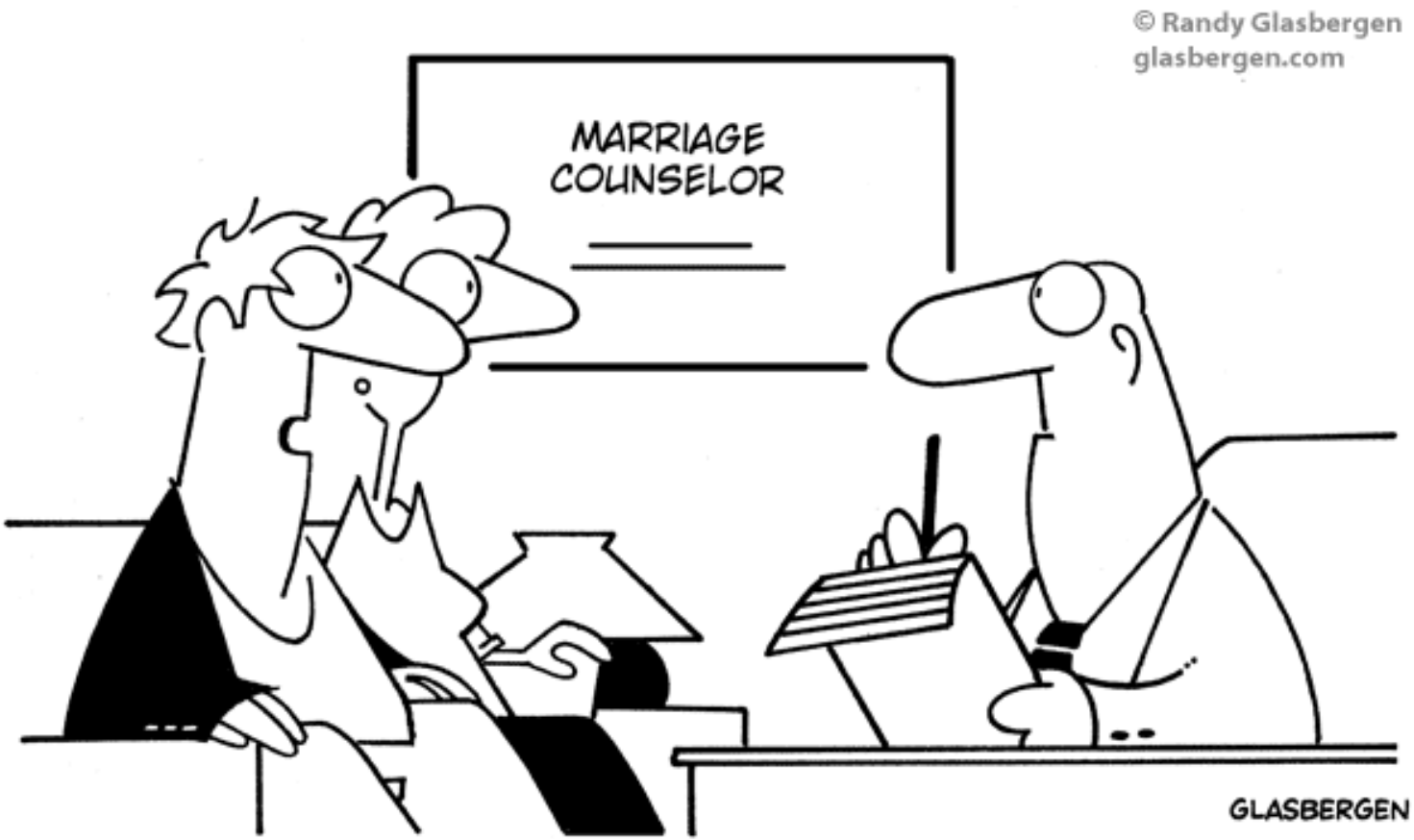
Leveraging facebook For Ministry and Outreach



"She never clicks 'like' when I post something on Facebook!"

Leveraging
facebook
For Ministry and Outreach

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Leveraging
facebook
For Ministry and Outreach

Agenda

- Facebook Page Opportunity & Philosophy
- Dig Into Some Pages LIVE
- What To Post
- Daily Facebook Plan
- Time Savers & Automation
- Other Resources

THIS is NO LONGER the front door of the church…

THIS is!

THIS is!

How To Optimize Your Facebook Page For Visitor Attraction

Facebook Revolution

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

- **Facebook Has A Total Of 1.23b Monthly Active Users** (*Source: Facebook*)
- **829 Million People Use Facebook On A Daily Basis** *(Source: Facebook Q2 2014 Earnings Call)*
- **20:00 --- Number of hours the average American user spends on Facebook each month** *(Source: Facebook Q2 2014 Earnings Call)*
- **The Average American Facebook User Spends 40 Minutes A Day On The Platform** *(Source: Facebook Q2 2014 Earnings Call)*

Facebook Revolution

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

- **Ad Clicks Are Increasing 70% Year Over Year, And Ad Click-through Rates Are Increasing 160%** *(Source: Adobe Digital Q1 2014 Social Intelligence Report)*
- **1 Billion Video Views A Day In September 2014** *(Source: Facebook Q3 2014 Earnings Report)*
- **51% of consumers say they are more likely to purchase a product after liking the brand's page on Facebook** *(Source: Facebook - Sharing new data and stories about U.S. small businesses on Facebook)*
- **62 Percent Of Businesses With 10 Or Fewer Employees Agreed Social Media Reduced Marketing Expenses** *(Source: Social Media Examiner State of the Industry Report 2013)*

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**

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!
- It's "entrance" you can place anywhere
  - Page "Badge" on the front of your web site
  - Put the link on everything you print

Facebook Church Page

Let's dive in live…

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

QR Stuff.com
Get your QR codes out there!

Email
Password
Register Forgot Password? LOG IN

HOME | ABOUT THIS SITE | QR CODES | PHONE SOFTWARE | EXAMPLES | FAQs | AFFILIATES

Tweet 3,604 | Like 9.8k | BLOG

▪ Dynamic QR Codes ▪ Vector Or Raster File Output ▪ High Resolution Files ▪ Analytics Reports
▪ Error Correction Levels ▪ Account History ▪ Batch Processing (up to 500 QR codes at a time)

SUBSCRIBE NOW FROM $3.95

1 DATA TYPE

- Website URL
- YouTube Video
- Google Maps Location
- Twitter
- Facebook
- LinkedIn
- FourSquare
- App Store Download
- iTunes Link
- Plain Text
- Telephone Number
- Skype Call
- SMS Message
- Email Address
- Email Message
- Contact Details
- Event (VCALENDAR)
- Wifi Login (Android Only)
- Paypal Buy Now Link

2 CONTENT

Website URL
http://

- Embed URL into code as-is
- Use our qrs.ly URL shortener

Subscribers get analytics and dynamic QR code editing when using our URL shortener.

3 FOREGROUND COLOUR

Foreground Colour (Hex):
000000

Subscribers can also specify image size and resolution, and choose from 6 raster or vector output file types and 4 error correction levels.

QR CODE PREVIEW

DOWNLOAD QR CODE

4 OUTPUT TYPE

DOWNLOAD | PRINT | EMAIL | BATCH FILE UPLOAD | PUT YOUR CODE ON OTHER STUFF

Dynamically create your own custom QR code products

Qrstuff.com

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

1,000,000,000 Video Views Per Day On Facebook!

What To Post

- Upcoming Sermon Topic
  - Goal: to get people…
    - Talking about it
    - Talking about it before church
    - Talking about it after church
    - Getting non-attenders to go back and listen to it
- A Word From The Pastor (Text or Video)
  - Personal reflections, encouragement

What To Post

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

A Daily Plan

You can choose a catchy title for each posting and you should always post the same topic on the same day.

You can adjust the plan to include as many or few of the topics suggested, but the plan below includes all of them.

So on Mondays you could post "*Sermon Sharing: this week Pastor shared about forgiveness. What do you find hardest about forgiveness?*"

A Daily Plan

Sunday: "Sermon Sharing" talk about the sermon on Sundays (#1)

Monday: "Monday Ministries" talk about ministries on Mondays (#2)

Tuesday: "Challenges & Conversations" talk about life challenges on Tuesdays (#7)

Wednesday: "Our Prayer" share the word from the pastors on Wednesdays (#5)

Thursday: "Georgia On My Mind" share about local and holiday things on Thursdays (#6)

Friday: "Bible Blessings" share Bible verses on Fridays (#3)

Saturday: "Weekly Inspiration" share photos on Saturdays (#4)

Scheduling Ministry Posts

- BufferApp.com
- HootSuite

buffer
A Smarter Way to Share.

hootsuite

Facebook Advertising

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

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BUY!

FREE REPORT:

– ***5 Mistakes Pastors Make with Facebook***

PastorFacebookMistakes.com

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Please take our 1-min survey

evangelismga.com/fbtrainingsurvey