

YA@GA (YOUNG ADULTS @ GENERAL ASSEMBLY) PRESENTS:

HARNESSING SOCIAL MEDIA FOR MINISTRY AND MORE

FACEBOOK



PROS:

- Connect within networks of family/friends
- More personal
- Events/image/link sharing

CONS:

- Harder to reach people outside of your networks



INSTAGRAM

PROS:

- Good showcase for visuals
- Lets the world see the work you're doing

CONS:

- Harder to share images to go viral
- Not as cross-generational

TWITTER



PROS:

- Connect with strangers
- Broaden your reach
- Easy to retweet & amplify messages

CONS:

- Limited to 140 characters
- Dependent upon linking back



TUMBLR

PROS:

- Good for microblogging
- Good for collections of photos/text
- Easy to reblog
- A stable URL to direct people toward

CONS:

- Not as cross-generational
- Smaller user base

SOCIAL MEDIA PLAN

Ok, so it's nice to talk about the "theories" of using social media. But how do you put that into practice, when you are planning something for your ministry--be it a church event, a social justice rally, a service project, or something else entirely?

Today, we're going to give you a sample plan that you can use as a reference. Keep in mind, though, that just as events can differ, their planning can differ, too. In the spirit of the UU tradition, you don't always have to do it by the book.

For the sake of clarity, we're going to use a hypothetical service project to illustrate this plan. Let's make it building a community garden. And let's call it "Plant-for-All."

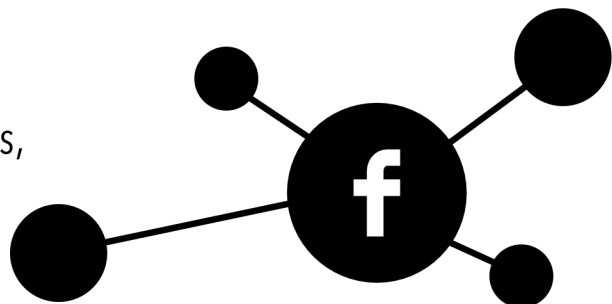
FIRST: GETTING THE DETAILS OUT THERE

Facebook events are great. They provide all the important information (time, date, place, etc.) in a shareable format, with a URL that you can send to anyone. Plus, once people RSVP to them, they can show up in their electronic calendars. Bam!



Make sure you also have a good event cover photo, as this will appear on posts when you share the event link. It should be 784x295 pixels, at 150 dpi, for the best appearance on Facebook.

Now get it out to your existing networks!
Invite friends, post in Groups and on Pages,
and share away!



NEXT: SPREADING THE WORD



TWEET IT UP

Tweet at organizations or people who might be interested in your cause (even if you don't know them) & ask for retweets.

Interesting facts/graphics are more likely to be retweeted.

Now you want to let people know about your ministry project, and get them involved!

The different social media platforms are useful in different ways for this goal. Use Twitter to reach out beyond your networks, while using Facebook to reach your extended networks through sharing (friends to friends to friends and so on).

SHAREABLE GRAPHICS

You remember the old adage about a picture and 1,000 words. The truth is, people pay attention to images. So let's get some images.

Design some small JPEGs/PNGs with:

- **Project name**
- **Pertinent details (time/date)**
- **URL**

Now you have something to tweet, share on Facebook, and even email to people, all of which will link them back to your project's URL.

HELP OUR COMMUNITY EAT HEALTHIER



I PLANT-FOR-ALL T
MONDAY, JANUARY 1 - 12:00 PM
WWW.YOURURL.COM

For the best clickability, include the URL in your Facebook caption or tweet as well!

AT THE PROJECT



Help people to see your setup and what's happening at the project, after all your hard work of getting people to come!

Instagram is great for sharing pictures of setup, as well as images of what is happening while the project is going on.

People love to snap photos and share, so make a dedicated hashtag for the project. Then your participants can tweet/Instagram, and people who aren't even there can see the impact you are having via social media.

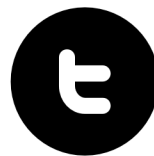


Instagram Tip: Use the free tool Eventstagram (<http://eventstagr.am/>) to project a livestream of photos with the hashtag of your event!

THE AFTERMATH

Your project is over! Whew! But really...it's not. Because now you need to do social media followup to keep the momentum going.

Don't forget to: tweet thanks to people or organizations that helped out, and gather all the photos from the project into a photo album on your organization's Facebook Page or Group



USING TUMBLR

Tumblr is a great tool for ongoing projects. You can collect pictures, quotes, and links, and people can submit their own posts, for a crowdsourced result.

But most of all, remember: social media can be used for real-world change. We just have to enact it!