

# digital media

## For Ministries



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# INTRODUCTION...WHO WE ARE

- **Practical consulting, social media and communications training**
  - **Lifting the barriers to communication**
  - **Reaching the next generation**

# **The Way We Communicate has Changed...**The Message** has not.**

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**More on-line**

**More ways to reach out**

**More touch points for Sunday visitors**

**It's time to reach out to the next generation across all mediums.**

# 60% of U.S. Churches



Lifeway Research, September 2010

**Use at least one social media platform**

**\*300,000  
Protestant  
Churches in U.S.**

**\*Hartford Institute estimate**

# 47% Protestant Churches have Facebook Pages



Lifeway Research, September 2010

# 78% of Protestant Churches have a website



Lifeway Research, September 2010

**42% have a church  
web site that gets  
updated once a month  
or less.**

**Lifeway Research, September 2010**



# 48% of Pastors

Lifeway Research, September, 2010

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®). The logo is centered on a solid blue rectangular background.

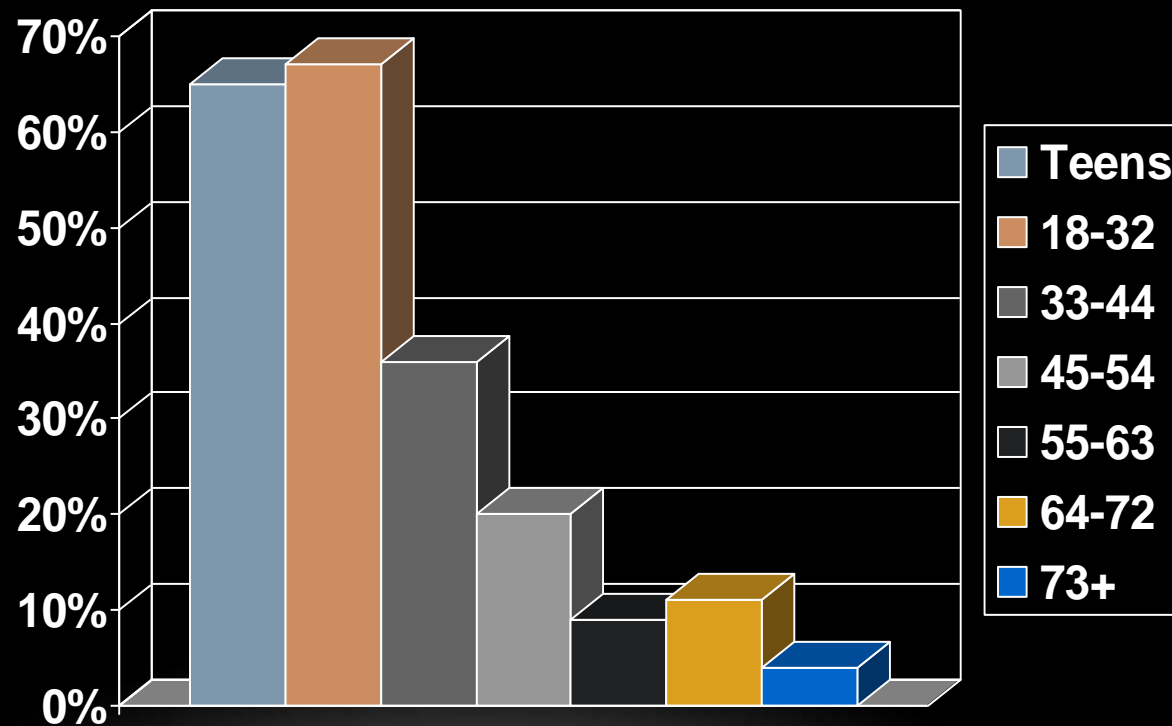
facebook®

# 6% of Pastors



Lifeway Research, September 2010

# USE OF SOCIAL NETWORKS BY ONLINE FOLKS



Pew Internet Project  
Survey 2008

# Is Your Church Digital Door Open?



# Ponder this...



- 1. If members are visiting websites or posting to community pages on Facebook but your church does not have a web site or Facebook page, **what does that say about your ministry?****
- 2. If people can go to websites of churches in your area and see current events planned for the weekend but not at your church website, **what does that say about your ministry?****
- 3. If members view videos posted, share inspirational emails and blogs but not from your church, **what does that say about your ministry?****

# What's stopping your ministry from opening the digital door wider?

**Budget issues?**

**Privacy concerns?**

**Limited know-how?**

**Volunteers?**

**Little interest?**



# What Can Opening the Digital Door Do?

- 1. Raise visibility and awareness**
- 2. Build access to what's going on**
- 3. Inspire and connect**
- 4. Heighten awareness of events**
- 5. Connect to new comers**
- 6. Generate conversations where people are**

**It's about lifting the barriers to communications.**





# Conversations...

**understanding needs**



# Popular tools for Ministries

## NETWORKING SITES

Facebook

facebook

MySpace



Linked In



## BLOGS

Wordpress Blogs



Blogger



## MICROBLOGS

Twitter



## VIDEO SHARING

YouTube



*vimeo*

## PHOTO SHARING

Flickr



Photobucket

photobucket

## REVIEWS

Yelp.com



# Where Do We Go with Social Media...

- **Set up a presence with at least one site**
- **Monitor your web presence for lean-in**
- **Set privacy settings as appropriate**
- **Maintain an up-to-date presence**



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for ministries

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**Q. If I am a pastor, should I friend members on Facebook?**

**A. It depends.**

**Q. Can we remove any posts or comments on our ministry page or blog?**

**A. Yes, delete as needed.**

**Q. What if people posts photos to our page that are inappropriate?**

**A. Delete any inappropriate photos.**

**Q. What can our church do with a ministry page on Facebook?**

**A. Engage, inspire, invite**



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