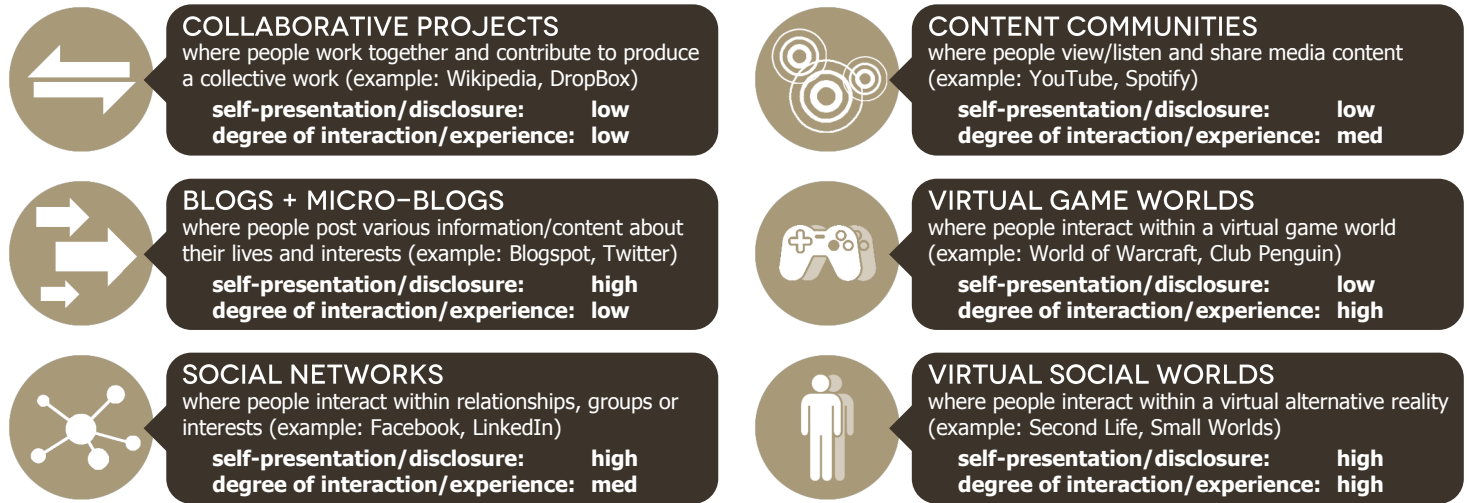
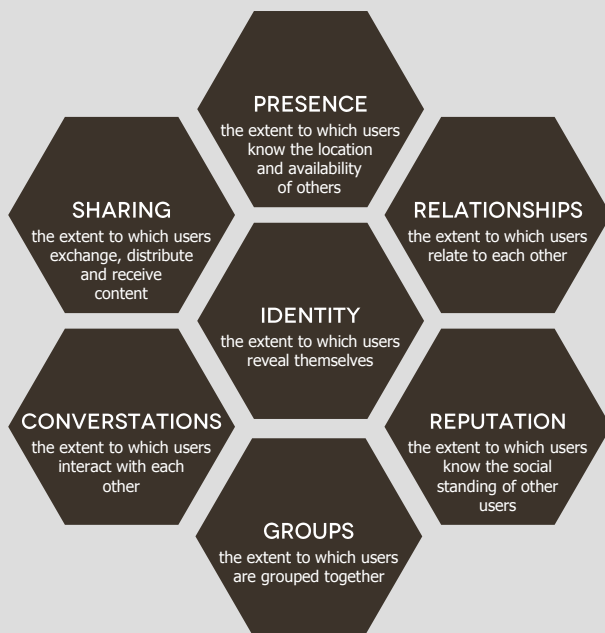


AN INFOGRAPHIC OF SOCIAL MEDIA + THE CHURCH

TYPES OF SOCIAL MEDIA



SOCIAL MEDIA FUNCTIONALITY



	Facebook	Twitter	YouTube	FourSquare
Identity	●●	●	●	●
Conversations	●●	●●●	●●	
Sharing	●●	●●	●●●	●
Presence	●	●●		●●●
Relationships	●●●	●	●	●●
Reputation	●	●●	●●	●
Groups	●	●	●●	●

importance of each social media function in the operation of four of the top social media and networking platforms (blank = none, ● = low, ●● = med ●●● = high)

USING SOCIAL MEDIA IN MINISTRY

UNDERSTAND IT

Social media is a completely new way of communicating and most leaders of churches and ministries do not know what functionality is available or how to make best use of it. Before you begin using social media in your ministry, make sure you have a basic understanding of how it works and how to get the most out of each type and platform.

FIT IT IN (DON'T FORCE IT)

Make sure that your social media strategy fits with both the nuances of each type and platform as well as the overall vision of your church or ministry. It is better to adopt only one or two platforms and use them to their full potential, rather than spreading yourself too thin. Likewise, if a particular platform doesn't fit with your ministry, don't use it.

INFLUENCE OVER CONTROL

People with influence are often more powerful in social media terms than people in authority (eg: 2011 London riots). So, leaders and those in authority need to gain influence (through participation) in order to be able to make more of an impact. It is often more effective and productive to facilitate social media engagement than drive it.

SPEED WITH GODLINESS

Social media is instant communication with a global scope. In social media terms, interactions are out of date within days, sometimes even within hours. A vital key to an effective social media strategy is being able to engage and respond quickly. But this must not compromise godliness. Entrust social media responsibility to a mature Christian.