



Communications: Social Media & Church Communications – Make It all Work

Presented by:
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Objective

This class will cover various subtopics relative to integrating social networking tools with your church information management system, including options, keys, and best practices.

What You Will Learn in This Session

In this class the following subtopics will be presented:

- Guidelines for the staff and using Social Media
- The history of social networking in the church
- The New Trinity
- Survey of trends in using social media in ministry
- The statistical facts of social media as they relate to churches
- Is Technology a Sin?
- The questions to ask and the marriage of the two
- The dilemma of the church
- The dilemma of the church information system provider
- Options for the church's use of social media, including integrated solutions
- Groups versus pages in Facebook
- 7 tips for a "Post-Website World"
- The place of social media in today's ministry
- Five Functionality Keys for church social networking
- The 10 commandments of social media
- Guidelines
- Cautions for using church social networking
- 10 Concluding points about merging Social Media and ChMS

Early Online ChSN Development

- Churches have been doing SN for years
- Current SN tools are an evolution of what the church has been doing for decades
- Early adopters
- Student ministry
- Singles ministry
- Small group (SS) websites / webpages
- Prayer ministries
- Campaigns

The New Trinity +2

1. Facebook
2. Twitter
3. YouTube/Vimeo
4. Instagram
5. Pinterest

Social Network / Community

- “A social network is centered around the individual...my friends, my media, my blog, my connections, my thoughts, my experiences, my pictures, etc...whereas a Community Network is centered around the Community, groupings of people, real relationships forge the bonds, not imaginary ties that have aspirations to reality.....”
Zack Hubert, pastor of technology, Mars Hill Church, Seattle, WA (The City). Former director of The City project, Zondervan/Harper Collins

Why is that important?

- Facebook was conceived as a way to connect people
- Facebook has evolved to also connect groups of people
- “The City” was developed to first connect groups and provide group management
- “The City” has evolved into a membership database management solution
- Other solutions have emerged (...)
- Facebook is still more peer-to-peer oriented

A closer look

- Lifeway Survey – 1/21/2011, 1003 Churches
 - 47% of churches actively use Facebook
 - 2nd most popular tool was ChSN through ChMS
 - 3% use MySpace
 - 1% use Cobblestone, Unifyer, The City, etc
 - 40% use no ChSN at all

- Reasons churches are using ChSN
 - To speed their own communication with their small groups (i.e., SS Classes)
 - Large groups (i.e., Students & Singles)
 - Membership
 - Visitors
- Community at-large
 - 27% with 1-49 AWA use Facebook
 - 43% with 50-99 AWA
 - 46% with 100-199 AWA
 - 56% with 200-499 AWA
 - 81% with 500 or more AWA
- Large/suburban churches use ChSN more than small ones do
 - 57% suburban churches use FB
 - 46% small city churches use FB
 - 39% rural churches use FB
- Those churches who use ChSN
 - 73% say they use for interacting with congregation
 - 70% for distributing news and information
 - 52% for fostering member-to-member interaction
 - 41% for managing the small group functions
 - 62% use ChSN tools to interact with individuals outside the congregation (the community)
 - 46% of the pastors are personally using social media to interact with congregations
 - 46% personally use Facebook
 - 16% Blog
 - 6% Twitter
 - 84% use email to groups in the church

Questions being raised:

- Should a Christian use Facebook? Survey of the group
- Should a church use Facebook?

Facebook facts:

- Can, and does, become an obsessive phenomenon
- 500 million FB accounts as of July 2010, up from 350 million on 1/1/10
- 3rd largest country in the world
- 700 billion minutes per month are spent on the FB servers by FB users
- 50% of all FB users log in daily
- 5.3 billion fans created each day for page content

- Average FB user:
 - has 130 registered “friends”
 - Spends over 700 minutes per month on FB
 - Creates 90 pieces of content each month
 - Is connected to 80 community pages, groups, and events
- Contains over 900 million objects that people interact with (pages, groups, events, community pages)
- More than 30 billion pieces of content shared each month (web links, news stories, posts, notes, photos, ...)
- 55 million updates made each day
- 35 million states updates made each day
- Over 70 language translations
- 70% users outside the United States
- Top 10-11 Countries on Facebook, Users and population / FB users ratio
 1. United States, 111,212,840 users / 2.78
 2. United Kingdom, 23,449,100 / 2.47
 3. Indonesia, 19,528,560 / 12.2
 4. Turkey, 18,679,460 / 4.16
 5. France, 15,928,000 / 4.33
 6. Italy, 14,931,580 / 4.02
 7. Canada, 13,424,180 / 2.61
 8. Philippines, 10,647,100 / 9.31
 9. Spain, 8,861,140 / 5.34
 10. Mexico, 8,236,020 / 13.5
 11. Japan, 1,202,000 / 105

Twitter

- Took 3 years, 2 months, 1 day to reach 1 billion tweets
- 1 billion tweets posted per week
- 177 million tweets sent on March 11, 2011
- 456 tweets per second when Michael Jackson died on 6/25/09
- 572,000 new accounts created on 3/12/11
- 460,000 average new accounts per day during 2/2011

YouTube

- 60 hours of video are uploaded every minute, or one hour of video is uploaded to YouTube every second.
- Over 4 billion videos are viewed a day
- Over 800 million unique users visit YouTube each month
- Over 3 billion hours of video are watched each month on YouTube
- More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years
- 70% of YouTube traffic comes from outside the US
- YouTube is localized in 39 countries and across 54 languages
- In 2011, YouTube had more than 1 trillion views or almost 140 views for every person on Earth

Instagram

Pinterest

Is technology a sin?

- Technology is one of the greatest tools for spreading the gospel
- However, it can be obsessive (FB/YT/TW)
- Too much is harmful
- Very little is preached about the harmful habits of personal overuse. What are the parameters?
- ^{1 Cor. 6: 12} “I have the right to do anything,” you say—but not everything is beneficial. “I have the right to do anything”—but I will not be mastered by anything.

So, what are the questions to ask?

- Are you tweeting/FB posting about your life rather than living your life?
- Is there a real problem of moderation?
- Is too much harmful?
- What are the parameters?
- Are you more concerned about your image than your impact?
- Are you living in a fantasy world?
- Does social networking distract from your relationship to God and your family?

The challenges

- From a ChMS perspective, how do we marry the tools of social networking and information management?
- How do we educate the end user?
- What tools do we use?

The marriage

- The evolution of ChMS (non-financial)
- Back Office solutions
- SaaS – Software as a service (online, browser based)
- Integrations
- Facilities Management solutions
- Financial Management solutions (check 21, etc)
- Portals – ability to view certain info online
- Mobile solutions*
- Modules/add-ons (check-in, background checks, etc)

The dilemma for the church

- How to integrate social/community networking into the ChMS environment?
- How to manage from a privacy perspective?
- How to facilitate customization to each church’s or group’s individualized needs (group management, etc)?
- User-friendliness?
- Investment in technology for the church? How far should we go?

The dilemma for the ChMS company

- Do our customers need this solution?
- Should we develop these features?
- Should we invest the resources necessary to build?
- Is this a fad or a foundation?
- Are there better alternatives?

Alternatives for you, the Church

- Keep your current ChMS solution
- Ask your provider what its roadmap is for integration with existing Social Networking solutions for churches
- Find a solution for your church's social networking needs
- Change your ChMS solution to one that incorporates Community networking tools

Why Reinvent the Wheel?

Sample Church Facebook Strategy

- Instead of forcing people to come to us (our site), Facebook allows us to go where they're already active online. Instead of trying to be a separate destination, we get to integrate with their lives.
- **The outreach potential is huge.** Example: we post a baptism photo and tag the person in the photo who is getting baptized. The photo shows up on that person's Facebook wall, as well as in their friends' feeds, giving them a simple way to share their new life in Christ with their Facebook friends.
- **In addition to conveying information about events, classes, etc., Facebook creates the opportunity for community and connection.** It serves as an online representation of the campus, where people can get to know each other, ask questions, and keep up with what's happening in people's lives and the life of the campus.
- It reduces bloat on our church website and allows us to be laser-focused with our content there.
- **We don't have to re-create the wheel.** Facebook is already accomplishing many of the goals we have for our campus communication. By leaning on their tools, it frees up time and development resources in the long run.
- It's free!

Groups Versus Pages in Facebook

- A page is for organizations and businesses and is public and generally open to anyone on Facebook.
- A group is a closed space for small groups of people to communicate about shared interests.
- A group is personal with "friends" where a Page is a business one can "like."
- Churches can use both in their Facebook strategy.

7 Tips for a “Post-Website World”

- Source: Christianity Today, Blog, www.managingyourchurch.com, 2013/13/03, David Bourgeois / Matt Branaugh
 1. It’s a post-website world – but you still need a website.
 2. Mobile matters.
 3. Don’t forget email
 4. Optimize your site for search
 5. Be selective with social media
 - a. Don’t try to do everything. Large churches may be able to support many streams, but most churches need to do their research and focus on the one or two streams to learn and master. Video is critically important, since YouTube is now a leading search engine in its own right. People want compelling video, and if your church offers it there, it gives people an opportunity to link to it and share it. Photo-sharing websites, including Flickr and Instagram should also be considered.
 6. Consider “A/B” testing
 7. Time is precious

The Place of Social Media in Today’s Ministry

- Source: Christian Computing Magazine, John Connell with Ken Steward, February 2013
- The purpose of social media is to help people connect and build relationships
- It is a platform of great significance in today’s society with unlimited potential with low resources
- Use the platforms that are built for engagement AND conversation
- The hazards to be aware of
 - No substitute for personal interaction between people (“gathering of the saints”)
 - Temptation to spend too much time on the platform for the user
 - Safety and privacy
- Tips
 - Make sure you know why your church should use social media
 - Establish guidelines for how and by whom
 - Post regularly and give users a reason to keep coming back
 - Remember, social media is just a tool

5 Functionality Keys for ChSN

1. Ability for user interactivity/participation
2. Ability to discover and nurture friendships
3. Ability to push functionality to communication extremes
4. Ability to use as a hook for ministry
5. Provides group management for group leader and admin

Cautions for ChSN

- Can reduce real personal contact to and among congregation
- Exposes users to other online temptations
- Consumes staff and group leaders
- Technology is only technology
- Be in the world but not of the world...
- Be mindful of your audience...public sites
- Invest carefully, things change quickly

The Church

It is the responsibility of the church leader to remove barriers to communication rather than increase them

The 10 Commandments

Source: Ben Stroup, www.thecontentmatrix.com

1. Encourage User-Generated Content – every person is a publisher
2. Make it shareable – “like”, “share”, (...)
3. Keep relationships the primary focus – remember, it’s a tool, not an end
4. Provide value – stay relevant mission
5. Create excellent content – content is king
6. Use Social Media strategically, not casually
7. Keep it short and simple – your audience doesn’t have much time to waste
8. Measure, and measure again – use analytics
9. Market your Social Media presence
10. Be patient – takes 4-6 months to see results

Guidelines

Source: Church Tech Today, Tami, October 10, 2012

- All communication sent digitally is not confidential
- All transcripts of online text chats, video chats, blogs or video blogs should be saved when possible
- Adults who minister to children and youth and who want to connect via a social networking website are strongly encouraged to set up a group account that all may join
- All clergy and adult engaged in ministry with youth should consider the content and nature of any post that will be read by or visible to youth. Your words are often considered the voice of the church
- Email is not appropriate for matters that are pastorally or legally sensitive, emotionally charged or require extensive conversation.
- Healthy boundaries and safety practices must mirror the physical world.

A Policy for Your Church

Source: April Mann, *Christian Computing Magazine*, February 2012

- Start simply but simply start
- Start with God's Word as the cornerstone of your plan
- Be an active listener
- Be human
- Bring value to others first
- Be cultivators of unity
- Write your objective/make it measurable
- Design your strategy
- Designate an editor
- How to publicize your presence
- How often will you post content?
- What types of content will you post to support your objectives?
- Wrap it all up in love

Conclusions

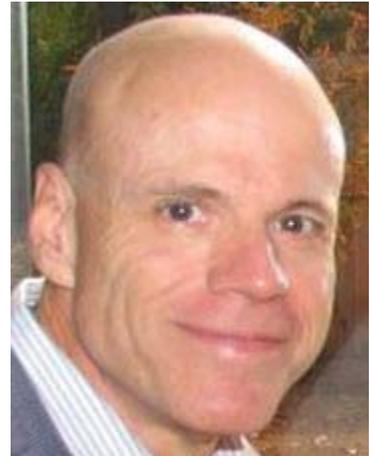
- Social Networking and Group Member Networking can be a great tool for the church
- Communication is one of the main reasons to adopt ChSN
- Using ChSN across generational lines can be challenging
- Know that members of your congregation do struggle with Social Networking temptations
- Social Networking has been around long enough to prove it is not a fad
- Ask your current ChMS provider what their roadmap is for ChSN development
- Your best ChSN management solution may be a 3rd party provider
- Understand the hidden commitments when diving into ChSN (admin requirements, monitoring use, managing groups, etc)
- Remember, you get what you pay for
- **Keep it simple!**

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