

## “Utilizing Facebook”

We had a great discussion, answered questions, and encouraged each other in trying new things with social media. I know I'm thinking about how to take the next step to link my zoom group on Facebook to continue relationship building. Check out the recording and review parts of the meeting's chat. Feel free to share this resource with others.

It's our prayer and work that we can equip you to begin a new place for new people. Share your stories of new places and apply for micro grants to fund that ministry.

<https://www.igrcreach1000.org/grants>

Questions? Talk to Mike Crawford or Amy Shreve

Meeting Recording:

[https://us06web.zoom.us/rec/share/qgEx05oAWiOP7vsN91hjUAZ4IcHiVLo7wrNCjt0IEzIYvWiAArFsc8XFHPGuIT\\_X.NYbUFZR\\_SIGcvkTU](https://us06web.zoom.us/rec/share/qgEx05oAWiOP7vsN91hjUAZ4IcHiVLo7wrNCjt0IEzIYvWiAArFsc8XFHPGuIT_X.NYbUFZR_SIGcvkTU)

Access Passcode: s6vHB%=J

Relevant Chat:

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Resource Links:

Facebook community- <https://www.facebook.com/groups/2819920958291248>

vibrantchurchcommunications.com

<https://www.saltproject.org/>

<https://vibrantchurchcommunications.com/>

Then we made our own using Canva (and if you need/want help getting a free non-profit account for your church, let me know!

UM Communications- Live Learning Session

<https://www.facebook.com/umcom/videos/265394515361109>

Find how to here: <https://faith.facebook.com>

so, I'm thinking more of like an outreach pastor focused on social media, how much would you budget for him or her, as well as how much would you budget for equipment?

- : As a director of Communications, we paid 20grand for 10 hours about 10 years ago in the NIC...rates might have changed
- I'm really interested in this idea. On the one hand, we UM's tend to be kind of territorial about the use of the word "Pastor." A social media intern isn't a pastor in the formal sense . HOWEVER.... if you were trying to reach a Latinx audience, you would hire someone who speaks Spanish fluently, and not try to do it yourself. Hm....

- that's what I am thinking, I'm thinking outreach looks a bit different today, due to our leverage of social media
- Right. Nona Jones says interacting with your online audience (not just "showing them" what you're doing inside) is really crucial.
- Good point, to be cautious in our setting regarding use of "pastor" as that is an appointment within the UMC. And starting small and seeing how it scales up, as Isaac and others have at least implied, if not stated.
- Outreach looks totally different today and helping our families and congregations to see this is essential to success of ministry and inviting people into the Kingdom of God.
- As any other new ministry which needs to grow and scale up as it continues to develop, having a "ministry leader" who understands how to build teams and get people to serve from their area of giftedness is important. One person seeing it as their ministry to "do" will become a limiting factor.

Okay. I LOVE online engagement. What I need is more training on using the tech. (I have some.) What are great resources for me to really get into the nooks and crannies of good social media usage?

- the social media church podcast is a good resource
- The IGRC is doing a lot of Webinars and I have always found that self research through Googling specific questions is a great place to start.
- we create social media schedules so all our info is in one google doc and all the team members can access the topics and schedule. it makes it easy for the team to support the efforts since all the posts, links and content is structured and ready in advance as possible.
- <https://faith.facebook.com> can help with facebook
- regular and scheduled content builds influence according to cialdini :)

<https://freakonomics.com/podcast/advertising-part-1/>  
<https://freakonomics.com/podcast/advertising-part-2/>  
 great podcasts on the science of advertising

Our website is [www.christchurchhome.com](http://www.christchurchhome.com) go there tell me what y'all think.

I have a problem where the members are resistant (afraid) of FB, so I have difficulty selling them on use, luckily I did convince them to do a web page at one of my churches.

- It is fun to reach out blindly and develop a new congregation
- so one of the questions to consider is: is your outreach all for the members? or is some of this social media stuff for those not yet in your congregation?
- I have switched to reaching out to those not yet in except for the actual message which is stripped down for FB purposes and to be shorter

can you discuss "have to have" equipment for this type of ministry?

- Hootsuite: [https://signup.hootsuite.com/pro-ent-na-english-r10/?gclid=CjwKCAjw87SHBhBiEiwAukSeUXyskl7eTmZR9dKn\\_DgMYZ3vmgKMUcazeMF-5tNhrUVnBvX5a9OFDRoCenUQAvD\\_BwE](https://signup.hootsuite.com/pro-ent-na-english-r10/?gclid=CjwKCAjw87SHBhBiEiwAukSeUXyskl7eTmZR9dKn_DgMYZ3vmgKMUcazeMF-5tNhrUVnBvX5a9OFDRoCenUQAvD_BwE)
- I also signed up with UM Communications for daily postings in case I miss. I have started asking questions and get a response
- <https://live.streamspot.com/>

I don't have a question, but I'm really struck by what you said earlier about the facebook group being the "safe" place for "vulnerable" conversations. Safe and vulnerable. That's a really important concept for a church that seeks to preach and promote GRACE. Hmm... thank you for that image