

WEBINAR

# SOCIAL MEDIA & MINISTRY: SIMPLE FACEBOOK OUTREACH



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“If churches truly want to see the Gospel impact and influence a community, they should go to the place where the most significant conversation is actually taking place right now. Today, that’s on social media.”

- Ed Stetzer, *Christianity Today*

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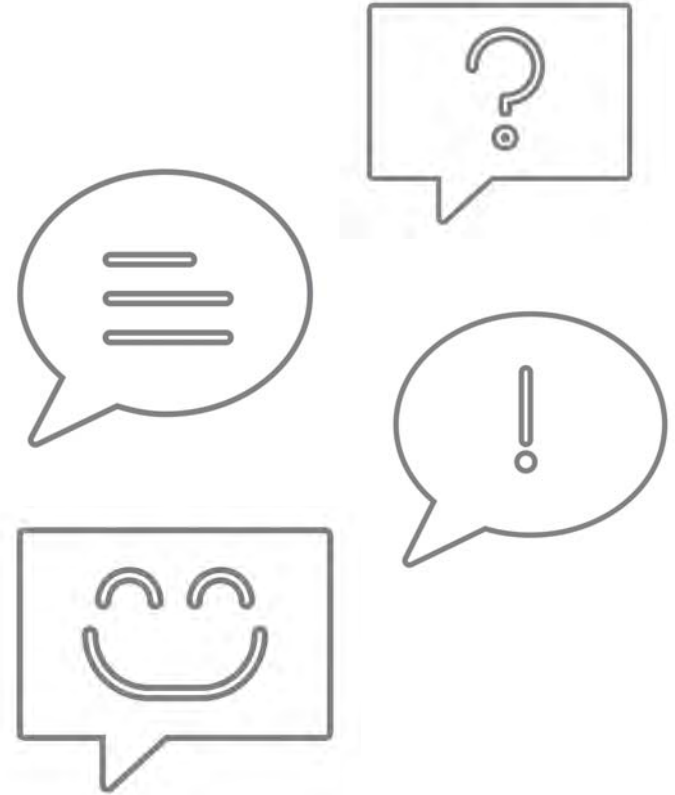
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# JOIN THE CONVERSATIONS

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1.8 billion daily users and conversations  
on Facebook alone.

Social media is one of the largest opportunities for ministry and outreach. It's time for churches to be a part of it.



# SOCIAL MEDIA – BY THE #s

## SOCIAL MEDIA

5 YEARS 7 MONTHS  
in a lifetime

## FACEBOOK

1 YEAR 4 MONTHS  
in a lifetime

In our daily activities, the second largest portion of the day is spent on social media.

#1 Watching TV

#3 Eating

#5 Face to face social conversations

# GET SOCIAL

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## VIRAL

A newer household term that describes for better or for worse something that has spread across social media and the Internet at an unrestrained pace.

## SOCIAL MEDIA

The quickest word-of-mouth and information sharing channel in our lifetime





# FACEBOOK DEMOGRAPHICS

## REACH THE “UNREACHABLE” GENERATION:

- 1/3 of young adults & families are unchurched but 90% of them have social media.
- Looking for mentorship/companionship – the new way of digital ministry

## FACEBOOK ISN'T ONLY FOR TECH-SAVVY TEENS:

The average age on Facebook in the US is 40 years old.



# WHAT DOES THAT MEAN FOR CHURCHES?

You can reach a LARGE and DIVERSE amount of people with the Gospel and introduce them to your church in the SHORTEST amount of time.

Don't stop your other outreach efforts!

BUT HOW DOES YOUR CHURCH DO THAT?



# FACEBOOK ALGORITHM 101

Let's say you have 300 likes on your church's Facebook page...  
How many people actually see your posts in their News Feed?

ONLY 6.5% on average... that is around 20 people.

DID YOU KNOW...  
Facebook penalizes pages that do not post regularly.



# FACEBOOK ALGORITHM 101

How you get more people to see your page?

Increase your engagement.

The higher the engagement, the more your page will be seen.

**ENGAGEMENT = LIKES + SHARES + COMMENTS**

# YOUR DIGITAL MISSIONARIES

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Your members are your digital missionaries.

Use your digital missionaries to increase engagement.

Get them involved with your Facebook page - sharing, liking, commenting.

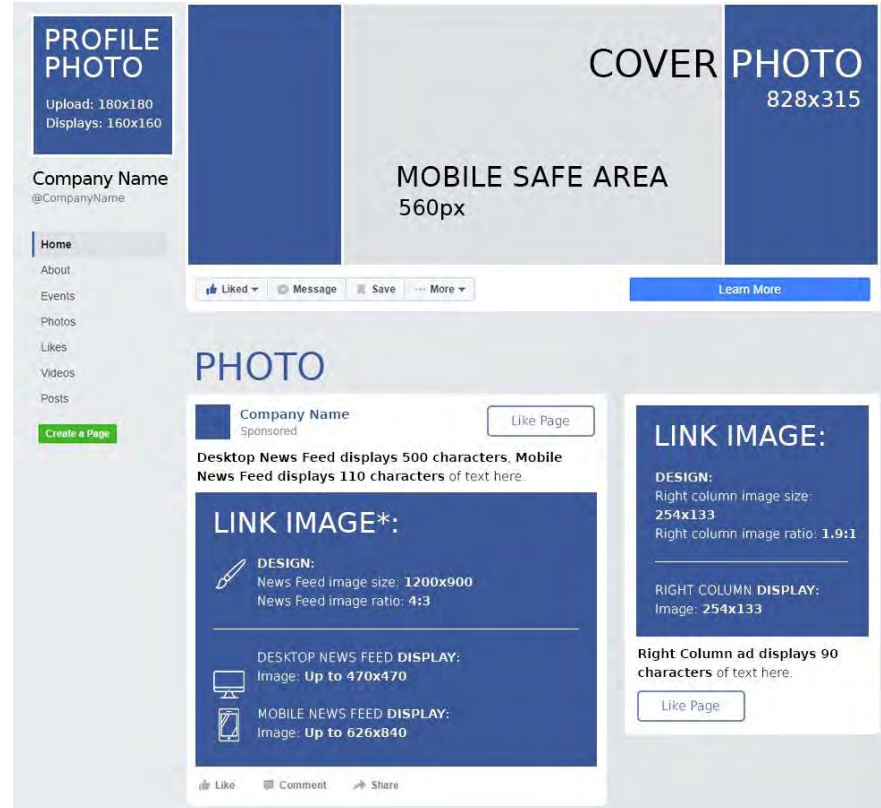


# FACEBOOK BEST PRACTICES

## The Must Have Basics:

- Complete profile
- Cover photo
- Profile Pic

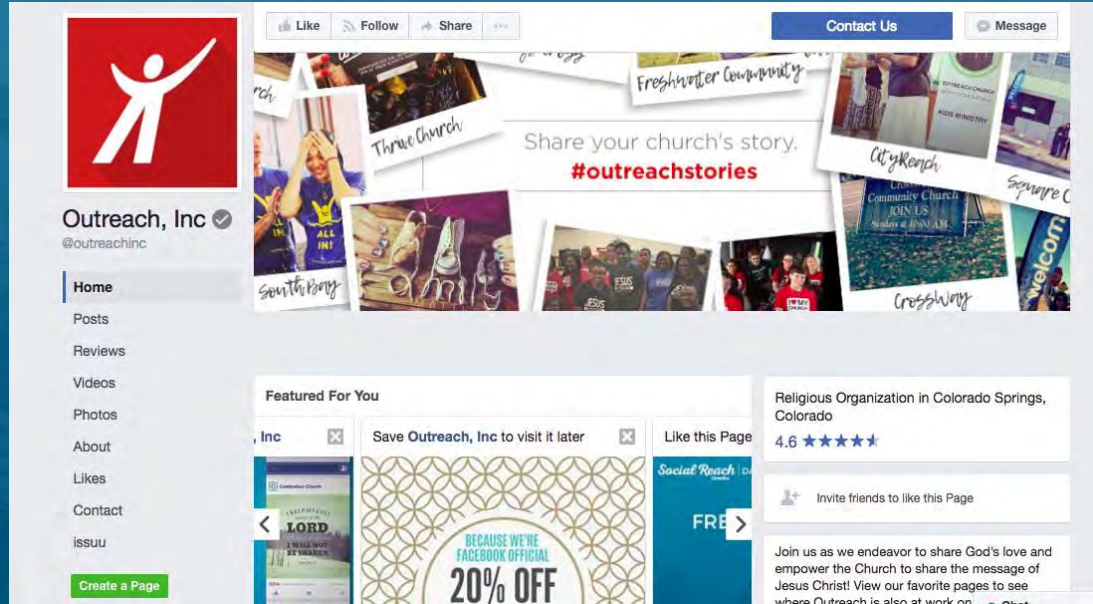
**TIP:**  
Logo as profile pic



# FACEBOOK BEST PRACTICES

## The Do's:

- Post daily
- Share photos of your church events
- Use shareable/loveable content: Inspiring quotes, meaningful scripture & compelling concepts
- Create Facebook Events
- Post Facebook Live mini short videos
- Post your weekly Sunday sermon
- Engage with your members and social visitors



# FACEBOOK BEST PRACTICES

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## The Don'ts:

- Write lengthy, text-heavy posts
- Do not over post
- Do not post blurry pictures
- Post pictures of members/visitors without their permission

**TIP:**  
**Limit # of pictures per event**





# 4 THINGS YOUR CHURCH CAN DO RIGHT NOW TO STEP UP ITS FACEBOOK:

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Complete your  
profile

Great cover  
photo

Do check-in  
system

Post last event  
pics

# IMPLEMENTATION CONCERNS

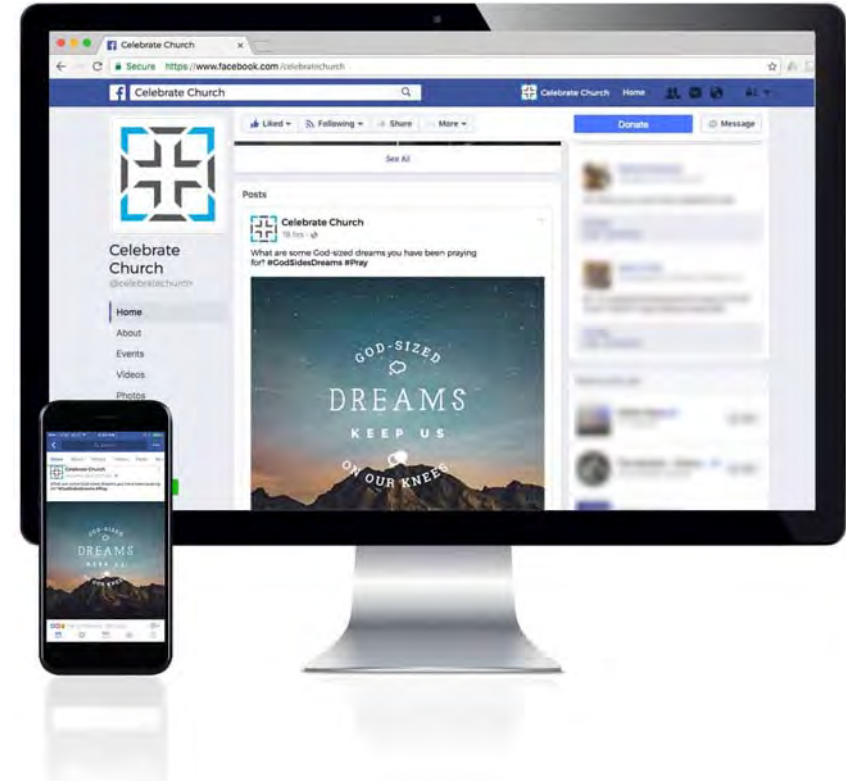
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- Don't have the time
- Not sure what is considered “shareable”
- Don't have the resources to get/create what is needed
- You know you need to be active on Facebook but it's just not your forte

**THERE IS A HELPFUL SOLUTION**

# SOCIAL REACH DAILY

- Professionally-designed images with shareable content posted everyday to your church's Facebook page
- Posting is automated through a simple API access by connecting your church's Facebook page
- Every post is unique – never repeated



\$38/month

FIRST 45 Days FREE: SRDEAS17

*Social Reach* | DAILY  
OUTREACH

# WHAT DO WE POST?

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Scriptures, quotes & faith-based concepts

There will even be holiday posts!

# SOCIAL REACH DAILY BENEFITS

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Increase your engagement

Gets your church's Facebook seen more

Fill in your content gaps

Gets your church's Facebook seen more

Increase digital outreach opportunity

Save you time - we do it for you!

Expose your church to a new audience





# HOW DOES IT HELP MY CHURCH REACH MORE?

- Posting consistently on Facebook
  - Increase the 6.5%
- Involve your members to be your digital missionaries
  - Sharing is caring - the sharing effect
- When shared your church's name will be visible to all



# WHY SOCIAL REACH DAILY

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Increase engagement of your church members. As church members like and share the Social Reach posts, they will begin seeing more of your churches FB posts in their feeds. This will increase their connection and engagement with the church.

Empower your church members to reach their friends. Studies show that an invitation to church from a friend is the most powerful outreach tool. Social Reach Daily will give your church members a way to share with their friends content from your church.



# EASTER SPECIAL

## GET YOUR FIRST 45 DAYS FREE!

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- Easter Special! First 45 Days FREE - through Easter day! Includes two weeks of Easter posts.
  - Coupon code: **SRDEAS17**
- Sign up takes less than 5 minutes
- Your first post will be posted within minutes!

**\$38/month**

**[www.socialreachdaily.com](http://www.socialreachdaily.com)**

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**March 8 - *The Case for Christ* Movie with Lee Strobel**

**March 23 - Social Media & Ministry: Maximizing Your Easter Services**

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