sure you have **permission** before posting pictures!\*\*\*

- Individual Pictures | post pictures of worship, preparing for activities or while something is going on to get people excited about upcoming events
- Albums | post larger recaps of special events so members can look back and visitors can see what is going on in the community



# Facebook Page

Ideal for churches, large youth groups, specialized ministries

## SHARING

Encourage people to SHARE your posts! - this will allow their friends (who may not be a “fan” of your page) to see your posts. They may decide to come to an event and you may pick up new followers.

Rehoboth Congregational Church  
November 9

Our cardboard city from the air. They formed a house!

Like · Comment · Share 19

Steven Brasier, Jane S Williams, Cheryl Movsessian Brasier and 25 others like this.

View 6 more comments

Linda Woolford Davison Awesome ... wow, look at that foliage!  
November 10 at 6:52pm · Like · 1

Carol Monast Gobin awesome!!! great job !!  
November 10 at 11:21pm · Like · 1

Write a comment...

**YOU ARE INVITED!**  
Rehoboth Congregational Church  
**CHRISTMAS BAZAAR**  
Friday, November 1st | 4 pm - 8 pm  
Saturday, November 2nd | 9 am - 3 pm

Come and explore the ...

**Silent Auction** featuring gifts certificates, antiques, donations from local artisans and more!

**Book Nook** featuring a wide selection of used books

**Kids' Korner** featuring fun and easy crafts for the whole family!

**Country Store** featuring canned jams, jellies, applesauce, apple butter and pickles; brown bread and baked beans; homemade dog biscuits; country antique and decorations and more!

**Hand Knit & Crochet Crafts** featuring homemade hats, gloves, scarves, shawls, cowls, doll clothes and gift baskets.

**Cookie Walk** featuring a vast array of homemade cookies and sweets.

**Woodworker's Workbench** (new this year!) featuring handmade wood crafts.

**Christmas Shop & Mrs. Claus' Closet** featuring homemade ornaments, wreaths and gently used decorations.

**Bake Shoppe & Bistro** (a new addition to the Bake Shoppe!)

**FOOD:**  
Friday Night Turkey Supper | 5:00 & 6:30  
Saturday Luncheon | 11:30—2:00

139 Bay State Road | Rehoboth, MA 02769  
www.rehobothucc.org

Rehoboth Congregational Church  
Liked · October 29

Please pass this on to your friends and family! See you at the Bazaar this weekend!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Steven Brasier, Anna Dion Barger, Diane Tidwell and 8 others like this.

17 shares

Write a comment...

Sponsored offers.straighttalk.com Create Ad

**\$45 Unlimited Everything**  
offers.straighttalk.com

**SAME PHONE. SAME NETWORK. HALF THE COST.**  
Bring Your Phone. Keep Your Network. Cut Your Wireless Bill in Half. Save Nearly \$1000/yr

Ram 1500  
ramtrucks.com

Check out your local deals on Ram 1500

**RAM**

# Facebook Page

Ideal for churches, large youth groups, specialized ministries

## EVENTS

Create “events” for your bigger community events and encourage your Facebook community to invite their friends.



### RECENT POSTS

**Steph Darling** was at this event — with Susan Munroe Darling.

Eating lunch with Kate

Like · Comment · Share · November 2 at 12:31pm via mobile · 🌐

2 people like this.



**Lisa Bennett** I was just there earlier with Diane Sanborn!

November 2 at 3:22pm · Like



**Susan Munroe Darling** Such a great day!!!

November 2 at 5:21pm via mobile · Like

Write a comment...



Like · Comment · Share · Unfollow Post · October 31 at 4:51pm near Rehoboth



**Sarah Weaver**

Back by popular demand! The books are being unloaded for the Book Nook!



Like · Comment · Share · Unfollow Post · October 31 at 8:03am near Rehoboth

# twitter

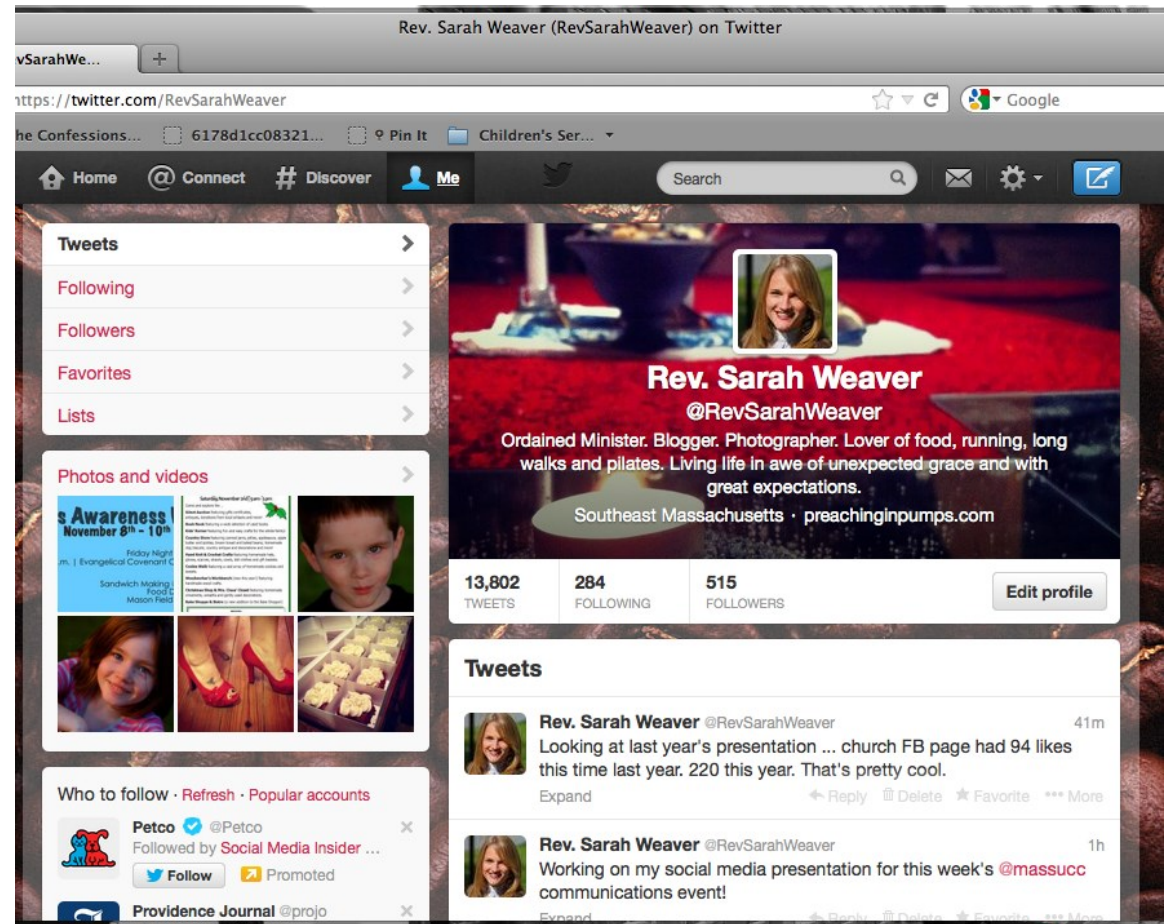
## Ways To Use Twitter

### Individuals

Post personal statuses & photos, network with colleagues, follow friends, celebrities & news sites

### Organization

Post news and events in real time



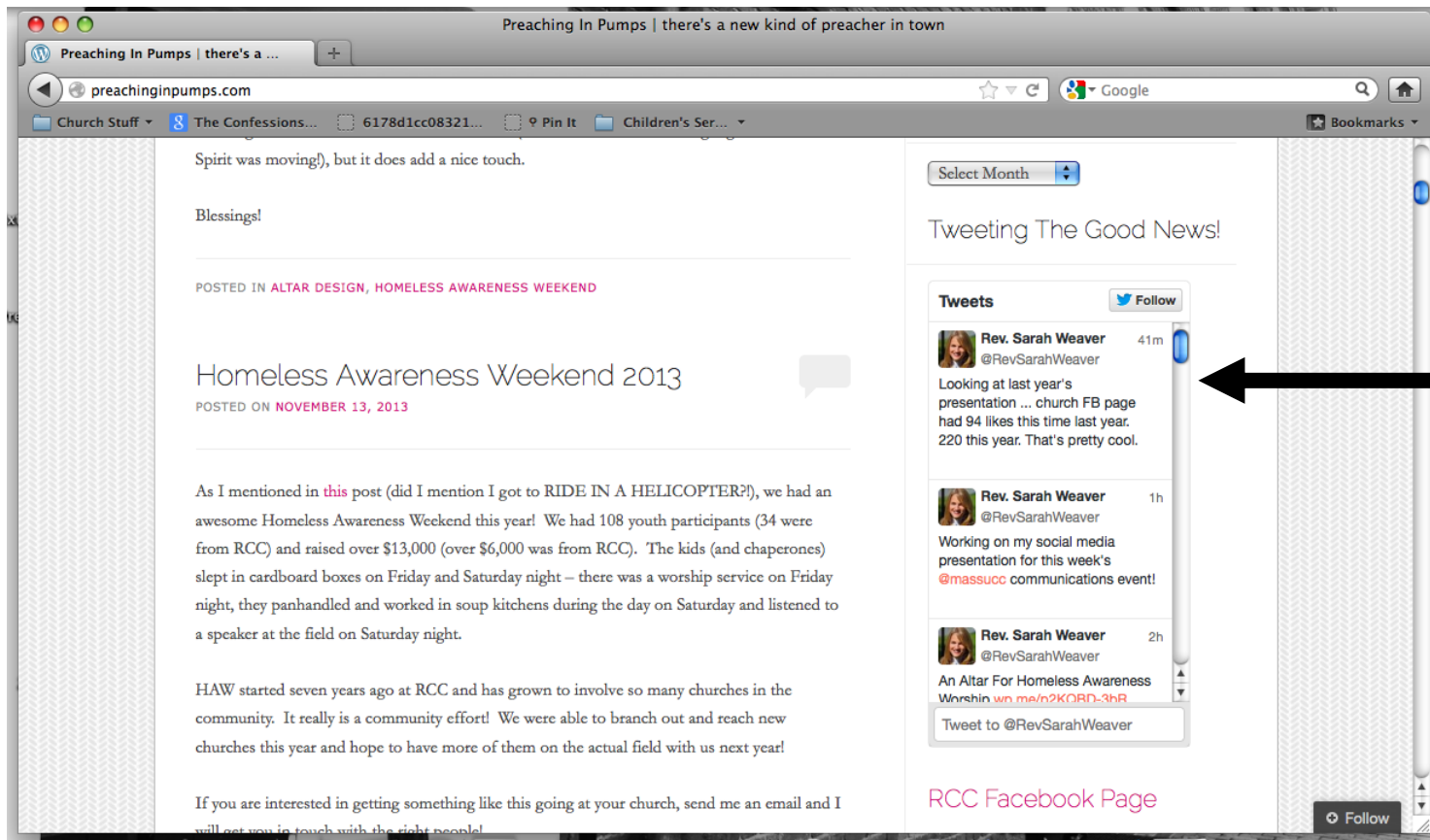
\*note—twitter is becoming more and more prevalent with YOUTH\*

# Twitter

Ideal for one-way communication

## Twitter Tips:

Easily embed tweets into a website or blog (people who do not have twitter accounts can still view tweets)



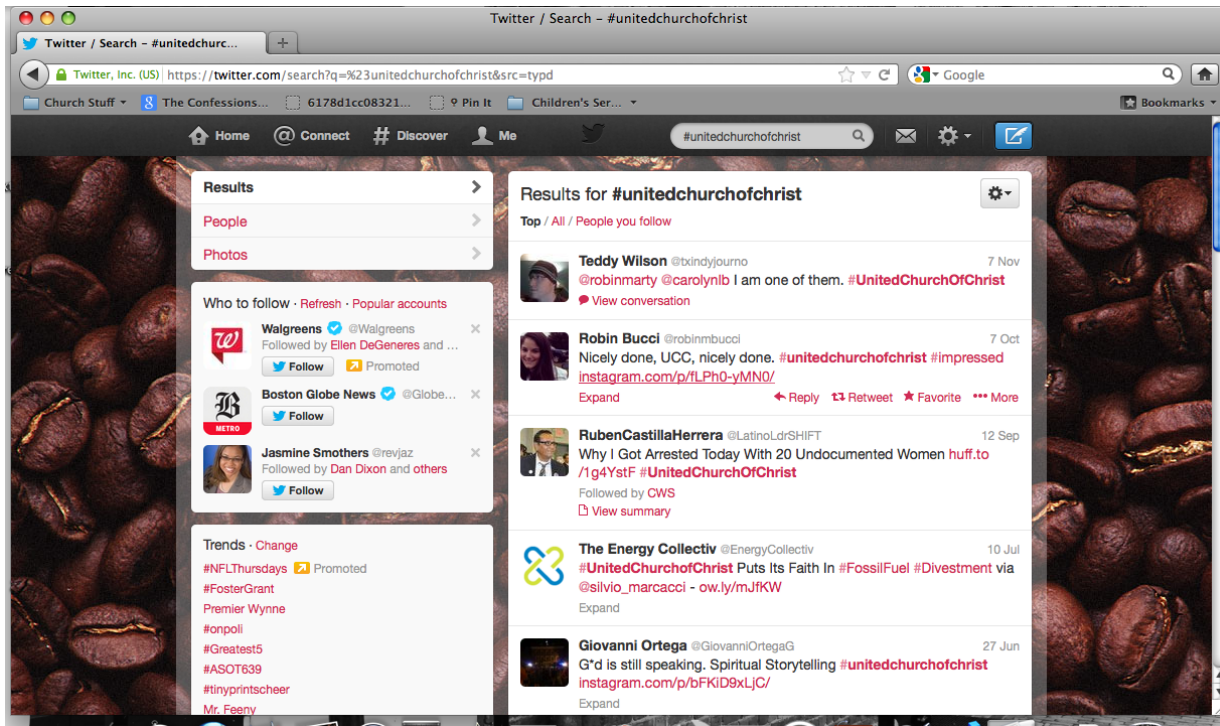
The screenshot shows a web browser window with the address bar displaying "preachinginpumps.com". The page content includes a paragraph about "Spirit was moving", a "Blessings!" section, and a post titled "Homeless Awareness Weekend 2013" dated November 13, 2013. The main text of the post describes a church event where 108 youth participants raised over \$13,000. An embedded Twitter feed is visible on the right side of the page, titled "Tweeting The Good News!". The feed shows three tweets from Rev. Sarah Weaver (@RevSarahWeaver). The top tweet, posted 41 minutes ago, says: "Looking at last year's presentation ... church FB page had 94 likes this time last year. 220 this year. That's pretty cool." A black arrow points from this tweet to the right. Below the tweets is a "Tweet to @RevSarahWeaver" input field. At the bottom of the page, there is a link for "RCC Facebook Page" with a "Follow" button.

As I tweet, the messages are updated on my blog automatically. This works well with church websites!



# Twitter

Ideal for one-way communication



## Twitter Tips:

### #HASHTAGS

Using a pound size before a word/phrase hyperlinks it—by clicking on it you can see all those tweets using that same word/phrase





# Instagram

## What Is Instagram?

Instagram is an online photo & video sharing social networking service that allows people to upload photos and videos, apply editing filters to them and share them with their friends and families.

Like Twitter, Instagram also uses #hashtags to create search-able terms.

Instagram has a growing population with youth.

NOTE: While there is a desktop Instagram application, it is much easier to have an active presence on Instagram if you have a smartphone or tablet.



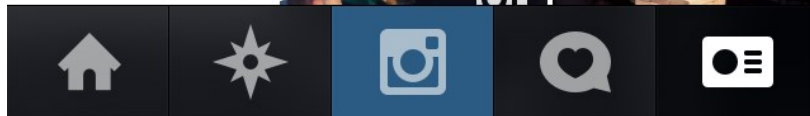
62 posts 49 followers 3 following

Edit Your Profile

### Rehoboth Congregational Church

We are a small community church located in the village in Rehoboth.

[www.rehobothucc.org](http://www.rehobothucc.org)



rehobothucc 9w

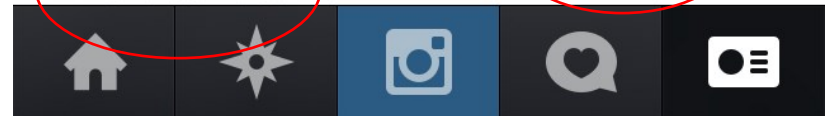
# Instagram

Upload photos from community events!



Use hashtags to make your photos searchable

...saviors, ...eachother, ...  
**greatmeadowhillfarm**  
● **rehobothucc** The RCC "Disciple Divas" are ready to go at the Diva Dash! #divadash #rehobothucc



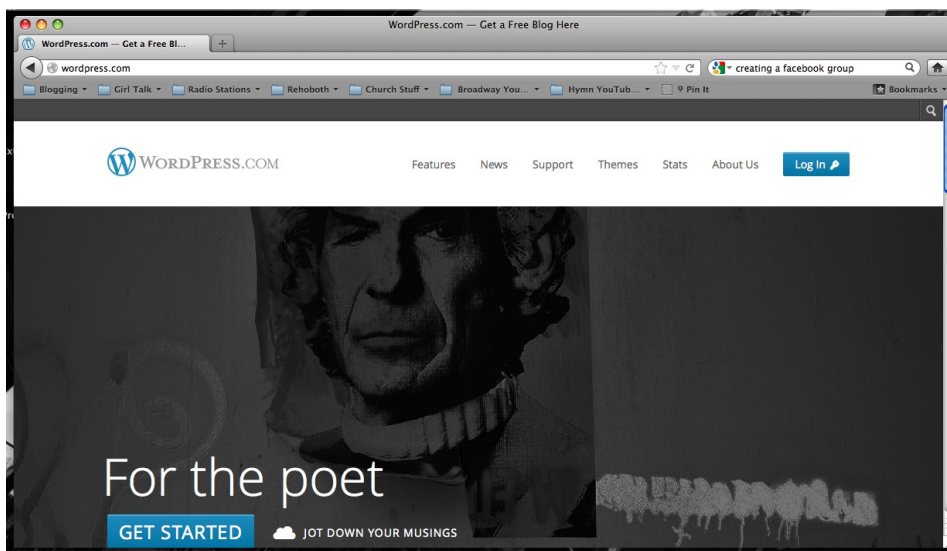
# Blogging

Create a (free!) blog to easily post sermons, prayers, liturgy and other thoughts  
Post a link to your blog on your website, Facebook, Twitter and Instagram pages

## Easy-To-Use Blogging Platforms

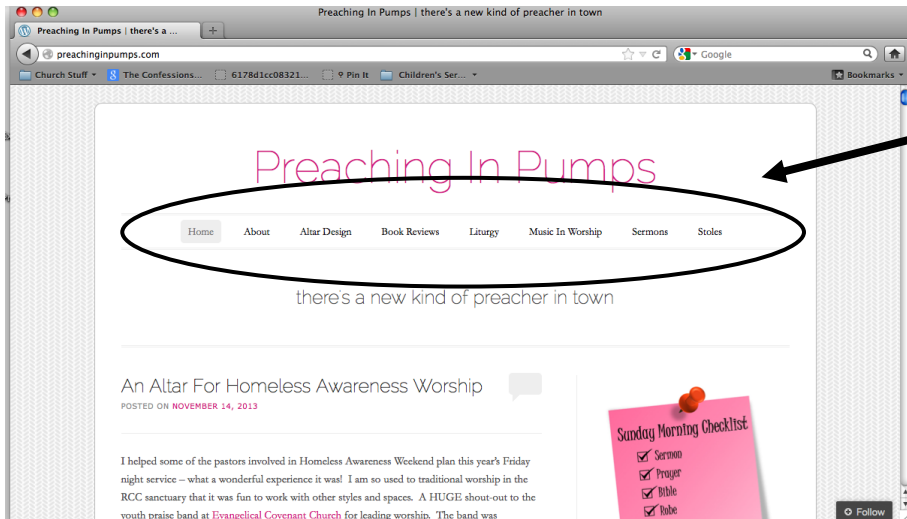
[www.wordpress.com](http://www.wordpress.com)

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



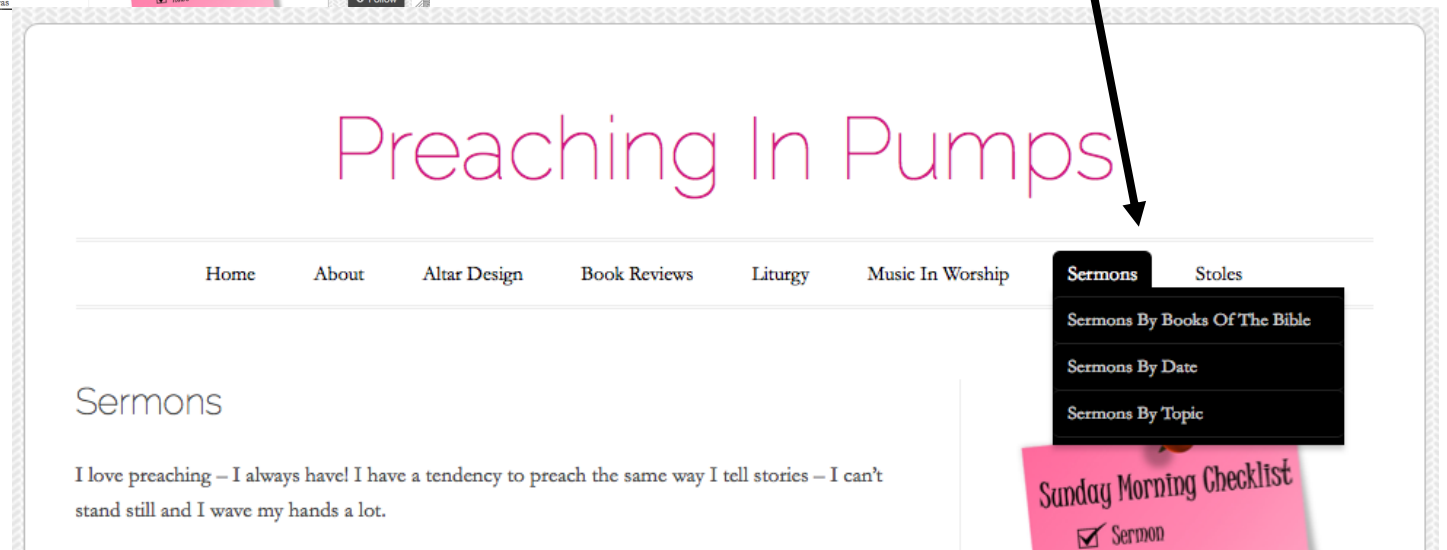
# Blogging

visit my blog: [www.preachinginpumps.com](http://www.preachinginpumps.com)

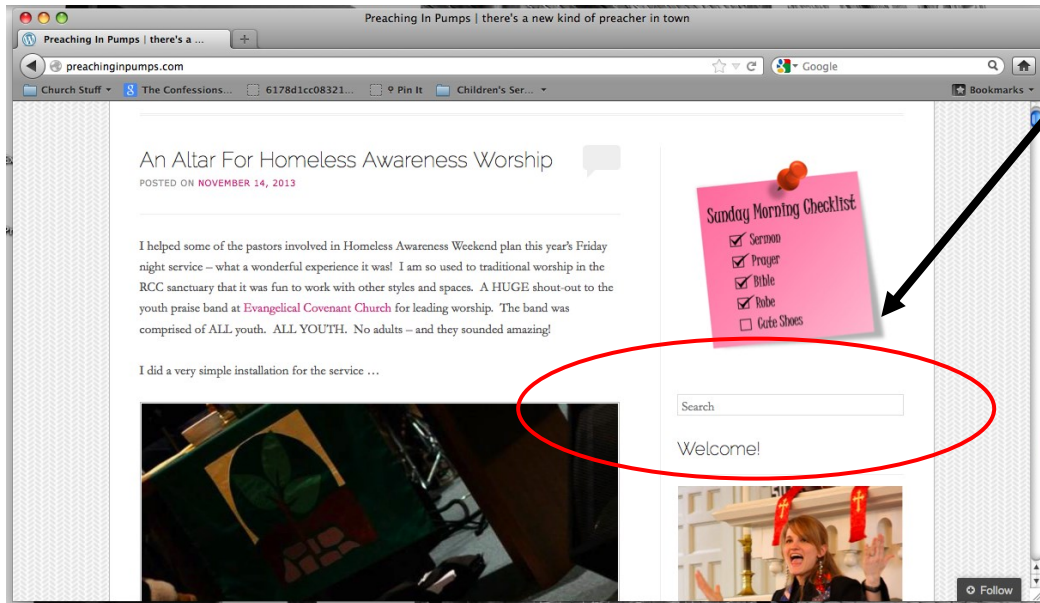


Keep it simple and easy to navigate

Create a "page" where sermons are listed and easily search-able

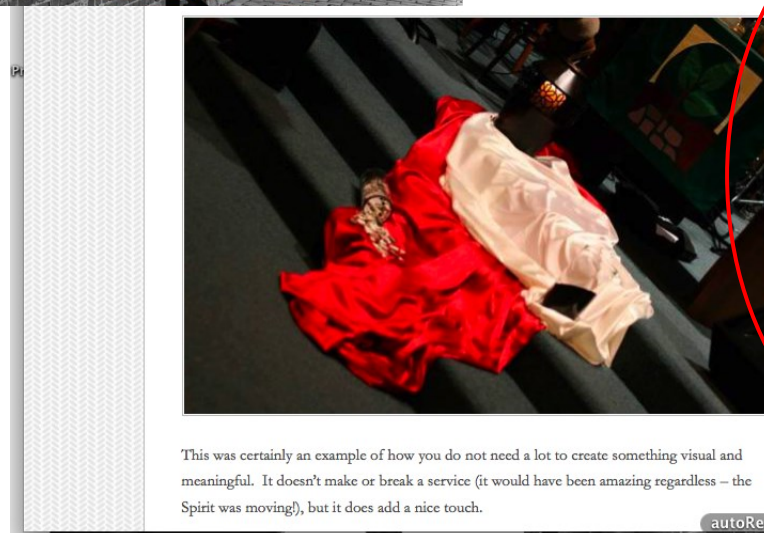
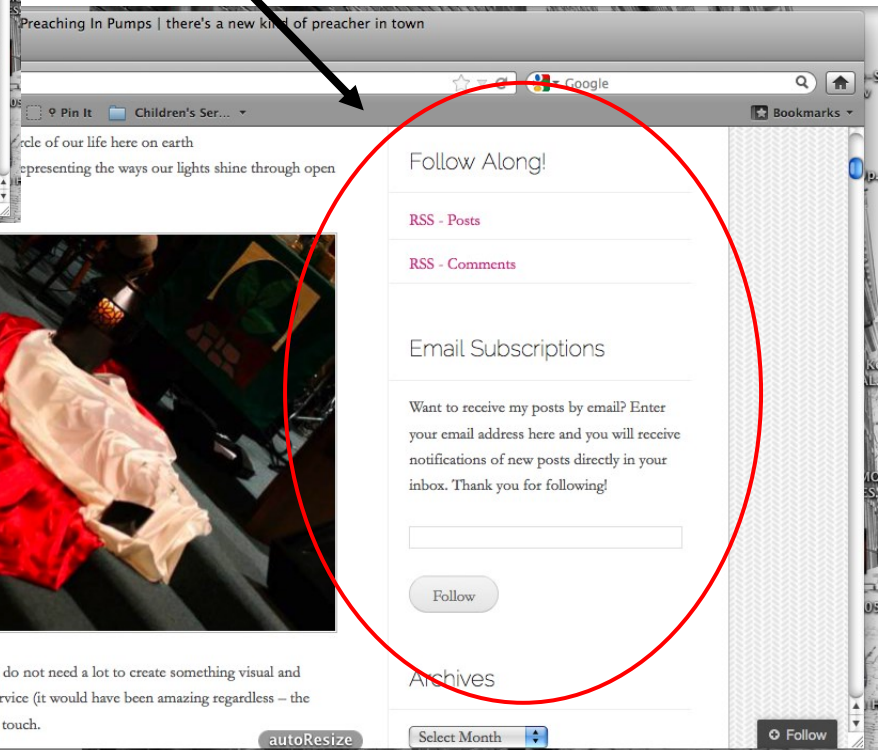


# Blogging



Allow people to easily search your blog.

Make it as easy as possible for people to follow your blog



# Social Media Reminders

1. Survey your congregation and find out what types of social media they are using—engage those!
2. Have either (1) a Social Media Policy or (2) something in your Safe Church Policy about social media.
3. Have multiple administrators on your social media accounts for more comprehensive coverage and damage control (if necessary).

Contact Me!

Sarah Weaver

[minister@rehobothucc.org](mailto:minister@rehobothucc.org)

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

Church Facebook Page:

[www.facebook.com/rehobothucc](http://www.facebook.com/rehobothucc)