

THE CHURCH & SOCIAL NETWORKING

Industry Study

#churchweb

Cynthia Ware



- With two decades of pastoral ministry and a [Master's Degree in New Media](#), Cynthia Ware helps Christian leaders to use their online presence to enrich and expand their ministry reach. Besides consulting, she is an active public [speaker & writer](#). This year she has presented at Biola University, the Internet Ministry Conference, Willow Creek's Group Life Conference, the Echo Conference, Innovation3 and The Idea Camp. Her personal blog, [The Digital Sanctuary](#), encourages Christian leaders to employ participatory media technologies to serve the Kingdom of God. Additionally, she is a co-contributor to several other online sites including [Digital](#), the Leadership Network's technology blog. She is also an officer for many online Christian networks, websites and internet resources.

Drew Goodmanson



- CEO of [Monk Development](#) and is co-founder/pastor at [Kaleo Church](#). Monk is an Internet strategy and development company. Drew often [speaks at conferences](#) about how churches/ministries can use the Internet, his blog is recognized as one of the Top Church Blogs and he wrote a chapter in [Voices of the Virtual World: Participative Technology and the Ecclesial Revolution](#). Kaleo Church is a missional community, multi-site church planting movement in San Diego, CA. Drew spends much of his time thinking about church planting, web missiology and being a husband and father of two (Gideon & Roman).

Cynthia Ware Magic

Questions:

- What feature/functionality are Christians seeking for social networking?
- What Social Media strategies and services do they or their church use?
- What Christian social media websites do they participate in?

Survey Overview

- Phase 1

- General Web Participants
- Congregational web surveys

- Phase 2

- Social Media Website Participation
- Analytics & Metrics
- Congregational Surveys
- Interviews/Case Studies

Survey Demographics

Who are these people and what is their involvement in the space?

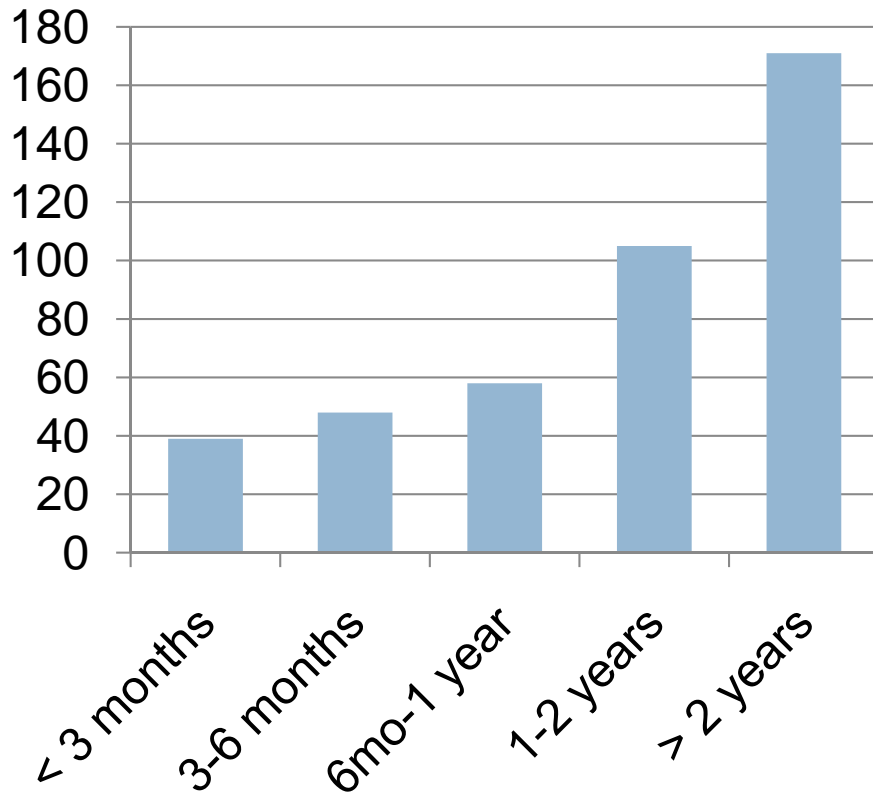
Survey Demographics

- Church Community Online Strategy
 - 560 Web Participants
 - Heavily Influential in the Church Technology space

- Church Attendees
 - 420 Web Participants
 - Respond to Request from Church

Church Attendees

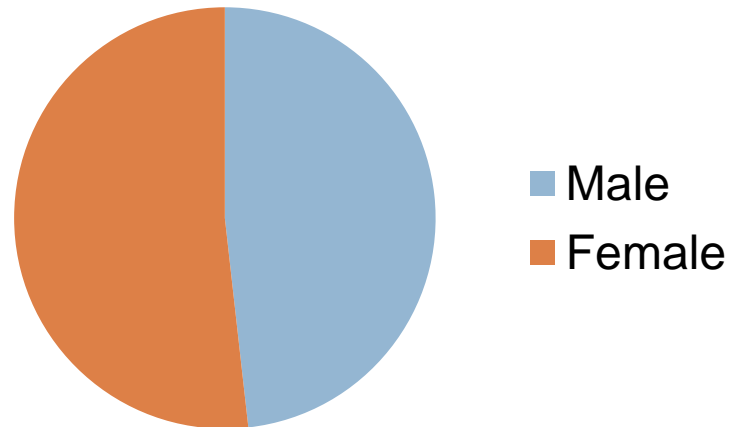
Length at Church



Age

- Range 13-75
- Average 38.75

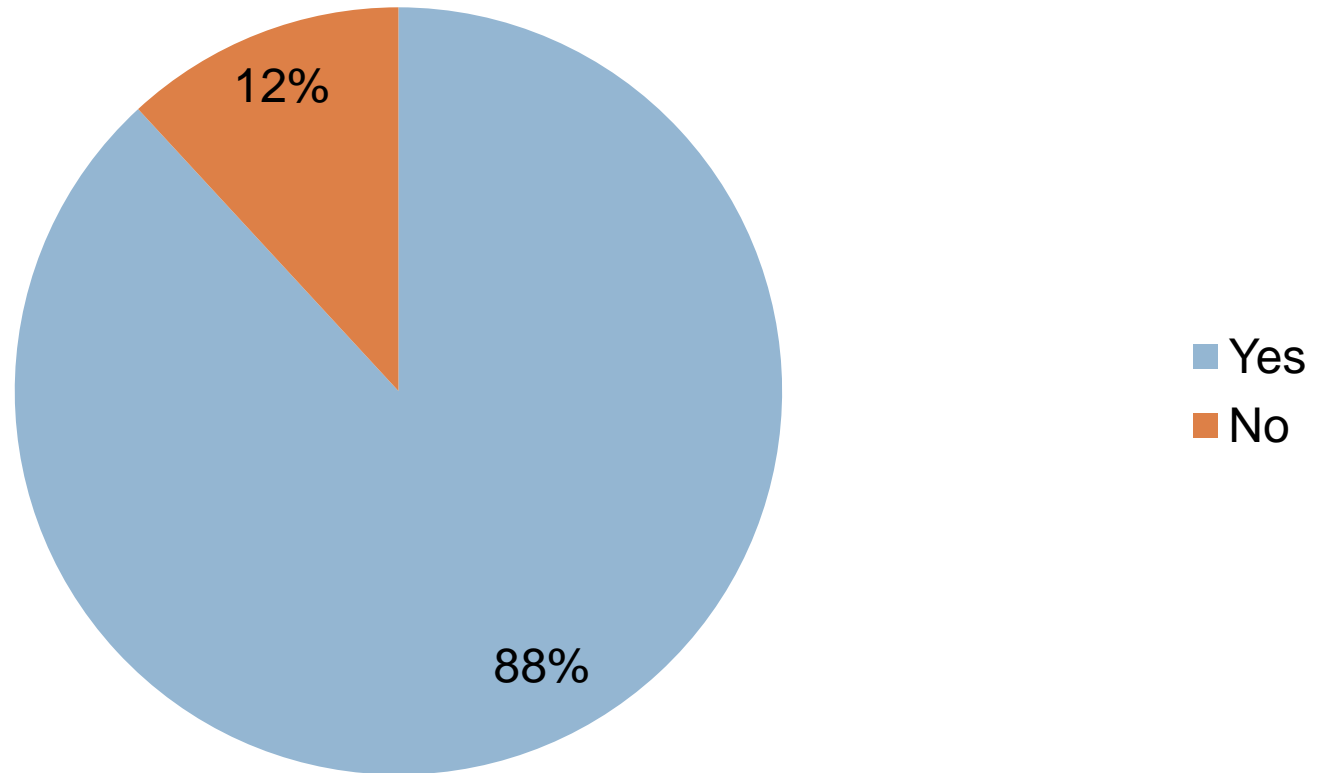
Sex



Church Influencer (Titles)

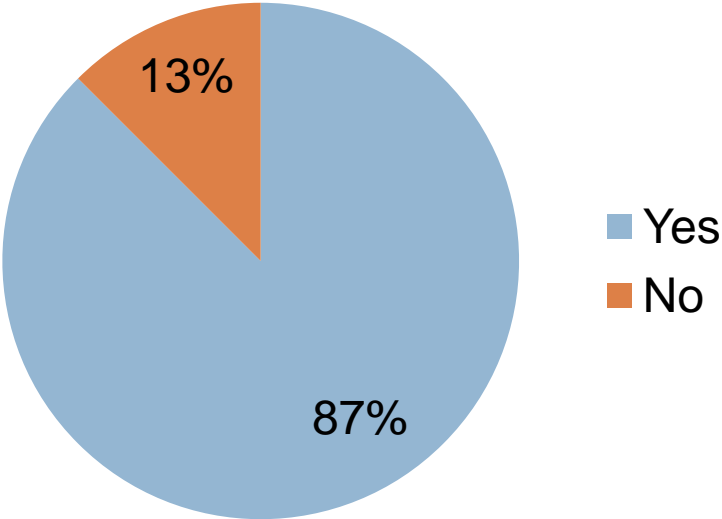
- Pastor/Elder
- Web Site Manager/Webmaster
- Web Designer/Graphic Designer
- Director of Worship
- Director/Pastor of Communication
- Technology/Media Pastor
- Administrative/Executive Pastor
- Student Minister/Pastor

Identifying and evaluating the church's need for technology

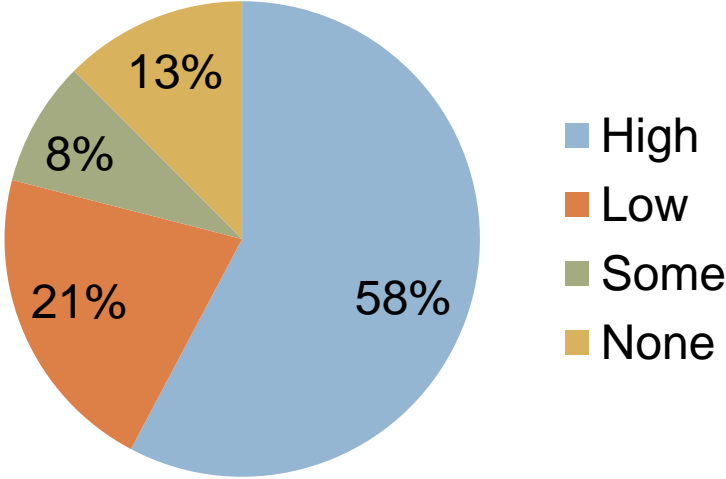


Setting technology strategy

Influence

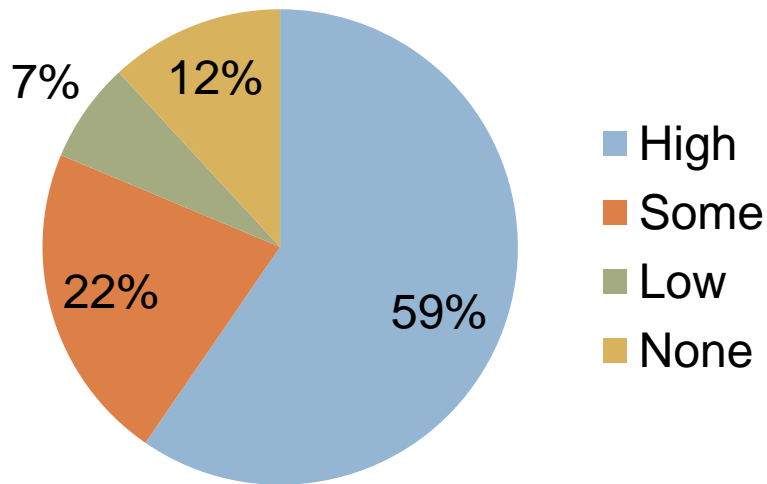


Level of Influence

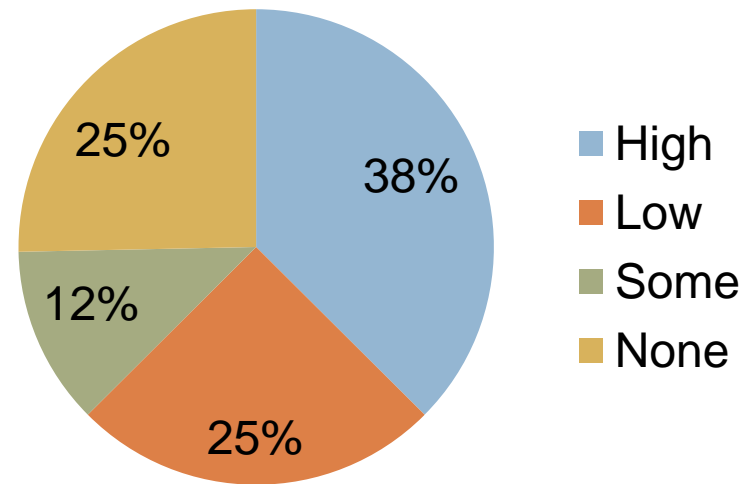


Making a Purchase Decision

Recommending the Purchase



Approving the Purchase

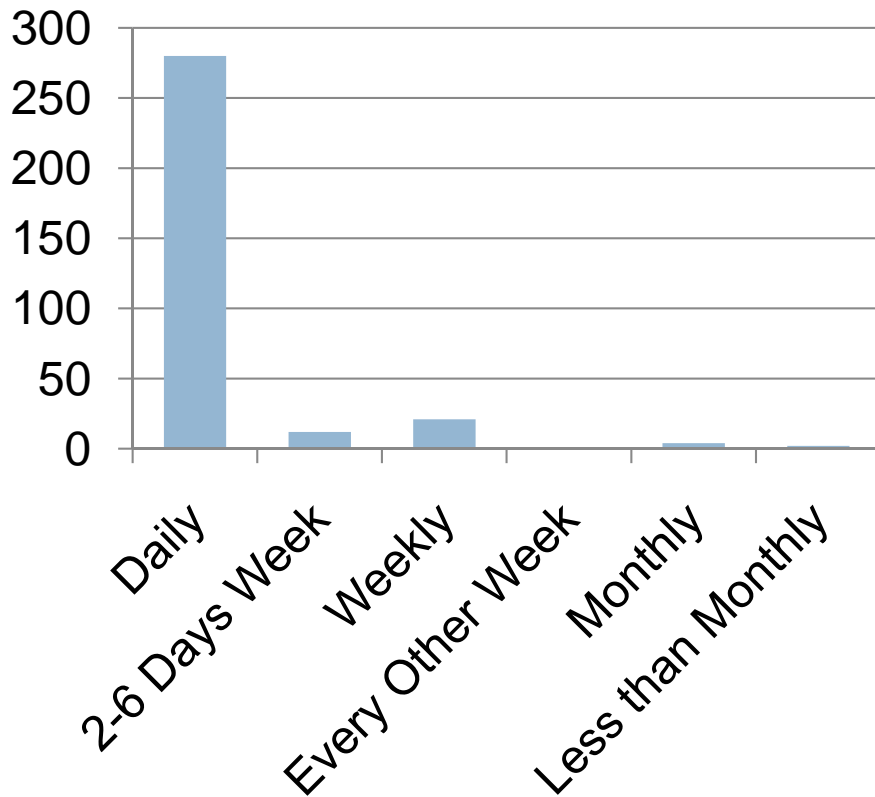


Internet & Social Media Pulse

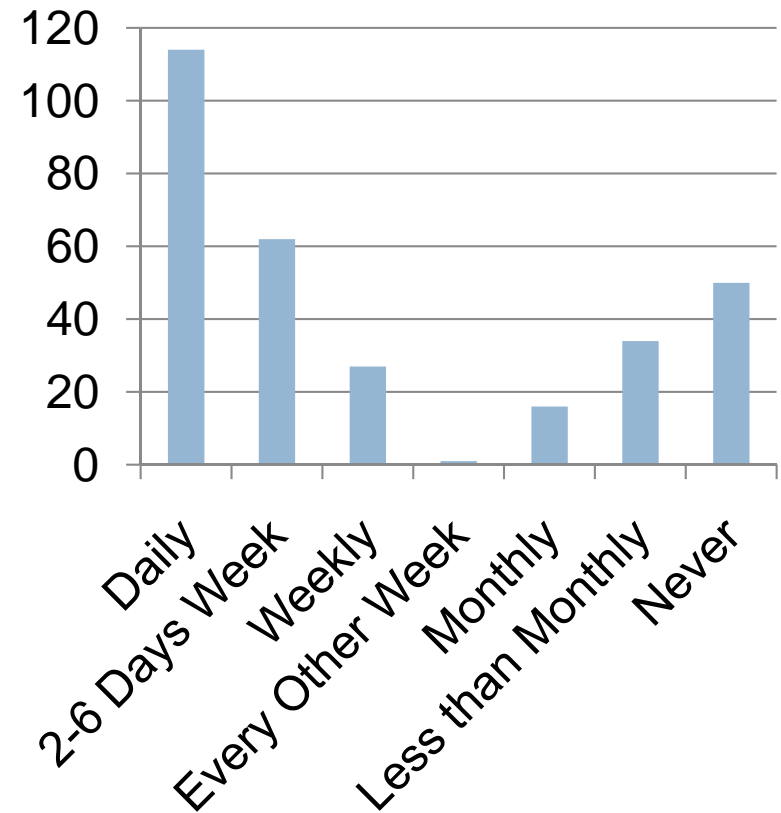
What are their current social networking and internet usage patterns?

Church Attendees

Use of the Internet

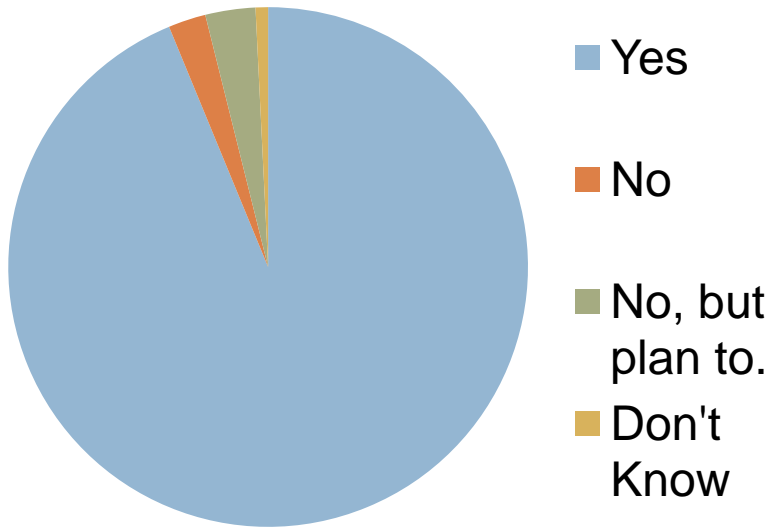


Social Networking Usage

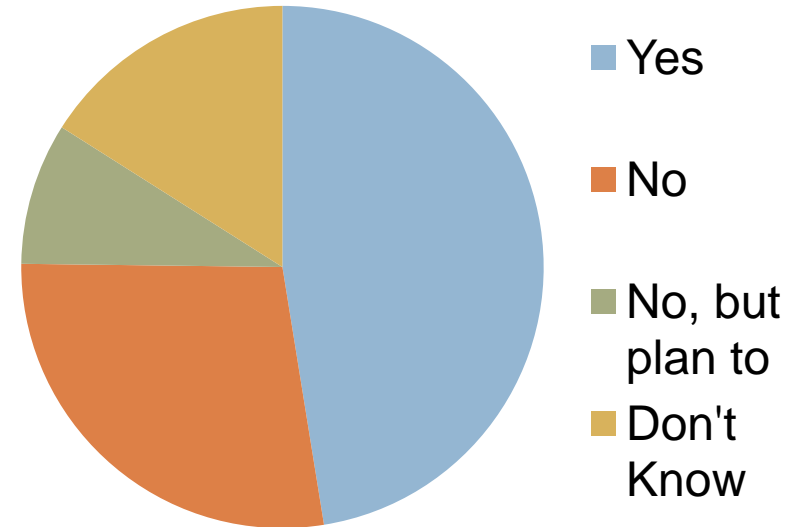


Church Website (Influencers)

Website

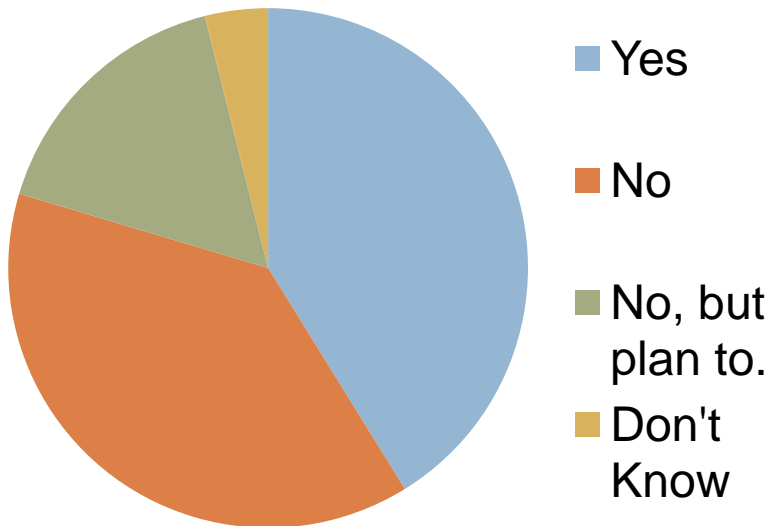


CMS

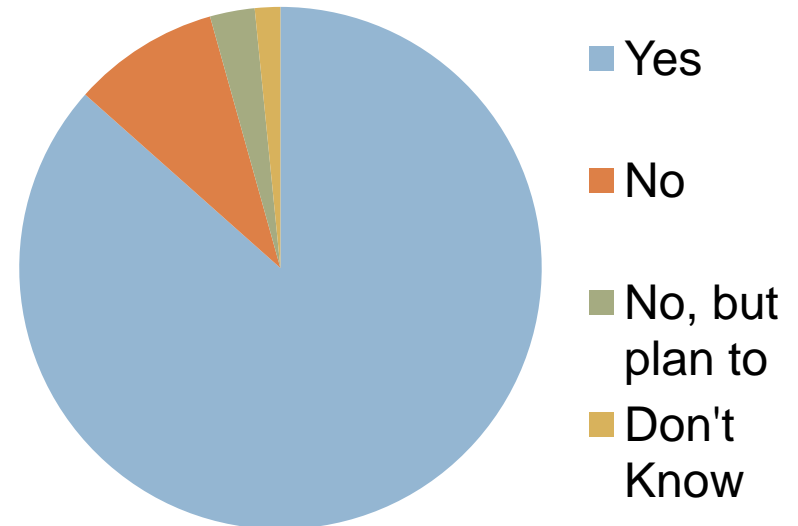


Church Web Strategy

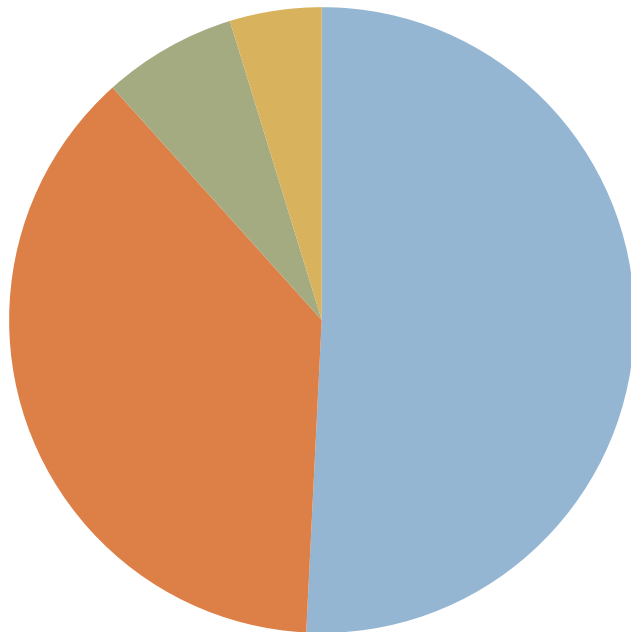
Church Blog



Church Email



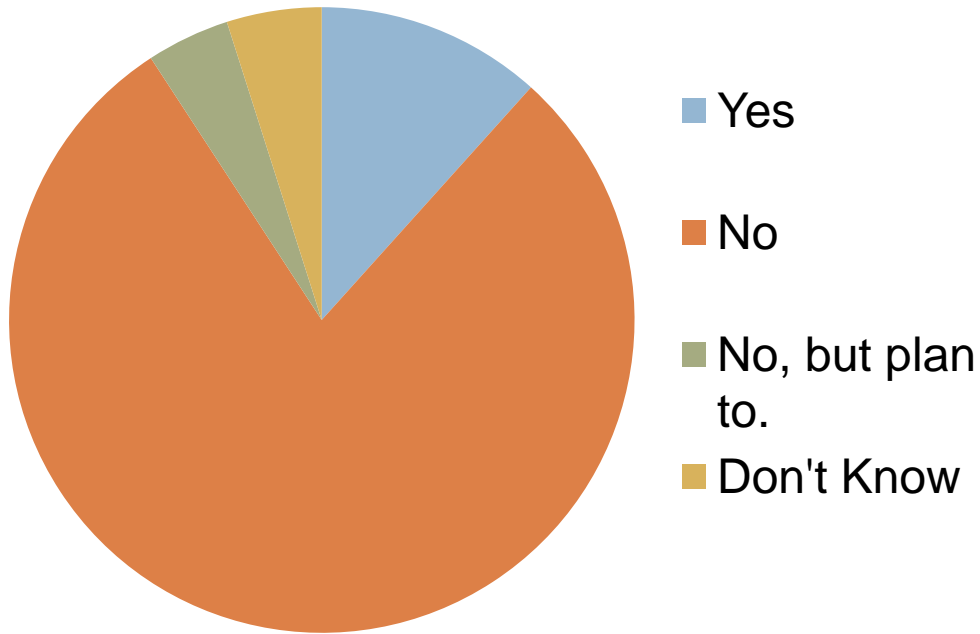
Churches on Facebook



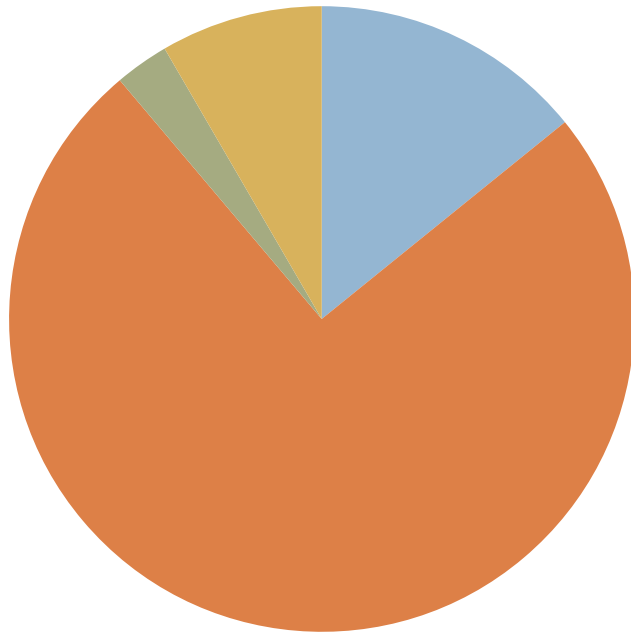
- Yes
- No
- No, but plan to.
- Don't Know



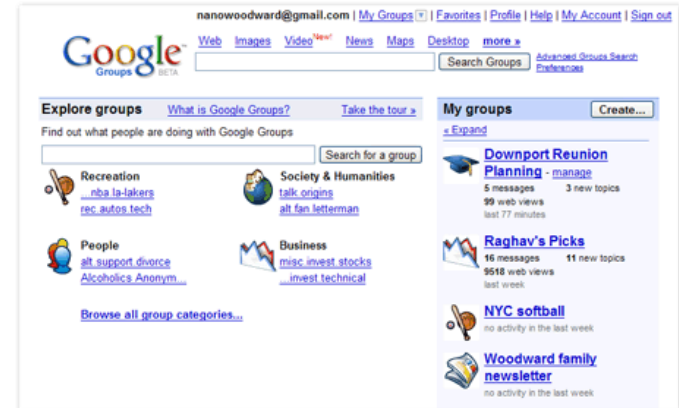
Churches on MySpace



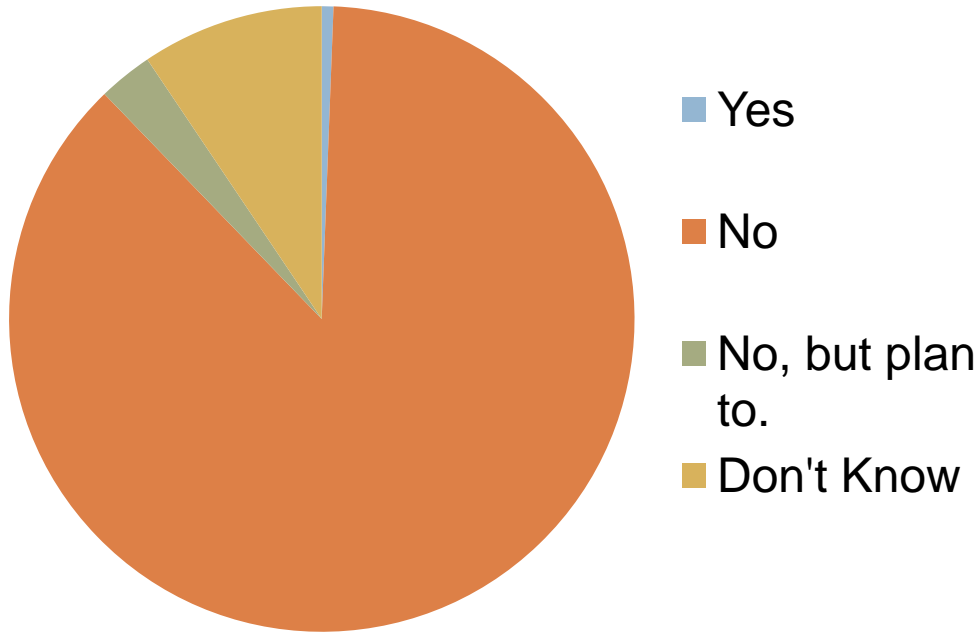
Churches on Google Groups



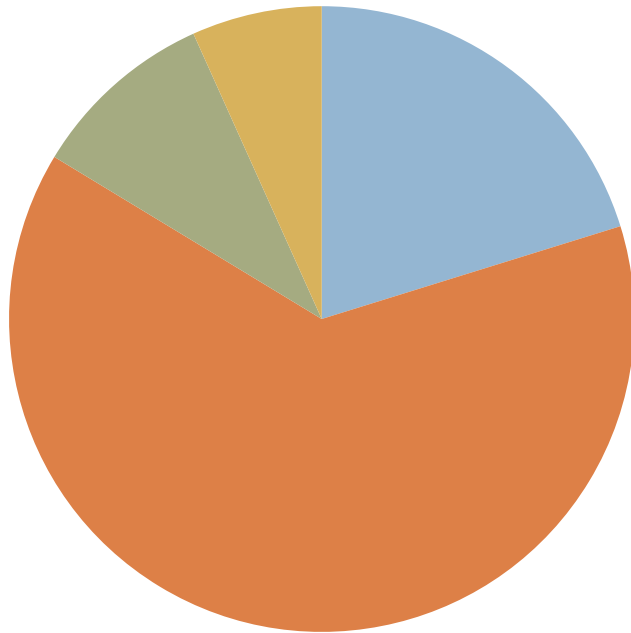
- Yes
- No
- No, but plan to.
- Don't Know



Churches on Second Life



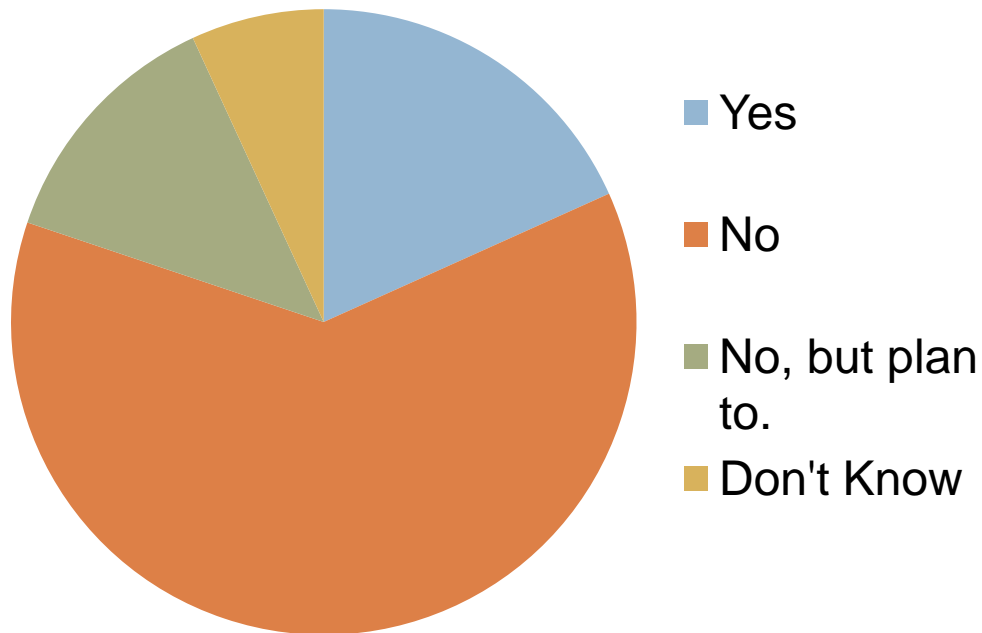
Churches on Twitter



- Yes
- No
- No, but plan to.
- Don't Know

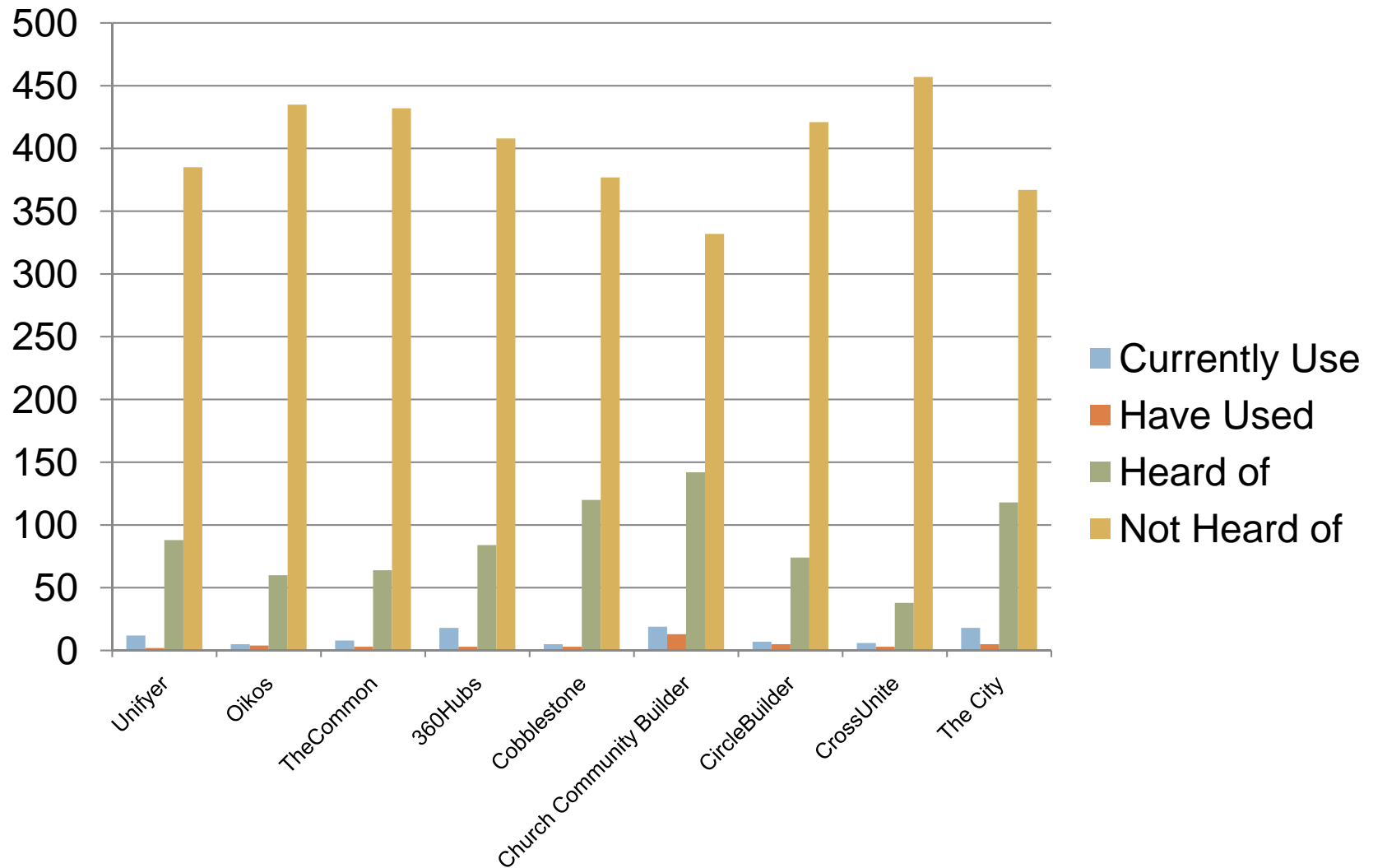


Churches with a members portal or private community site

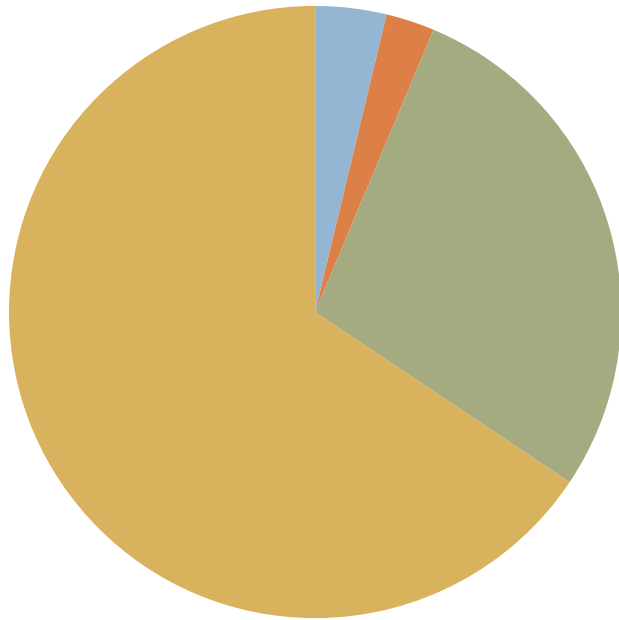


- Unifyer
- Oikos
- TheCommon
- 360Hubs
- Cobblestone
- Church Community Builder
- CircleBuilder
- CrossUnite
- The City

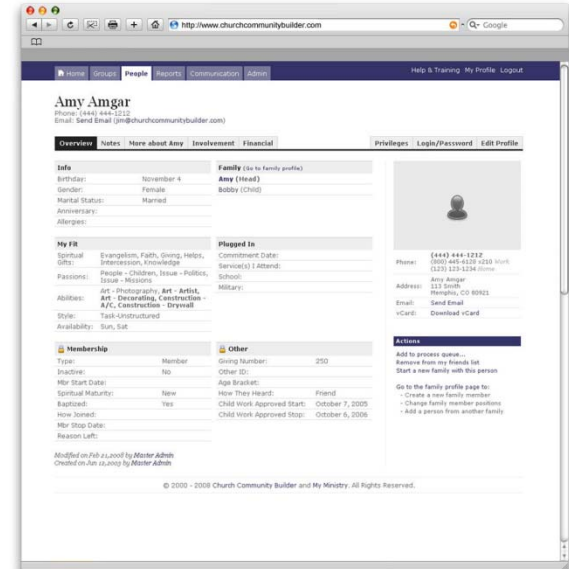
Awareness of Church members portals and private community site



Church Community Builder



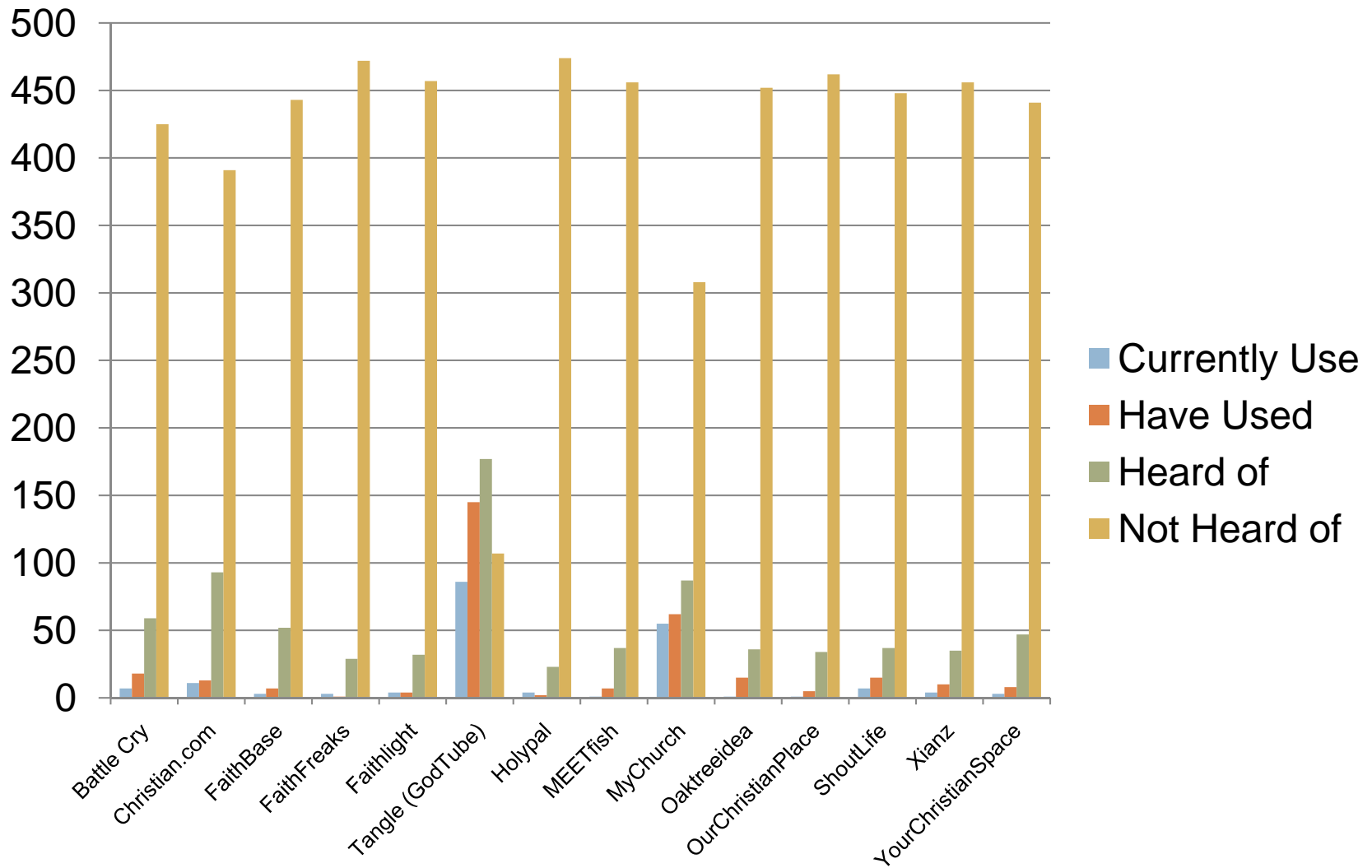
- Currently Use
- Have Used
- Heard of
- Not Heard of



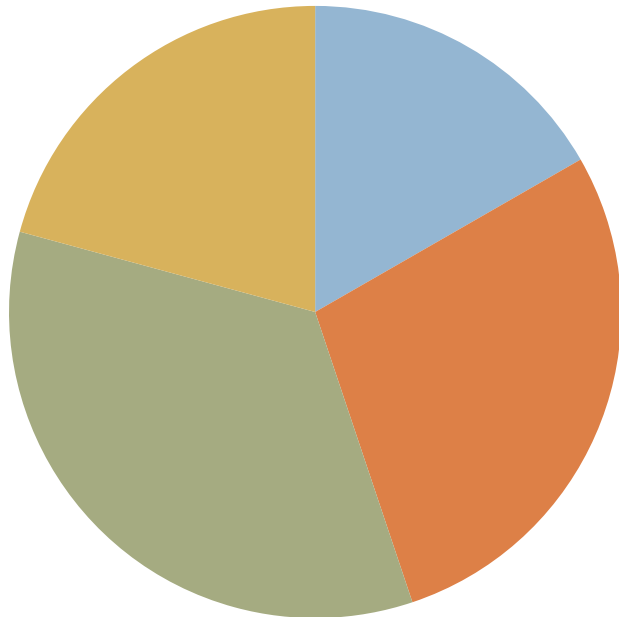
80%

Average response "I am not aware of this website/service."

Awareness of Christian social networking sites



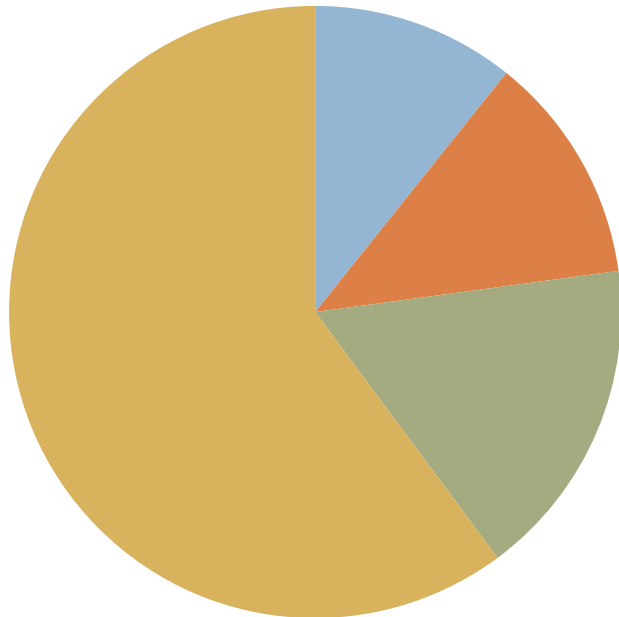
Tangle (GodTube)



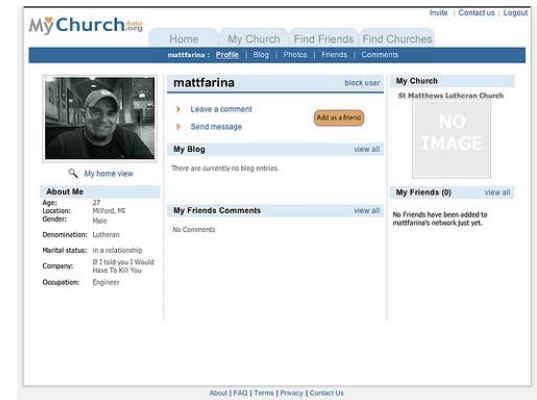
- Currently Use
- Have Used
- Heard of
- Not Heard of

A screenshot of the GodTube website interface. The top navigation bar includes links for Home, Videos, Music, People, Photos, Ministry, Groups, Bible, and Prayer, along with Sign Up and Log In options. The main content area features a large green banner with the text "GODTUBE IS CHANGING ITS NAME!" and a "Learn More" button. Below the banner, there are several video thumbnails, including one titled "PRAYER FOR OUR PRESIDENT" and another titled "5 Great Videos about Change".

MyChurch.org



- Currently Use
- Have Used
- Heard of
- Not Heard of



82%

Average response "I am not aware of this website/service."

90%

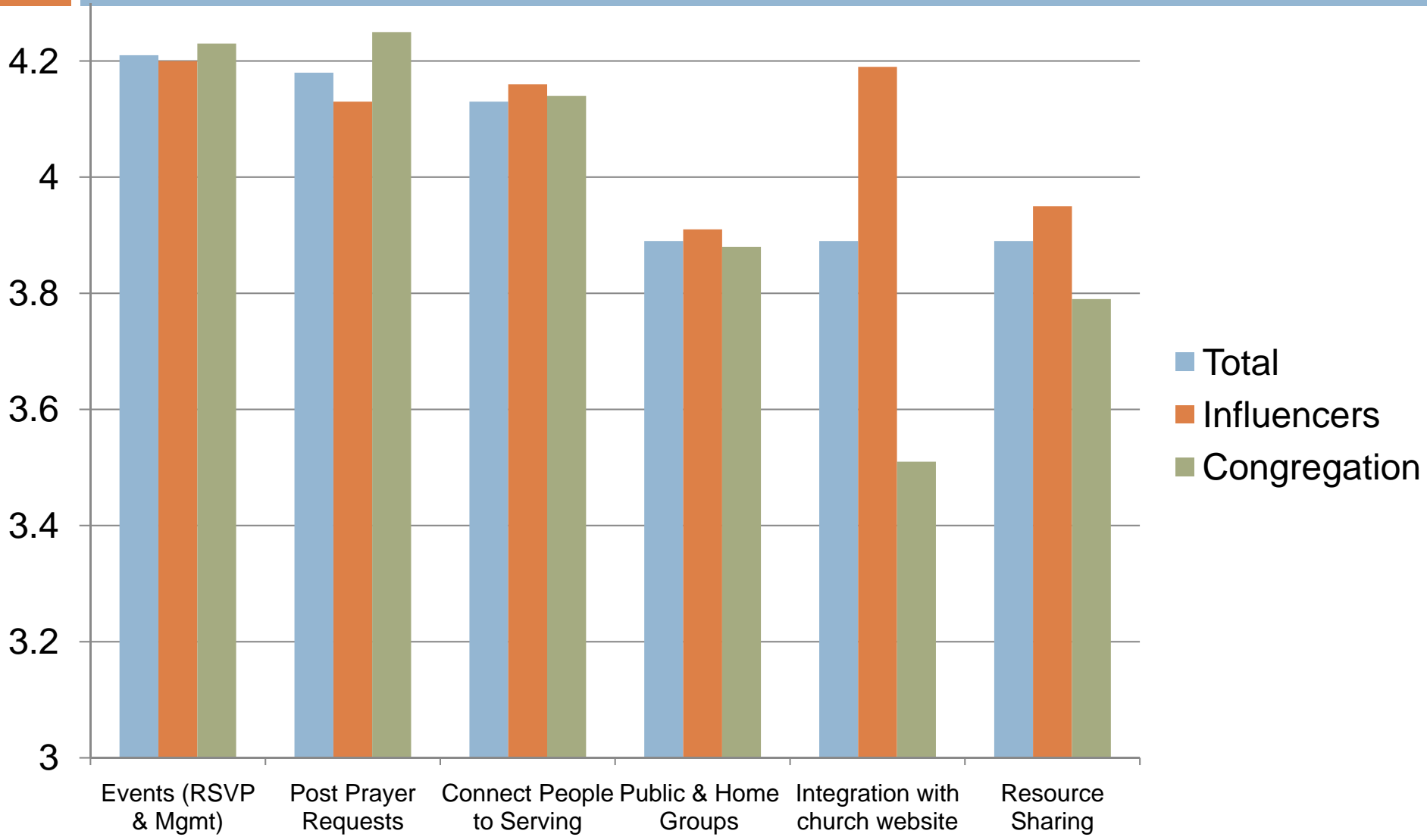
Without Tangle & MyChurch.org

**Christian social
networking and
community sites have
made little inroads into
the church.**

Social Media Desires

What feature/functionality are Christians seeking for social networking?

Top Rated Features/Functionality



Congregation Top 5 Features

1. Ability to post **prayer requests** or needs.
2. Ability to find, register, and/or get details for **events**.
3. Ability to find **servicing** opportunities at the church based on interest or gifts
4. Ability to access a phone/email **directory**.
5. Ability to join and interact with **home/bible study groups**.

Congregation Low Value Features

1. Ability to **blog**.
2. Ability to post **classifieds**
3. Ability to **post photos** and create photo galleries.
4. Ability to post **jobs**.
5. Ability to publish (content, events, activities) direct to **social media sites** (such as Facebook).

Influencers Top 5 Features

1. **Event** scheduling, registration and management.
2. Integration with existing **church website**.
3. Ability to connect people to **servicing opportunities** based on interest or gifts.
4. Ability to post **prayer requests** or needs.
5. **Member communication** and messaging.

51%

Very Important : Integration with existing church website.

Most mainstream social networking sites do not offer churches the seamless solutions they seek.

Social Networking Study

Analysis of current Christian Social Networking service providers, case studies, analytics, metrics, etc.

Next : State of Church & Social Networking

- Phase II
 - ▣ Congregational Intercept Surveys
 - ▣ Customer Surveys
 - Interviews & Case Studies
 - ▣ Product Reviews
 - Analytics
 - Metrics

Influencers: Want to Participate?

- 1. **Take the survey.** We would love to get your perspective on this space and how your church is approaching online community.
http://www.surveymonkey.com/s.aspx?sm=bQWu6K2vXJyKE1aGHWr8_2fg_3d_3d
- 2. **Distribute the survey within your church.** We are looking for feedback from as many people as possible within your church and, if you are willing, we would ask that you pass it along to staff, members, and attendees. We will follow up with you after the launch of the survey to discuss the best way to do this and any concerns that you may have. To express our gratitude, we are offering a free copy of our findings report to churches that participate in this way.
- 3. **Tell your friends about this project.** That fact that you are aware of this work means that you are fairly tech-savvy. To make our research valuable to the church, we need to include feedback, perceptions, and experiences from churches that aren't as comfortable with these trends. To that end, it would be especially valuable if you could reach out to other church leaders in your area or network to tell them about our work.

Questions? Contact research@unconventionalmethod.com.

Churches: Want to Participate?

Sign-up. We seek 100 churches to participate in understanding the state of the church online.

http://www.surveymonkey.com/s.aspx?sm=bQWu6K2vXJyKE1aGHWr8_2fg_3d_3d

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State of the Church Online

These series of studies are led by Kevin Ring of [Unconventional Method](#). Kevin brings years of experience leading research projects – designing and executing strategic customer/competitive research and analysis across multiple industries, including work with companies such as Google, Yahoo!, Citibank, Hewitt Associates, Gallup, Bank of America and other Fortune 500 companies, ministries and non-profits.

Thank you for participating!