

TOP 25

SOCIAL MEDIA AND MINISTRY

CHURCH PLANTERS ACADEMY 2013

BRUCE REYES-CHOW | @BREYESCHOW
WWW.SLIDESHARE.NET/BREYESCHOW

















- * technology will pass you by and that's okay
- * social media is just another medium of communication
- * social media is contextual and equalizing
- * posture of ministry is more important than technical mastery
- * social media will not do as much as hope it will
- * you probably won't break the internet

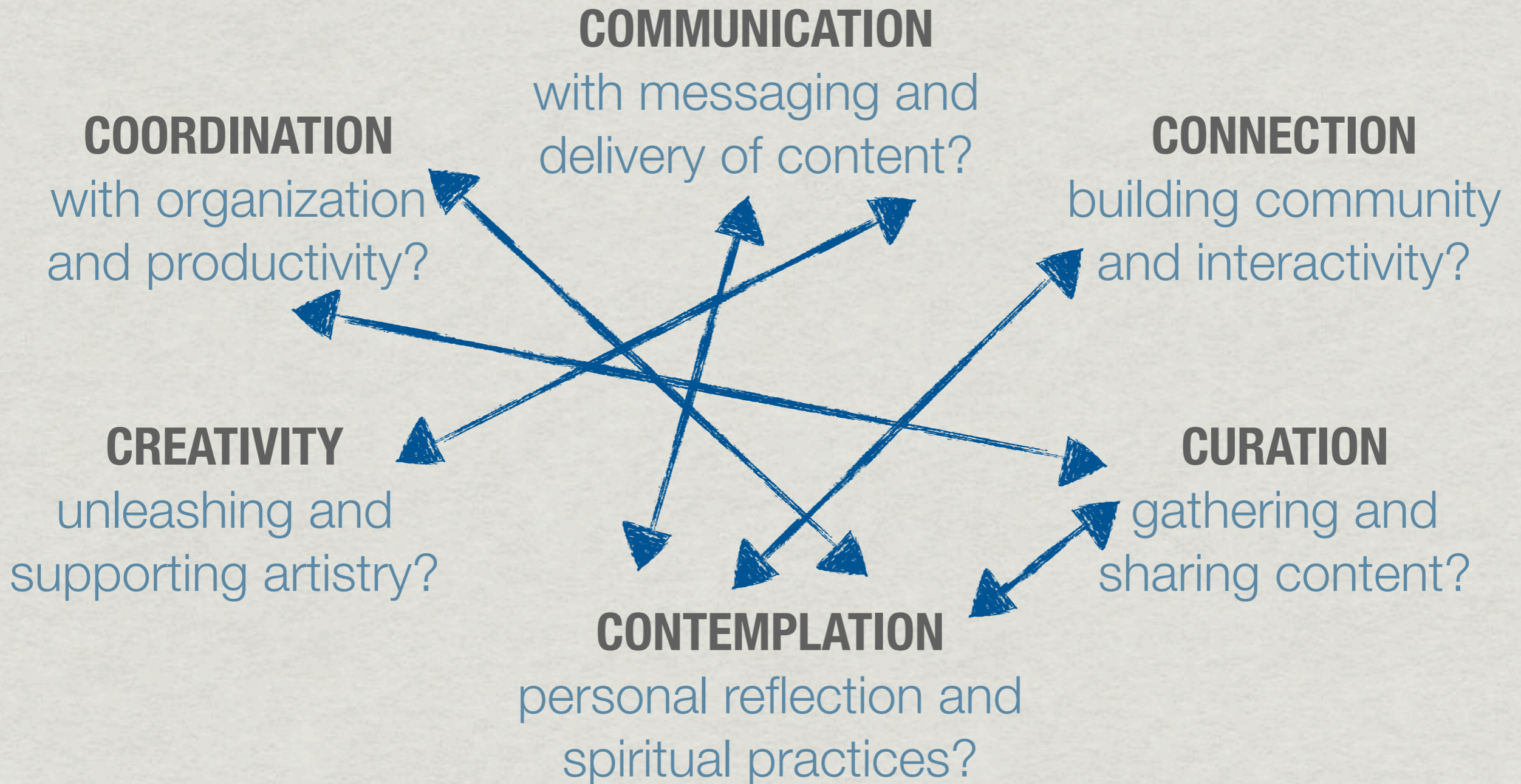
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Social Media Platforms

-  Google: +, huddle, hangout, drive, voice, mail, docs, calendars
-  Blogging: typepad, wordpress, blogger, tumblr,
-  Networks: twitter, FB, linkedin, Google+, nextdoor, MySpace
-  Media: last.fm, goodreads, pandora, spotify, iheartradio
-  Photo: instagram, flickr, smugmug, picasa, snapchat
-  Video: vimeo, youtube, huddle, vine
-  Convos: skype, hangout, group.me, oovoo, gotomeeting, kik
-  Productivity: dropbox, slideshare, doodle, wufoo
-  Reviews: yelp, amazon, foursquare, google, miso, getglue,
-  eNewsletters: madmimi, mailchimp, constant contact
-  Location: foursquare, yelp, places, banjo
-  Curating: pinterest, scoop.it, buffer, storify

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Areas of evaluation



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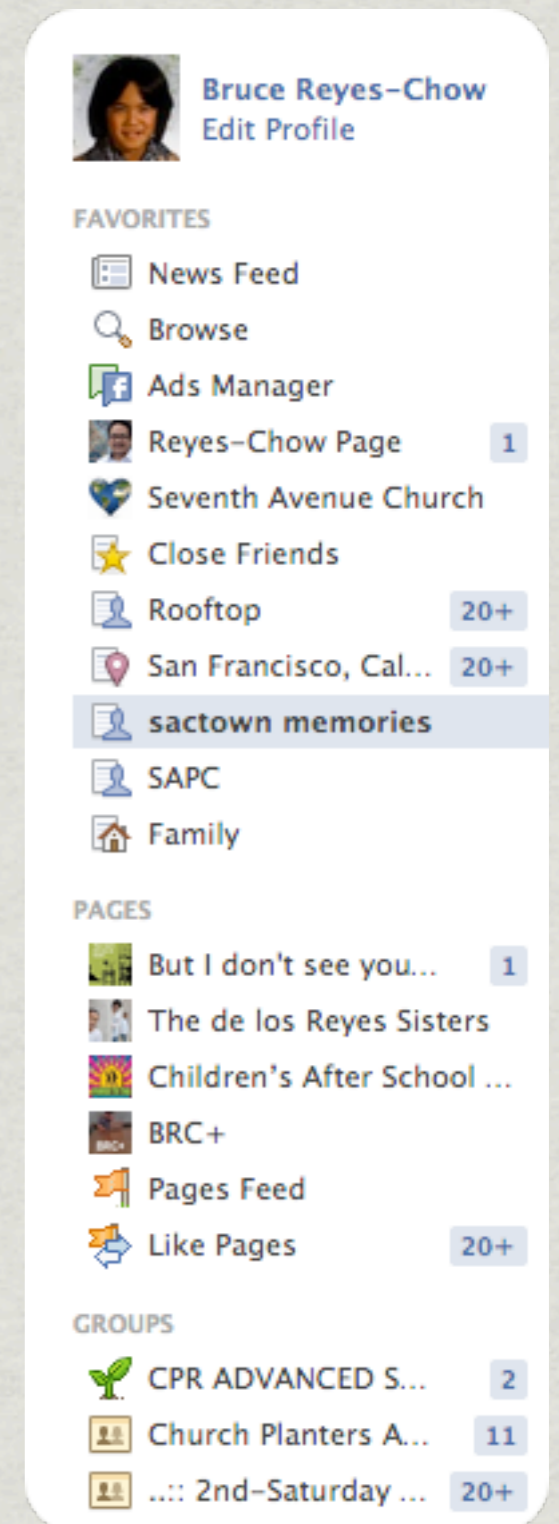


Facebook Profiles

* www.facebook.com

USES

- * UPDATES to share content and express personality
- * LISTS to “like” happenings of ministry participants.
- * GROUPS to have community based discussions.



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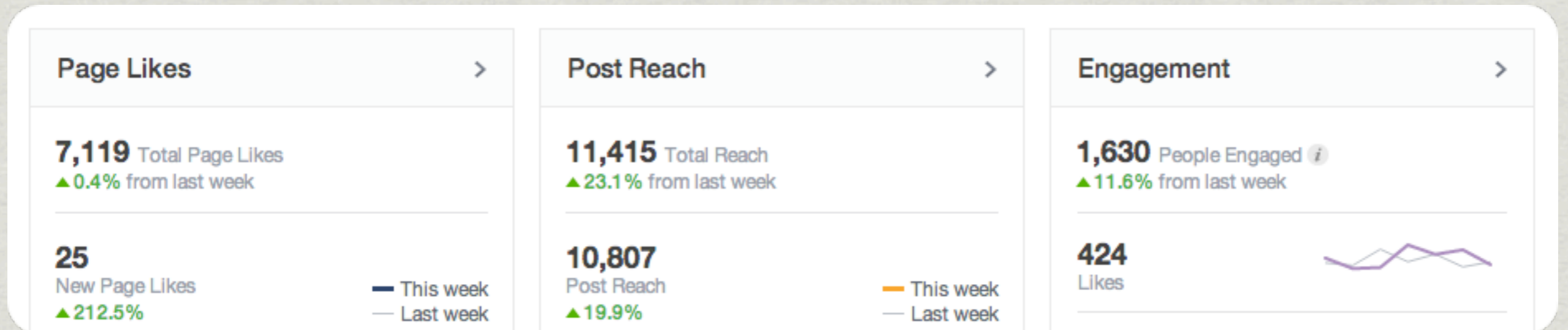


Facebook Pages

* www.facebook.com/breyeschowpage

USES

- * UPDATES to share content (Public Radio Model)
- * ADMINS to share posting responsibility and diversity
- * EVENTS to generate interest and awareness



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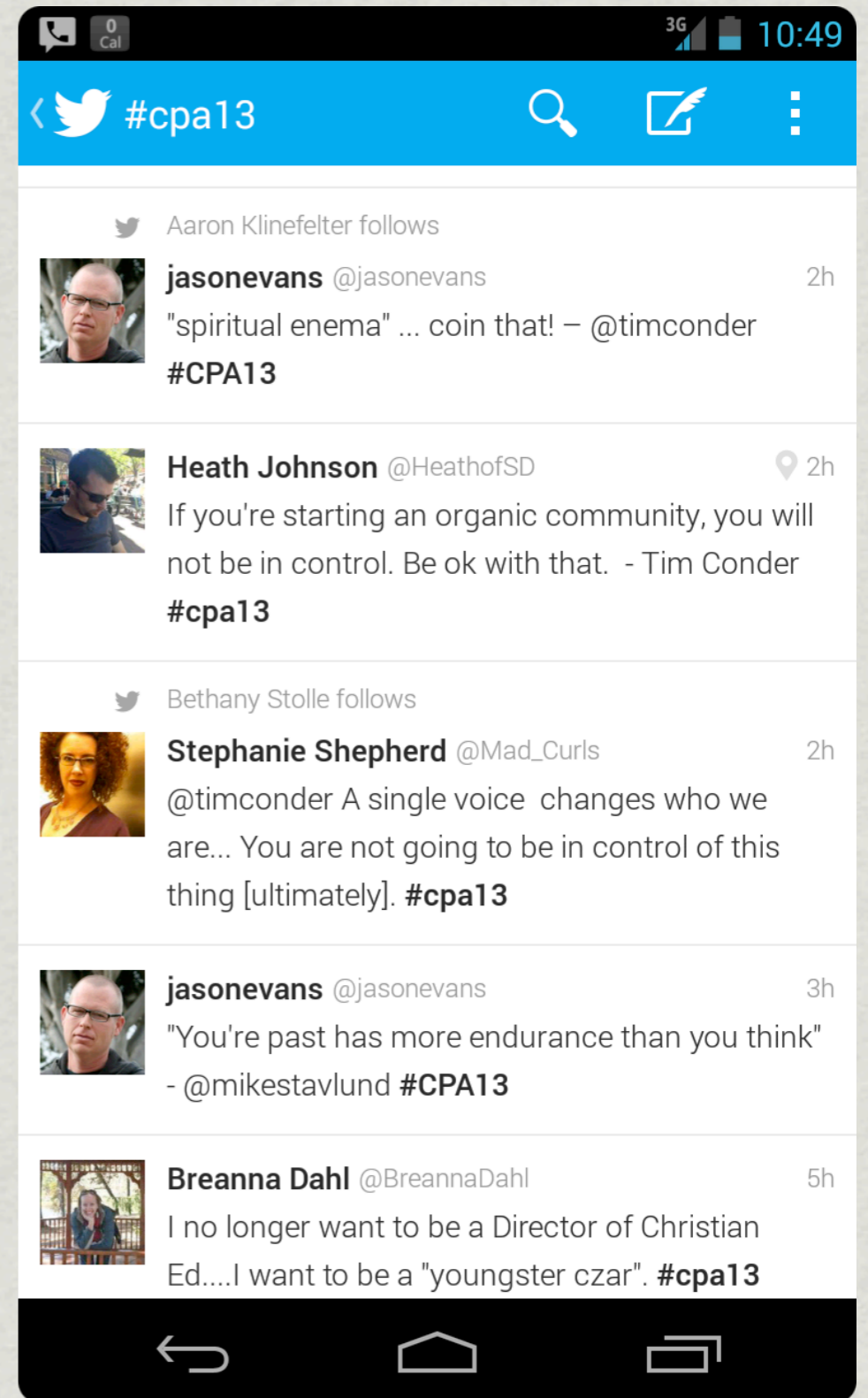


Twitter

* <http://twitter.com>

USES

- * Create lists to keep up community members
- * Follow local orgs and businesses for news and local happenings
- * Connect to things outside context for curation
- * Use hashtags to connect beyond current followers



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Pinterest

* www.pinterest.com

USES

- * Collect image and liturgy for a season: Lent, Easters, etc.
- * Discover educational ideas: workshop rotation, adults etc.
- * Gather sermon material
- * Curate trusted content to share with the community.

The screenshot displays a Pinterest board with four sub-boards:

- Helpful for Conversatio...** (29 pins): Features a large image of a man holding a sign that says "THE RACE YOUR THOUGHTS & WORDS PLEASE SEND". Below it are smaller images of a woman and a man.
- Social Media and the C...** (9 pins): Features a book cover titled "SOCIAL MEDIA IN THE CHURCH" by Bruce Feyerherm. Below it are smaller images of books like "reach" and "NEW MEDIA".
- Social Media Tips: Blog...** (1 pin): Features a graphic with the text "How to Feature Your Blog's Most Pinterest-".
- Stuff in My Travel Bag** (6 pins): Features a tube of Kiehl's Facial Fuel Eye De-Puffe, a green spoon, a box of Tylenol PM, a black device, and a box of snacks.

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it! Scoop.it

* Scoop.it.com

USES

* Find and curate content for consumption and distribution.

The screenshot displays the Scoop.it user interface. At the top, there are navigation tabs for "My Topics", "My Scoops", and "My Community (45)". On the right side, there are buttons for "Followed" and "Curated". Below these are three content cards, each with a title, a brief description, a featured image, a timestamp, a title, a view/follower count, and a "CURATE" button.

Card Title	Description	Image	Timestamp	Title	Views/Followers	Score	Action
Race at a Deeper Level	Opinion and info about race from people are group who are really smart.	Map of the United States with colored regions	Today, 9:47 AM	The Real Cost of Segregation—In 1 Big Chart	143 views (+ 2), 4 followers	18	CURATE
Parenting and Social Media		Stylized blue hand icon	July 29, 10:44 PM	Sponsored: Tips For Teaching Kids Not To Text and Drive Techmamas - Curating the Best of Tech and...	78 views, 3 followers	32	CURATE
Nerdy is the New Dorky	Random gadgetry and technology fun.	Smartphone with a pen nib	June 25, 11:53 PM	Honey I Left It On The Toast » Yanko Design	30 views	?	CURATE

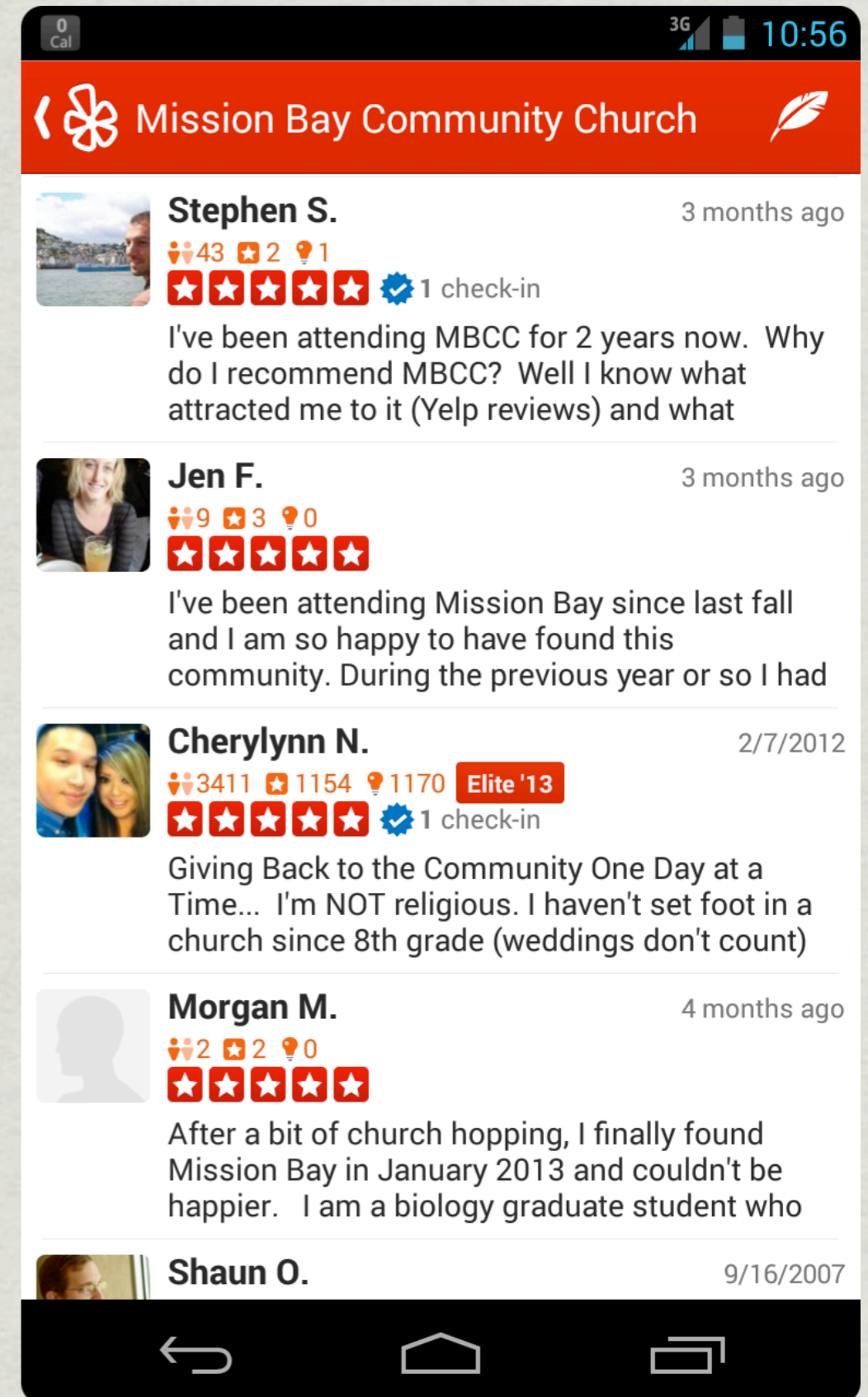
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* www.yelp.com

USES

- * Have folks review your church and ministry as a new word of mouth.
- * Connect with others in the community through reviews and checking in
- * Be where people are searching for life services.



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Doodle

* www.doodle.com

USES

- * Set dates
- * Take simple polls
- * Share decision making
- * Relieve stress
- * Positive peer pressure

Sat 16		Sun 17
9:00 AM - 12:00 PM	12:00 PM - 3:00 PM	9:00 AM - 12:00 PM
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes (Yes) No	Yes (Yes) No	Yes (Yes) No

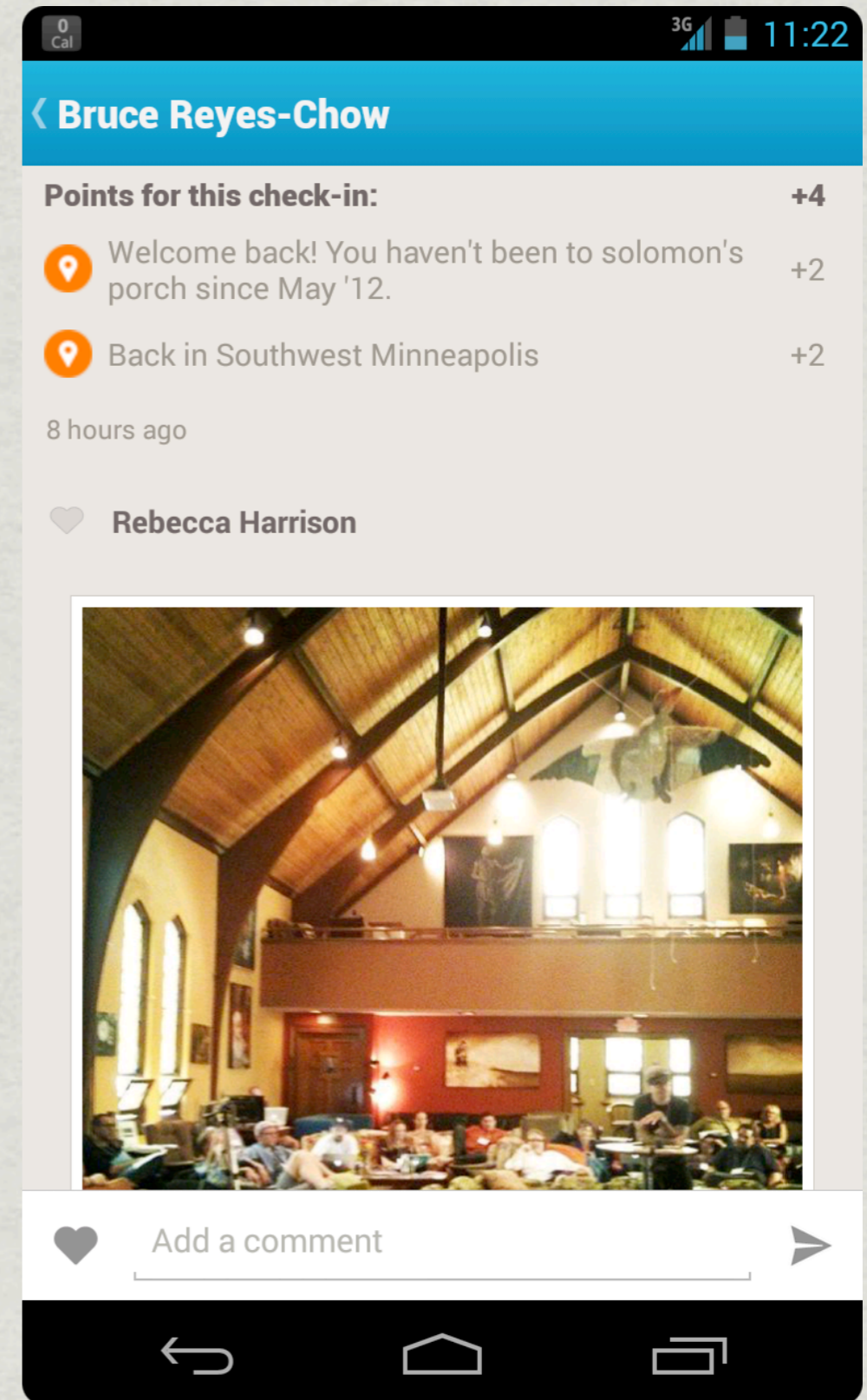
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Foursquare

* www.foursquare.com

USES

- * Check into ministry location
- * Leave tips for future visitors
- * Connect with local orgs
- * Save some money



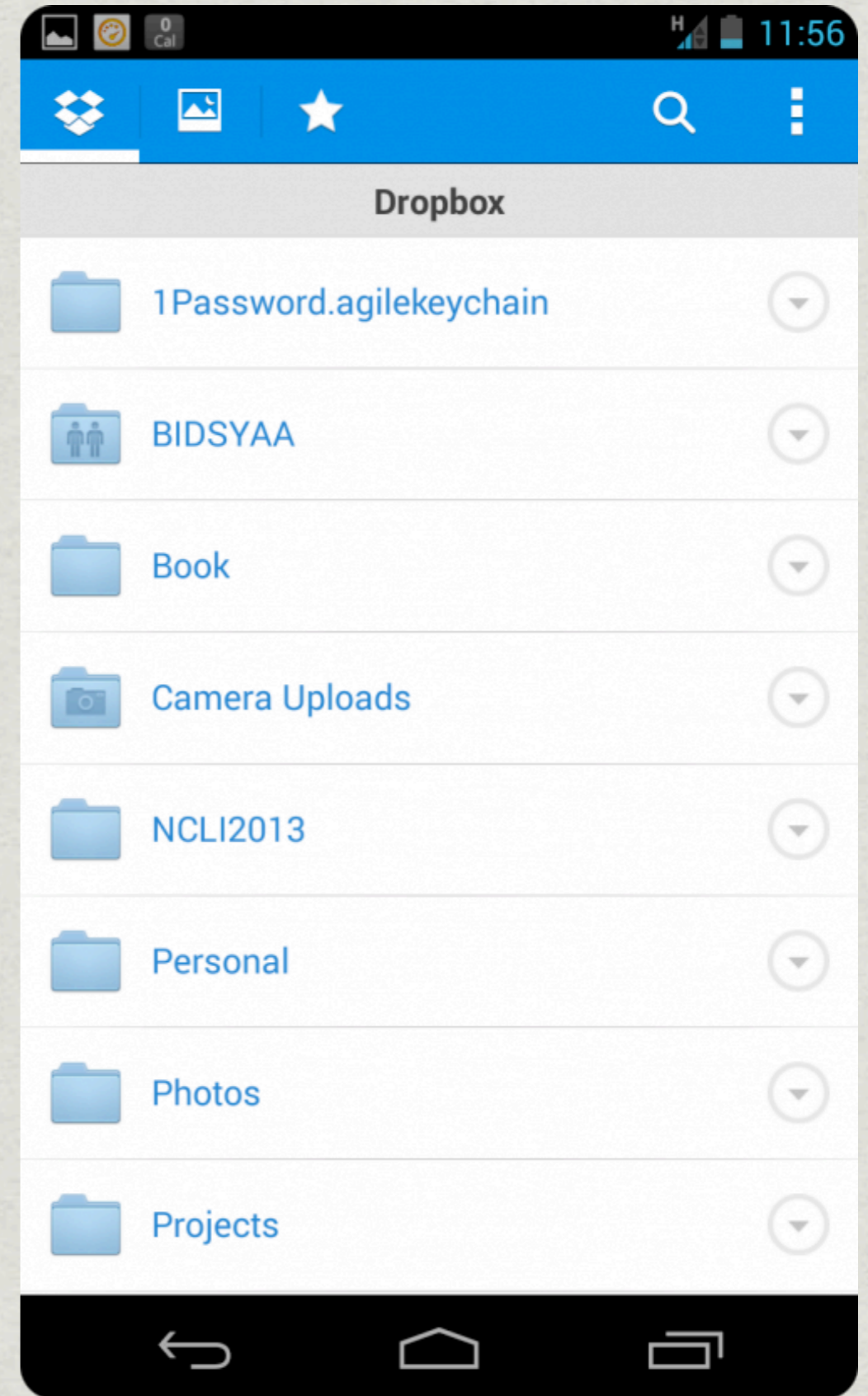
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* www.dropbox.com

USES

- * Cloud based storage
- * Back-up and share photos
- * Group document storage
- * Presentation sharing



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* www.google.com/calendar

USES

- * Coordinate personal and professional schedules
- * Embed low-maintenance calendar into a website
- * integrated with other google apps



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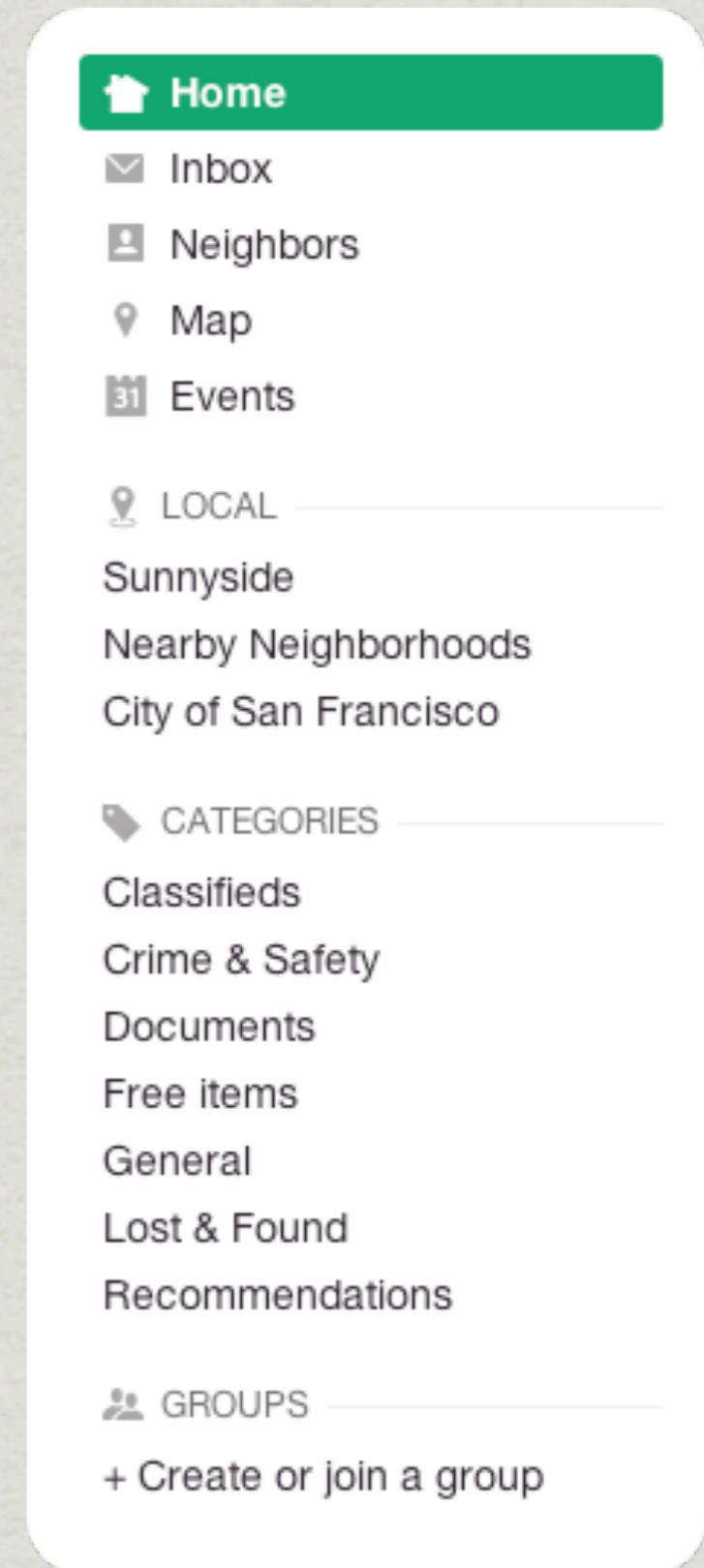


Nextdoor

* www.nextdoor.com

USES

- * Connect with actual neighbors
- * Coordinate neighborhood gatherings
- * Stay up-to-date about things that matter: crime, pets, activities, etc.



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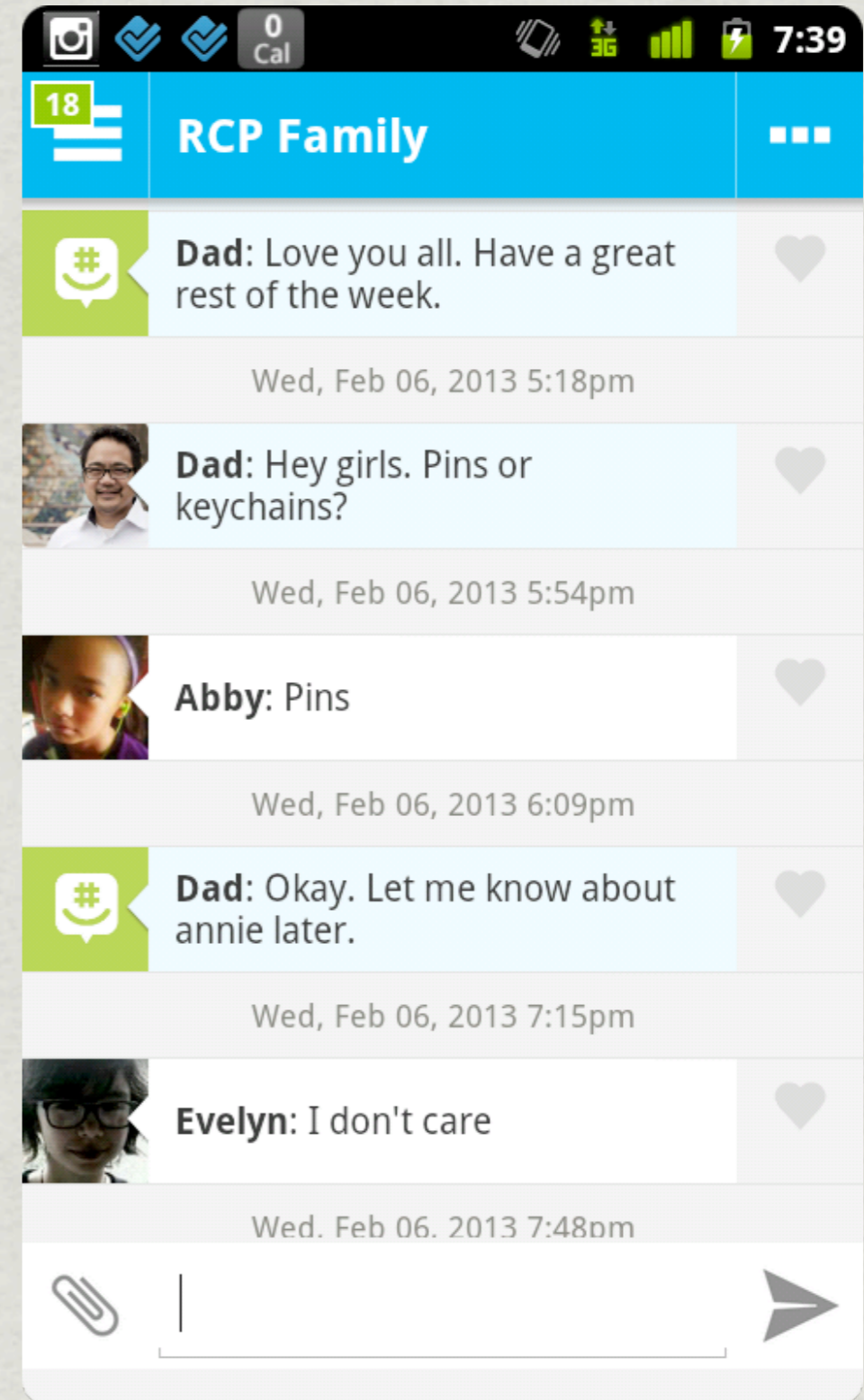


Group.me

* www.groupme.com

USES

- * Prayer Groups
- * Staff Teams
- * Parent Notification
- * Youth Communication



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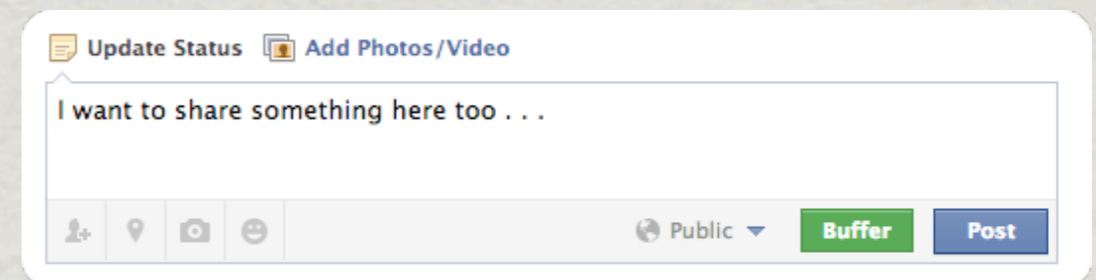
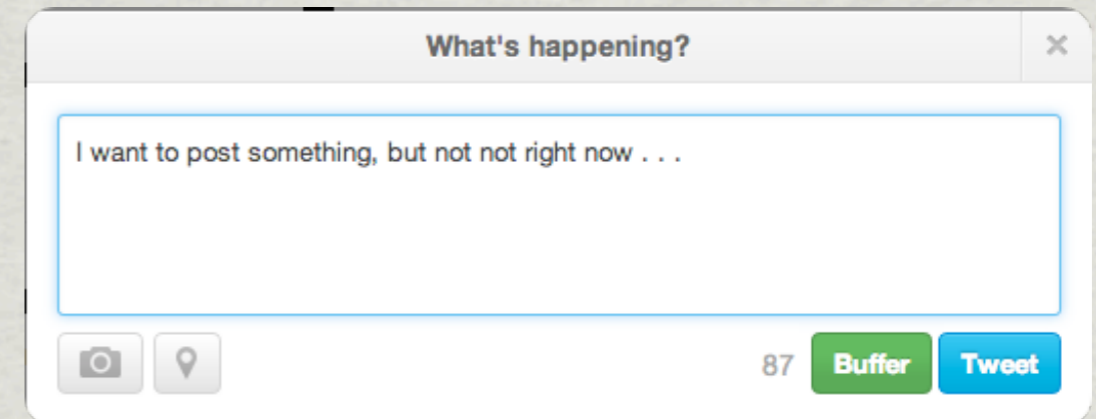


Buffer.com

* www.bufferapp.com

USES

- * Effective posting patterns
- * Buffered and scheduled
- * Night owls and early birds



Post at these times **Every Day**

🕒	07	↕	03	↕	AM	↕
🕒	09	↕	06	↕	AM	↕
🕒	10	↕	46	↕	AM	↕
🕒	01	↕	02	↕	PM	↕
🕒	03	↕	10	↕	PM	↕
🕒	05	↕	03	↕	PM	↕

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Goodreads

* www.goodreads.com

USES

- * Book Groups
- * Suggested and reviewed
- * New books finds
- * Free electronic books

Genre: **Sports** > **Baseball**

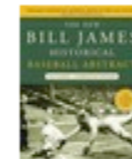
Showing 1-20 of 5850 results for 'baseball' (Goodreads search in 0.04s)



Baseball

by Geoffrey C. Ward, Ken Burns

★★★★★ 4.20 avg rating — 680 ratings — published 1994 — 9 editions



The New Bill James Historical Baseball Abstract

by Bill James

★★★★★ 4.33 avg rating — 2,069 ratings — published 1985 — 7 editions



Men at Work: The Craft of Baseball

by George F. Will

★★★★★ 3.88 avg rating — 2,142 ratings — published 1990 — 10 editions



We are the Ship: The Story of Negro League Baseball

by Kadir Nelson

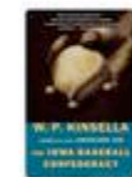
★★★★★ 4.27 avg rating — 1,538 ratings — published 2008 — 8 editions



Baseball Saved Us

by Ken Mochizuki, Dom Lee (Illustrator)

★★★★★ 4.16 avg rating — 958 ratings — published 1993 — 16 editions



The Iowa Baseball Confederacy

by W.P. Kinsella

★★★★★ 3.82 avg rating — 952 ratings — 7 editions



Fantasyland: A Sportswriter's Obsessive Bid to Win the World's Most Ruthless Fantasy Baseball League

by Sam Walker

★★★★★ 3.90 avg rating — 1,375 ratings — published 2006 — 4 editions

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Madmimi

* www.madmimi.com

USES

- * Link to online version
- * Track actual interaction
- * Save some money
- * Good alt to emailed PDFs


Three Clicks

Here are three links worth clicking that I hope get your synopsis firing, tattoo your heart with rainbows or simply make you smile.

A friend and colleague, Jack Jenkins, his helping to put together a great bi-weekly faith-focused email blast from The Center for American Progress. [\[CLICK IT\]](#)


I just finished a memoir written by Fundamentalist Mormon family who still practices polygamy. "Love Times Three: Our True Story of a Polygamous Marriage" was riveting, disturbing and a great read. [\[CLICK IT\]](#)

File this in the "this is cool" folder. Last week the son of a friend was made the first selection in the major league soccer draft. Congrats to a good person (parented by Presbyterian Missionaries, Ruth and Hunter Farrell), and apparently a pretty good soccer player, Andrew Farrell. [\[CLICK IT\]](#)




Down the Road

It is my hope to be more consistent in sending these monthly notes out to folks in the future. I truly value the input given and connections made via this list, so thanks for reading my ramblings, clicking on links and remaining part of the conversations.



Shameless

Check out this "Pitch Perfect" inspired video from my Middle daughter. [\[CLICK IT\]](#)



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399

✉ sent

237

👤 engaged

384

👍 accepted

2

🔄 shared

12

↗ bounced

3

🗑 unsubscribed

0

🗑 marked as spam

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And the rest ...

- * **WUFOO:** clean looking forms and surveys
- * **INSTAGRAM:** short video and picture sharing
- * **HOOTSUITE:** social media management
- * **YOUTUBE:** video creation and sharing
- * **SPOTIFY:** music sharing
- * **GOOGLE DRIVE:** for document and file creation, back-up and sharing
- * **SMUGMUG:** picture organizing and sharing
- * **BIT.LY:** link shortening, tracking and QR Codes
- * **TUMBLR:** follower-based blogging and sharing
- * **WORDPRESS** for robust long-term blogging

ON THE BUBBLE

- pocket
- google+
- snapchat
- yoono
- vine
- linkedin
- flipboard
- skype
- vimeo
- stumbleupon
- flickr
- everything else google

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Social Media Postures



PHOTO BY [JACKHEART](#)

- * be with people: tinker with the betas, but join in where folks are already
- * be you: appropriate, honest, consistent just as you would be in real life (IRL)
- * be interactive: engage, comment, respond, inquire, link and like
- * be mindful: Most people lurk and observe without ever interacting.
- * be humble/bold: don't underestimate the influence of your thinking, but avoid delusions of grandeur
- * be npr: earn the right to shill

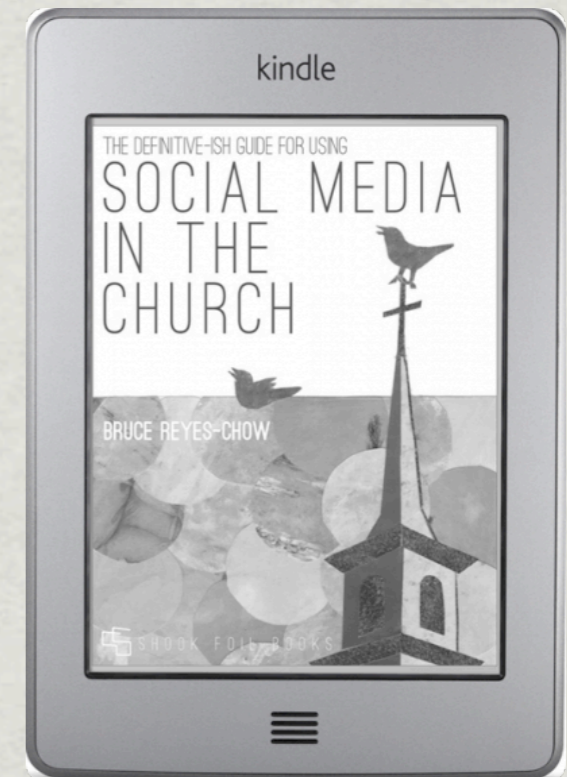
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Questions and Comments

Questions, Comments, Reflections

Connect with Bruce

- * reyes-chow.com
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- * [facebook/breyeschowpage](https://facebook.com/breyeschowpage)
- * [linkedin/breyeschow](https://linkedin.com/company/breyeschow)
- * [instagram/breyeschow](https://instagram.com/breyeschow)
- * [pinterest/breyeschow](https://pinterest.com/breyeschow)
- * [slideshare/breyeschow](https://slideshare.com/breyeschow)



**THE DEFINITIVE-ISH GUIDE
FOR USING SOCIAL MEDIA
IN THE CHURCH**

THANKS FOR COMING!

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