



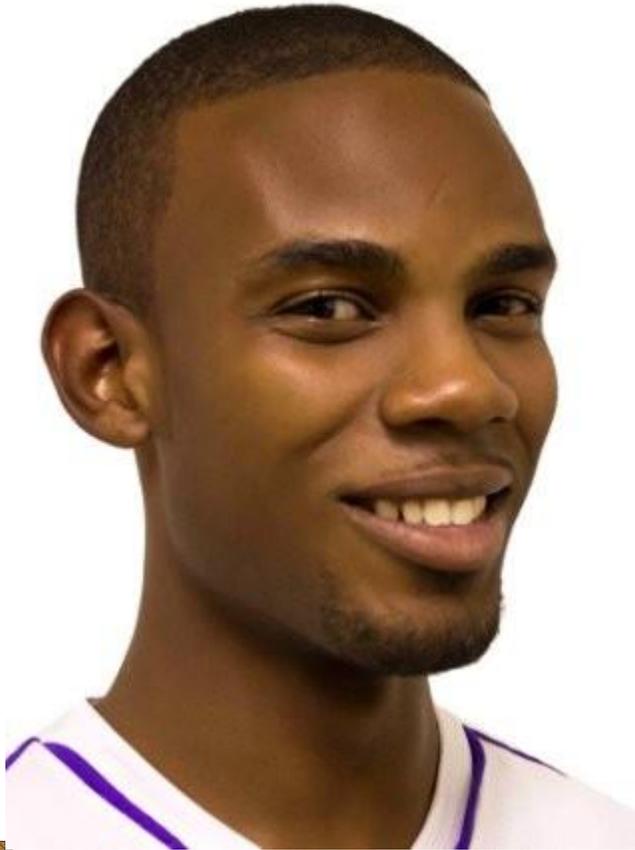
# **SOCIAL MEDIA IN THE CHURCH**

Presented by: Odane P. Hamilton

September 1, 2018

Mandeville Hotel, Mandeville, Jamaica

# Introduction



- ▶ Odane P. Hamilton
- ▶ Technology Professional
- ▶ Member of St. Gabriel's Church
- ▶ Former Executive member of National Council of AYF



**SOCIAL MEDIA  
IN THE CHURCH**

# What is Traditional Media?

- ▶ Any form of mass communication available before the advent of digital **media**. This includes television, radio, newspapers, books, and magazines



# What is Digital/New Media?

- ▶ means of mass communication using digital technologies such as the Internet.
- ▶ Examples:



**SOCIAL MEDIA  
IN THE CHURCH**

# What is Social Media?

- ▶ websites and applications that enable users to create and share content or to participate in social networking.
- ▶ Examples of applications: Facebook, Twitter, Instagram, Pinterest, YouTube, Tumblr, SoundCloud, LinkedIn, SlideShare, Telegram, etc.



**SOCIAL MEDIA  
IN THE CHURCH**

# Why use Social Media?

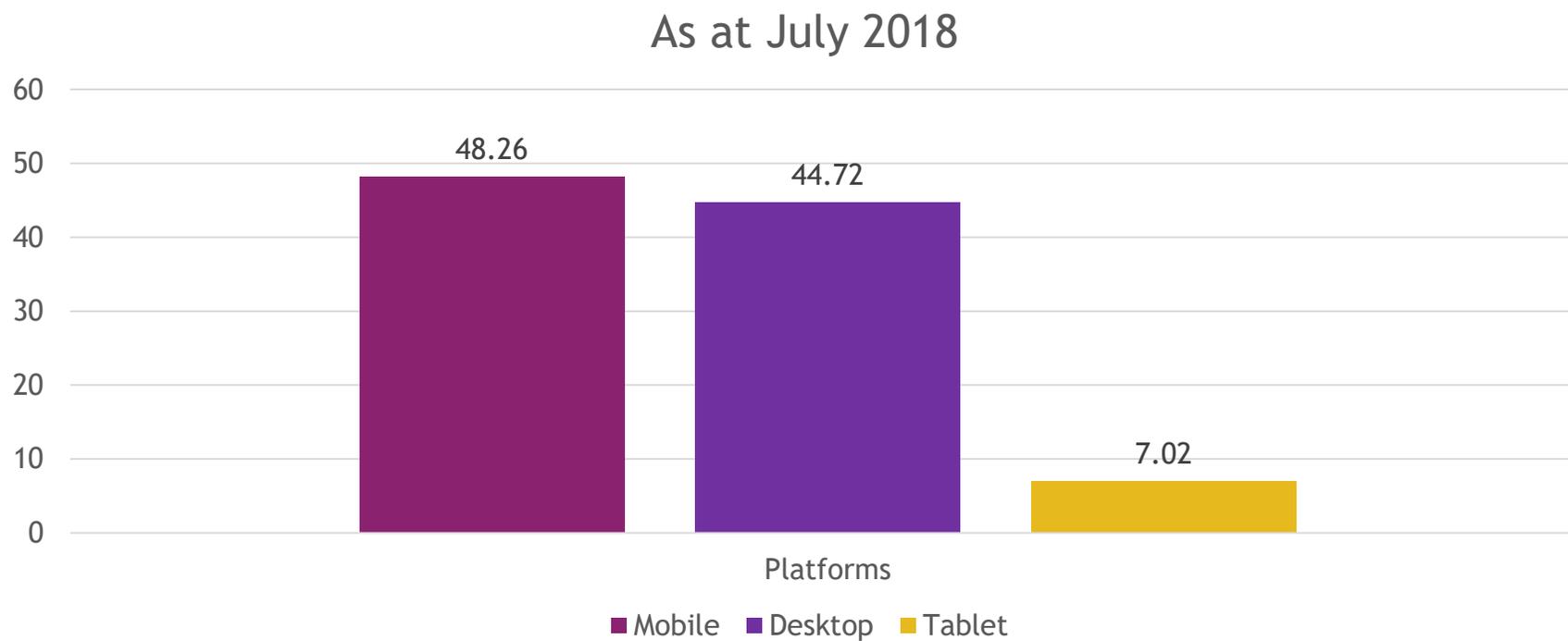
- ▶ Where the attention is
- ▶ Meeting people where they are; go where they go
- ▶ 80% of Jamaicans use Social Media\* (2.3 million) (2015)
- ▶ 84% of Jamaicans own a mobile phone (2016)
- ▶ 40% of Jamaicans have Internet access at home (2016)

\* <http://jamaica-gleaner.com/article/20150415/new-report-indicates-80-cent-jamaicans-use-social-media>



**SOCIAL MEDIA  
IN THE CHURCH**

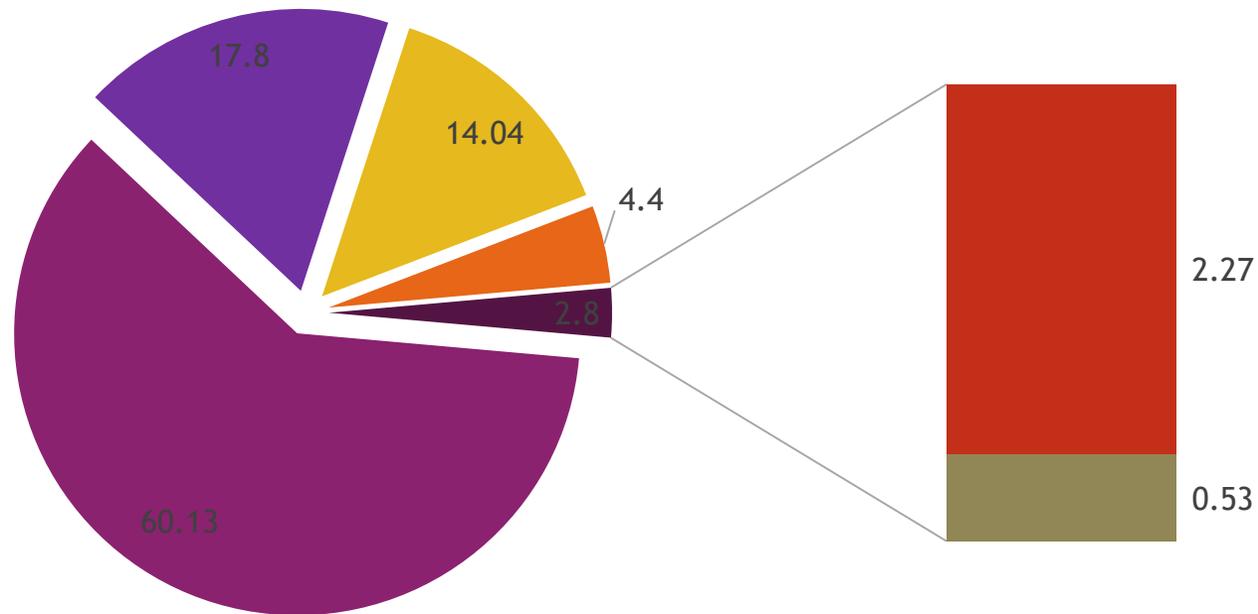
# Device Platform Use in Jamaica for Social Media



**SOCIAL MEDIA  
IN THE CHURCH**

# Social Media in Jamaica

As at July 2018



■ Facebook ■ Pinterest ■ YouTube ■ Twitter ■ Instagram ■ Tumblr



**SOCIAL MEDIA  
IN THE CHURCH**



# SOCIAL MEDIA IN THE CHURCH

# Social Media Plan

- ▶ Why
- ▶ Who
- ▶ What
- ▶ When
- ▶ Where



**SOCIAL MEDIA  
IN THE CHURCH**

# Social Media Plan: Why

- ▶ Purpose of being on Social Media
  - ▶ Reach the unchurched?
  - ▶ Church notice board?
  - ▶ Space for discussions and interactions?



**SOCIAL MEDIA  
IN THE CHURCH**

# Social Media Plan: Who

- ▶ Your target is dependent on your purpose.
- ▶ Target can and should be specific to the message to be conveyed/brand



**SOCIAL MEDIA  
IN THE CHURCH**

# Social Media Plan: What

- ▶ Content should be tweaked based on the various platforms.
  - ▶ E.g. Instagram uses images and videos. “Text” can be made in the form of images
  - ▶ Facebook facilitates text, images, videos, polls, live streaming
  - ▶ Twitter facilitates text, images, videos, polls



**SOCIAL MEDIA  
IN THE CHURCH**

# Social Media Plan: When

- ▶ Make posts when it is the best likely chance your audience is online
- ▶ Posts can be crafted around themes/seasons



**SOCIAL MEDIA  
IN THE CHURCH**

# Social Media Plan: Where

- ▶ There are various platforms which can be used. This is dependent on the message and the target audience



**SOCIAL MEDIA  
IN THE CHURCH**

# Execution

- ▶ Keep messages succinct and to the point
- ▶ Create/Use as much organic content as possible





"Since you can't attend every Sunday,  
couldn't you at least like us on Facebook?"



# SOCIAL MEDIA IN THE CHURCH

# Working Session: Drafting a Social Media Plan

- ▶ St. Mark's Church: Urban Church. Surrounding population of 70,000. 45% young people. 6,000 University Students. Draft a plan to engage University students.
- ▶ St. Matthew's Church: Semi-rural Church. Community population of 45,000. Draft a plan to promote Christmas Bazaar and Fun Day



**SOCIAL MEDIA  
IN THE CHURCH**

# Working Session: Drafting a Social Media Plan

- ▶ St. Paul's Church: Rural Community. Community population of 10,000. Draft a plan to promote Lenten Devotions.
- ▶ St. Peter's Church: Farming community. Community population of 6,000. 40% young people. Draft a plan to teach young persons about being Christ-like.



# Facebook: DOs and DON'Ts

## ▶ DO

- ▶ Keep your status updates brief.
- ▶ Consider what your audience might actually want to read rather than just what you feel like saying at the moment.
- ▶ Take it easy with the politics.
- ▶ Proofread



# Facebook: DOs and DON'Ts

## ▶ DON'T

- ▶ Don't post anything confidential or private anywhere on Facebook.
- ▶ Don't be mean
- ▶ Don't overshare



**SOCIAL MEDIA  
IN THE CHURCH**

# Twitter: DOs and DON'Ts

## ▶ DO

- ▶ Fill out your bio with something meaningful
- ▶ Fill your location in
- ▶ Load up decent profile pic asap
- ▶ Find original content to share
- ▶ Use Twitter to send traffic to your other social media profiles
- ▶ Retweet content to gain new followers
- ▶ Listen to what people are saying and use it guide your content
- ▶ Try and build relationships, just like you would offline



# Twitter: DOs and DON'Ts

## ▶ DON'T

- ▶ Follow *everyone*
- ▶ Be rude
- ▶ Worry too much about how many people follow you
- ▶ Hashtag every tweet
- ▶ Automate ALL your responses
- ▶ Forget to check your spelling
- ▶ Tweet too much in a single burst - space it out
- ▶ Start a tweeting schedule you can't maintain
- ▶ Forget that you can keep an eye on your competitors



# Instagram: DOs and DON'Ts

## ▶ DO

- ▶ Post Vertically!!
- ▶ Edit your photos before posting
- ▶ Be mindful of posting times
- ▶ Use Analytics
- ▶ Quality over quantity
- ▶ Ask questions in your comments
- ▶ Get people thinking, get people to genuinely care
- ▶ Use your story
- ▶ Engage with people
- ▶ Think about your target audience and research often



**SOCIAL MEDIA  
IN THE CHURCH**

# Instagram: DOs and DON'Ts

## ▶ DON'T

- ▶ Don't abuse hashtags
- ▶ Don't set account to private
- ▶ Don't post low-quality Photos
- ▶ Don't forget to try, test, experiment



**SOCIAL MEDIA  
IN THE CHURCH**

# Sponsored Posts and Ads

- ▶ Various platforms allow for advertising and/or “sponsored posts”
- ▶ Ads are specific based on: age, gender, language, location, key words, format, platform, time of day, date
- ▶ Ads will appear based on criteria matches



# Tracking Performance, Automation and Scheduling

- ▶ Know how effectively your message is coming across
- ▶ Using various analytics tools
- ▶ Scheduling posts can save time and help in being more targeted



# Updating your Plan

- ▶ St. Mark's Church: Urban Church. Surrounding population of 70,000. 45% young people. 6,000 University Students. Draft a plan to engage University students.
- ▶ St. Matthew's Church: Semi-rural Church. Community population of 45,000. Draft a plan to promote Christmas Bazaar and Fun Day
- ▶ St. Paul's Church: Rural Community. Community population of 10,000. Draft a plan to promote Lenten Devotions.
- ▶ St. Peter's Church: Farming community. Community population of 6,000. 40% young people. Draft a plan to teach young persons about being Christ-like.



**SOCIAL MEDIA  
IN THE CHURCH**

# Other Tips and Tools

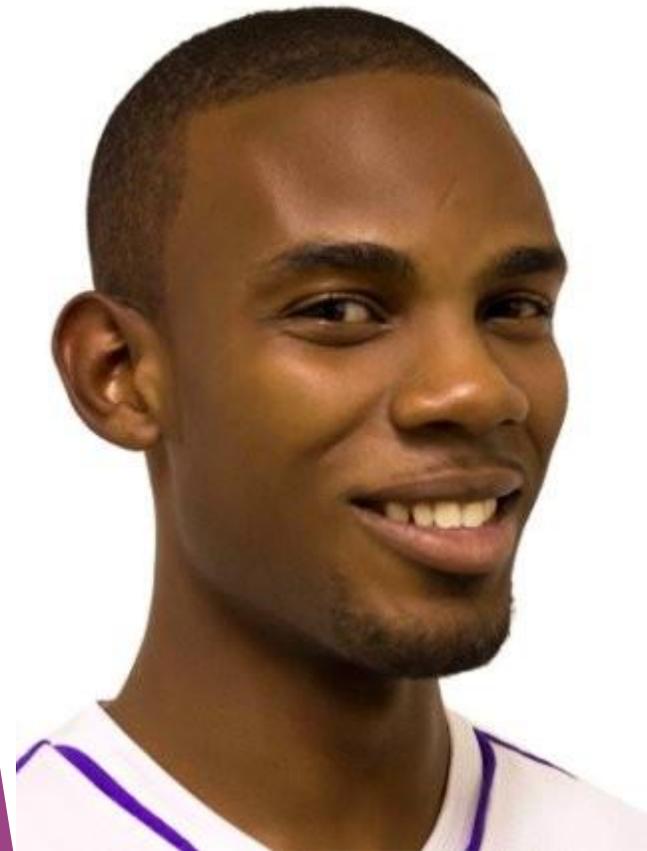


**SOCIAL MEDIA  
IN THE CHURCH**

# Questions and Discussion



**SOCIAL MEDIA  
IN THE CHURCH**



odanephamilton



odanephamilton



odanephamilton



odanephamilton



[www.odanephamilton.com](http://www.odanephamilton.com)



**SOCIAL MEDIA  
IN THE CHURCH**