



# YOUTH MINISTRY TRAINING SERIES

Webinar #6: Social Media and Electronic Communication  
March 14 and 16, 2017

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[uua.org](http://uua.org)



## Presenters

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# Opening



# Introduce Yourself



# Social Media and Electronic Communication

- Why do we need to embrace social media?
- How can we promote safer practices?
- How do we move from announcements to ministry?

# Why Social Media?

- Asking why social media is like asking why should we communicate with youth outside the room.
- Be where people are.
- Reach youth beyond Sunday morning

# Social Media 101

- Facebook
- Twitter
- Instagram
- Snapchat
- And beyond!

# Facebook

- Groups for planning and discussion
- Messages to check in and pastoral care





# Twitter

- Announcements
- Making connections
- Prompts/questions



# Instagram

- Beautiful, inspirational photos
- Theme-based (hashtags)



# Snapchat

- Stories
- Sharing behind the scenes



....and beyond!





## Safety

- Balancing confidentiality, safety and authenticity
  - Texting
  - Facebook
  - Snapchat
  - Other apps



# Texting

- Texting
  - Rule of 3
  - Alternatives



# Facebook

- Groups
- Messenger



# Snapchat

- Stories
- Accountability





# Others

- GroupMe
- Remind101
- Slack





# Getting Started

- Step 1: What Platform
- Step 2: Why
- Step 3: Messaging



# What Platform?



# Why?



# Messaging and Moving toward Ministry

- Make Messages Memorable
- From *Think Orange*
  - Say Less
  - Say What Matters
  - Say It Clearer
  - Don't Say It
  - Say It Louder
- Tag lines, Hooks, and Relevance

What does this bring up for you?

$$E = mc^2$$

$$m = \frac{m_0}{\sqrt{1 - \frac{v^2}{c^2}}}$$

$$m_0 c^2$$

$$\frac{v}{c} = \gamma \ll 1 \Rightarrow (1 - \gamma^2)^{-1/2} \approx 1 + \frac{\gamma^2}{2} + \dots$$

$$\rightarrow E \approx m_0 c^2 \left( 1 + \frac{v^2}{c^2} \right) = m_0 c^2 + m_0 v^2$$



# Follow Up

- Discussion & Reflection Questions
  - 1. Use the Think Orange Refine the Message process to plan out a messaging plan from both last month in your youth group and next month in your youth group.
  - 2. What social media platforms are most natural for you to use? What about your youth? What do those differences and similarities mean for your work as a youth advisor or religious educator? How can you engage in “holy wonder” about new platforms and techniques for communicating?
  - 3. Go through your list of common ways you communicate with youth via electronic means. How are you implementing best safety practices in those communications? What needs to change, and how will you make it happen?
- Resources
- Next steps

# Closing



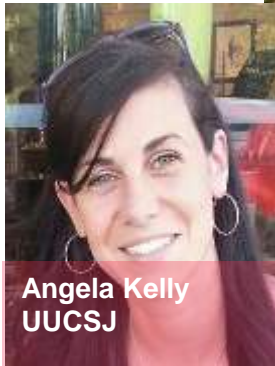
HBL5





# The Youth Ministry Roundtable Thanks You!

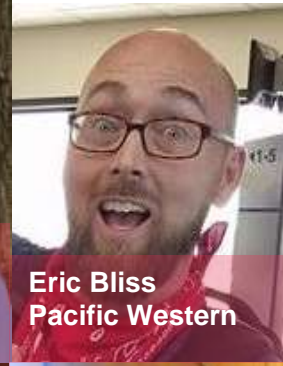
Youth & Young  
Adult Ministries  
&  
Congregational  
Life Staff.



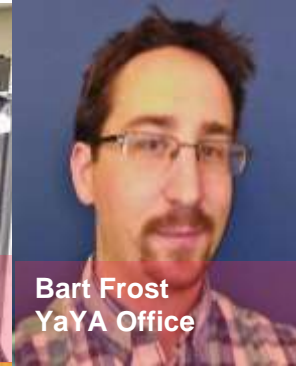
Angela Kelly  
UUCSJ



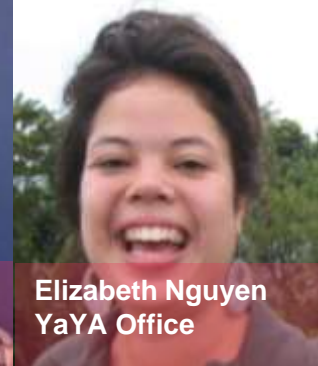
Nancy Combs-  
Morgan  
MidAmerica



Eric Bliss  
Pacific Western



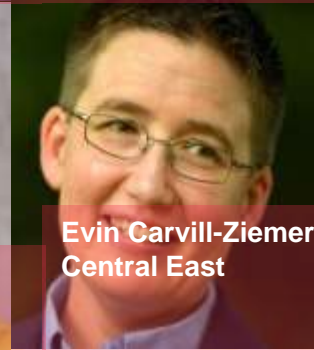
Bart Frost  
YaYA Office



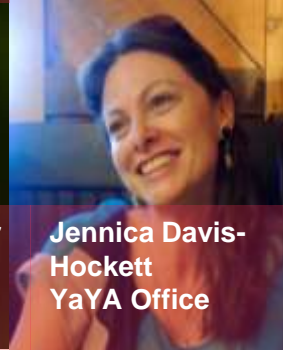
Elizabeth Nguyen  
YaYA Office



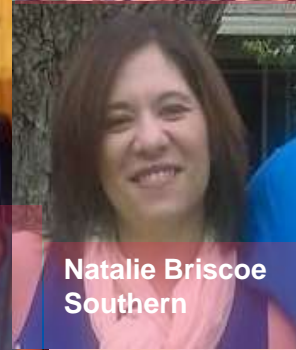
Kim Sweeney  
New England



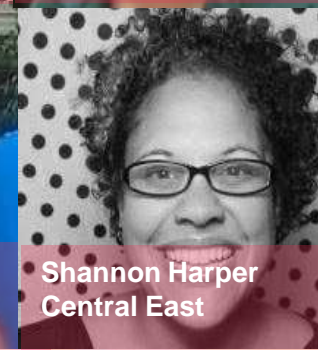
Evin Carvill-Ziemer  
Central East



Jennica Davis-  
Hockett  
YaYA Office



Natalie Briscoe  
Southern



Shannon Harper  
Central East



**Next Month's Webinar:**

# Youth Inclusive Multigenerational Congregations

April 11th 1pm and April 13th 8pm

**Register at [uua.org/ymwebinars](https://uua.org/ymwebinars)**

**[uua.org](https://uua.org)**



**THANK YOU!**

**THIS WEBINAR HAS BEEN**

**RECORDED AND WILL BE**

**AVAILABLE AT** [uua.org/ymwebinars](https://uua.org/ymwebinars)

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