

Facebook

Class

Social Media

Audience

Everyone, Mostly Millennials

Purpose/Vision:

Facebook was created to bring people together. Aside from Snapchat, it is probably the most *social* media. If you have news, questions, or encouragement to share, Facebook is where people are at. When looking for a new church, Millennials and GenZ check the social media pages to check what sort of community they will find there. But pages are mostly Broadcast Media (showing others who *we* are); *Groups* are where connections happen. Having a group for your church allows your congregation to have a safe yet welcoming online space to share questions, burdens, jokes, encouragement, and (simply put) life.

Example Plan:

Church Page: broadcast media

— Sermons, posts available here

Church Group: Online Location private group

— Interaction, posts, more groups as needed (for families, young professionals, etc.)

Instagram

Class

(Mostly) Broadcast Media, (kind of) Social

Audience

GenZ (6-24) and Millennials (23-38)

Purpose/Vision:

Instagram is an entirely visual platform. Posting on Instagram is not about conveying information but casting a vision. The churches who do Instagram best make posts that create a feeling about what their church is like: edgy and relentlessly biblical, community-driven and welcoming, trendy and easy to understand... you get the idea. On the other hand, people on Instagram are trying to create their own aesthetics--to tell others who they really are. Even though this platform is mostly broadcast media (attracting newcomers and communicating events/messages/etc), by engaging with your people's posts, you have the opportunity to make them feel seen in a really impactful way.

Example Plan:

— **Broadcast:** Daily Posts - $\frac{2}{3}$ inspirational, $\frac{2}{3}$ invitational, $\frac{1}{3}$ promotional

>> For instance: 1 sermon quote, 1 verse, 1 ministry highlight, 1 community photo, and 1 event post

— **Social:** Resharing, responding to stories, liking posts

Snapchat

Class

Social Media

Audience

GenZ and Millennials

Purpose/Vision:

Snapchat is a way to have an instant conversation through video and images. Snaps disappear as soon as they're opened, allowing the conversation to have a real-time feel and higher level of honesty and vulnerability. Connect with people directly on a platform they use, and post stories to show them what they're missing out on!

Most GenZers on Snapchat open a snap within 3 minutes (whereas they might respond to a text within three days).

Example Plan:

Add all group members on snapchat.

— **Social:** Connect 1-on-1.

— **Broadcast:** Post stories from events, preparation, or scripture study. Invite all members to do the same!

Tik-Tok

Class

Broadcast Media

Audience

Mostly GenZ and young Millennials

Purpose/Vision:

TikTok is a platform used to make a variety of short videos, from genres like dance, comedy, and education, that have a duration from 15 seconds to one minute. Because videos autoplay one after the other, a tiktok can go viral in minutes, and anyone can get hundreds of views. Like "meme culture," "tiktok culture" is its own language among the younger generations. Their slogan is: "Trends start here," and it's true! GenZ is gaining much of their humor, culture, and beliefs from these very short, addicting videos. The church has the opportunity, by engaging with TikTok, to be a part of shaping culture and shining a light in the darkness.

Example Plan:

Follow congregants and other churches on TikTok

— Post memorable (and funny) spiritual illustrations; sermon clips; video messages from staff; pastors engaging with TikTok trends.

**** But keep in mind: the #1 thing you will find in every good TikTok is *energy*. If it's boring, post it elsewhere; you've got 15 seconds to grab their attention.**

Twitter

Class:

Broadcast Media

Audience

Mostly older Millennials & GenX

Purpose/Vision:

Twitter isn't about connecting socially. It's about getting a specific genre of news in 140 characters or fewer. People are on Twitter for the jokes, the celebrity gossip, the hot news... but imagine the difference it could make if, in the midst of all that, your congregation was reminded of the greater Truths that matter. Churches should be on Twitter to break up the worries of this world and remind people that this is not all there is.

Example Plan:

- Post sermon quotes, thoughts from the pastor, scripture
 - Reshare from other churches or faith organizations
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YouTube

Class:

Search Engine

Audience:

Everyone

Purpose/Vision:

If someone is looking for an answer to a question, they're going to search on YouTube. When we have the answer to the questions that matter most, why *wouldn't* we post them on the second-most-used search engine that exists? Well over 90% of people across all demographics use YouTube--including most or all of your congregation. It serves your people well and could expand your reach. Plus, what's easier to share than a YouTube link?

Example Plan:

- Post sermons each week with a title that answers a question, or asks one.
- Add any other videos you make (updates from the pastor, vision-casting videos, etc) to give newcomers a broader vision of your church.