



Leveraging  
**facebook**  
For Ministry and Outreach



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Real World **Methods** To  
Minister **Grace & Life**, Stay  
**Connected** and **Grow** Your  
Congregation from Your  
**Desktop, iPad or SmartPhone**

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## Social Media Revolution

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## Social Media Revolution

A blessing from God for ministry in a day when ministry is difficult – **a real advantage**

- 1 in every 7 people on the planet are on Facebook (1.11 billion – +630 mill from last yr)
- **665 million Daily Users**
- 51% of the US Population **age 12 and over** are on Facebook
- 91% of online adults use social media regularly
- Going mobile...
  - 751 million monthly mobile users
  - 83 million monthly active users accessed Facebook **solely** from mobile in the month ending March 31, 2012

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## Social Media Revolution

A blessing from God for ministry in a day when ministry is difficult – **a real advantage**

**More draw-droppers...**

- 350 million photos are uploaded to the site each day
- 4.5 billion Likes and Comments are posted daily
- 150 billion “friendships” hosted (connections)
- Facebook hosts 50 million “Pages” with 10 or more likes
- There are currently 9 million Facebook “apps”

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## Social Media Summarized

	➤ I need to eat a moon pie.	
	➤ I ate a moon pie.	
	➤ This is where I eat moon pies.	
	➤ Watch me eating a moon pie!	
	➤ I'm a professional moon pie eater and good at eating moonish pies in general.	
	➤ Let's all eat moon pies together.	
	➤ Here's a recipe for my moon pies.	

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## What You Will Need

- A personal Facebook account
- A church Facebook Page
  - Open to the world, anyone can see it
  - Showing up in Google's rankings
  - Not the same as a Facebook **Group**

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## Facebook Page Opportunity

- A free web page in the most highly trafficked social media portal online
- You are dropping your church name and brand into multiple viral networks in one move
- This is an OUTREACH HUB for your church!
- A portal you can place anywhere
  - Page “Badge” on the front of your web site
  - Put the link on everything you print

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## Attracting New Members

- Connect with the guest already coming to church
  - Visitor card: “Can we friend you on Facebook?”
    - Personally by the pastor (unless you’re a mega-Church)
    - Takes only a few minutes
  - Direct mail with only purpose to acknowledge visit and to request they like your Facebook Page



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## What To Post

- Incorporate Video
  - Testimonies
  - Tour of grounds (multi-part)
  - “Why did you join our church?” video
  - Announcements
  - Songs you will be using in Worship Sunday

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## What To Post

- Announce every public church event
  - Upcoming
  - Comments after the fact + video/images
- Links:
  - Helpful articles (family, marriage, parenting)
  - Staff blog entries

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## Facebook Groups Power

- Private – must be a member of the group to see posts and activity
- Church members only – Think “Internal”
- More specialized info shared there
  - Example: prayer requests, post obituary, church cleanup day, upcoming special offering, vision-casting
  - Poll your members – example: sermon question
- Can BAN people if they...
  - Violate by-laws of the church covenants
  - Leave the church
- Can message all your members



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### Facebook Groups

- **Maximizers**

- Event reminders
  - Where are they seeing this?
  - Likely mobile phone!
  - = Where they need to share with others
- Synchronized Status Updates by All Members



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### Doing Ministry In Real-Time

- Open Opportunities
  - Crisis Ministry
  - Emotional Ministry
  - Family Ministry
- Don't "police" or openly rebuke
- Remember birthdays



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### Scheduling Ministry Posts

- BufferApp.com
- HootSuite

 **buffer**

*A Smarter Way to Share.*

 **hootsuite**

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### Facebook Advertising

- Geographic targeting
- Demographic targeting
- Best Money Spent on advertising
- Enhances or Replaces many traditional advertising mediums

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FREE REPORT:

– **5 Mistakes Pastors Make with Facebook**

[PastorFacebookMistakes.com](http://PastorFacebookMistakes.com)

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**You Tube**

