

## 1. Embracing Social Media In Today's Church

Realizing that Time has change and the new meithe to reach people

While some people can look at social media as a negative, I want to focus on the Positive

**Embracing social media does not mean changing who you are as a church. Rather, it's about leveraging the power of social media to reach a wider audience and connect with members in a more meaningful way.**

**What is the definition of social media ?** Social media is the means of interactions among people in which they create , share, and exchange information and ideas on a virtual platform.

The Churches organizations are not exempt from the influence of social media. Social media provides an avenue ***for churches to connect with their members and reach out to new people in ways that were previously impossible.***

***Reaching a Wider Audience with Social media provides an greater opportunity for churches to reach a broader audience. With over 3 billion people using social media worldwide, churches can use***

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*platforms such as Facebook, Twitter, and Instagram to reach people beyond their congregation.*

- The Apostle Paul, in his letter to the Corinthians, emphasized the importance of reaching a wider audience. **He said, "To the weak I became weak, to win the weak. I have become all things to all people so that by all possible means, I might save some" (1 Corinthians 9:22).** Social media provides churches with an opportunity to become all things to all people by reaching out to a broader audience.
- **As church it is important that we recognize** the tools that are available to us to share and to invite other to hear the Gospel. **Note to expand on it more focus on how we can embrace Social Media Building an online presence for your church can be a great way to reach more people and engage with your members in new ways.**
- This is where everything begins and from where all things flow. Jesus said to "go and make disciples of all nations" - giving us the mandate to **be where the people are.**

In 2005, just 5% of American adults were using at least one social platform. By 2011, that rate had risen to 50%. And now? Pre-pandemic,

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almost 3 out of every 4 American adults were using at least one social media site

**Rule #1: Our efforts on social must be informed by Christ**

**The book of Hebrews encourages believers to "not give up meeting together, as some are in the habit of doing, but encouraging one another" (Hebrews 10:25).** Social media provides an opportunity for churches to encourage one another, even when physical meetings are not possible.

Social media allows churches to reach people who may not be **receptive to traditional methods of evangelism**. By creating compelling and engaging content, churches can share the gospel message with people who might not otherwise hear it.

## **2. Realize social media is ministry**

**Rule #2: Use social media to \*do\* ministry - not just \*promote\* ministry**

Social media is a ministry, it's not a vehicle to promote ministry. Unfortunately, the majority of our posts are promotional in nature. To manage social properly though, your first impulse should be to do ministry on social, rather than promote ministry. So instead of inviting people in your church to pray soon, why not invite them to pray now?

- Many may see social media as just another tool but as a church we must see it as ministry

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- When you share meaningful and intentional content, you connect with people that are in need
- As a church we must recognize our social media can save a soul
- As long as we are sharing the gospel we are fulfilling the create commission

Expand more

## **3. Social Media allows you to connect with audience beyond your reach**

### **Rule #3: Find a sustainable pace for your church**

Social media is like exercise. One amazing post won't accomplish much – nor will one workout. The key to progress is sustained effort over the long-term. Don't get distracted by the specifics (especially at the start). Instead, find your sustainable pace and stick to it. The key is to post content that is valuable to your church for the next ten years. Yes, that long!

- Social media allows you to expand your reach and connect with your local community and people across the world
- For Example: Our church has used the promotion feature in Instagram to connect with our local community.
- The promotion feature allows you to target audiences based off age, gender, and surrounding cities.

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- By using this feature we have given over 150 thanksgiving food boxes and 100+ back backs and school supplies in just one event.

[Expand more](#)

## 4. Have a plan and a budget

**By having a plan and a budget, churches can ensure that social media is used effectively to achieve their objectives.**

A plan and a budget can help churches measure there success of their social media

- Without a plan it easy to become inconsistent with your reach
- Be intentional about using social platforms
- Create a social media strategy that aligns with the gospel and your church mission and vision
- Social media promotion and marketing should be included in church annual budget
- [Expand more](#)

## 5. Social Media Common Mistakes:

- Not having a plan
- Posting only your church events

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- Social Media posts are centered around growing your church rather than promoting the gospel.
- Over posting
- Too many social platforms. Find two that work for your church and focus on building your content on the two platforms.
- Comparing your ministry with other churches
- Not being intentional about what you post
- Too focused on design vs meaningful content
- Not reviewing what is posted
- Make sure what is shared is based on the word of God
- Be mindful of content
- Spelling and grammar errors ( Everything must be done in excellence)
- What is posted should align with the direction of the church

## **6. How can I use Social Media today and what tools are available ?**

- Recognize where your church is at
- Every church is different
- Do you have available members that will commit to managing your social media platforms ?
- If your church is not ready for social media or have available resources, this does not mean your church cannot be effective.

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- If you do not have a social media account, start with at least one.
- Available platforms:
  - Instagram – Used for promoting pictures, content, events, and videos.
  - Facebook – Used for updates and marketing your church. Also used for live stream services
  - YouTube – Video sharing social media platform – YouTube can be used to share videos such as live stream services and pre recorded videos
  - Twitter – Most known for sharing updates and news.
- Draft a plan
  - How many times do you plan on posting on social media a week ?
  - Plan out content weekly, bi-weekly, or monthly
  - Instagram allows you to automate post

**There are various tools available to help churches use social media effectively, such as:**

1. **Hootsuite:** A social media management tool that allows you to schedule posts, monitor mentions, and engage with your audience across multiple platforms.
2. **Canva:** A design tool that allows you to create stunning graphics and visuals for your social media posts.
3. **Facebook Live:** A feature on Facebook that allows you to live stream your services and events.
4. **YouTube:** A platform that allows you to upload and share videos of your sermons, events, and special programs.

5. **Buffer:** A social media management tool that allows you to schedule posts and track analytics across multiple platforms.

To be effective in using social media for church outreach, it is important to have a clear strategy, consistent messaging, and engagement with your audience. You should also monitor your analytics to track your progress and adjust your strategy accordingly. Finally, it's essential to maintain a positive and respectful tone while engaging with your audience.

**1. Embracing social media is important for church growth.** However, as social media is embraced, it's important that the church is intentional about sharing the gospel.

It's important that the church remains focused on the content rather than how many likes or followers that they have.

If you are committed and consistent to your content, the body of Christ will grow beyond your reach.

### **Remember**

- what you put it out cannot be taken back.
- **quality over quantity:** When it comes to social media, quality is always more important than quantity. It's not about how many followers or likes a church has, but rather the quality of engagement and the value of the content that is being shared.

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- be intentional and consistent about sharing the gospel
- social media is ministry
- social media is necessary in today's ministry and expands your reach
- Be willing to embrace and grow with changing tools
- Methods will change but the principal will stay the same

**That's right. While the methods and tools of social media may change over time, the core principles of effective communication and engagement will remain the same. Social media is simply a new platform for communication and engagement, but the fundamental principles of effective communication, relationship-building, and community engagement remain constant.**

There are many technologies that you can use to communicate with and keep track of your church membership. Here are some of the best options:

1. Church Management Software (ChMS): ChMS is a platform that helps you manage and track all aspects of church operations, including membership, donations, attendance, events, and communication.

Popular options include

Planning Center, <https://www.planningcenter.com/> Church Community Builder, <https://engage.pushpay.com> and Fellowship One. [/www.fellowshipone.com](http://www.fellowshipone.com)

One Church