

# **Social Media & Youth Ministry**

**Building Each Other Up**

**1 Thessalonians 5:11**

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**[www.slideshare.net/owlrisk](http://www.slideshare.net/owlrisk)**

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# Purpose of Social Media

## Engage

Students, volunteers, colleagues, parents

## Connect

With other ministries, etc.,

## Share

Events, trips, programs, etc.,

*To encourage one another and build them up.*

*~1 Thessalonians 5:11*

# Social Media–N–Ministry

- Helping Youth Ministries advance the Kingdom online and take the gospel to the world or around the corner.



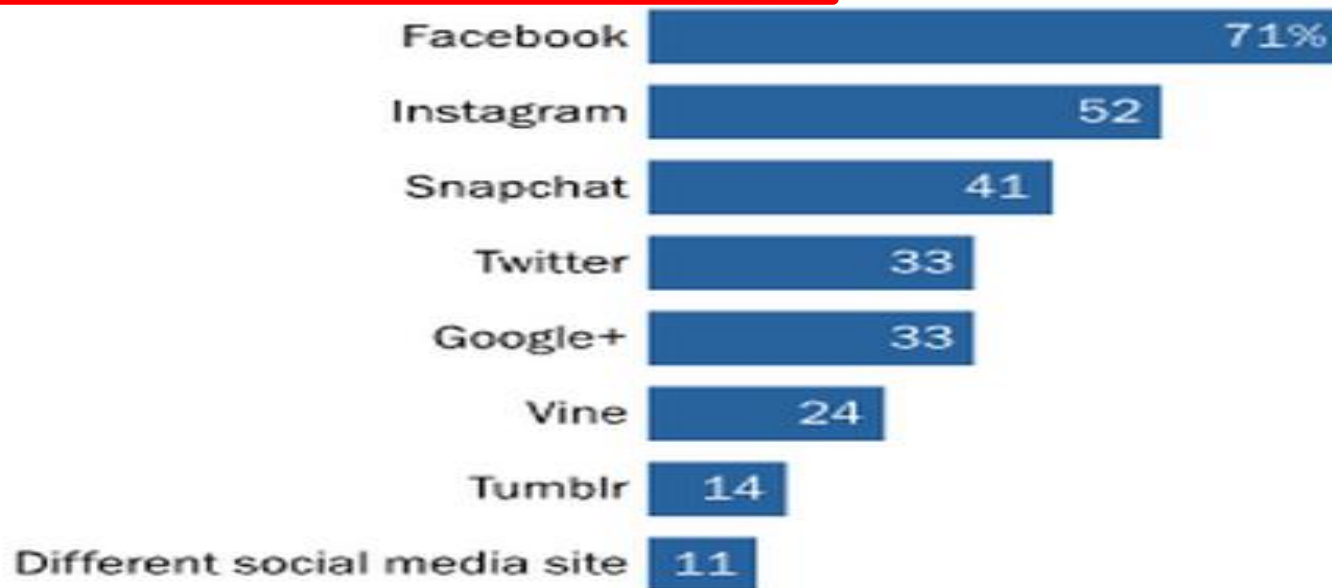
# Use Social Media ...

- To help teens and young adults stay in God's Word.
- To post a verse of the day.
- To teach parents about Christian parenting.
- To promote your church.
- To add a digital element to Bible study or worship service.

# According to Pew Research

## Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

*% of all teens 13 to 17 who use ...*



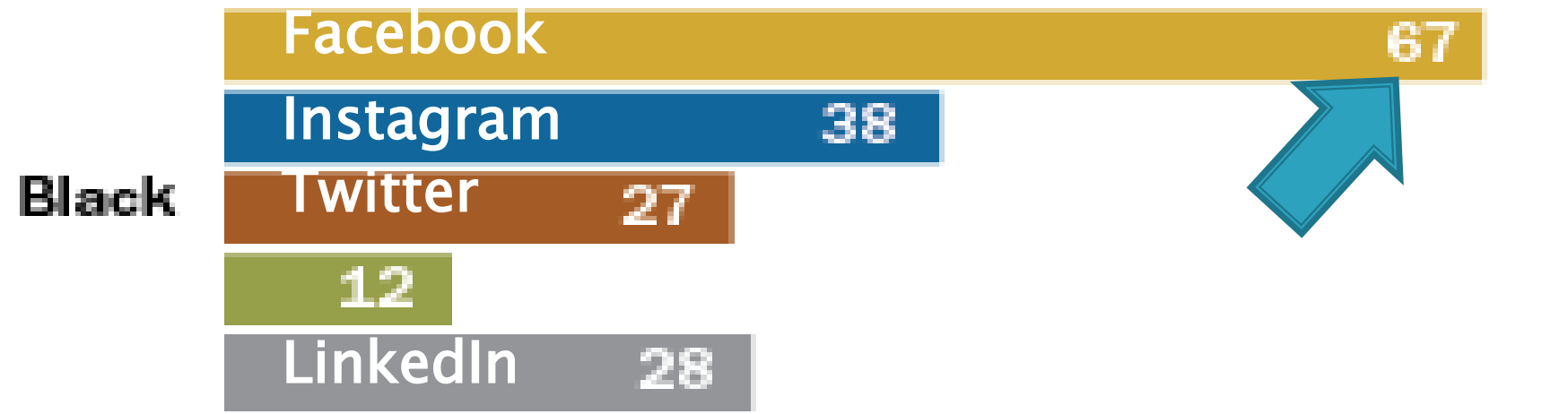
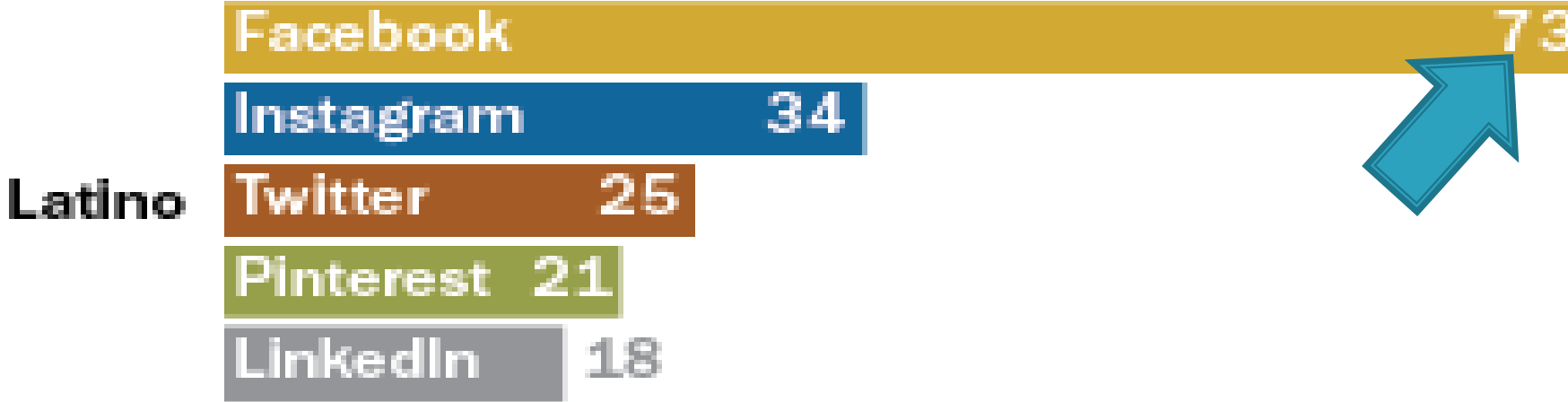
Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).



*% of all teens who have or have access to the following types of cell phones*

	<b>Smartphone</b>	<b>Basic phone only</b>	<b>No cell phone</b>
<b>All teens</b>	73%	15%	12%
<b>Sex</b>			
a Boys	71	16	13
b Girls	74	14	12
<b>Race / ethnicity</b>			
c White, non-Hispanic	71	17 <sup>d</sup>	12
d Black, non-Hispanic	85 <sup>ce</sup>	7	8
e Hispanic	71	15	14
<b>Age</b>			
f 13-14	68	14	18 <sup>f</sup>
g 15-17	76 <sup>f</sup>	16	8
<b>Sex by age</b>			
h Boys 13-14	64	16	19 <sup>ik</sup>
i Boys 15-17	75 <sup>h</sup>	16	8
j Girls 13-14	72	11	17 <sup>ik</sup>
k Girls 15-17	76 <sup>h</sup>	16	8
<b>Household income</b>			
l <\$30K	61	22 <sup>no</sup>	17 <sup>o</sup>
m \$30K-\$49,999	67	16	18 <sup>o</sup>
n \$50K-\$74,999	76 <sup>l</sup>	12	12
o \$75K+	78 <sup>lm</sup>	13	9

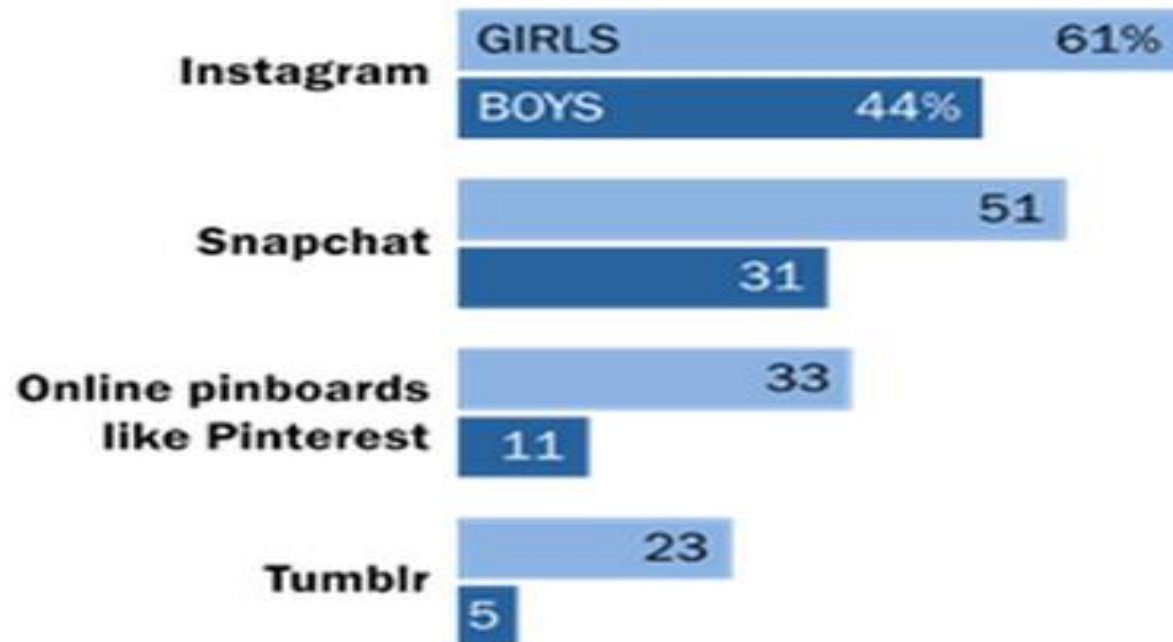
# By Race – Latino & Black



# Girls vs Boys

## Girls Dominate Visually-Oriented Social Media Platforms

*Percent of girls and boys who use ...*





# Guess What?

- The “church” is not dying, it is in **TRANSITION!!!**
- The Baby Boomers are no longer the majority, it’s the Millennials.
- Millennials were born between (1977 to 1992)

# It's Time To Transition

## Technology Is Not A Fad



## It Is Here To Stay

# Reaching Our Youth

Facebook, Twitter and Instagram are among the best ways to reach young people.



# What's Out There?

- Facebook
- Twitter
- Instagram
- YouTube
- LiveStream
- Snapchat
- Vine
- Pinterest



## My Advice

Start with ONE and do it really well.

DO NOT  
**Overwhelm**  
yourself!



# Top Churches That Uses Social Media



## The Potter's House

 [www.thepottershouse.org](http://www.thepottershouse.org)

## Cross Point Church

 [www.crosspoint.tv](http://www.crosspoint.tv)

## Life Church

 [www.Lifechurch.tv](http://www.Lifechurch.tv)

## Community Bible Church

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

# 7 Important Tools

- Facebook

- Twitter

- Instagram

- QR Codes

- Livestreaming

  - ☞ Periscope, Meerkat, YouTube

- Media Streaming

  - ☞ Chromecast, Roku, Apple TV, Amazon Fire

- Flat screen TVs (digital bulletin boards, teaching tool, video, etc.,)

  - ☞ Greeting guests, announcements, events



# Facebook Essentials

## ■ Create a Church Facebook Page

👉 FB will reach out to families with young children

1. Bible verse or quote from the sermon on Sunday
2. Volunteer Recognition
3. Sermon notes



My sermon this morning: What's In It For You! Points: 1) The Rich Young Ruler, 2) You Have To Lose To Gain, 3) The Sobering Reality, 4) The Reward. **Matthew 19:16-30**

# Twitter

Twitter enables fast communication of practically anything including your updates, new tools, and answers to questions you may have.

✈️ 140 characters or less

✈️ Link subjects using #hashtags

✈️ Can link to Facebook and Instagram

Manage your Twitter accounts using Hootsuite, Twitterville, etc.,



# #Hashtags

- A word or phrase preceded by a hashmark (#) used within a message to identify a keyword in a category.
- Extremely helpful when promoting church activities or events.
- **Helpful when searching subject matter.**

# #HASHTAG

THE  
POWER  
OF THE  
#hashtag



#thepower

#thebasics

#bestpractices

#extracredit

# Instagram

- Instagram is a photo sharing space
- Hashtags allow others to see related photos
- Can be used to incorporate all ages in youth ministry
- Can be used for various youth/young adult activities
- Can be automatically connected to Facebook and Twitter accounts





# Quick-Response (QR) Codes

- Perfect for linking youth group members and friends to:
  - ✉ Church websites
  - ✉ Presentation links
  - ✉ Address information
  - ✉ Event registrations
  - ✉ Announcements
  - ✉ Links pertinent to specific projects





# Live Streaming?

- **Live streaming**, which refers to content delivered live over the Internet, requires a form of source media (e.g. a video camera, an audio interface, screen capture software), an encoder to digitize the content, a media publisher, and a content delivery network to distribute and deliver the content.

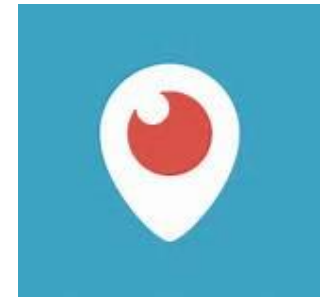
# Media Streaming Apps

- Periscope: age 16 and up
- Meerkat: age 24 – 64
- YouNow: age 13 and up



# Periscope

- Periscope is a free live-streaming mobile app that allows users to view and to broadcast “Scopes” from around world in real-time.
- Periscope joined Twitter in 2015
- Video is gone within 24 hours.
  - ✎ Scopes can be automatically saved to your phone or you can use [Katch.me](#)
- Users are 16+
- 10 million users (9/14/2015)



# YouNow

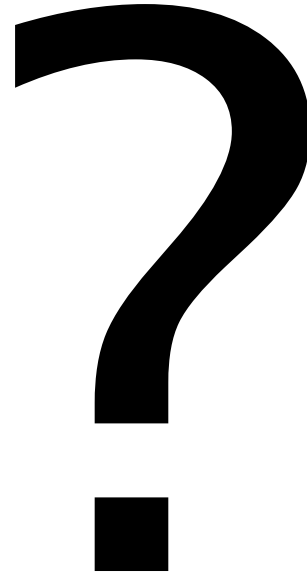
- YouNow a mobile app and web live-streaming app that's a hit with **teens**.
- YouNow have different channels
  - 👉 #Musicians
  - 👉 #Sleepingsquads



# Research Sites

- [www.socialmedia.church](http://www.socialmedia.church)
- Pew Research Center
- [www.youthministrymedia.ca](http://www.youthministrymedia.ca)
- [www.katch.me](http://www.katch.me)
- [www.slideshare.com](http://www.slideshare.com)
- <http://www.sharefaith.com/category/church-app.html>

# Questions





# Thank you

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