

Social Media and Evangelization



TWEETS 501 FOLLOWING 8 FOLLOWERS 5.31M

Following

Pope Francis ✓

@Pontifex

Welcome to the official Twitter page of His Holiness Pope Francis

Vatican City · [news.va](#)

Why Social Media?



- Easy to join/usually FREE
- Relationships and conversation/storytelling
- Has reach/scale
- leverage/other online resources
- Great way to grow your church COMMUNITY
- Connect with YOUNG people

Social Media is....

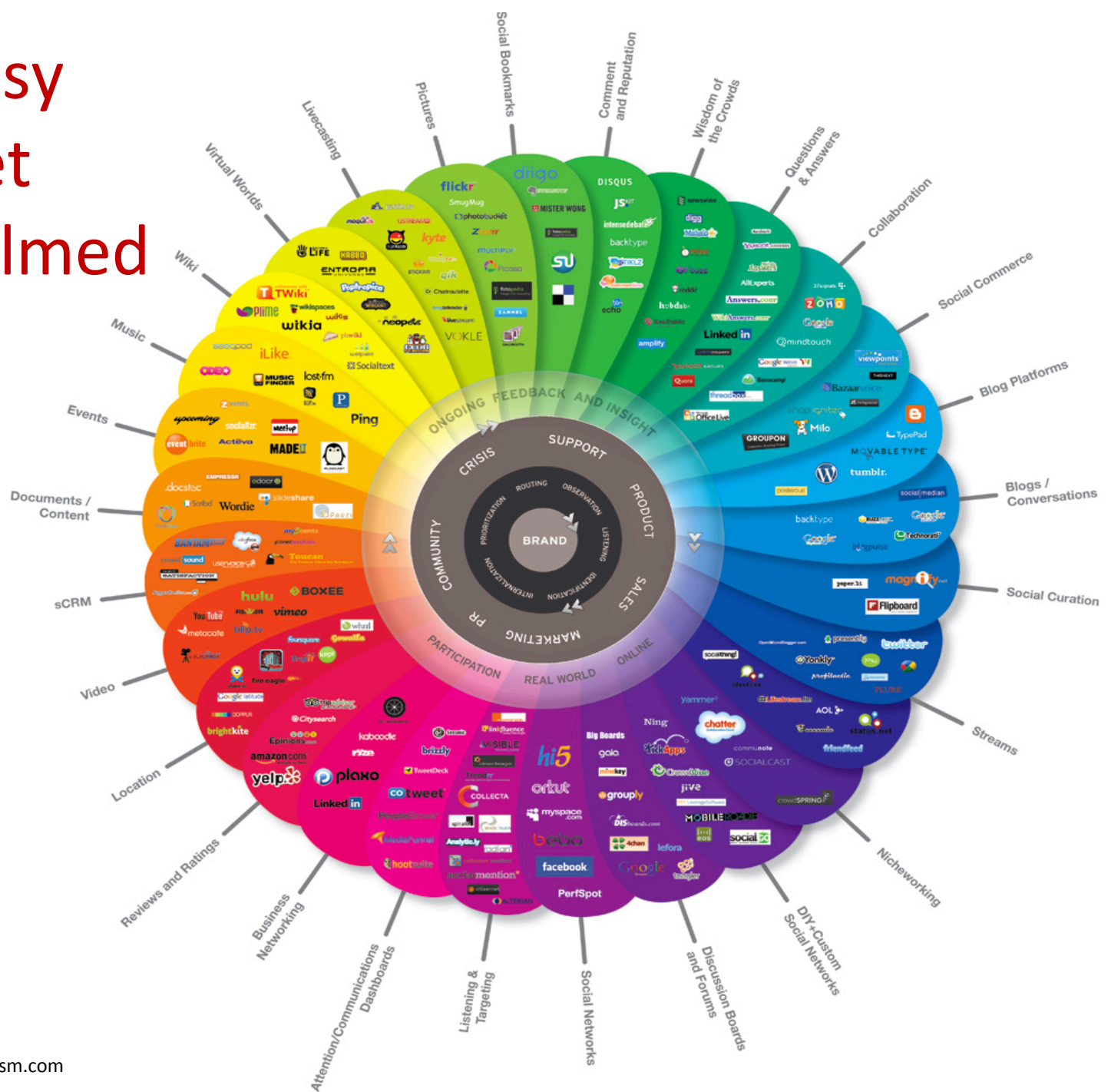
...any online platform or channel for user generated content.

...a strategic **TOOL** that individuals, businesses, organizations, church/communities and use to disseminate content through social interactions, created using highly accessible and scalable publishing techniques.

...a media channel that relies on listening and conversation to get your point across, make a connection and build a relationship.

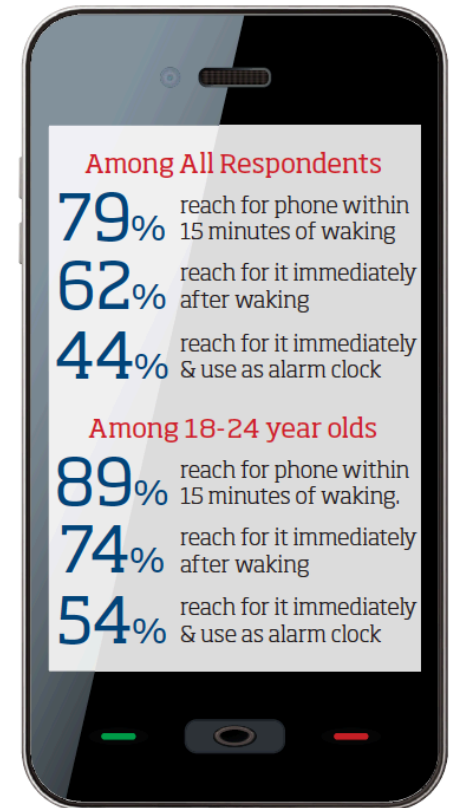


It's easy
to get
overwhelmed



Generation Next: Defined by Connectivity

Last Time Phone was NOT with you...
(Mobile Usage 18-44 year old Smartphone Users)



Who uses social networking sites

% of internet users within each group who use social networking sites

	All internet users (n=1,895)	72%
a	Men (n=874)	70
b	Women (n=1,021)	74
Race/ethnicity		
a	White, Non-Hispanic (n=1,331)	70
b	Black, Non-Hispanic (n=207)	75
c	Hispanic (n=196)	80 ^a
Age		
a	18-29 (n=395)	89 ^{bcd}
b	30-49 (n=542)	78 ^{cd}
c	50-64 (n=553)	60 ^d
d	65+ (n=356)	43
Education level		
a	No high school diploma (n=99)	67
b	High school grad (n=473)	72
c	Some College (n=517)	73
d	College + (n=790)	72
Annual household income		
a	Less than \$30,000/yr (n=417)	75
b	\$30,000-\$49,999 (n=320)	72
c	\$50,000-\$74,999 (n=279)	74
d	\$75,000+ (n=559)	71
Urbanity		
a	Urban (n=649)	74
b	Suburban (n=893)	71
c	Rural (n=351)	69

Source: Pew Internet
Research Project

Social Media is Storytelling

- Pictures
- Words
- Video
- Creativity
- Humor
- Powerful messages



This content will help you form relationships and build community.

Value and the 4 Es

- Earliest news
- Info / expertise / insights / ideas
- Opportunities, incentives
- Fun, humor
- Interactions

Engage



Educate

Excite



Evangelize



Challenges

- Success is a moving target
 - Technologies, applications, opportunities, rules change rapidly
 - Building on success requires increasing commitment
- Social channels never sleep
 - They always require fresh content
 - They always require monitoring
- Performance raises expectations
 - Each generation becomes more accustomed to speed of response
 - Each generation becomes more accustomed to proficiency

Facebook: A Closer Look

- 1.393 billion monthly active users.
- Percentage of online adults that visit Facebook at least once a month: 72%
- Time spent on Facebook, per user per day, is 40 minutes.



A Closer Look: YouTube

The second largest
social media site

A billion people
use YouTube

4 billion videos are
viewed per day

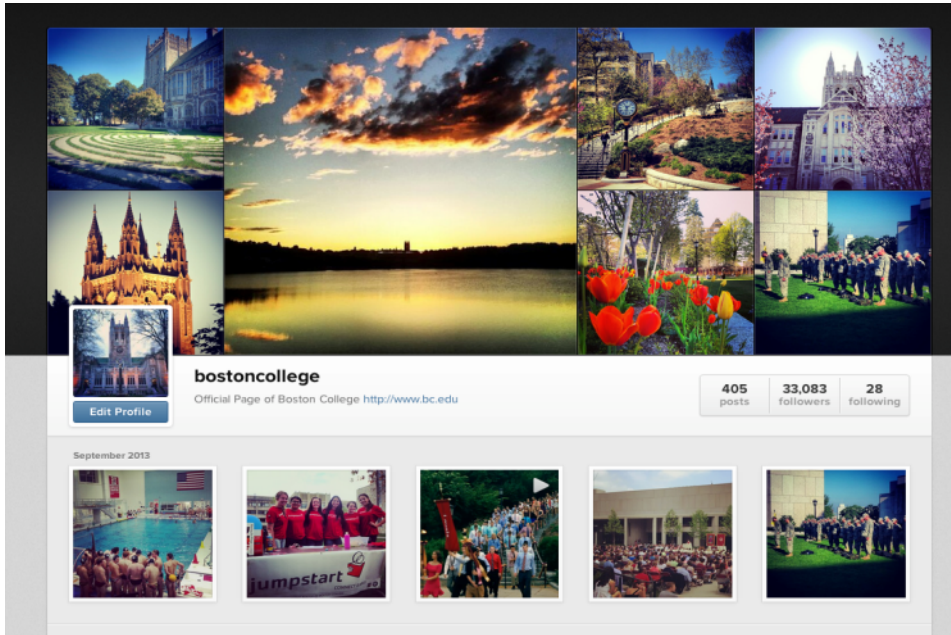


Closer Look: Twitter

- 200 million monthly active users; handles a billion tweets a week. Over the past year, average # of tweets per day has tripled from 50 million to 140-180 million.
- 170 billion tweets since launch in 2006.

OF THE MILLIONS OF TWEETS
CREATED EVERY DAY, **71%**
PRODUCE NO REACTION -
REPLIES OR RETWEETS.

Closer Look: Instagram



Photo/Video sharing site,
largely mobile

Videos = 15 seconds
Most popular hashtag: #LOVE



2K Likes



1.5K Likes



1.4K Likes



1.4K Likes

Let's talk PICTURES

These are two of the best free online graphic design software platforms out there.

- [Pixlr.com](https://www.pixlr.com)
- [Ribbet.com](https://www.ribbonet.com)

What's NEXT?

- 1) Get a Cyber Parish committee together, ideally with reps from each community group: youth, moms, sick ministry, liturgy, catechists, seniors, finance and so forth.
- 2) Find out if there are any active bloggers/twitters/facebookers already in the parish. They will be your best resource to get the ball rolling.
- 3) Define your goals: for example, to double the youth group, to double the Sunday Mass attendance, to start a Parish Mom Club, to assist the homebound, to promote an event and to attract more parishioners to confession.
- 4) Ask and you shall receive. If you have any social media related question, you'll realize that so many people will be willing to help you out. This is particularly the case on Twitter.
- 5) Create a Facebook fan page for your parish. Create a Twitter account. Create an Instagram account.
 - Create a [YouTube](#) channel for the parish: Record the homilies, christenings, confirmations, special messages and your message for the week. A real interesting way of using the channel is to ask parishioners for testimonies. You'll be surprised at how much people have to say about how God is acting in their everyday life.