21st Century Epistles
Using Social Media To Enhance Your Churches

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(updated November 2013)
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.
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

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

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Tips For Creating A Page

- 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).
Facebook Page

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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**
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{November 2014}

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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

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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.
Facebook Page
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EVENTS

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

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
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.
Rehoboth Congregational Church
We are a small community church located in the village in Rehoboth.
www.rehobothucc.org

Upload photos from community events!

Use hashtags to make your photos searchable
#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
www.blogger.com
Blogging

visit my blog: 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!

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