

Protestant Churches' Use of Social Media

Sponsored by Fellowship Technologies,
a partner in LifeWay's Digital Church initiative



Methodology

- A stratified, random sample of Protestant churches were contacted. The sample was stratified by church membership with 200 completed interviews in each:
 - < 100 members
 - 100-199 members
 - 200-399 members
 - 400-999 members
 - 1000+ members
- Interviews were conducted by telephone with the staff member most responsible for making decisions about the technology used in their church.

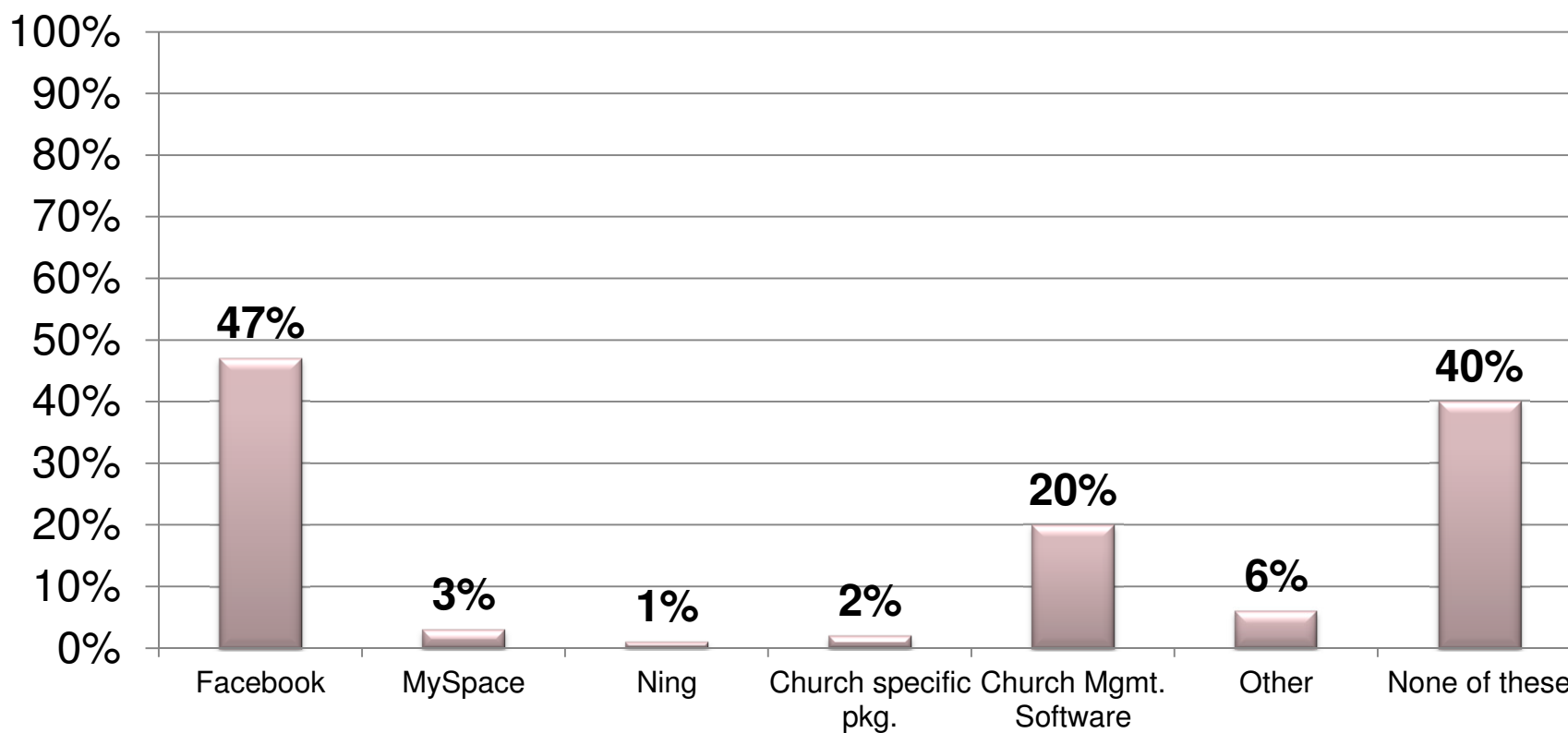
Methodology continued

- Respondents were not informed the research was being conducted on behalf of LifeWay Research.
- Surveys were conducted September 8-20, 2010.
- The sample of 1,003 completed surveys provides 95% confidence that the sampling error does not exceed $\pm 3.2\%$.
- Responses were weighted to reflect the natural size distribution of churches.

Methodology for additional LifeWay Research survey question included on slide 22

- The telephone surveys were conducted October 7-14, 2010.
- The calling list was randomly drawn from a list of all Protestant churches. Up to six calls were made to reach a sampled phone number.
- Each interview was conducted with the senior pastor, minister or priest of the church called.
- Responses were weighted to reflect the geographic distribution of Protestant churches.
- The sample of 1,003 completed surveys provides 95% confidence that the sampling error does not exceed $\pm 3.2\%$.

Facebook is easily the most used social networking tool



1% Not sure

Which if any of the following social networking tools does your church actively use?

Differences in use of social networking tools by Size

| | 1-49 | 50-99 | 100-199 | 200-499 | 500+ |
|---|-------------|-------------|-------------|-------------|-------------|
| Facebook | 27% bcde | 43% ade | 46% ade | 56% abce | 81% abcd |
| MySpace | 3% | 3% | 2% | 5% | 5% |
| Ning | 1% | 1% | 1% | 1% | 1% |
| Church specific package such as Cobblestone, Uniflyer or The City | 1% | 1% | 2% | 4% | 8% |
| Tools included within your church management software | 15% e | 13% de | 20% e | 27% be | 40% abcd |
| None of these | 57% cde | 46% de | 40% ade | 27% abce | 6% abcd |
| Not Sure | 0% | 2% | 0% | 2% | 2% |
| Total | 100% | 100% | 100% | 100% | 100% |

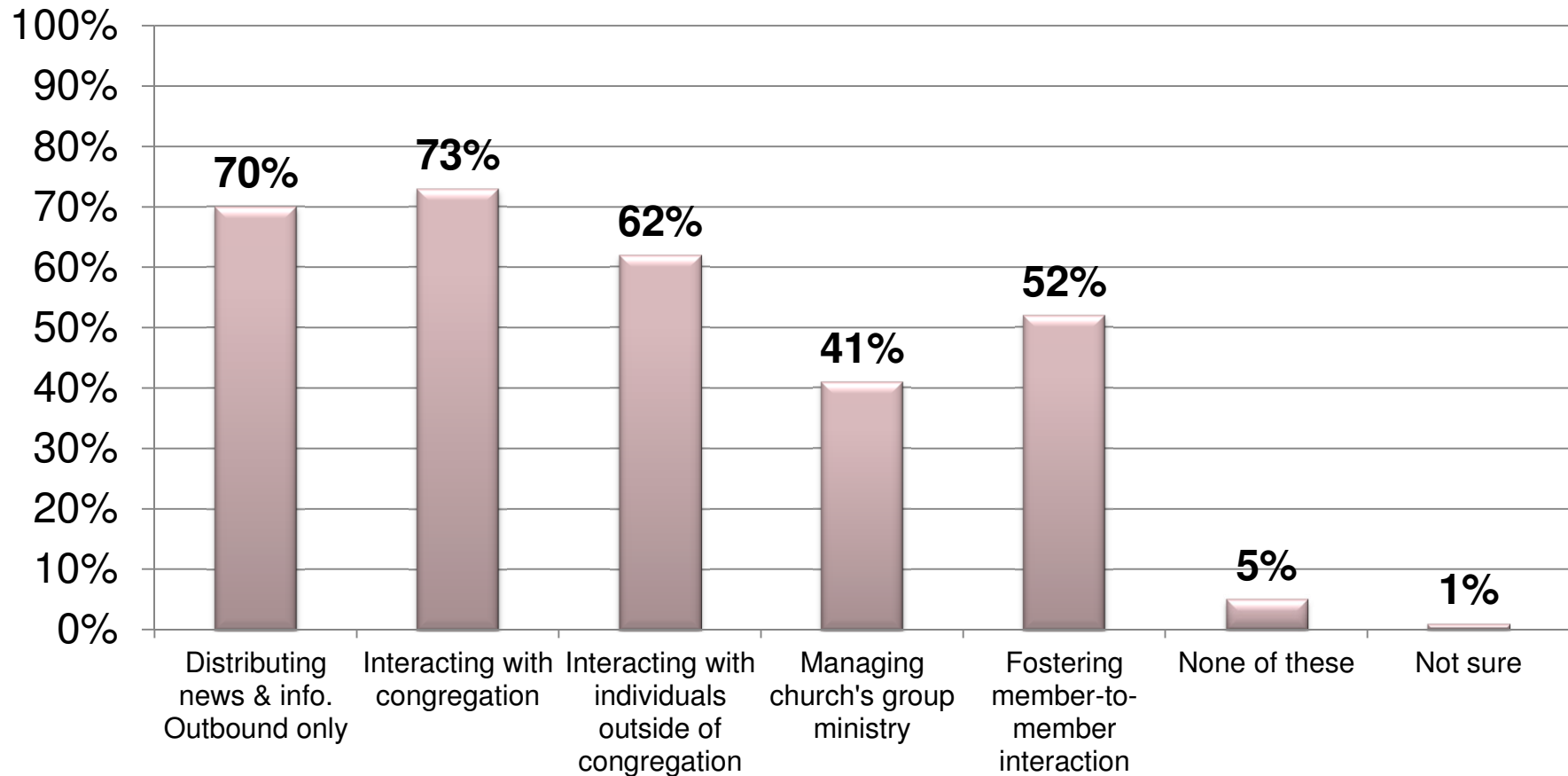
* Letters indicate column with statistically significant difference at 95% confidence interval.
Which if any of the following social networking tools does your church actively use?

Differences in use of social networking tools by Location

| | Large City | Small City | Suburbs | Rural area |
|---|-------------|-------------|-------------|-------------|
| Facebook | 54% d | 46% c | 57% bd | 39% ac |
| MySpace | 3% | 2% | 4% | 3% |
| Ning | 1% | 1% | 1% | 1% |
| Church specific package such as Cobblestone, Uniflyer or The City | 4% | 2% | 3% | 1% |
| Tools included within your church management software | 24% | 22% | 21% | 16% |
| None of these | 29% bd | 41% a | 29% bd | 50% ac |
| Not Sure | 2% | 1% | 3% | 0% |
| Total | 100% | 100% | 100% | 100% |

* Letters indicate column with statistically significant difference at 95% confidence interval.
Which if any of the following social networking tools does your church actively use?

Interacting with the congregation is the most common use of social networking tools by churches



Which if any of the following ways is your church using social networking tools?
Base = 606 churches that indicated they use social networking tools (slide 5).



Differences in why churches use social networking tools by Size

| | 1-49 | 50-99 | 100-199 | 200-499 | 500+ |
|--|-------------|-------------|-------------|-------------|-------------|
| Distributing news and information – outbound only | 58% e | 66% | 73% | 72% | 76% a |
| Interacting with the congregation | 63% de | 74% | 69% de | 80% ac | 80% ac |
| Interacting with individuals outside of the congregation | 71% | 63% | 59% | 62% | 67% |
| Managing the church's group ministry | 21% bcde | 40% ae | 38% ae | 48% a | 53% abc |
| Fostering member-to-member interaction | 42% e | 50% | 52% | 54% | 61% a |
| None of these | 8% | 7% | 4% | 2% | 5% |
| Not Sure | 0% | 0% | 2% | 1% | 2% |
| Total | 100% | 100% | 100% | 100% | 100% |

* Letters indicate column with statistically significant difference at 95% confidence interval.

Which if any of the following ways is your church using social networking tools?
Base = 606 churches that indicated they use social networking tools (slide 5).

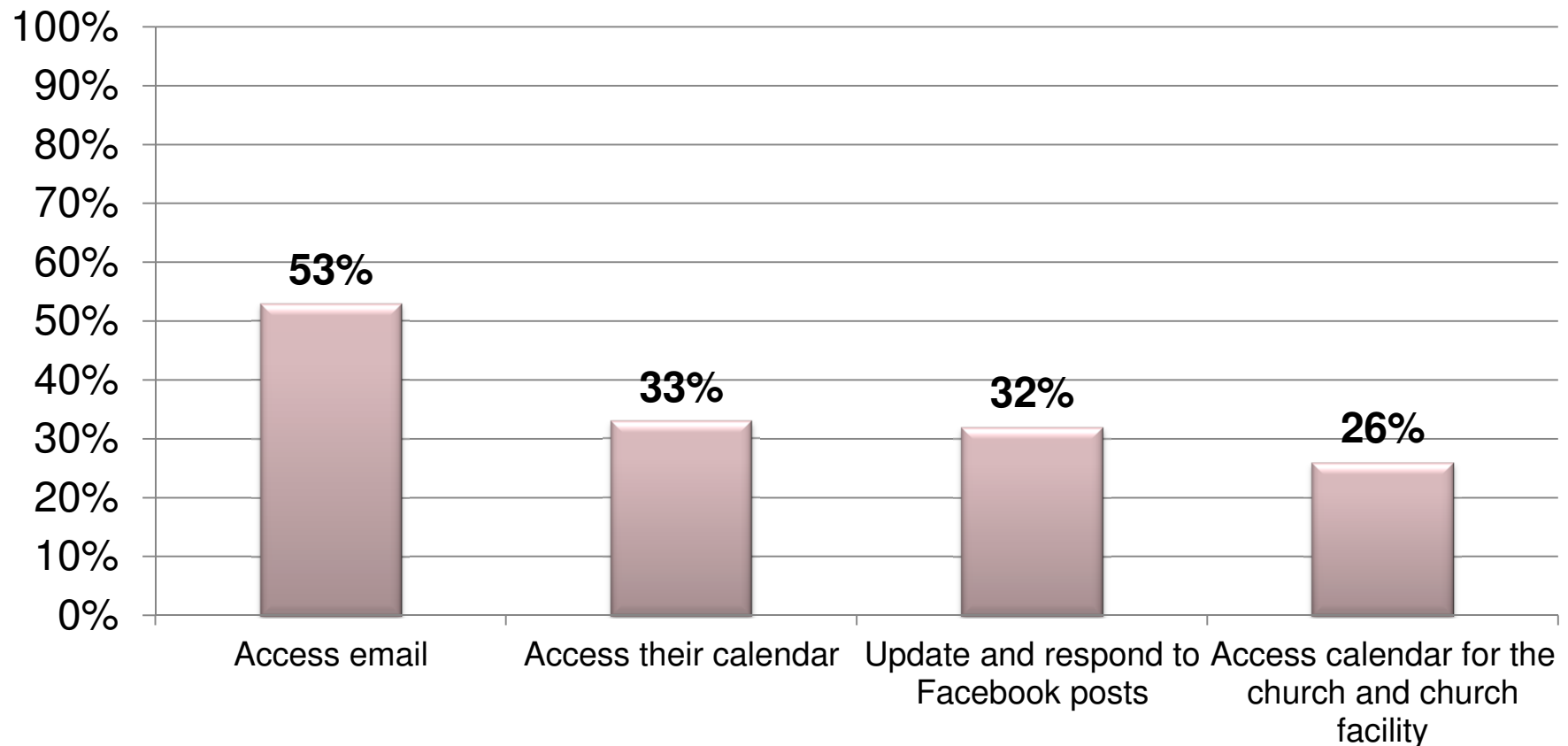
Differences in why churches use social networking tools by Age of Pastor

| | 20-39 | 40-49 | 50-59 | 60+ |
|--|-------------|-------------|-------------|-------------|
| Distributing news and information – outbound only | 76% | 67% | 70% | 67% |
| Interacting with the congregation | 84% bd | 71% a | 74% | 68% a |
| Interacting with individuals outside of the congregation | 72% | 61% | 61% | 61% |
| Managing the church's group ministry | 53% bd | 38% a | 43% d | 32% ac |
| Fostering member-to-member interaction | 59% | 49% | 53% | 48% |
| None of these | 4% | 4% | 5% | 5% |
| Not Sure | 0% | 1% | 1% | 1% |
| Total | 100% | 100% | 100% | 100% |

* Letters indicate column with statistically significant difference at 95% confidence interval.

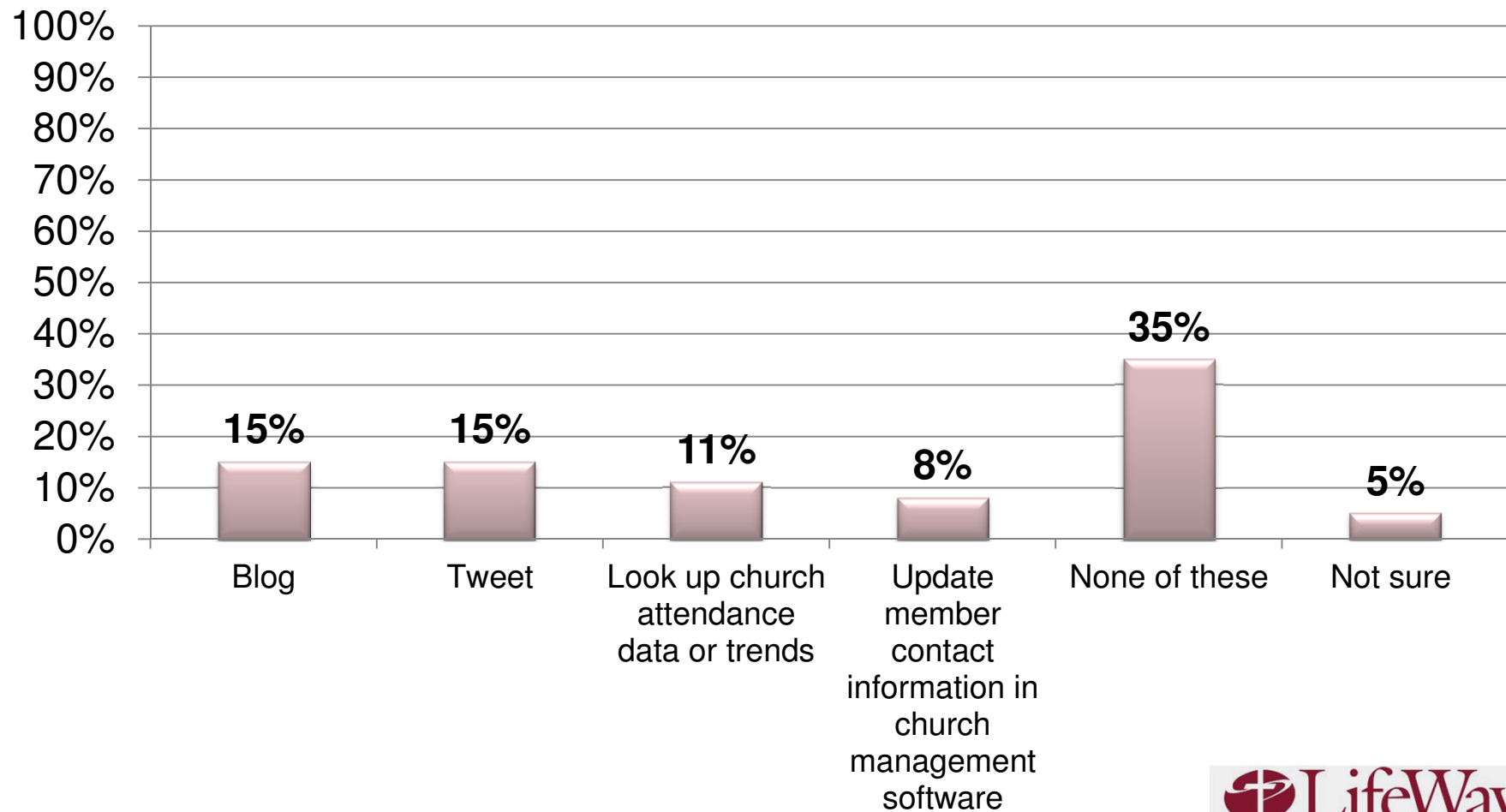
Which if any of the following ways is your church using social networking tools?
Base = 606 churches that indicated they use social networking tools (slide 5).

53% of churches indicate some of their church staff members use mobile devices to access email



What type of online activities do at least some of your church staff members conduct from **mobile devices** such as cell phones, blackberries, pda's, or i-phones?

And, 35% of churches indicate their church staff members use mobile devices in none of these ways



What type of online activities do at least some of your church staff members conduct from **mobile devices** such as cell phones, blackberries, pda's, or i-phones?

Differences in online activities conducted by staff members from mobile devices by Size

| | 1-49 | 50-99 | 100-199 | 200-499 | 500+ |
|---|-------------|------------|------------|-------------|-------------|
| Access email | 38% de | 47% de | 49% de | 72% abce | 87% abcd |
| Look up church attendance data or trends | 4% de | 8% de | 10% e | 18% ab | 29% abc |
| Blog | 3% de | 14% e | 15% e | 19% ae | 44% abcd |
| Tweet | 5% de | 13% e | 12% e | 20% ae | 52% abcd |
| Update and respond to Facebook posts | 16% bde | 30% ade | 28% de | 44% abce | 68% abcd |
| Access their calendar | 15% bcde | 30% ade | 32% ade | 44% abce | 64% abcd |
| Access calendar for the church and church facility | 11% cde | 22% de | 24% ade | 40% abc | 43% abc |
| Update member contact information in church management software | 3% e | 8% e | 7% e | 11% e | 18% a |
| None of these | 52% cde | 42% de | 37% ade | 18% abc | 7% abc |

* Letters indicate column with statistically significant difference at 95% confidence interval.

What type of online activities do at least some of your church staff members conduct from **mobile devices** such as cell phones, blackberries, pda's, or i-phones?

Differences in online activities conducted by staff members from mobile devices by Location

| | Large City | Small City | Suburbs | Rural area |
|---|------------|------------|-----------|------------|
| Access email | 69% bcd | 52% a | 54% a | 45% a |
| Look up church attendance data or trends | 18% | 9% | 11% | 9% |
| Blog | 20% | 13% | 18% | 13% |
| Tweet | 21% | 13% | 19% | 12% |
| Update and respond to Facebook posts | 39% d | 31% | 39% d | 27% ac |
| Access their calendar | 39% d | 34% | 40% d | 27% ac |
| Access calendar for the church and church facility | 33% d | 28% d | 29% d | 18% abc |
| Update member contact information in church management software | 9% | 9% | 10% | 6% |
| None of these | 21% bcd | 34% ad | 33% ad | 45% abc |

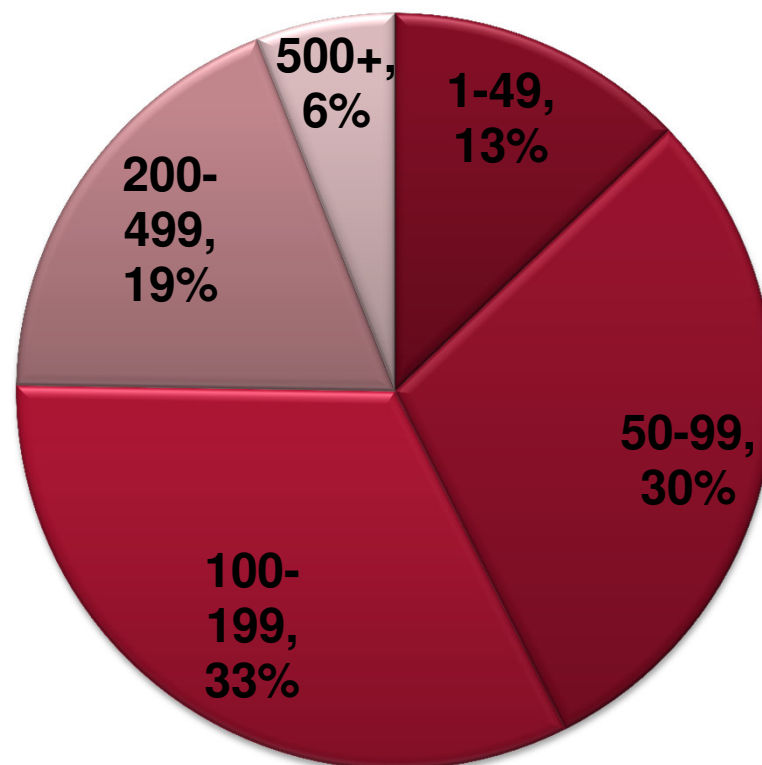
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What type of online activities do at least some of your church staff members conduct from **mobile devices** such as cell phones, blackberries, pda's, or i-phones?

Demographics of Participating Churches

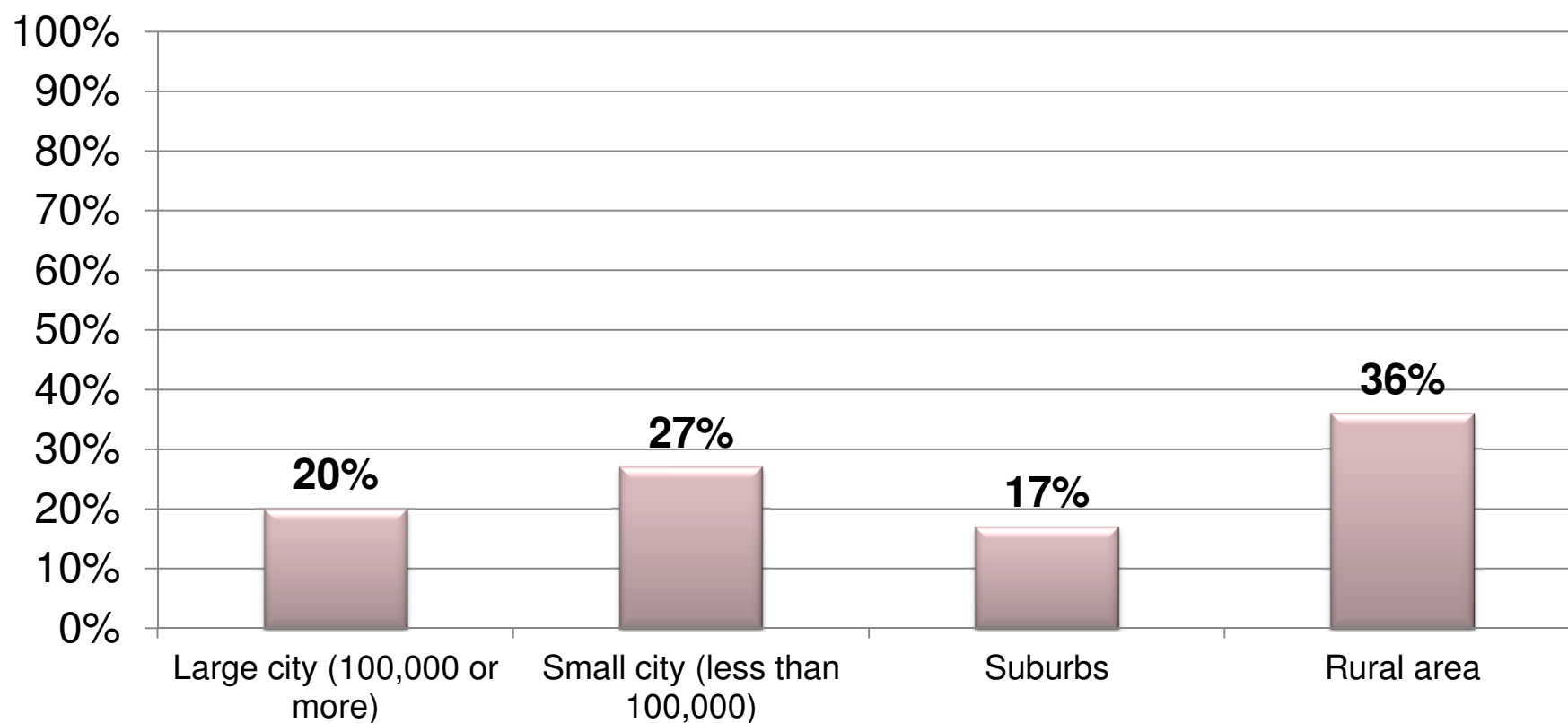
Average Worship Attendance

Weighted (reflects Protestant Churches)



What is your church's average worship attendance on a typical weekend (including all ages from babies to adults but not counting anyone twice)?

36% of churches indicate their church is located in a rural area



Which of the following best represents where your church is located?

Differences in location of church by Size

| | 1-49 | 50-99 | 100-199 | 200-499 | 500+ |
|--------------|-------------|-------------|-------------|-------------|-------------|
| Large city | 16% e | 17% de | 17% de | 27% bce | 42% abcd |
| Small city | 17% de | 25% | 29% | 31% a | 31% a |
| Suburbs | 12% | 13% d | 19% | 23% b | 19% |
| Rural Area | 56% cde | 45% cde | 35% abde | 19% abc | 8% abc |
| Total | 100% | 100% | 100% | 100% | 100% |

* Letters indicate column with statistically significant difference at 95% confidence interval.

Which of the following best represents where your church is located?

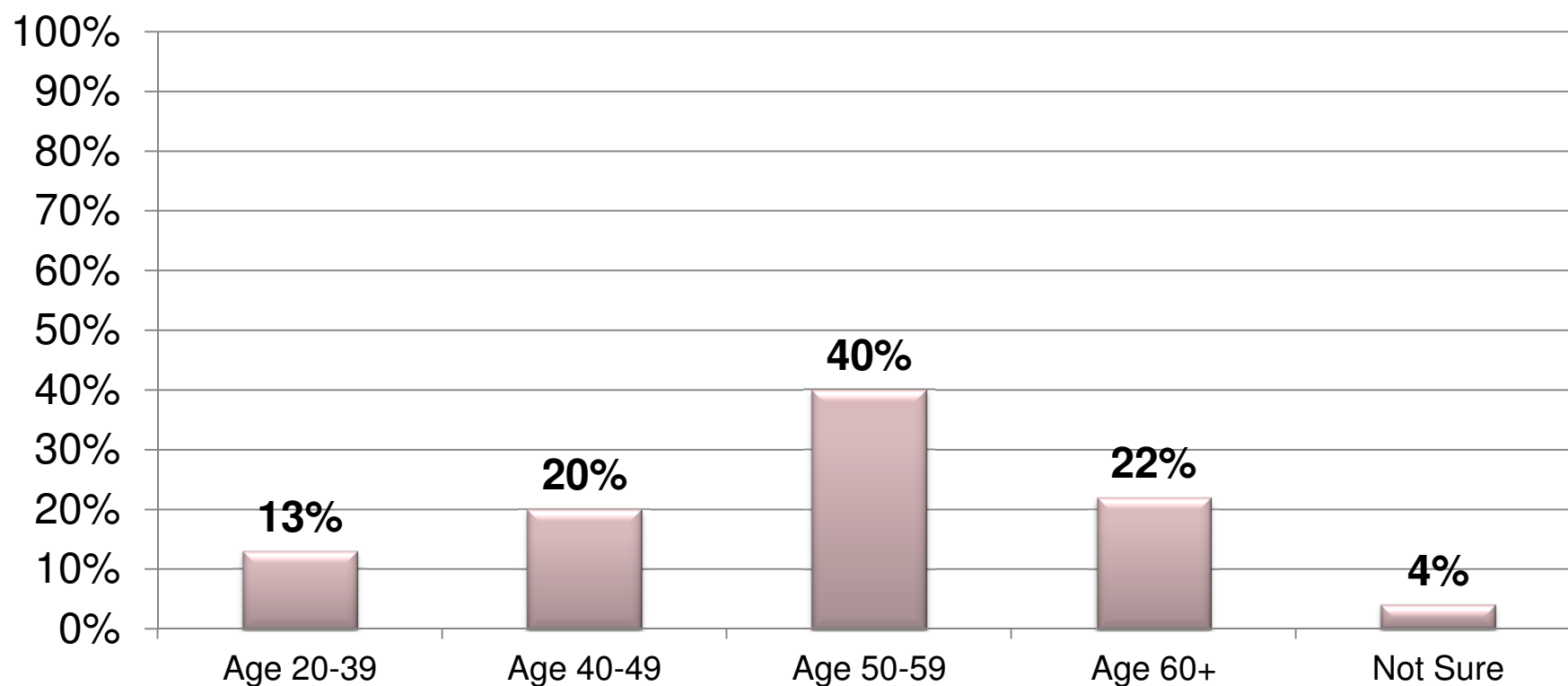
Differences in location of church by Census Region

| | Northeast | South | Midwest | West |
|--------------|-------------|-------------|-------------|-------------|
| Large city | 17% | 23% c | 13% bd | 28% c |
| Small city | 26% | 24% | 26% | 32% |
| Suburbs | 33% bcd | 16% a | 16% a | 14% a |
| Rural Area | 24% bc | 37% ad | 46% ad | 26% bc |
| Total | 100% | 100% | 100% | 100% |

* Letters indicate column with statistically significant difference at 95% confidence interval.

Which of the following best represents where your church is located?

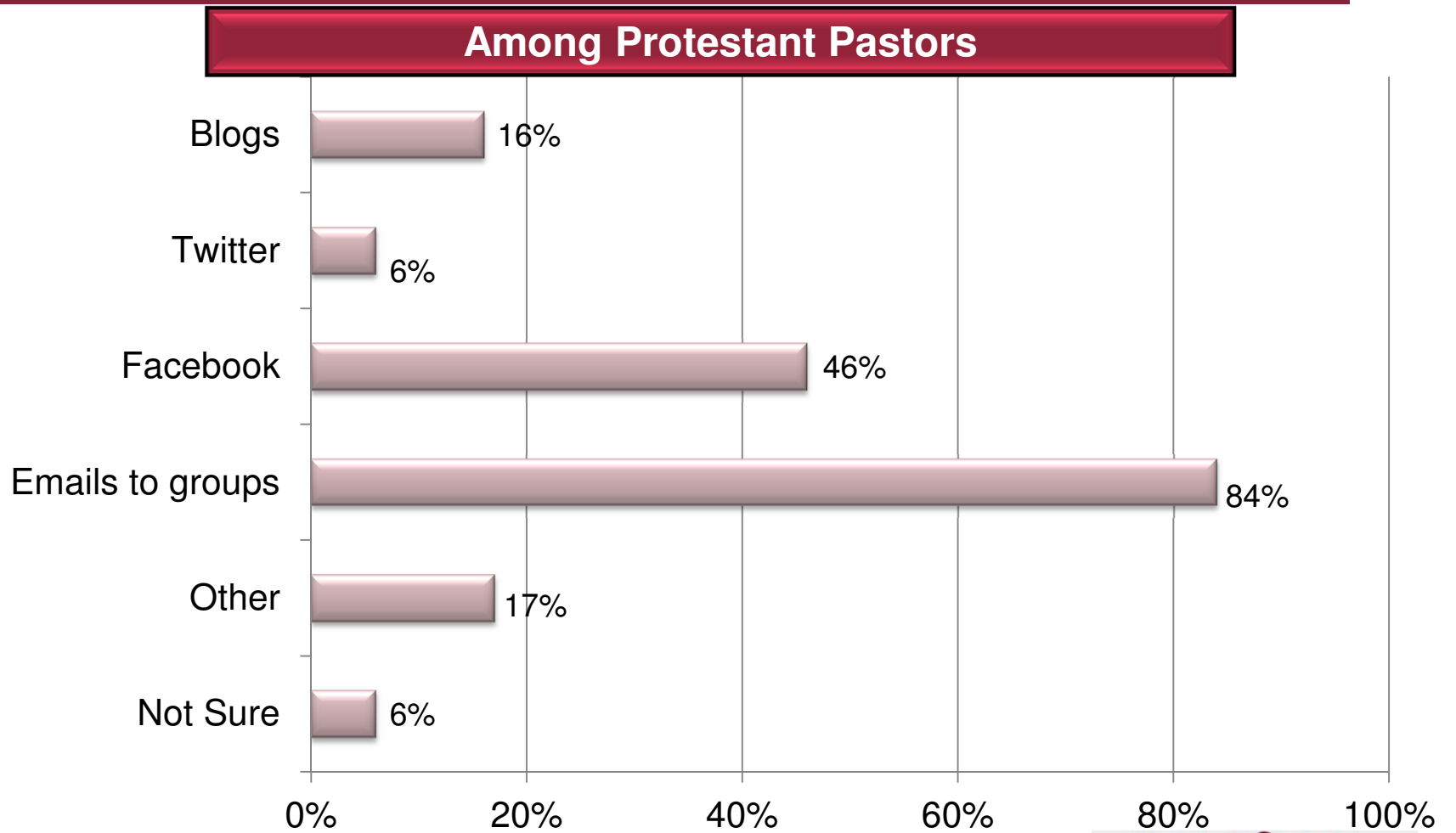
40% of churches indicate their senior pastor is between ages 50-59



Approximately how old is your church's senior or lead pastor?

Data from an October 2010 LifeWay Research survey of Protestant pastors

Group email is the most common form of electronic communication pastors personally use to interact with their congregation



"Which of the following electronic communications do you personally use to interact with your congregation?"



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