



Top 10 Takeaways from the Social Media Zoom Call

1. Know the ARUMC Social Media Principles, found here: <https://arumc.org/our-resources/communications/>
2. Make sure that you have at least two people (one clergy, one lay) as administrators on your church social media platforms.
3. Avoid posts focused on a political “gain” or “explanation” of any kind. The result is NEVER what you envision it to be.
4. Consider creating an online worship team. Share the glory and gather fresh faces and ideas to create a worship ministry specifically for online audiences.
5. Keep your social media platforms up to date with your correct address, website link, and contacts. Focus on the networks that provide the best opportunities to engage with your congregation AND mission field. Consider changing your cover photo on Facebook and/or Twitter to align with your worship series, stewardship and specific missions.
6. Unsplash.com provides free graphics that can be used for creating posts, events, website graphics, and even for slides during your worship. Give a “shout out” to the photographer if possible, even if it’s really small in the corner.
7. Consider adding a “conversation starter” to your posts each week.
 - a. Examples:
 - i. Share a photo with us from where you are in worship/meditation/study today.
 - ii. Ask about favorite flavors of ice-cream, Kool-Aid, soda, podcasts, anything FUN!
 - iii. It’s a “ruff” week... share a photo of your fur baby.
 - iv. Ask for people to share photos of where they feel most at peace.
 - v. Give a shout out for a “Glory Sighting.” Avoid online, public prayer requests. Ask people to share those in a private message.
 - vi. Get creative! Have fun! And don’t forget to “like” posts and invite new people who react to your posts to “like” your church page.
8. Always follow up with a friend request, comment on a comment, or even a private message whenever anyone “likes” or comments on one of your posts or on a post that someone shared of yours.
 - a. Examples for first time engagements:
 - i. “Thank you for liking our page!”
 - ii. “Thanks for sharing our post!”
 - iii. “Thanks so much for tuning in to our worship! We will be doing another live message this Tuesday at 3 p.m. CST. We hope you will join us again!”
 - b. Examples for second and third follow-up engagements:
 - i. “We are so glad to have you back! See you again this Sunday at 10 a.m.!”
 - ii. “Thanks for encouraging comments!”
 - c. Examples for fourth and fifth engagements:
 - i. Private message: “Thank you so much for your continued engagement with our live worship. We would like to get to know you better and include you on some other virtual events we host. Would you be comfortable sharing your email address with us?”



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- ii. Private message: “We are so glad that you are becoming a regular! We have many opportunities for online connection that we would love to include you in. Would you be comfortable sharing your email address with us?”
 - iii. **IF YOU GET NO RESPONSE, DO NOT CONSIDER THIS A FAILURE.** Just keep doing your thing and engaging with them on the public page and not through private message again until there is something **SPECIFIC** that you would like to invite them to.
 9. Consider shortening your worship engagement. People are tired of looking at screens for long periods of time and it is a proven fact that people lose attention much quicker than you think.
 - a. Some suggestions instead of an hour-long worship service:
 - i. A weekday ministry minute (2 minutes tops)
 - ii. A morning meditation time with music and scripture (3-4 minutes tops)
 - iii. A lay person ministry minute (2 minutes tops)
 - iv. A Sunday morning 10-minute service, including **ONE** song of praise (1-2 verses of a hymn tops), prayer and message
 - v. Remember that we need to adapt our online worship to the online audience. **THIS IS CRUCIAL FOR GROWTH.**
 - vi. Change up your location. Be aware of camera angles and backgrounds.
 - vii. People love to see you as a **REAL** person. Laugh. We all need that.
 - viii. Try to make your online worship like a TV show: short segments and lots of different views. Consider adding some still photos of things that relate to the hymn or praise song that you play while it’s playing. If you need help with editing, call the ARUMC communication team, or ask any teenager in your congregation.
 - ix. Let the youth do a worship service one week, two weeks, or once a month.
 - x. Collaborate with other UM churches for children’s messages, praise music, etc. All of this is being recorded and it’s great to be able to support each other. If you don’t have a children’s minister, ask another church in a different town who has one to collaborate. Working together totally makes sense these days!
10. Promote preparedness (and **MAJOR** engagement) for your messages that you work **SO** hard for!
 - a. Examples:
 - i. Share the Bible verses on Monday and Tuesday with the instructions for people to pray/meditate over these verses each day at a certain time.
 - ii. Ask people to share on Facebook what this verse has meant to them, then share it!