

Advanced Social Media

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Shelby Meyerhoff

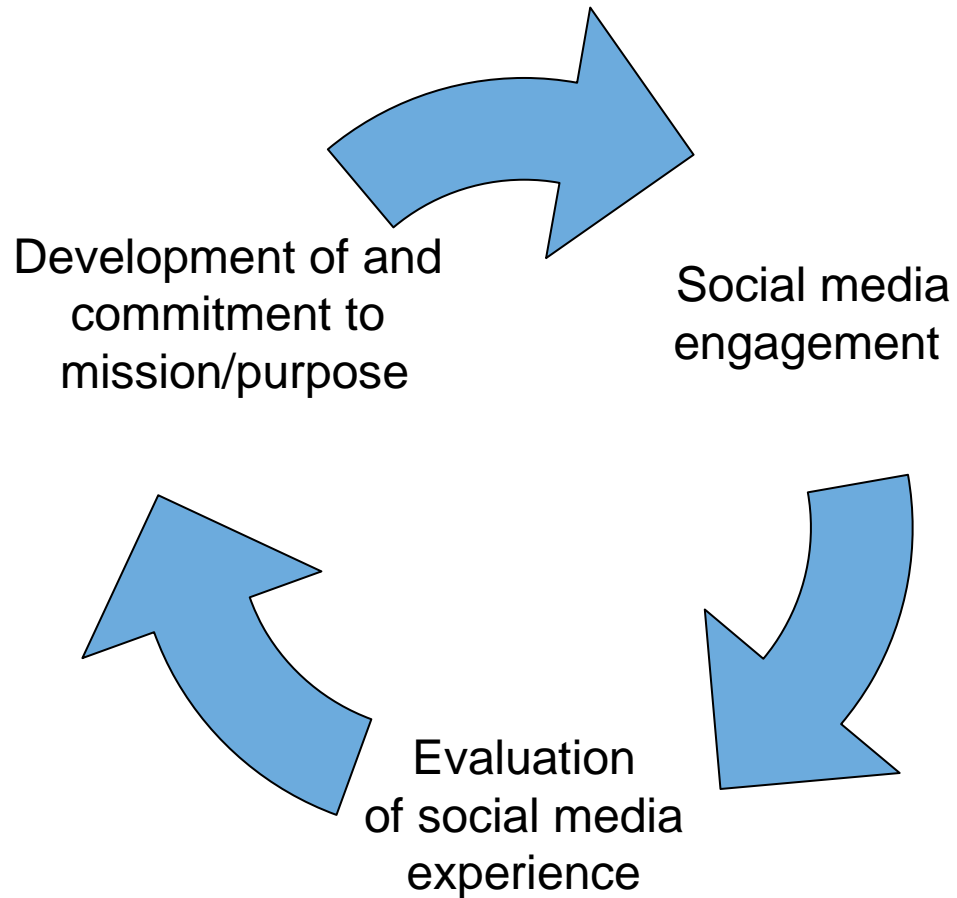
Unitarian Universalist Association

For more information, please e-mail smeyerhoff@uaa.org

“So you have a Facebook page, now what?”

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Process



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Social media possibilities

 (Shared) Ministry

 Evangelism

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♥ Online ministry by an individual

- Simply being available in a convenient space (the internet), in a forum that people use (Facebook)
- Share spiritually-nourishing content ★
- Identifying pastoral needs and ministering proactively

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A ...reason to be on Facebook is that the people of our churches are on Facebook, from the 9 year olds to the 70 year olds...The savvy pastor can, in minutes, respond to those things with a quick click on "like", or easily send a private message of support or congratulations.

– Rev. Christine Robinson
<http://iminister.blogspot.com/>

♥ Online ministry through community

- Example: congregational Facebook page
- Encouraging participation and shared leadership
- Offering content that is spiritually nourishing
- Celebrating and thanking
- Providing a holistic view of congregational life
- Inviting deeper engagement in congregational life
- Safe space

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Online evangelism

- Ministering!
- Being easy-to-find online
- Making newcomer-friendly information front-and-center
- Seeking out friends, followers, readers, etc.

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Online evangelism (continued)

- Educating about our faith (can be fun!)
- Answering questions
- Helping newcomers connect with congregants
- Inviting further (in-person) engagement with congregation

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Empowerment of UUs to evangelize

- Discussing and modeling online promotion of our faith
- Deepening knowledge and enthusiasm about our faith among UUs
- Create sharable content
- Encourage other UUs to create their own content and share it

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Evaluation

- What were our initial hopes in establishing a new media presence?
- How has our content reflected our mission?
- What content and methods have generated the response closest to what we hoped for? (Use data if available).
- What new or unforeseen opportunities to further the mission of the congregation have arisen?
- Should we revise and expand our initial goals?

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Current social media tools in use by congregations

- Facebook
- Twitter
- Blogs
- YouTube
- Podcasting

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Social media trends

- Continued decentralization.
- Even more video!
- Mobile applications (using device functionality).
- Location-based social networking.

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Basic safety practices

- Shared administrative access.
- Proactive content moderation.
- Written guidelines, covenants.
- Clear personal policies for social media use.

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