

The Facebook Evangelism Party

Empower Your People to Be Online Unitarian Universalist Missionaries

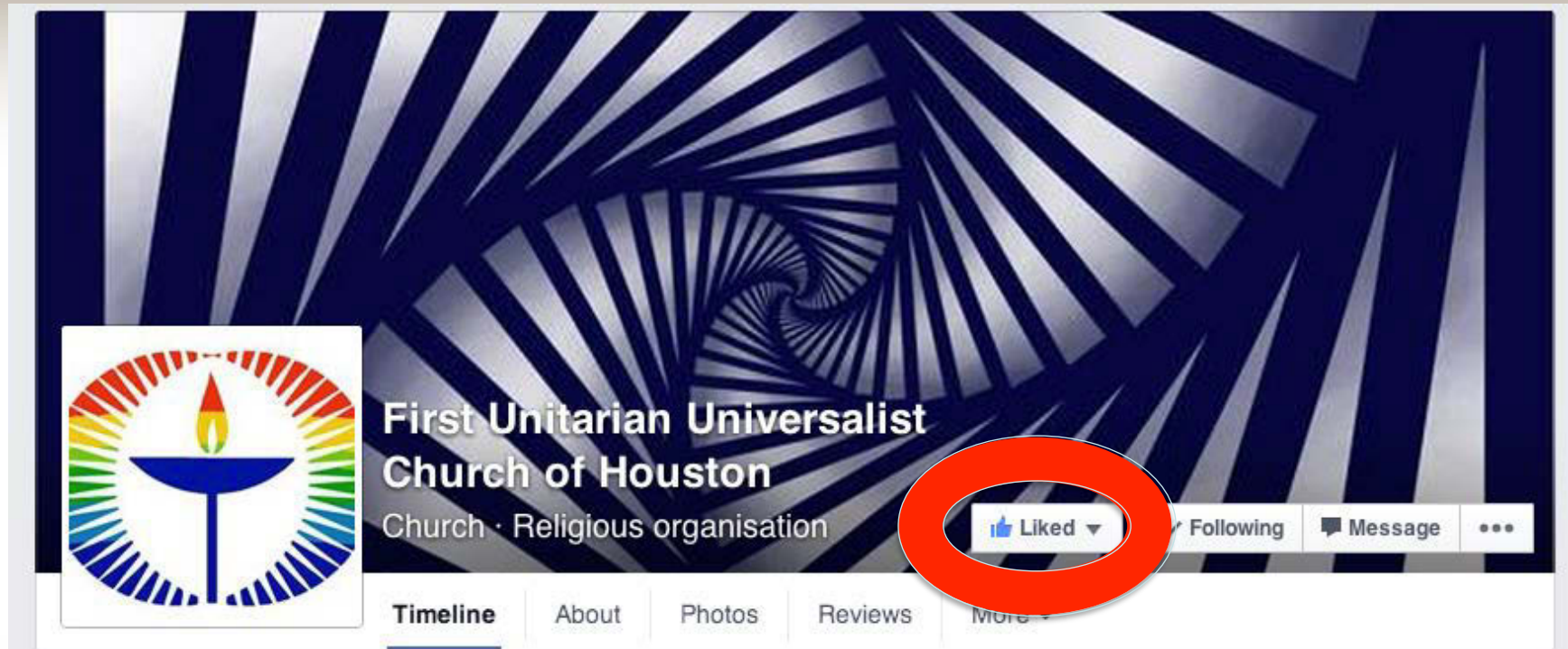


Get Them Signed Up

- Offer classes to those not on Facebook



Get Them To “Like” Your Page

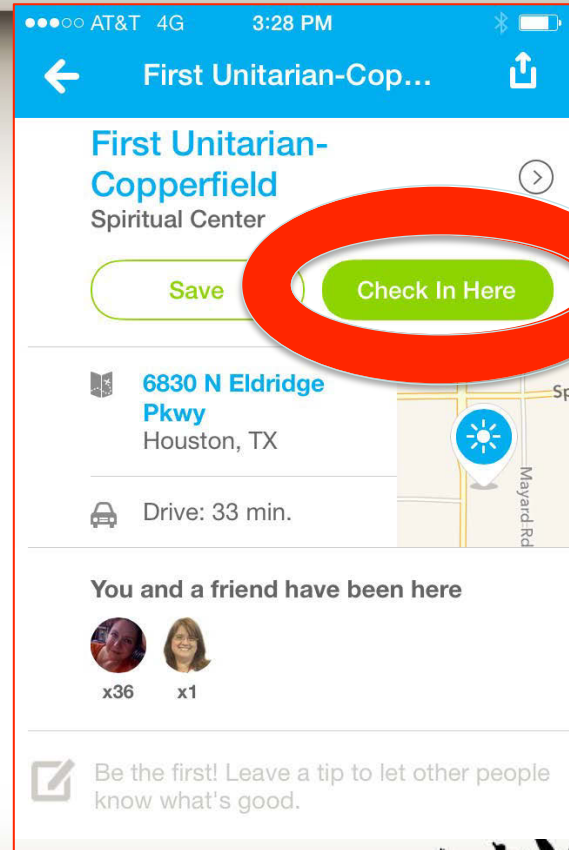
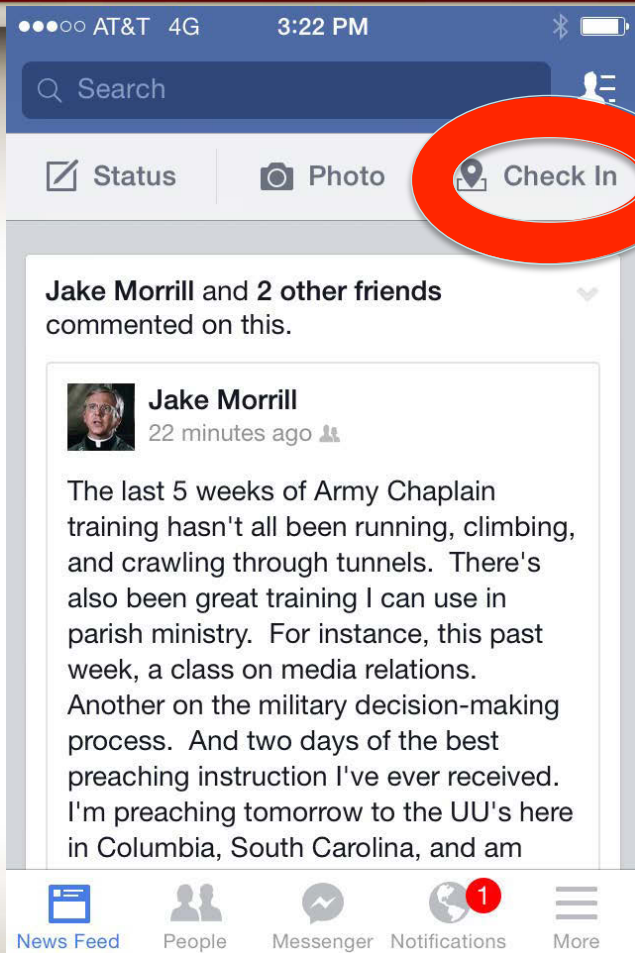


Get Them To “Like” Your Page

- ASK
 - Newsletter
 - Pulpit
 - Meetings
 - Facebook



Get Them To Check In



Get Them To Check In

- “Worship Mode”
- Meetings
- Events



Get Them To “Share”

MAKE IT EASY!



Get Them To “Share”



The image shows a Facebook post from the Church of the Larger Fellowship, dated 18 May. The post features a photograph of a dirt road lined with trees leading to a sunset over a field. The text on the post reads: "Worship starting up soon! Join us...", "Every New Day", "Sun 5/18 8pm, Mon 5/19 9am + 130pm (et)", and "www.questformeaning.org/reflecting/worship". At the bottom, there are interaction buttons for "Like", "Comment", and "Share". The "Share" button is circled in red.

Church of the Larger Fellowship
18 May

Worship starting up soon! Join us...

Every New Day

Sun 5/18 8pm, Mon 5/19 9am + 130pm (et)
www.questformeaning.org/reflecting/worship

Like · Comment · **Share**

👍 2 💬 1 📄 1 Share

Facebook
Graphics –
News or Events



Get Them To “Share”

 Church of the Larger Fellowship
26 February

Texas rules same-sex marriage ban unconstitutional! Another step towards love in this country!



Facebook.com/clfuu

Like · Comment · Share

72 1 31 Shares

Facebook
Graphics –
News or Events



Get Them To “Share”

Facebook Graphics – Inspiration



Like · Comment · Share

👍 48 💬 42 Shares



Get Them To “Share”



First Unitarian - Copperfield Campus changed their cover photo.
25 November 2013

Hanging of the Greens
Sunday, December 1, 2013
12:30 PM to 2:00 PM



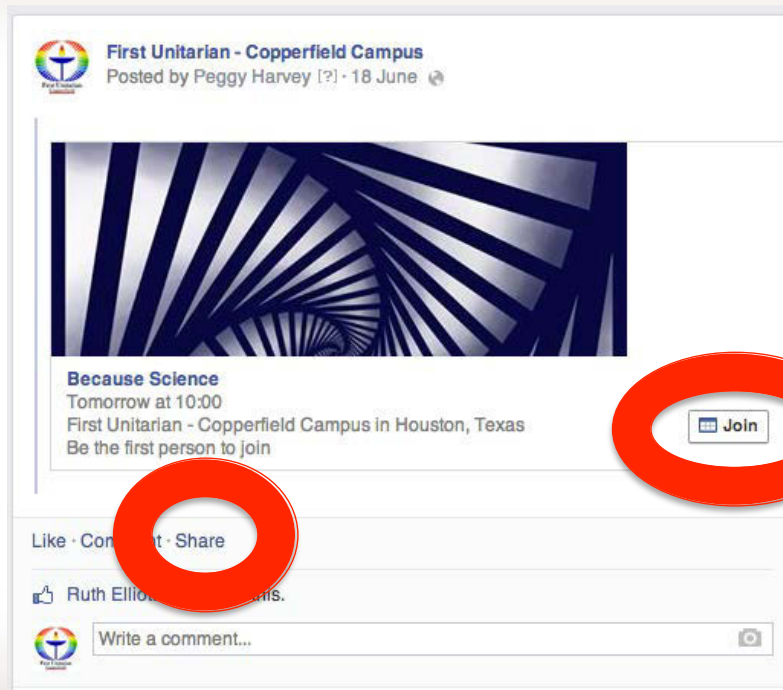
Like · Comment · Share

The image shows a Facebook post from 'First Unitarian - Copperfield Campus' dated 25 November 2013. The post features a green banner with the text 'Hanging of the Greens' in a gold cursive font, followed by 'Sunday, December 1, 2013' and '12:30 PM to 2:00 PM' in red cursive. Below the text is a cartoon illustration of two black stick figures decorating a green Christmas tree with red and yellow ornaments, with a brown dog sitting to the left. At the bottom of the post, the 'Like · Comment · Share' buttons are visible, with the 'Share' button highlighted by a red circle.

Facebook
Events



Get Them To “Share”



Facebook Events



Integrate Virtual/Real Worlds

Make Things Sticky!

- Use Graphic in Multiple Ways:
 - Facebook cover
 - Facebook event
 - Order of Service Cover
 - Slide show
 - Newsletter graphic
 - Website



Integrate Virtual/Real Worlds

Give AND RECEIVE!

- Crowdsource
 - Ask topical questions on church Facebook
 - Quick and easy to answer
 - Use those answers
 - Sermons
 - Newsletter columns

