

# **SOCIAL MEDIA FOR CHURCHES**

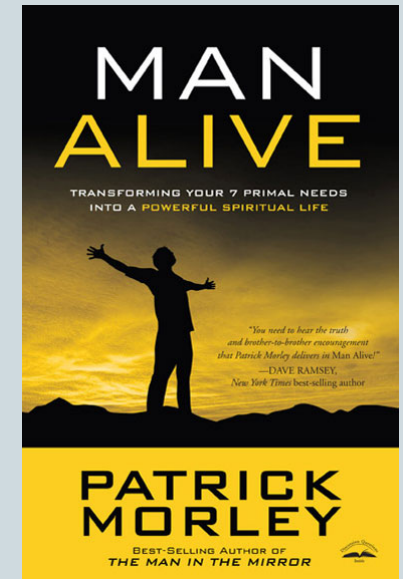
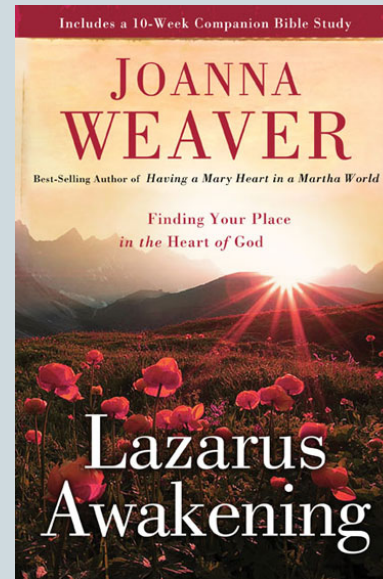
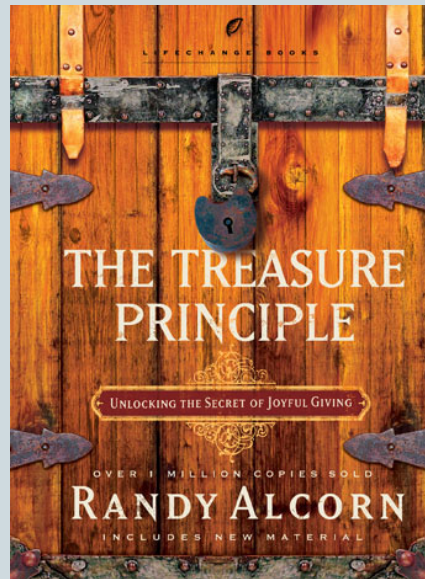
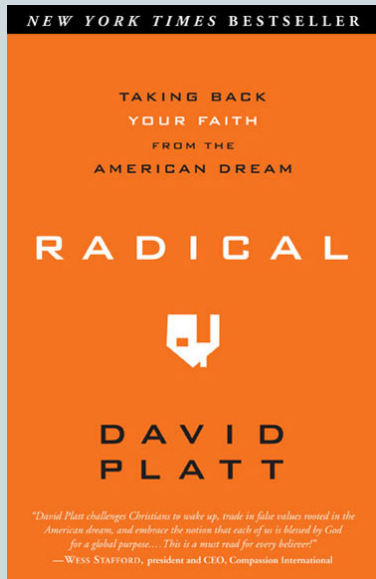


**USING FACEBOOK, TWITTER, BLOGS AND  
MORE TO ENGAGE & ATTRACT CHURCH  
MEMBERS**

**\*\*\***

**CHRIS SIGFRIDS  
SENIOR ONLINE MARKETING MANAGER  
WATERBROOK MULTNOMAH  
PUBLISHERS**

# WaterBrookMultnomah.com



# MINISTRY SERVICES



- For bulk book orders contact Steve Reed

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

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TEXT YOUR EMAIL ADDRESS +  
“GETSOCIAL” to 57682

or

[www.mpbooks.com/jx](http://www.mpbooks.com/jx)

# ON-DEMAND PRESENTATION



[www.mpbooks.com/jx](http://www.mpbooks.com/jx)

(Scroll down and click on “Social Media for Pastors”  
under the “Latest Videos” section – Available at 2pm ET Jan 28<sup>th</sup>)

# ABOUT CHRIS SIGFRIDS



- 1993 - You want my life...you can have it
- 1994 – Mason Impact
- 1995 – Ravenscrest Bible College
- 1996-2000 – Youth Ministry
- 2002-2012 – Online Marketing
  - Fort Collins Chamber of Commerce
  - JAX Outdoor Gear
  - Group Publishing
  - Penton Media
  - WaterBrook Multnomah Publishers

# MY DESIRE



- I want you to leave with...
  - One **EASY TAKEAWAY** that you can implement within **ONE DAY**
  - One **SOMEWHAT EASY IDEA** you can execute in **ONE WEEK**
  - One **FAIRLY COMPLEX IDEA** you can execute in **ONE MONTH**
  - One idea that **TOTALLY FREAKS YOU OUT** and might take up to **ONE YEAR** to implement.

# THE BASICS



- **Collect member & visitor contact info...**
  - Tear out cards on bulletins
  - Fields on all forms (new member, Sunday school, gym, Kids camp, VBS, etc.)
  - Sermon Mp3s (when downloading online, require email)
  - Church Email Newsletter (Pastors, Children's Ministry, Youth Group, Small Groups, etc.)
  - Tithe online
  - Event Registration



# THE BASICS



- **Data to collect**
  - Email address
  - Home #
  - Cell #
  - Mailing Address
  - Gender (Mr./Mrs./Miss)
  - Member or Visitor
  - Believer or Non-Believer

# THE BASICS



- Be intentional
- Don't go half way
- Recruit help (volunteer or paid staff member)
- Pay a professional
- Divide & Conquer

# ABOUT FACEBOOK



- 800 million active users
- More than 50% log in to Facebook every day
- Average user has 130 friends
- Average user is connected to 80 pages, groups or events
- More than 350 million users access Facebook through a mobile device

# FACEBOOK



- **FACEBOOK PAGE - TIPS**

- Fill out as much of your **info** section as possible. Including:

- ✦ Church Name
- ✦ Location(s) - Addresses
- ✦ Date founded
- ✦ Phone number
- ✦ Website
- ✦ Hours of operation (service days/times)
- ✦ About
- ✦ Mission
- ✦ Email
- ✦ Likes & Interests

# FACEBOOK



- **FACEBOOK PAGE – TIPS**
  - Make your sermons available LIVE and on-demand via **streaming video**
    - ✦ Livestream.com (has an app)
    - ✦ Ustream.com (has an app)
    - ✦ Other streaming services

# FACEBOOK



- **FACEBOOK PAGE – TIPS**
  - Engage church goers and visitors through regular **status updates**
    - ✦ Daily inspiration
    - ✦ Scripture verse
    - ✦ Quotes
    - ✦ Event reminders
    - ✦ Pictures or Videos from recent events (Fall festival, Christmas pageant, concert, sermon, children's classes, youth group, etc.)

# FACEBOOK



- **FACEBOOK PAGE – TIPS**
  - Update your church goers using the **events app**
    - ✦ Sermon schedule
    - ✦ Concerts
    - ✦ Youth group related events
    - ✦ Special programs
    - ✦ Outreach events
    - ✦ Regular meetings
    - ✦ Small group classes
    - ✦ Adult Bible study classes

# FACEBOOK



- **FACEBOOK PAGE – TIPS**

- Make your sermons available as **audio files** to be downloaded
  - ✦ Use FBML or iFrame Tabs (these are FB apps) to post up audio files
  - ✦ Link to your files in iTunes



# FACEBOOK



- **FACEBOOK PAGE – TIPS**
  - Use a **Fan Gate** to gather more fans
    - ✦ Wildfire's iFrame for Pages
    - ✦ iFrame Apps
    - ✦ Static HTML: iFrame Tabs
  - Example: *Radical* by David Platt
    - ✦ <http://on.fb.me/xNedFe>

# TWITTER



- [www.Twitter.com](http://www.Twitter.com)
- Have your own Twitter account & an account for your church
- **YOUR ACCOUNT:**
  - Talk about what you're studying, learning, reading or praying about
  - Discuss news (but avoid politics) and connect it to Biblical truth
- **CHURCH ACCOUNT:**
  - Focus on church-wide updates, events, sermon topics, guest speakers, Sunday school activities, etc.
  - Direct people to listen to sermons, download materials, etc.

# BLOGGING



- **Blog Platform Options**
  - Wordpress
  - Tumblr
  - Blogger
  - Custom

# BLOGGING



- **General Guidelines**
  - Consistency is key
  - Create your own blog, a blog for your church or both
- **Personal Blog**
  - Follow the same guidelines for content as Facebook and Twitter
  - Long form for the web
- **Church Blog**
  - Repost or link to staff blog articles
  - Post about events, news, pics, video

# LINKEDIN



- [www.Linkedin.com](http://www.Linkedin.com)
- Excellent resource for finding staff
- Create a profile for **you** and **your church**
- When you Tweet, post to LinkedIn as well
- Mainly used for businesses, job seekers and working professionals
- Great for Men's Ministry

# PINTEREST



- [www.pinterest.com](http://www.pinterest.com)
- Mainly women using this website
- Growing fast
- Online bulletin board
- Recommend women's ministries and women's ministry leaders use to promote events and Bible Studies

# GOOGLE+



- [www.Google+.com](http://www.Google+.com)
- Will be important in the coming months/years
- Set up personal profile + profile for church

# EVERYTHING ELSE



- [www.KickStarter.com](http://www.KickStarter.com)
  - Great for Mission Trips or Fundraising
- [www.Message-Media.com](http://www.Message-Media.com)
  - Use text messaging to collect emails + cell phone #'s
  - Example: Text GETSOCIAL and your email address to 57682
- [www.Klout.com](http://www.Klout.com)
  - Use to research your “Klout”
- [www.Crowdbooster.com](http://www.Crowdbooster.com)
  - Keep track of your most popular Facebook & Twitter posts



# EVERYTHING ELSE



- [www.Foursquare.com](http://www.Foursquare.com)
  - Help others find your church and check in
- **Google for Businesses**
  - [Places.Google.com/Business](http://Places.Google.com/Business)
  - List your church on Google

# TOOLS



- Hootsuite (Facebook + Twitter + LinkedIn)
- Tweet Deck (Facebook + Twitter)
- Message Media (Text Messages)
- Mail Chimp (Emails)
- Constant Contact (Emails)
- Scribd (Online Documents)
- Bit.ly (Link Shortening)
- Google Analytics (Web Reporting)
- Klout (Social Media Measurement)
- Kickstarter (Fund Raising)
- Jot Form (Online Forms)
- Google Docs (Online Forms)

Q&A



## QUESTIONS?

(If you're watching online, you can  
enter your question into the chat room)

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# BLOGGING FOR BOOKS



- Sign up to receive free books in exchange for a review
- No blog required for pastors (but if you have one, that's great!)
- eBooks *and* print books available
- Sign up at [www.BloggingForBooks.org](http://www.BloggingForBooks.org)

# HOMEWORK / CHECK LIST



- Create Facebook page for our church
- Create Twitter account for our church
- Create personal Twitter account
- Create a personal blog
- Create a blog for our church
- Create a “Fan Gate” using HTML iFrame Tabs
- Set up a Pinterest account
- Create a personal LinkedIn profile
- Create a LinkedIn profile for our church

# HOMEWORK / CHECK LIST



- Review all paper forms to include an email address
- Check to see which email service provider we use
- Create an email newsletter for our church
- Set up a form to sign up to receive our email newsletter on our website or home page
- Use Message Media to invite our church to sign up for our email newsletter (also log cell phone #'s)
- What data do we have on our church members?
- Do we have data on our visitors?
- What's the process for updating our database?



# HOMEWORK / CHECK LIST



- How often do we email our church members?
- Assign key staff members with creating and sending a monthly newsletter
- Assign key staff members with creating and scheduling Facebook and Twitter posts to our church accounts
- Set up a Hootsuite or Tweetdeck account
- Post to my blog once a day/week/month
- Research ways to live stream church services (Livestream.com or Ustream.com)

# HOMEWORK / CHECK LIST



- Set up an iTunes podcast for streaming sermons
- Research Kickstarter.com for use with mission trips
- Set up a Klout.com account
- Hire an online staffer at the church
- List our church with Foursquare
- List our church with Google for Businesses
- Test to see if I can check into our church with Facebook (should be tied to “place” page)