

SHELDON HEIGHTS CHURCH OF CHRIST MEDIA WORKSHOP

# SOCIAL MEDIA

Fundamentals for your congregation and ministries

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# Welcome



Hi. I'm Janelle

In the beginning God **CREATED...**  
Why shouldn't we?

# INTRODUCTION

In less than a generation, social media has evolved from direct electronic information exchange, to virtual gathering place, to retail platform, to vital 21st-century marketing tool. How did it begin? How has social media affected the church?

MODULE 1



# Social Media vs. Traditional Media

## Traditional Media

## Social Media

Fixed, unchangeable	Instantly updatable
Commentary limited and not real time	Unlimited real-time commentary
Limited, time-delayed bestseller list	Instant popularity gauge
Archives poorly accessible	Archives accessible
Limited media mix	All media can be mixed
Committee publishers	Individual publishers
Finite	Infinite
Sharing not encouraged	Sharing and participation encouraged
Control	Freedom

DEPARTMENT  
OF  
DEFENSE

# 1969

In the **1980s and '90s**, according to "[The History of Social Networking](#)" on the technology news site Digital Trends, the internet's growth enabled the introduction of online communication services such as CompuServe, America Online, and Prodigy. They introduced users to digital communication through email, bulletin board messaging, and real-time online chatting.

# WHY SELFIES MATTER

Why are photographs so important?

**1**

Photographs represent what's important

**2**

Photos document history

**3**

Photos are stories that evoke emotions

**4**

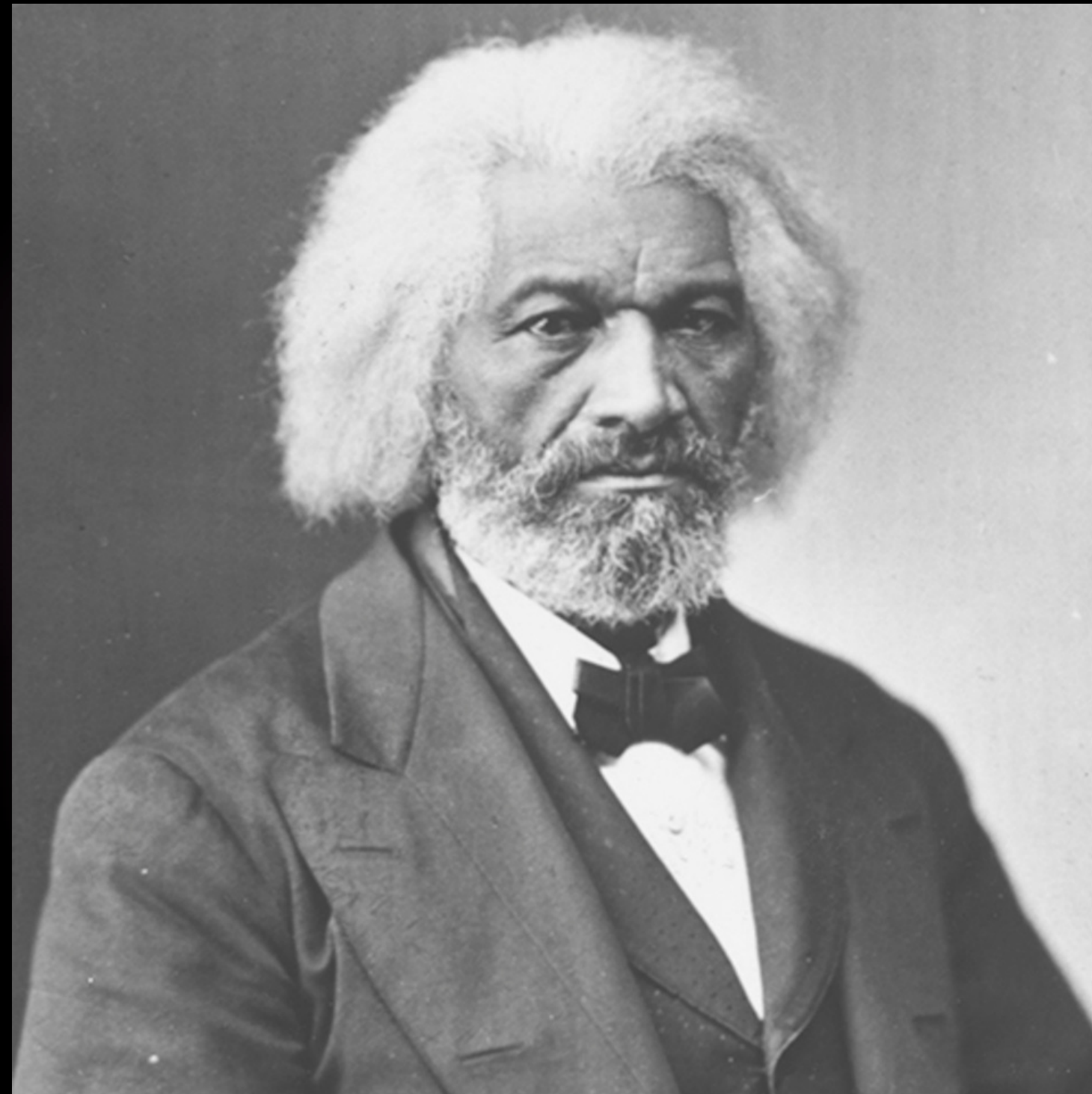
Photography inspires and builds connections

**5**

Photography represents self expression



# Frederick Douglass: The most photographed American of the 19th Century



[https://www.youtube.com/watch?v=6\\_Oagi-WvQE](https://www.youtube.com/watch?v=6_Oagi-WvQE)

# SOCIAL MEDIA PLATFORMS

**JAN  
2022**

# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



GLOBAL OVERVIEW

TOTAL  
INTERNET  
USERS



KEPIOS

**4.95  
BILLION**

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



we  
are  
social

**62.5%**

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF  
INTERNET USERS



GWI

**+4.0%  
+192 MILLION**

AVERAGE DAILY TIME SPENT  
USING THE INTERNET BY  
EACH INTERNET USER



GWI

**6H 58M  
+1.0% (+4M)**

PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE PHONES



**92.1%**







A close-up photograph of a person's hands typing on a laptop keyboard. The laptop screen is illuminated with a bright blue light, displaying the white Facebook 'f' logo. The background is dark and out of focus, showing another monitor and some colorful patterns.

# Facebook

The most popular social media platforms worldwide in 2022

- Facebook.
- YouTube.
- WhatsApp.
- Instagram.
- Facebook Messenger.

# THE MOST POPULAR SOCIAL MEDIA PLATFORMS

						
PEOPLE	<ul style="list-style-type: none"> <li>• 25-34</li> <li>• Boomers</li> </ul>	<ul style="list-style-type: none"> <li>• 18-24, 25-34</li> <li>• Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• 25-34, 35-49</li> <li>• Educated/wealthy</li> </ul>	<ul style="list-style-type: none"> <li>• 46-55</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• 10-19</li> <li>• Female (60%)</li> </ul>	<ul style="list-style-type: none"> <li>• 13-17, 25-34</li> <li>• Teens</li> </ul>
CONTENT	<ul style="list-style-type: none"> <li>• Photos &amp; links</li> <li>• Information</li> <li>• Live video</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiration &amp; adventure</li> <li>• Questions/polls</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Discussion</li> <li>• Humor</li> </ul>	<ul style="list-style-type: none"> <li>• Long-form content</li> <li>• Core values</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Humor</li> <li>• Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Feel-good</li> <li>• Trends</li> </ul>
STRATEGIES	<ul style="list-style-type: none"> <li>• Local marketing</li> <li>• Advertising</li> <li>• Relationship building</li> </ul>	<ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Organic engagement</li> <li>• Influencer</li> </ul>	<ul style="list-style-type: none"> <li>• Customer service</li> <li>• Ads for males</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic engagement</li> <li>• International</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Video ads</li> <li>• Location-based marketing</li> <li>• App marketing</li> </ul>
INDUSTRIES	<ul style="list-style-type: none"> <li>• Beauty/fitness</li> <li>• Jobs/education</li> <li>• Emplymt/job train</li> <li>• Healthcare</li> <li>• Restaurants</li> <li>• Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Higher ed</li> <li>• Sports teams</li> <li>• Nonprofits</li> <li>• Technology</li> <li>• Consumer goods</li> <li>• Office supplies</li> </ul>	<ul style="list-style-type: none"> <li>• Higher ed</li> <li>• Sports teams</li> <li>• Food &amp; bev</li> <li>• Alcohol</li> <li>• Financial svc</li> <li>• Healthcare communication</li> </ul>	<ul style="list-style-type: none"> <li>• Hospital/health</li> <li>• IT</li> <li>• Construction</li> <li>• Public admin</li> <li>• Retail</li> <li>• Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• FM consumer goods</li> <li>• Interior design</li> <li>• Fitness &amp; sports</li> <li>• Beauty, art, fashion, jewelry</li> </ul>	<ul style="list-style-type: none"> <li>• Schools/college</li> <li>• Gyms</li> <li>• Salons</li> <li>• Restaurants</li> <li>• Concerts</li> </ul>
EMOTIONS	<ul style="list-style-type: none"> <li>• Informed</li> <li>• Overwhelmed</li> <li>• Guilty</li> <li>• Curious</li> <li>• Self-conscious</li> <li>• Connected</li> <li>• Entertained</li> <li>• Isolated</li> <li>• Lonely</li> </ul>	<ul style="list-style-type: none"> <li>• Inspired</li> <li>• Entertained</li> <li>• Adventurous</li> <li>• Smart</li> <li>• Flirtatious</li> <li>• Self-conscious</li> <li>• Creative</li> <li>• Playful</li> <li>• Attractive</li> </ul>	<ul style="list-style-type: none"> <li>• Anxious</li> <li>• Isolated</li> <li>• Overwhelmed</li> <li>• Informed</li> <li>• Flirtatious</li> <li>• Lonely</li> <li>• Self-conscious</li> <li>• Guilty</li> <li>• Depressed</li> </ul>	<ul style="list-style-type: none"> <li>• Informed</li> <li>• Smart</li> <li>• Inspired</li> <li>• Celebratory</li> <li>• Connected</li> <li>• Motivated</li> <li>• (Not backed by study)</li> </ul>	<ul style="list-style-type: none"> <li>• Funny</li> <li>• Creative</li> <li>• Informed</li> <li>• Motivated</li> <li>• Practical</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Creative</li> <li>• Attractive</li> <li>• Adventurous</li> <li>• Flirtatious</li> <li>• Excited</li> <li>• Happy</li> <li>• Playful</li> <li>• Spontaneous</li> </ul>
WEAKNESS	<ul style="list-style-type: none"> <li>• Weak organic reach</li> </ul>	<ul style="list-style-type: none"> <li>• High ad costs</li> </ul>	<ul style="list-style-type: none"> <li>• See above</li> </ul>	<ul style="list-style-type: none"> <li>• Reporting and custom audience</li> </ul>	<ul style="list-style-type: none"> <li>• Least popular for marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Can't build relationships</li> </ul>

Who is your audience?

How can you reach them?

What are your goals?

## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

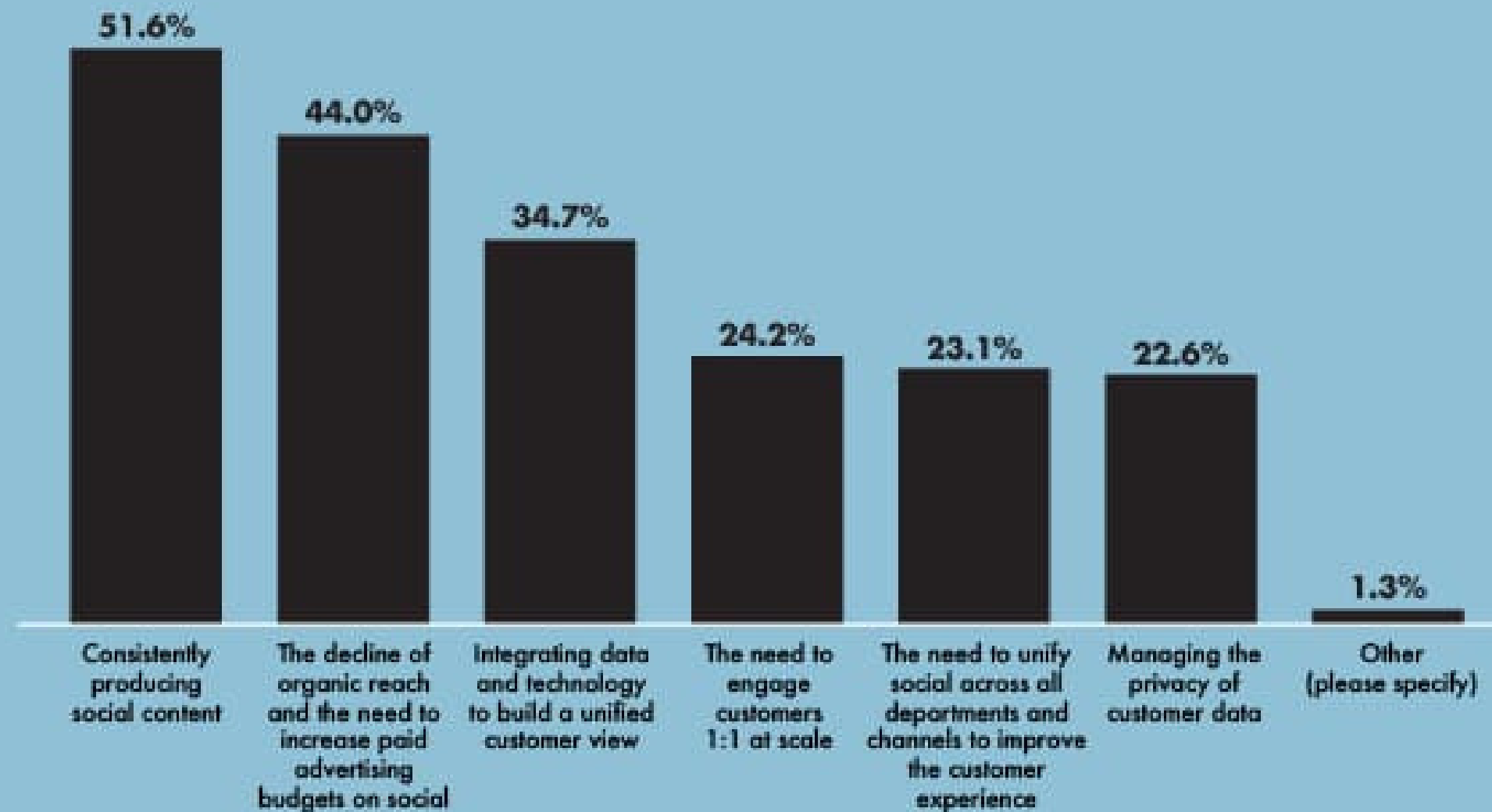
							
<b>DEMOGRAPHICS</b>	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
<b>PURPOSE</b>	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
<b>BEST FOR</b>	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
<b>DOWNSIDE</b>	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

# 8 STRATEGIES FOR USING TIKTOK IN THE CLASSROOM

1. Have Students Create Their Own Channel
2. Teach Mini-lessons
3. Document The Learning Process
4. Asynchronous Student Collaboration
5. Project-Based Learning
6. Social Good
7. Explore Specific Topics
8. How-To Videos



## What are your biggest challenges on social media? (Choose all that apply)





# SOCIAL MEDIA & THE CHURCH

As custodians of God's word, we are called to influence the world. We are the salt and light of the world. We are the vessels that carry solutions to the world's biggest problems. And social media is where people are asking the questions, looking for answers and spending time researching.

MODULE 2



## DISCUSSION

When people Google  
your congregation, what would  
they learn?

- kennedy jordan manor
- event
- sunday worship
- baptist church
- foursquare
- youtube
- chicago illinois
- christ chicago il



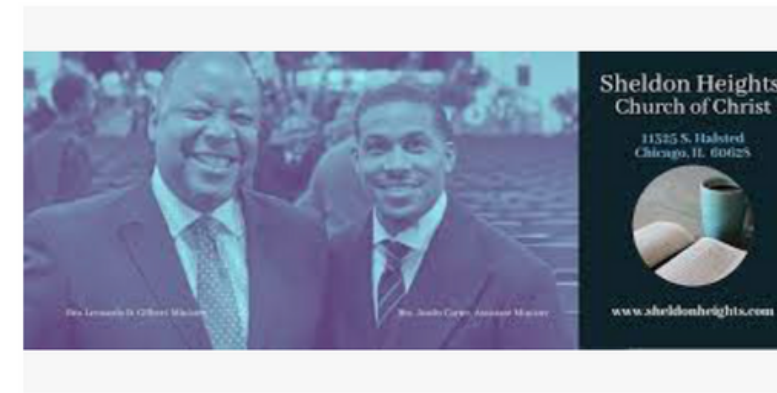
Sheldon Heights Church of Chris... facebook.com



Sheldon Heights Church of Christ, 11325 ... businessyab.com



Sheldon Heights Church o... facebook.com



Sheldon Heights Church of Christ m.facebook.com



Sheldon Heights Church of Christ ... youtube.com



Sheldon Heights Church of Christ - Home ... facebook.com



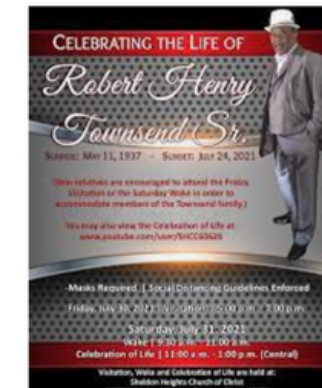
Sheldon Heights Church of Chris... youtube.com



Sheldon Heights Church... m.facebook.com



Sheldon Heights Church of Christ facebook.com



Sheldon Heights Churc... m.facebook.com



Sheldon Heights Churc... m.facebook.com



**Church leaders and educators  
have specific demographics that they  
want to engage, what social media  
platforms and/or resources are you  
utilizing to reach them?**

## DISCUSSION

How can you support the media ministry?

# FUTURE TRENDS & THE CHURCH

If God has given you a vision that can impact the society and build His kingdom, it is good for you to share it with as many people in as many ways as possible. Social media is designed to take a message and spread it among a specific group of people. So if you can take your vision and strategically communicate it to your audience on social media, then people may want to help you accomplish that vision.





# IMPLEMENTATION FRAMEWORK

Social media is such a good tool for churches and ministries to create announcements to their congregation. Using social media for announcements can also make life easier for your church members. Utilization of resources like *Canva*, will make designing social media content simple and fun. How can you and your team impact SHCC?

**BREAKOUT (3 min presentations)**

## Final Thought

16 In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.

- Matthew 5:16



# Questions?

**Thank you!**