

Recommended Resources

Blogs & Web Articles:

- Some top resources I picked out from blogs I follow for this workshop: <http://bit.ly/TMiE96>
- Sample Social Media Policy: [http://www.redeemerajax.ca/reports/Social Media Guidelines.pdf](http://www.redeemerajax.ca/reports/Social%20Media%20Guidelines.pdf)
- <http://www.churchcrunch.com/>
- <http://www.mashable.com/>
- <http://www.mediasalt.com/>

Utilities:

- Automatic Posting: <http://www.bufferapp.com/> and <https://ifttt.com/>
- For shortening Bible URLs before posting to Twitter or Facebook: <http://ref.ly/>
- Get daily emails with social media activity: <http://www.nutshellmail.com>
- Feed a blog or web site's RSS feed to Facebook: <http://www.rssgraffiti.com/>
- Feed a Facebook Page to Twitter: <http://www.facebook.com/twitter/>
- Live Interaction during Worship Services: <http://www.youversion.com/live/>
- Create Facebook Pages: <http://www.facebook.com/pages/create.php>
- Facebook Ads: <http://www.facebook.com/ads>

Questions?

- Facebook: <http://www.facebook.com/ryanbrsim>
- Twitter: <http://twitter.com/ryanbrsim>
- Email: rsim@redeemerajax.ca

Sample Social Media Strategy

Family Size & Pastoral Church(es) – Passive Engagement

Average Sunday attendance is <150, and even fewer are on Facebook. Ministry is relational.

- Create an appropriate personal Facebook profile
- Become friends with members
- Listen for pastoral care opportunities
- Interact as you would in any public community venue

Program Size Church – Active Engagement

Average Sunday attendance is <350, many of whom are on Facebook.

- Follow guidelines above
- Create a web site for your church with an RSS feed – I recommend Wordpress
- Create a Facebook page in your church's name.
- Get 25+ followers and then reserve a memorable username
- Automatically feed announcements to the Facebook page via your RSS feed using <http://www.rssgraffiti.com/>
- Use Facebook Events to strategically post major church events of public interest
- Optional:
 - Create a Twitter account with the same username as Facebook
 - Feed a Facebook Page to Twitter: <http://www.facebook.com/twitter/>

Corporate Size Church – Interactive Engagement

Average Sunday attendance 350+. Large enough that using Facebook events will generate a critical mass of RSVP's, and with the staff to maintain each social media platform separately.

- Follow above guidelines, including Twitter
- Manage a high number of "friends" with <http://www.nutshellmail.com>
- Create lists of friends to invite to specific church events.
- Strategically post individual Facebook Events of public interest with RSVP's.
- Post original, targeted content to each social media platform, and encourage interaction
- Start using targeted Facebook ads