

Social Summer Camp July 2024

Day Two: Engagement

Main Take Aways

- Give yourself some grace and implement some 1% changes.
- You manage *things*, you mentor *people*.
- Overthinking is a form of procrastination.
- If I can't make it perfect, then I'm not going to do it. Are you a toddler now who doesn't get his way?
- If you think you have control, you don't. You have an illusion of control.
- Write to one person but be relatable to everybody.
- Best way to fix the post is talk to one person, someone specific, someone you know.
- Simple SocialMedia fix: Whatever you see at the end, put at the beginning.
- Stories are more powerful than posts on your page.
- Instead of asking When should I post, if you're posting to one person, ask instead, where are they in their week?
- Ask what are they going through and address that.
- Social media is a tool, not a toy. Treat it with respect.
- Overproduction is a form of procrastination – you overproduce because you don't execute.
- Learn how to be a good friend in real life and apply that in social media.
- Law of Marginal Gains: Making small, incremental improvements across multiple areas can lead to significant overall improvements – it's not magic, it's math

Principles

1. The idea of self development is, in reality, procrastination. The best way to self develop: get your dream done.
2. If you need a resource, chances are we at Church Fuel either have a resource or a coach to give you that exact thing you need to move forward – we make it easy for you
3. Don't overproduce or overthink
4. Develop a habit – instead of moving from strategy to strategy, plan to plan, all we really need to do is 1% change consistently – every overnight success was 10 years in the making!
 - a. YouTube video from John Eric about 1%:
<https://www.youtube.com/watch?v=pHiYDU-NJRg>
#OnePercentChanges #100DayAdventure

Quotable Quotes

- "Stop apologizing for how God made you."
- "We all want overnight success, but every overnight success was 10 years in the making"
- "You know that grace we talk about, that grace we sing about on Sunday mornings? I give you permission to give yourself that same grace."
- "We'll worry about the aliens when they land."
- "If I can't make it perfect, then I'm not going to do it. Are you a toddler now who doesn't get his way?"
- "Every 'overnight success' is 10 years in the making."

Action Steps

- Review notes from yesterday and pick ONE thing to do and implement
- Add staff to your Church Fuel account so they can get the benefit of tomorrow's Social Summer Camp
- If you're willing to offer your church website as tribute for John-Eric to review and analyze during Day 3 of Social Summer Camp, email je@churchfuel.com and put in subject line, Willing Tribute, then make sure you give your Church Facebook url in the email (i.e., Facebook/ChurchName) – deadline 9 p.m. EST 7/24/24
- Idea: Social Media Small Group – if you'd like Church Fuel to coach small groups concerning Social Media, email je@churchfuel.com and let him know you'd like to see that option – opportunity to learn from each other
 - Christy Ferguson: 🙏 would love small group and coaching feedback for socials!

SOCIAL SUMMER CAMP CONTENT DAY TWO

Engagement Hacks: How to hack the algorithm and increase engagement

- Learn how to be a good friend in real life and apply that in social media
- How to reduce stress and anxiety around social media
- 1% Changes
 - Goal is panning for gold – take your "Aha moment," your nugget and roll that out
 - Don't try to catch and implement everything we talk about during Social Summer Camp
- Law of Marginal Gains: Making small, incremental improvements across multiple areas can lead to significant overall improvements
 - Not magic, math
 - What happens if you implement 1% change overnight?
 - Every "overnight success" is 10 years in the making
 - You need to implement in every area of your church, especially social media, and improve 1% at a time but do it consistently

- One small change you can make ... focus on that
- Not what is THE next step, it's what is ONE next step we can take?
- Over time, significant changes will occur
- Most people give up way early in the process – stay in and be consistent
- When you implement 1% changes over time, your social media will blow up
- Not shouting the broadcast, whispering to one person
- John Erik Post Example: <https://www.facebook.com/johnerikthinks>
 - Overall goals with every post:
 - Get in the feed
 - Get people to stop
 - Get people to engage
 - White space
 - Tag location
 - Feeling loved/blessed
 - People don't see what you write, they need to scroll to see
 - Write to one person but be relatable to everybody
- Simple fix: Whatever you see at the end, put at the beginning
 - Make sure headline is above the fold – before the “see more” – don't have to scroll
 - Make best points at the beginning, not the end
 - Get people to stop the scroll
 - Nobody reads on Social, they skim
 - After you get them to stop, need to get them to act
 - Post Particulars
 - White space
 - Headline
 - Short phrase at beginning
 - Get them to want more so they stop the scroll and hit, “more”
 - Don't look at the tubes and wires of the world, make sure you see the pink feet!
 - Stay away from Knights in Shining Armor, they don't have character. Look for armor with scars and dings. You don't want a knight to rescue you, but to fight alongside you.
- When to Post?
 - Where are they?
 - Stories are more powerful than posts on your page
 - Half Life – effectiveness; how long is something effective?
 - FB can track when people swipe off your site
 - Take all likes, shares, clicks, any engagement and add up. If it's 100, then the average half life of a post is 6 hours (you'll get half of all your engagement in the first 6 hours – that's when you peak and it will fall off significantly from there) – 80% within 18 hours
 - If your social team is posting before 9 o'clock, people probably won't see it.

- Story will stay in the feed for 24 hours – lasts 4 times longer than your average post and you can pin to feature them to make them last longer
 - Instead of asking When should I post, if you're posting to one person, ask instead, where are they in their week?
 - Post something inspirational
 - Ask what are they going through and address that
- Is social media a tool or a toy? If it's a tool we can mentor you. If it's a toy, it's all about you.
 - Treat tool with respect
 - Power of life and death is in the tongue
 - Tools are about others and if you can't reach others with it don't bother
 - Keep short and all about what they are going through
- Posting Windows: (ask the question, where is that person in their day, be thoughtful)
 - Short & inspirational early in the day
 - Great time for longer post – after they put the kids to bed at night
- Videos
 - Vertical videos work better than horizontal because of peripheral vision
 - Less distractions and hold closer to face, will engage more
 - Overproduced videos are seen as staged and not real by younger generation
 - Trust live video because it can't be edited
- Posts compete with each other – if you post in group, personal and on page, compete with each other. But you can “post” 3 times without competition through stories and reels.

DeStress Social Media

1. Give yourself grace
2. Stop trying to manage your social media
 - You manage things, you mentor people – and mentoring people is WAYYYYYY easier than trying to manage them
 - Model the behavior
 - Mentor people to follow that behavior
 - Stories you tell, things you celebrate
 - Manage things
 - Settings
 - Not volunteers – mentor them instead
 - When they post, you comment!
3. Stop overproducing
 - You don't need any more Apps or shiny new thing
 - Don't move from position of need – don't try to be what you are not
 - Everything you need to be successful in social media you already have, you just don't realize it yet
 - CF loves you enough to disagree with you
 - Get rid of your excuses
 - Be willing to be coached
 - Issue is not “knowing the answer,” the issue is *not following through*

- You overproduce or are over thinkers
 - God designed your brain to solve so many problems
 - Instead of using brain to solve problems, you simply come up with more problems that might happen, most will not
 - Worry about the aliens when they land
 - While it offers creativity, it also makes you anxious and unable to change even 1%
 - Minimum viable product
 - Needing to do things “with excellence” or striving for perfection: Problem is, by the time you’re ready to offer your product, you’re \$10,000 into it and you don’t know if it’s what the people want or even need
 - Instead, just go ask your friends would you pay for something like this?
 - If 0 out of 10 say yes, don’t do it
 - If 3-4 out of 10 say yes, make it a side hustle
 - If 9 out of 10 say, quit your job and create the company!
 - Disney’s most successful campaign in the last several years: cell phone footage of people in a selfie in the teacups laughing. Could have done anything, but that was relatable!
 - Overproduction is a form of procrastination – you overproduce because you don’t execute

Review of Previous Main Points

- Talk to an individual, not everyone, not masses – talk to one person.
 - Hello friend (not Hi friends...)
 - When you talk to the masses people assume you are not talking to them
- “Everybody” Jobs
 - Greeting people
 - Teach people how to follow Jesus
 - Prayer
 - Social Media
 - Staff should model behavior
 - Mentor others how to do the same –
 - What do we want to see more of? Conversations
 - Get them engaged in Social Media
 - Just posting a link ends the conversation – don’t stop there

Learn From Each Other: Comments from Live Session

- **Anna Mari Green:** Conversation! Making mamma algorithm happy
- **Jeff Ling:** Keep the conversation going...
- **Chris Abbott:** Instead of using your creativity for solving problems, you are using it to come up with problems
- **Anna Mari Green:** "Use your brain to solve problems, not come up with problems"
- **Chris Abbott:** It was working...you just quit too early
- **Raymond Andujar Andujar:** Just do it... stop over thinking...
- **Kyle Brown:** 1% improvement is how we move the mountain.
- **Dr Ron Frierson:** Too many times it's working but not as fast as we want
- **Charity Lane:** Whatever you say at the end, say at the beginning
- 🙄 **Jeff Ling:** If only people could hear the emotions in our voice.
- **Jeff Ling:** What you've said is so helpful. Even if I do post a sermon shot, the copy at the top has to be one-on-one.

Group Main Take Aways

- Instead of using your creativity for solving problems, you are using it to come up with more problems, most of which will probably never happen
- Stop overthinking
- Stories should be used WAY more
- The Law of Marginal Gains: making small, incremental improvements across multiple areas can lead to significant overall improvements (small 1% changes)
- The first 6 hours are the half life
- Make your point at the beginning
- No one on the internet reads
- Do not overproduce
- Think of who is eating it and when and where
- How serious of a tool social media is. If you're not willing to use it like a tool, then you don't need to be using it
- Social media is a ministry, but it can also be a turd in a punch bowl if you use it wrong