

Social Summer Camp July 2024

Day One: Mindset

Summer is a great time to work on, refresh or optimize your systems. One of the best platforms to optimize this Summer is your social media. In today's world, your social media is the "new" front door of your church. Here are some Social best practices and ideas for you to apply at your church!

Main Focus: *Mindset*

- Be social – speak human to one person
Be thoughtful
- Goal is to continue conversations

Way to *think about things*

- Put "social" back into social media
- Not good or bad, just a tool to use – don't motivate based on fear
- Need to stop being strategic – focus on what is thoughtful instead

Main Takeaways

- Focus 80% of your time on one platform – Facebook; wait to attempt other platforms until you get Facebook right
 - Let's get one thing right before we expand to new areas – don't spread yourself too thin
 - Get whole team rallied behind
 - Get whole congregation rallied behind
 - Be thoughtful and thorough
 - Do it right!
- We tend to think of social media as a marketing channel – always about broadcasting. But the true power of social media is the ability it gives you to LISTEN and learn!
- Age is a benefit, not detriment to Facebook
- When you "talk" on Social Media, talk to one person – whisper to them alone (don't shout trying to get everyone's attention or to rise above the noise)
- It's not about what they can do for you, it's about what YOU can do for them – if it's not about them, they'll scroll by and ignore you
- "Strategy" is about extracting value; "thoughtfulness" is about adding value.
 - Conversations, not comments – talk to one person
- Culture is the stories you tell and the things you celebrate
- Money amplifies. Technology accelerates

- Marketing is based on discontent, the church has to compensate for that – we have the only answer to what the world needs

Quotable Quotes

- The true power of Social Media is to listen.
- Technology changes every 4.5 minutes, mission lasts for years
- We don't live in the information age, we live in the editorial age.
- Between today and the start of school, there will be a million new people on Facebook.
- People driving by your church are not thinking about the church. They are thinking about the answer to their problems.
- When people are sick, in the hospital, or have a problem, they post it on Facebook. Are we listening?
- Be thoughtful more than strategic.
- Talk like a human. Talk to one person, don't shout to everyone.

Intro

- We tend to think of social media as a marketing channel – always about broadcasting. But the true power of social media is the ability it gives you to LISTEN!
- Pastor analogy – saw someone in grocery store hadn't seen in forever; says, *“hey, haven't seen you in a while,”* and they respond, *“yeah, I've been in the hospital.”* You say, *“Oh, I didn't know.”* And they say, *“Huh, I posted it on Social Media.”*
- Misconception of algorithms is they're “evil,” and against the church. It really only looks at averages.
 - Average FB user sees 60 posts each time on FB
 - On FB 3/day
 - If they stop & engage with it, has value and FB takes note
 - Connects users to content FB thinks is valuable to that person based on their experience with that person
- FB not saying your content is bad, just based on past interactions and what this person likes, this is what they'd interact with.
- So if you use same post person hasn't interacted with last 20 times (i.e., this Sunday at church...), it will ignore the post – it has no value
- That's why prayer ad is so helpful
 - When someone asks for prayer, FB will connect them with churches that are known to pray for others
 - You become known as the church that prays and FB will send people to YOU!!!
- FB is not trying to help you, its only goal is to increase its own value
 - FB put \$ into developing the platform
 - Its users are the content – that's where algorithm comes from
 - Become a quality content provider!
 - All they want to do is find what people are find of value. How does it determine “value?”:
 - Shares

- Likes
- Conversations – biggest thing!!!

Mindset

1. Lens by which we view Social Media
 - We think it's about broadcasting
 - While is an effective marketing channel, it's WAYYYYYY more than that
 - Don't feel stupid or overwhelmed
2. Important to understand that sometimes the methods change, but mission doesn't change
3. Lies of Social Media
 - We focus on media, not "social"
 - I'm older generation so I'm not good on Social Media
 - Actually age is an advantage! The older you war, the better advantage in social media
 - If you're focused on buttons, not beliefs, you'll be overwhelmed
 - People in their 20s or teenagers, they act like I don't know what I'm talking about when it comes to technology. But I can always show them better way
 - They don't have any idea either, they just don't admit it. Only difference between a grandchild and grandparent is parent will admit their stupidity; child will try to hide their lack of knowledge
 - If you think you're bad at something and you keep saying that, you'll become self fulfilling prophesy
 - Have same challenges, younger will just figure out what all the buttons do – willing to try, only difference
 - They're not afraid to fail
 - Get rid of that mindset, "I'm too old"
 - If you're not willing to explore and see the wonders of things, then don't even try
 - Fastest growing group on FB is over 65 & young families
 - People who do best on social media are those who have more context and experience in developing relationships – the elderly
 - 2-3 years ago, FB changed its mission statement to "We want to connect the world" – every person on the planet is able to be connected.
 - Changes in last 10 years:
 - More people now live in cities than don't
 - More people on planet have cell phone than those that don't
 - Close to having more people on planet with FB account and connected than don't
 - There are platforms other than FB, you don't need to be on all those platforms UNTIL you get the one thing right – Facebook
 - Focus 80% of your time on one platform, then look at ways to use other platforms

- If you take everyone on every other platform and add them all up, doesn't compare to how many you get on Facebook alone
 - It's how you will best reach your community
 - Most pastors hate being on Facebook, but where are your people?
 - You communicate the way people hear not the way you want to communicate
 - They're on Facebook!
 - If you don't like FB, get over it
 - Get where the people are
- 4. Intro: Stop being strategic
 - Engagement
 - Are you just looking for likes or trying to have real having conversations?
 - Comments are NOT conversations
 - World was not changed by comment, but it was changed by a conversation
 - No revolution started by a comment but they were started by conversation
 - No one fell in love because of a comment, but people do fall in love due to conversations
 - Let's pretend your church feed is a first date
 - Talk about awkward first date – no chemistry – where most church feeds are going
 - You tell me what you like (post random things) but never ask me what I like
 - Never have actual conversation
 - Ultimate hack is produce a real conversation
 - Instead of saying, I like ice cream, ask instead what's your favorite food?
 - Some think you just need to reply to comments – NO
 - Don't treat the comments like it's your email inbox
 - Not about "response"
 - Not a to-do list
 - Your job is to keep a conversation going
 - Threads are 4-5 deep
 - Get specific to what THEY are interested in
 - Challenge with Sunday morning service is people won't create a deep relationship just hearing you speak
 - Adding social media connection is great pre service AND post service
 - Instead of saying, excited to see you Sunday, ask a question, listen to what they say and ask another question to keep conversation going and getting deeper
 - have a goal to have X amount of deep conversations in your community each week

- If social media is about people (and it is), everybody at church is about people – everyone on staff and key volunteers
 - Have multiple conversations every week with the church using multiple people
 - In staff meetings, ask what was the most engaged post this week?
 - Time to be intentional about Social Media is in weekly staff meetings, not after the fact or just before something happens – that’s too late
 - Post first word of message title
 - Will get an amazing story from the engagement you could use in the message
 - Build excitement up to event
 - Say, here’s what I struggled with when developing the message, what do you struggle with?
 - Monday post – “leftovers” – what I didn’t get to use yesterday
 - Most people are forgetting about message
 - Emphasize message and see what they took away – “what were your thoughts? What’s one way to live this out?”
5. Stop being Strategic and instead be Thoughtful
- Problem with strategy is that it can work but it’s about US
 - **Strategy** is about extracting value from something
 - I need more visitors so whatever you were planning to do on Sunday, I want you to give up and come to my church instead – need strategy to entice you to do that
 - I need strategy to get you to take money from Starbucks and give to missions instead
 - I need strategy cuz I need people to give up time on something else to give to serving at church
 - Being **thoughtful** means we work at building trust and develop relationships, we add value
 - Caring about others
 - Helping with their problems instead of telling them what we want them to do
 - May do same things whether you’re being strategic or thoughtful, but our mindset and motivation will be different when you’re focus on being thoughtful
 - For an organization that’s supposed to be about others, churches tend to have the most selfish and internal focus
 - Always talk about what we want YOU to do
 - Watch our video feed, come to our service
 - Instead of saying Join us Sunday at x o’clock, say Dr. Ron is going to share how to forgive people when they don’t deserve it and you’re still super mad at them and they don’t deserve it
 - How to give yourself grace ...
 - Talk like a human being

- Dr. Ron is in grocery store and he runs into somebody and they say looking forward to Sunday morning what are you going to talk about? Would you say, join me at 10 am or will you say, this is going to be a tough one, how to forgive someone when they don't deserve it – that's all you need
 - Talk to one person
 - Problem in Social Media World is that we're SHOUTING to the masses ...
- Post less and slow down
 - Goal should not be how many posts you have a week but how many conversations did we have?
 - Don't waste the entire week posting only – that's just noise, clanging cymbals
- Everyone's job to have conversations with your customers/members/clients – if you're not engaging with them, you're not doing your job. It's not a sales job, it's not a marketing job, it's **everybody's job!**
- Not about what I can get them to do for me, but what I can do for them – be thoughtful not strategic
 - What value can we add to community?
 - What value can we add to congregation?
 - What value can staff bring to anyone?
 - They don't care about your building, they care about a safe place they can trust with their children
 - Hey, here's one of our volunteers, ps, every Monday we wipe down everything with sanitizer;
 - Ryan is a volunteer with Children's program, his day job is sheriff's deputy
 - Culture is the stories you tell and the things you celebrate
- What will thrill a volunteer is when they make a FB post and the pastor and staff like and share that post! Adds value to them
 - If it's not noticed or celebrated, they won't care

Principles

1. Facebook isn't really for you, but it's also not against you
 - One simple goal – to increase its share value
 - How?
 - When you help Facebook make money, they'll show your stuff more
 - Measured in how many minutes people spend on the App
2. You communicate the way people hear not the way you want to communicate
 - They're on Facebook!
 - Get where the people are
3. Technology is an accelerator.
 - We could use social media to accelerate gossip or
 - Or we could use it to encourage people faster

- Connect with people quicker
 - Reduce barriers
- 4. We don't need to create discontent – it's already there
 - We have solution, just need to share it
 - Lead and get out in front – don't try to copy the world
 - Local church is the hope of the world

Learn From Each Other: Comments from Live Session

- **Dennis Nealy:** People live in the physical and digital world. I've been telling our staff we need to be "phigital" to reach them
- **Jason Davis:** We had a snow day and everybody was in chat. I love those days because I keep the feed up and have conversations like JE is doing now. I wish we could get to a point to get a person in chat every week to engage with people. Working on it!
- **Jason Davis:** You need to start whispering to one person on social media instead of shouting to everyone to get attention.
- **Anna Mari Green:** Narrow the focus to the one. Not a blanket post.
- **Raymond Andujar Andujar:** The purpose of social media is to have conversations with people.
- **Dr Ron Frierson:** Relationships are important; conversation begin relationships
- **Raymond Andujar Andujar:** social media is one of those barrier breakers...
- **Breanna:** Aha moment: the church social media page should be interacting with the congregants' posts, and not just their own posts. seems obvious but didn't realize that's a huge thing!
- **Drew Williams:** A story might only stay up for 24 hours, but it lives at the top of the feed. A post "stays up longer" but it usually only shows up one time as people are scrolling.
- **Bonnie Jill:** People don't care about your service times posted every week for a total of 52x ... they care about the building that has a safe place for their kids, a Mom's night out, recovery center, etc. and the algorithm will connect those posts to the people because it gives value to their lives.
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