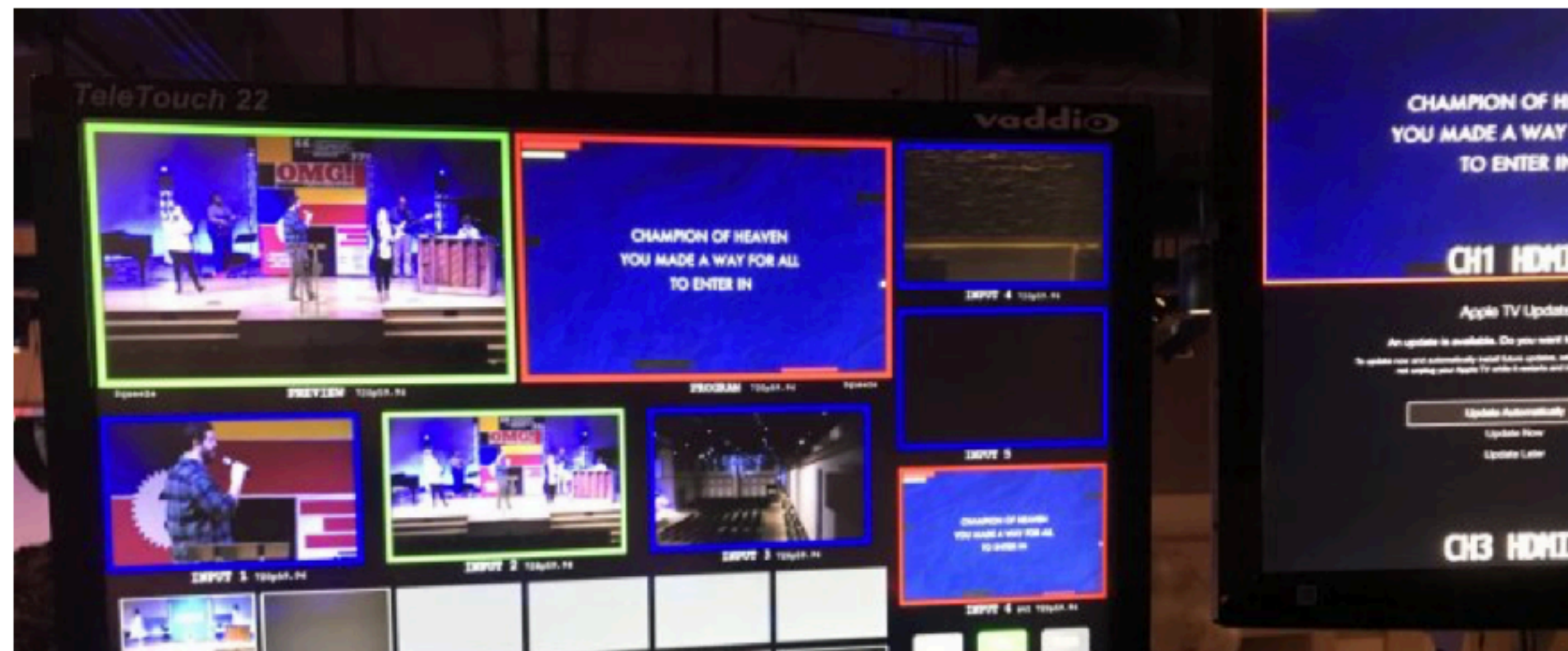


Media Missions Resources

We want to provide resources to help the church communicate the Gospel in meaningful and compelling ways. Below are a few resources we have produced that we pray will encourage you and help you grow the Kingdom of Jesus.

How to Live Stream

[Download the presentation on Live Streaming for church.](#)

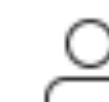


calvaryga.com/media-resources/



Instagram

Search



rickylamarsmith

Edit Profile



222 posts

733 followers

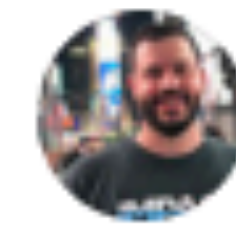
784 following

Ricky Smith Follower of Jesus. Learn more at <http://www.rlsmith.me/>
www.rlsmith.me

POSTS

SAVED





rickylamarsmith

@TodayShow What is internet? #scary



Originally aired in 1994

Add a comment...





rickylamarsmith

@SteveJobs One Device #iPhone



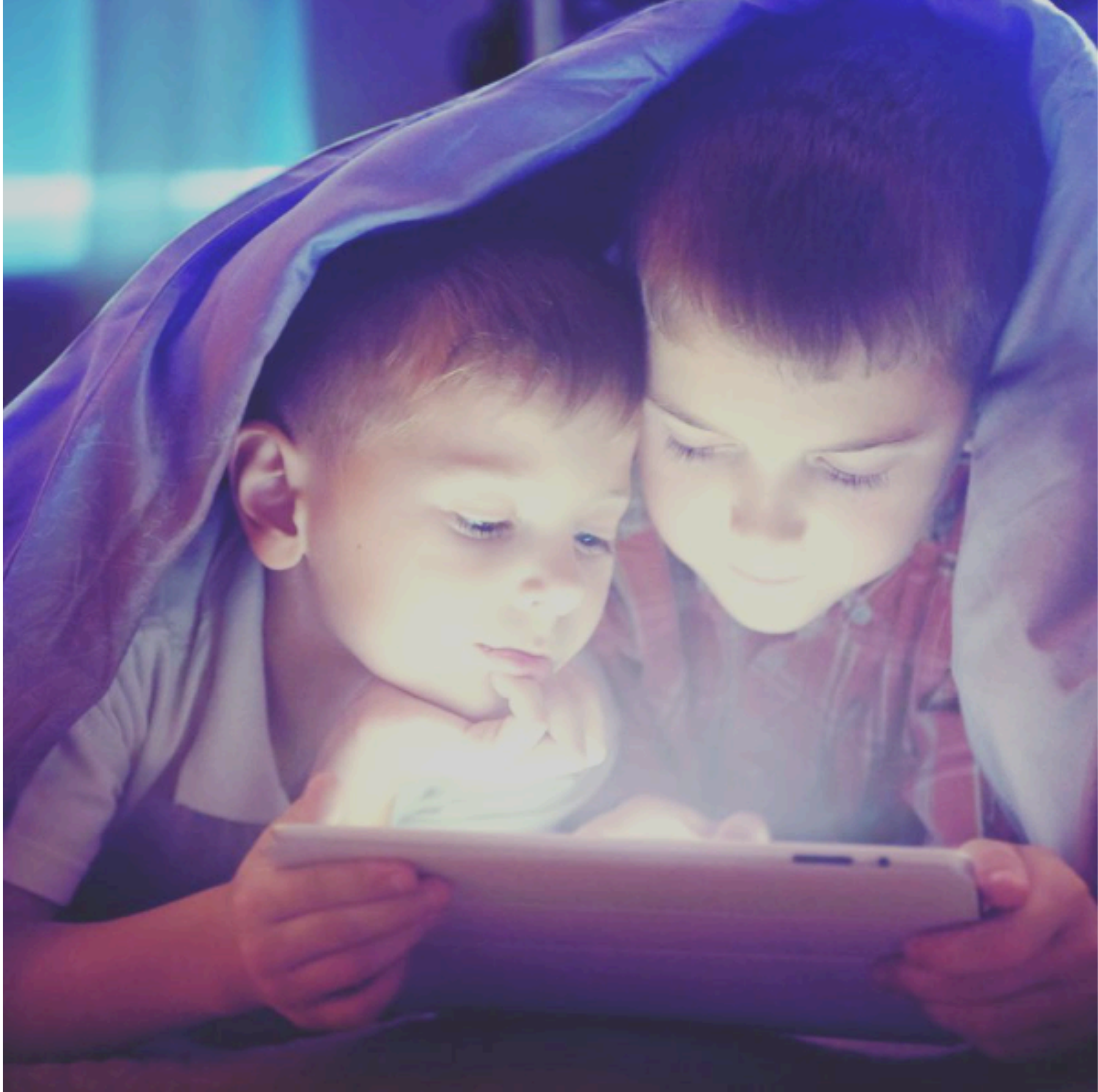
1 billion likes

From 2007-2017

Presented in 2007

Add a comment...





kasperskylab ✓

[Follow](#)

kasperskylab We are raising a new generation of #digitalnatives but do we really know what our children are doing online? #parenting Full story <https://kas.pr/cyberkids>



Add a comment...



GENERATION Z

★ BORN 1995-2009 ★

ZEES GLOBAL GEN
GEN Z DIGITAL INTEGRATORS
COTTON WOOL KIDS
UPAGERS
THE ZEDS
TEENS
iGEN
CLICK 'N GO KIDS
SCREENAGERS
BUBBLE WRAP GENERATION
TWEENS



meet generation z

JamesEmeryWhite speak to GenZ with
5 words and a picture



Add a comment...





rickylamarsmith

JackOfAllTrades Too much technology
#cantkeepupwithit



Add a comment...





RULES OF ENGAGEMENT



rules of engagement



Add a comment...





rules of engagement

1. RETREAT



Add a comment...





rules of engagement

-
- 1. RETREAT
 - 2. IMMERSE



Add a comment...





rules of engagement

1. RETREAT
2. IMMERSE
3. ENGAGE



Add a comment...





but test everything;
hold fast what is good.

1 Thessalonians 5:21 ESV

www.juliestilesmills.com



biblically based

1 Thess 5:21 Use a filter in ministry



English Standard Version

Add a comment...



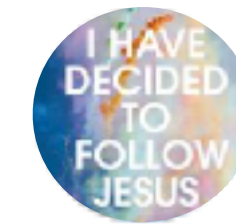
And **WHATEVER** *you do,*
whether in **WORD** *or* **DEED**

do it all in the name of the **LORD JESUS**

giving **THANKS** *to God the Father*
through Him.

Colossians 3:17 ESV

thebarnprincess.com



biblically based

Colossians 3:17 To God be the glory



English Standard Version

Add a comment...





social media in the church

Social Media

What do you use now?



Add a comment...



What primary social platform do you use for your ministry?

Facebook **14107**

Twitter **14118**

Instagram **14156**

Multiple **14171**

None **17307**



social media in the church

community

its called social for a reason #rememberthat



@rickylamarsmith you mean its not just for marketing? ...



social media in the church

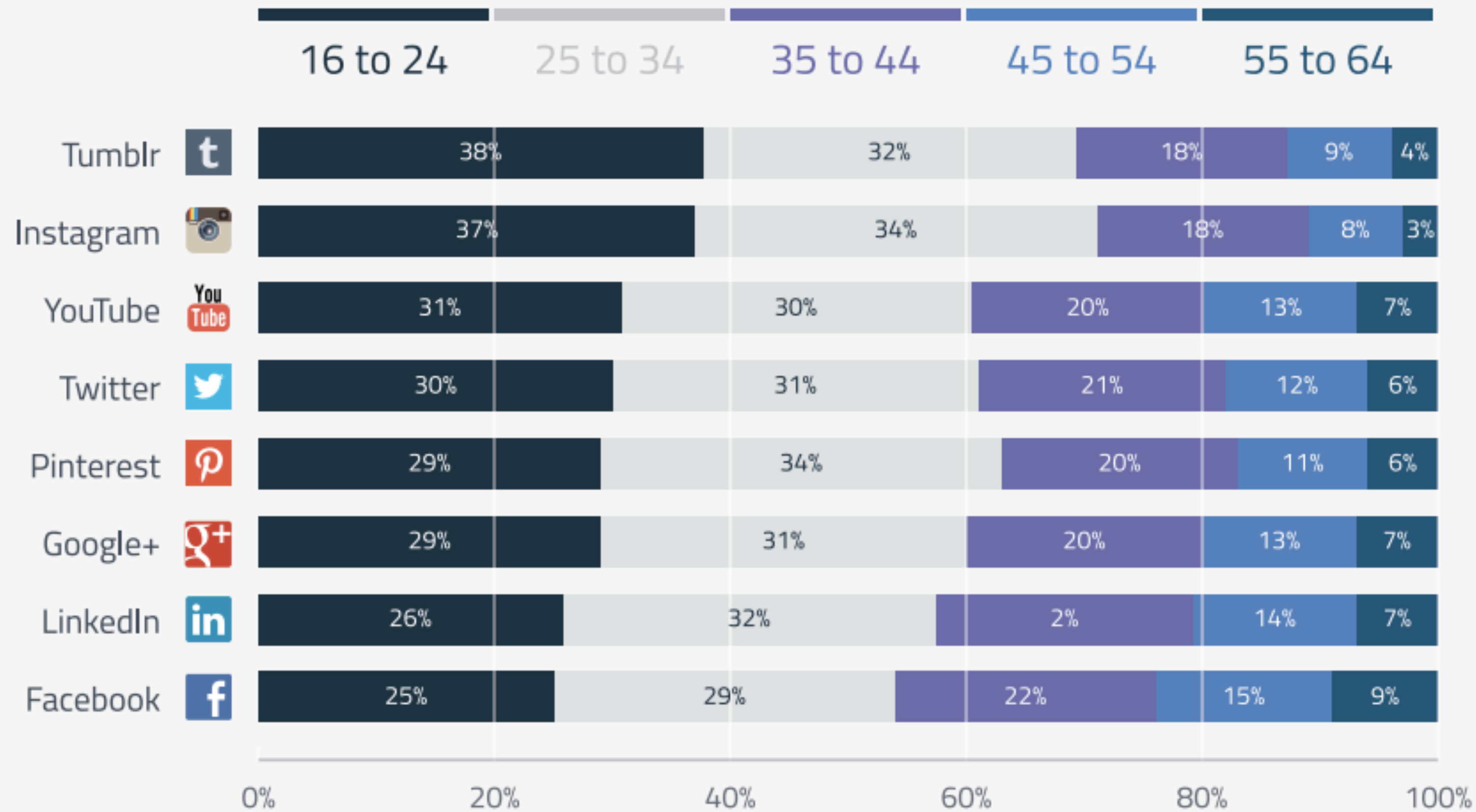
1. Clarify your goals



Add a comment...



Active Users of the Top Social Platforms, by Age



social media in the church

1. Clarify your goals



@assessment what platforms do they actually use?



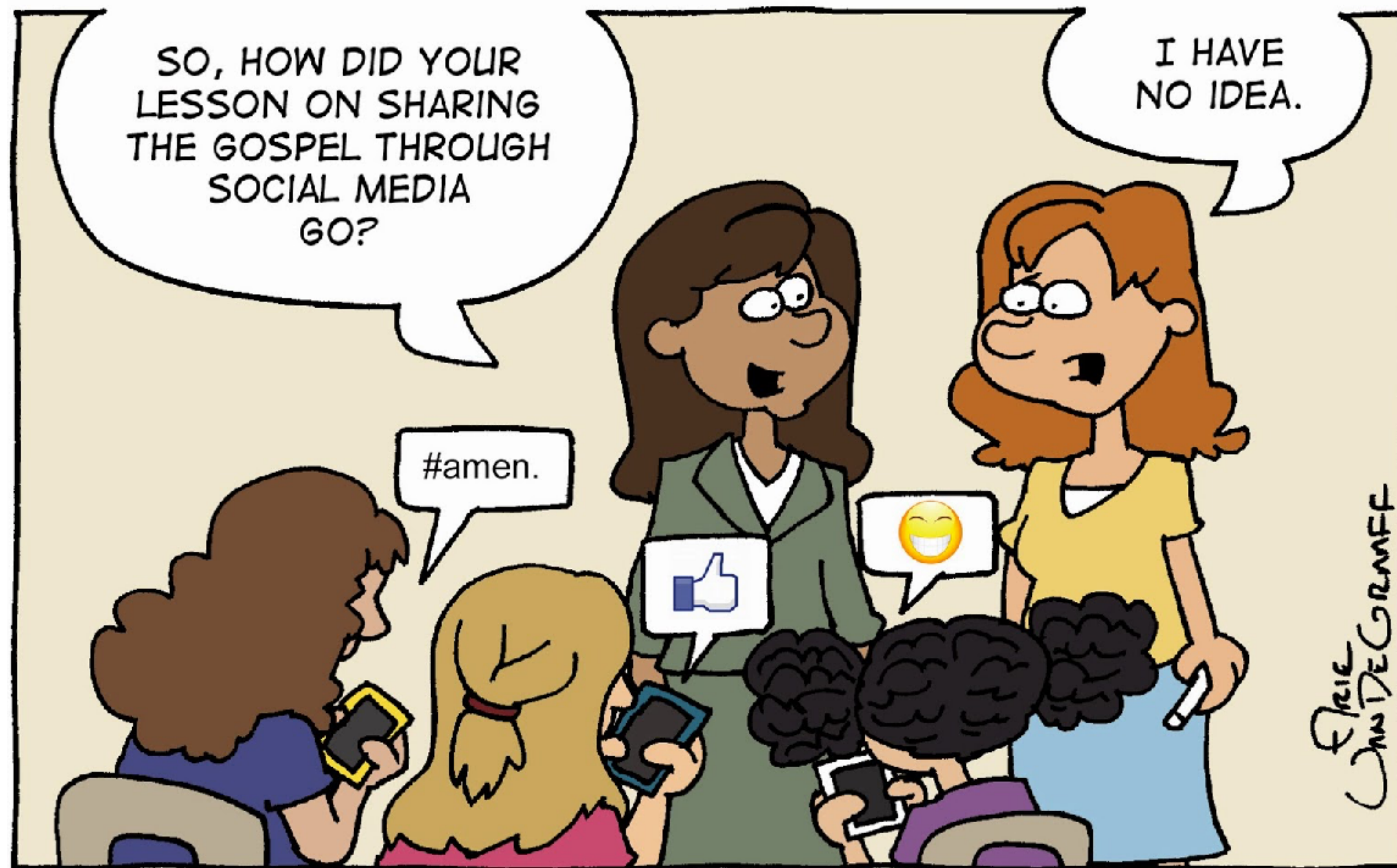


social media in the church

1. Clarify your goals



@engagement go where they are “living” ...



social media in the church

1. Clarify your goals



@measurement gauge what gets shares and likes ...

WHY CREATE PERSONA PROFILES?

Persona profiles give your personas a name, a face, a personality, and a story.

They provide a single reference point of your persona for your team (and yourself).

They provide accountability for better planning and implementation of plans.



social media in the church

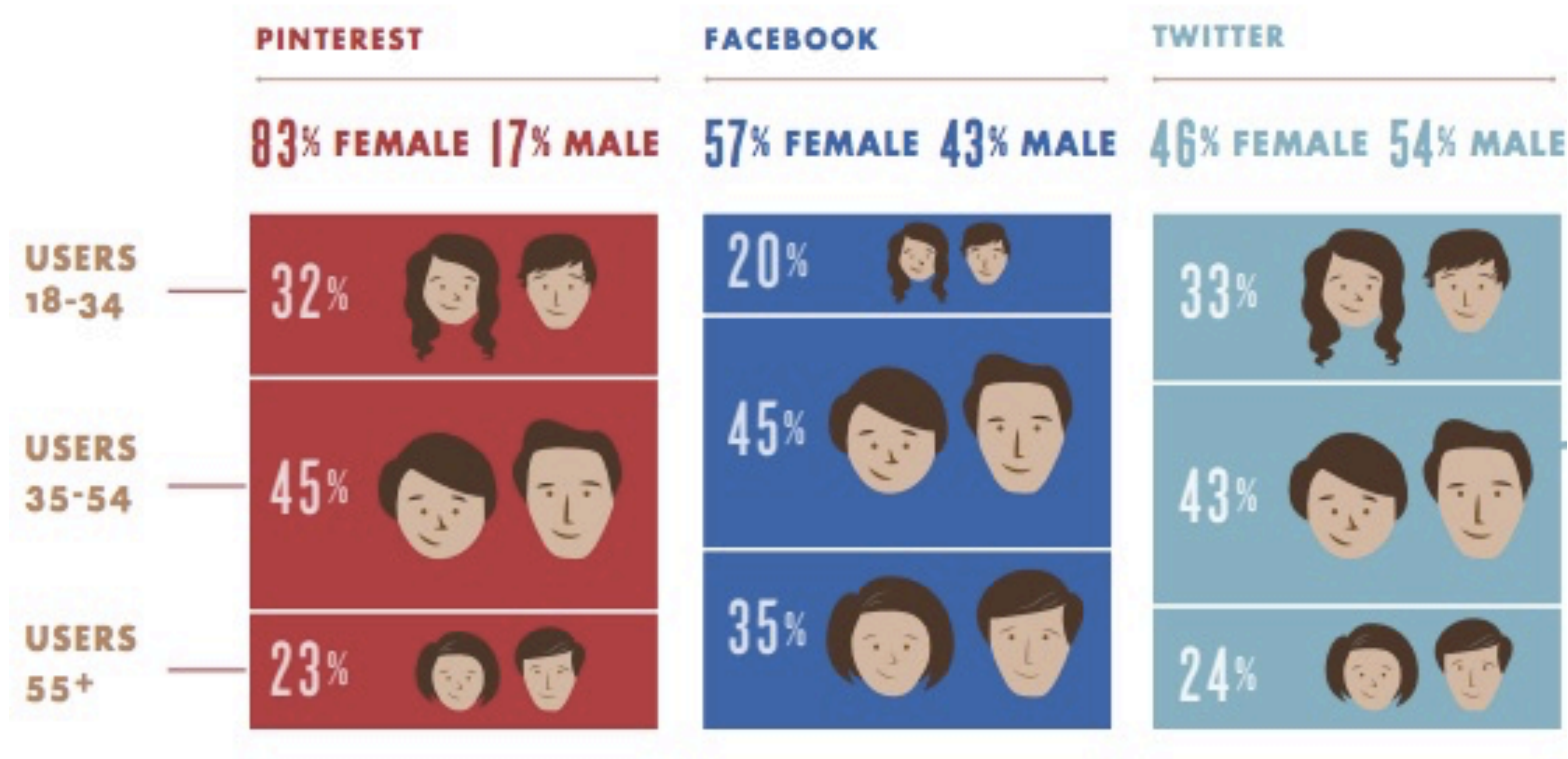
1. Clarify your goals
2. Craft personas to empathize



Add a comment...



THE SOCIAL MEDIA AUDIENCE: AGE AND GENDER



Which of the following social media sites, if any, do you use? / Asked February 2013

Source: <http://www.visioncritical.com/social2sale>



social media in the church

1. Clarify your goals
2. Craft personas to empathize



Add a comment...



STRUCTURE OF A PROFILE

- Photo
- Key Facts
- Scales
- Narrative
- Bullet Points
- Single Page
- Differentiator

Young Adult Andrea



Demographic Information

Age: 26

Occupation: Elementary School Teacher

Family: Single, No Children

Location: Suburbs

Technological Skill Level: ●●●●●

Social Media Preferences:      

Andrea attends worship and Bible study regularly. She wants to build deeper relationships at church but she also worries about sinking roots because she is open to the possibility of major life changes, such as moving for a new job or relationship. Andrea prefers service opportunities that are suited to her unique educational experience and skill set. At the same time, she worries about overcommitting to church projects because of her busy schedule and demanding job.

Andrea has a Bachelor's degree and is interested in pursuing a Master's. She easily learns new skills and technologies, and she values both traditional education and on-the-job learning. Growing up, her family attended church only for major holidays, so she did not attend Confirmation classes and is not thoroughly instructed about the Christian faith. She seeks opportunities now to learn in-depth about the Bible and how to apply it to her life.

Characteristics Easily Identified By

- Tech-savvy and active on social media
- Hasn't quite set roots
- Wants to affect greater change in the world

Goals

- Get comfortable being an independent adult
- Gain deeper relationships and support
- Make her faith a fundamental part of her life

Challenges

- Busy schedule with little free time
- Few people at church who are her age
- Hesitant to make long-term commitments

Common Objections

- Feels like she doesn't fit in because of her age
- Feels frustrated when others fight change
- Not interested in serving by doing "busy work"

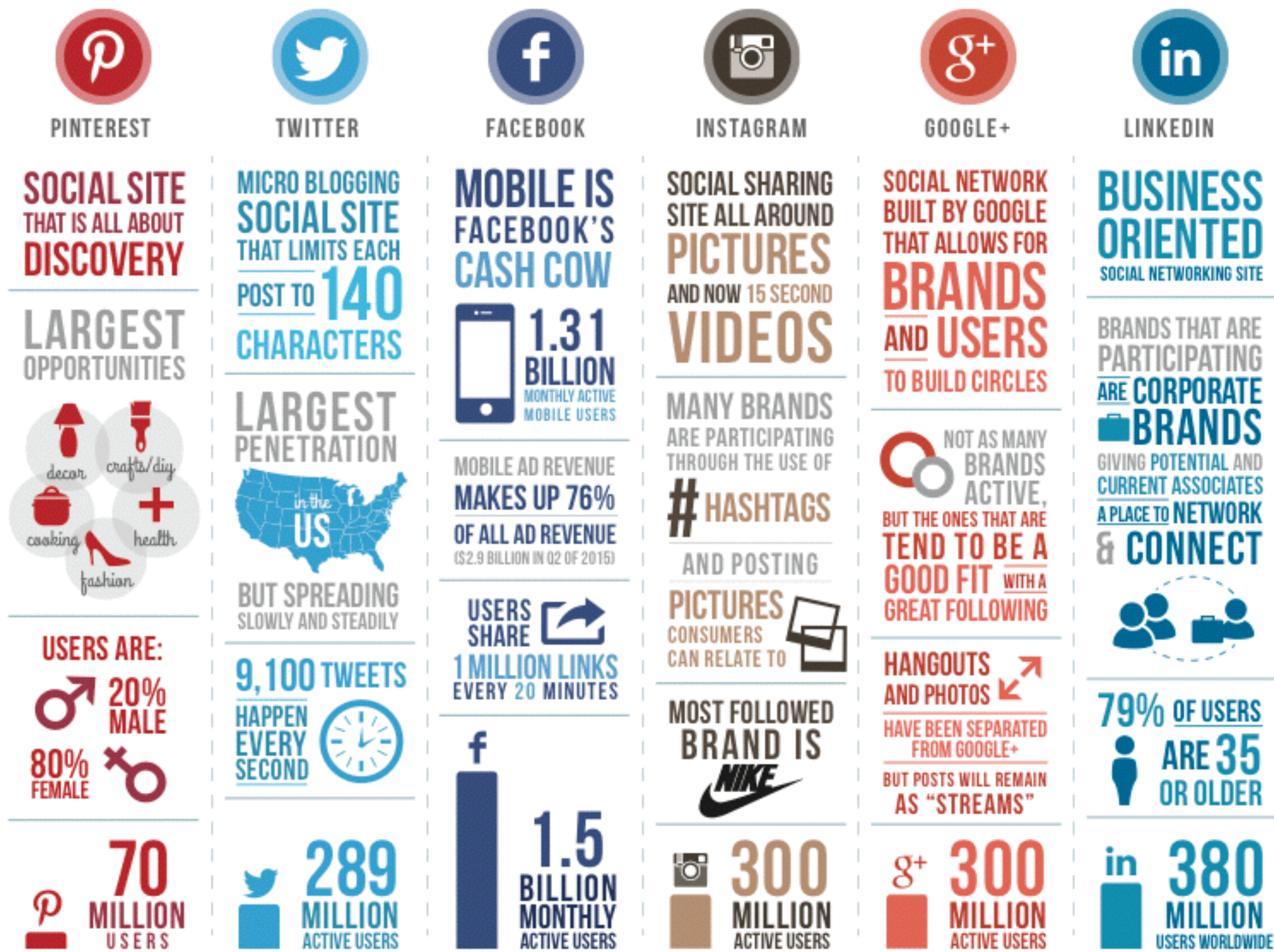


social media in the church

1. Clarify your goals
2. Craft personas to empathize



@goodidea consider separate accounts for ... students vs. adults



Statistics as of 7.8.2015 Designed by: Leverage - leveragenewagemedia.com



social media in the church

1. Clarify your goals
2. Craft personas to empathize



@intentional different accounts can have different purposes ...



Communication is
not a one-way street.

Jim George

“ quotezfactory



social media in the church

-
1. Clarify your goals
 2. Craft personas to empathize
 3. Commit to engage



Add a comment...





Communication is
not a one-way street.

Jim George

“ quotezancy



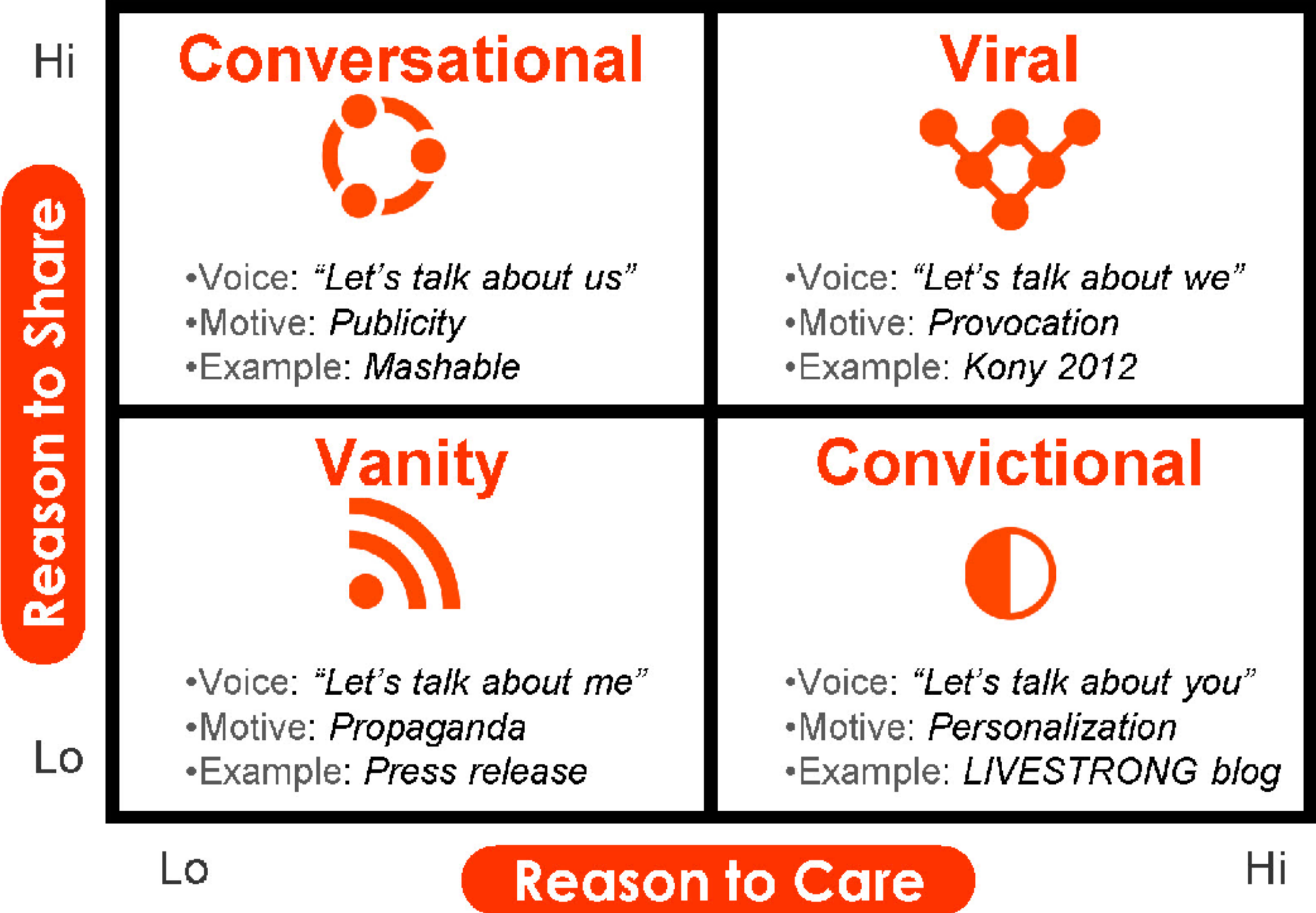
social media in the church

1. Clarify your goals
2. Craft personas to empathize
3. Commit to engage



@warning don't spread yourself too thin ...

The 4 Types of Content Marketing Strategies



@adrianparker



social media in the church

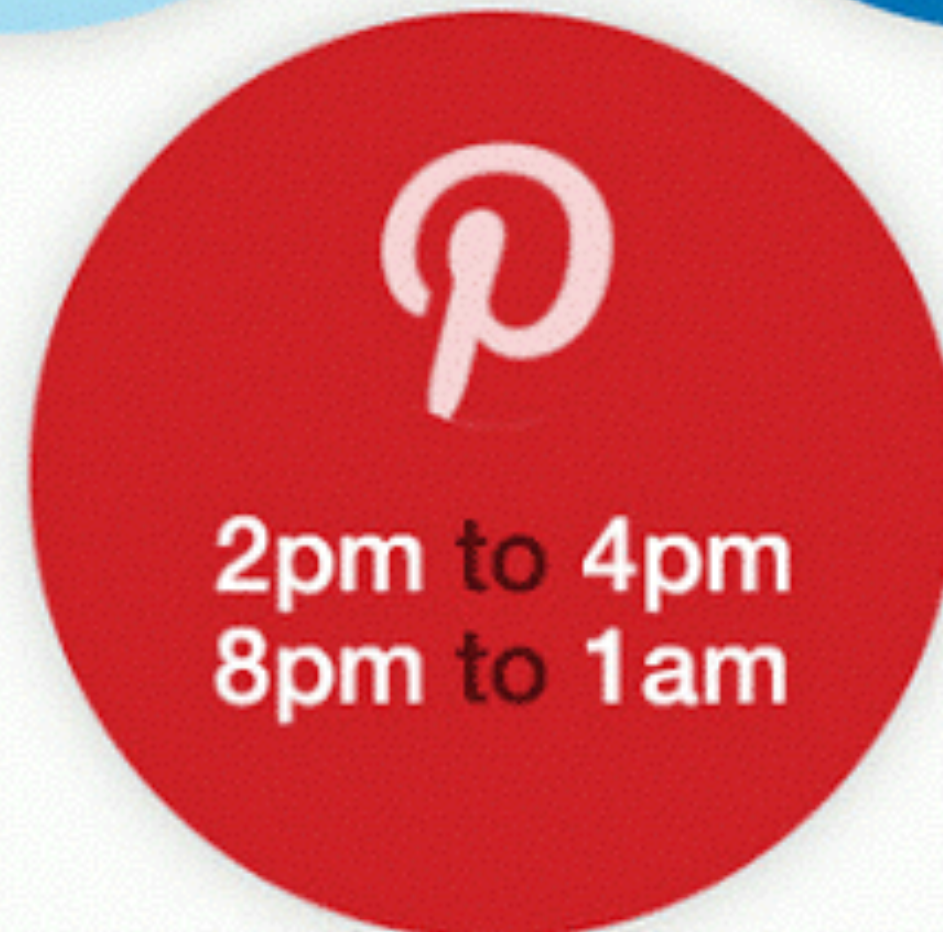
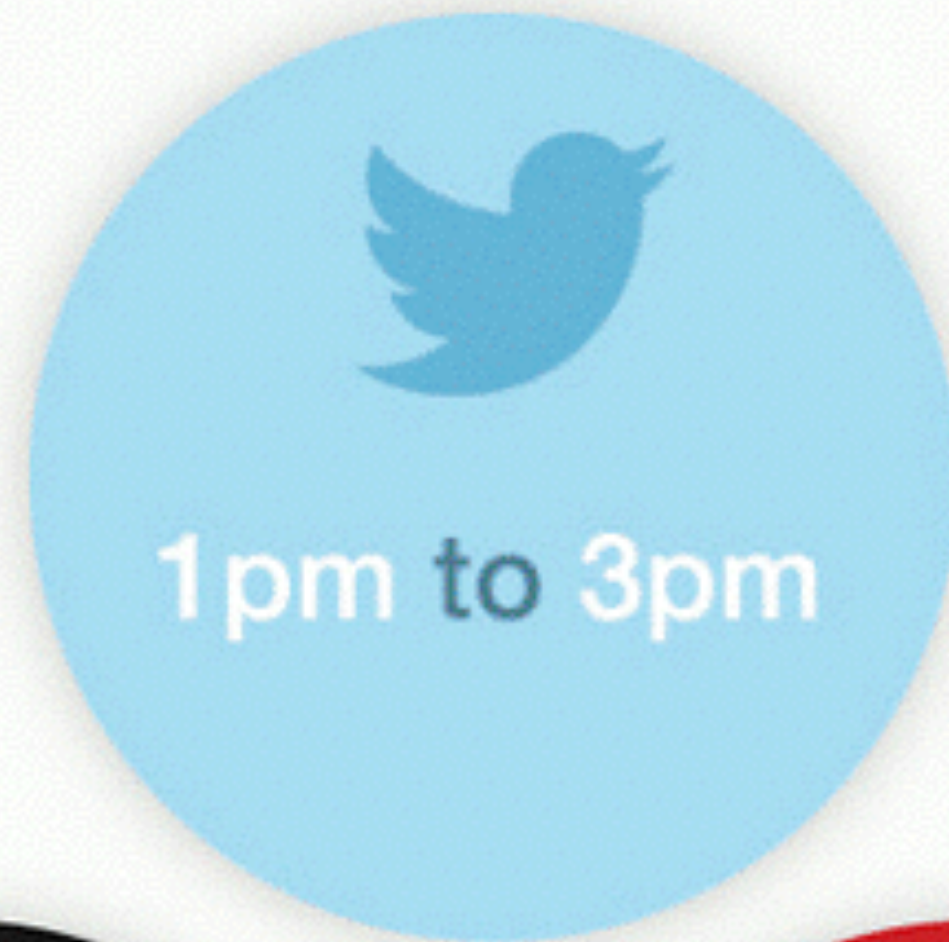
1. Clarify your goals
2. Craft personas to empathize
3. Commit to engage
4. Create content



Add a comment... ...

SHARE AT THE RIGHT TIMES

Different social networks have different peak times for posting. Take advantage!



social media in the church

- 1. Clarify your goals**
- 2. Craft personas to empathize**
- 3. Commit to engage**
- 4. Create content**



@readysetgo get started now



OPTIMUM POSTING FREQUENCY



TWITTER

5 - 7 tweets
per day



LINKEDIN

1 update
per day



FACEBOOK

1 post /
2 posts max
per day



PINTEREST

Go Crazy!



INSTAGRAM

1+ posts
per day



BLOGGING

1 - 2 blogs
per week



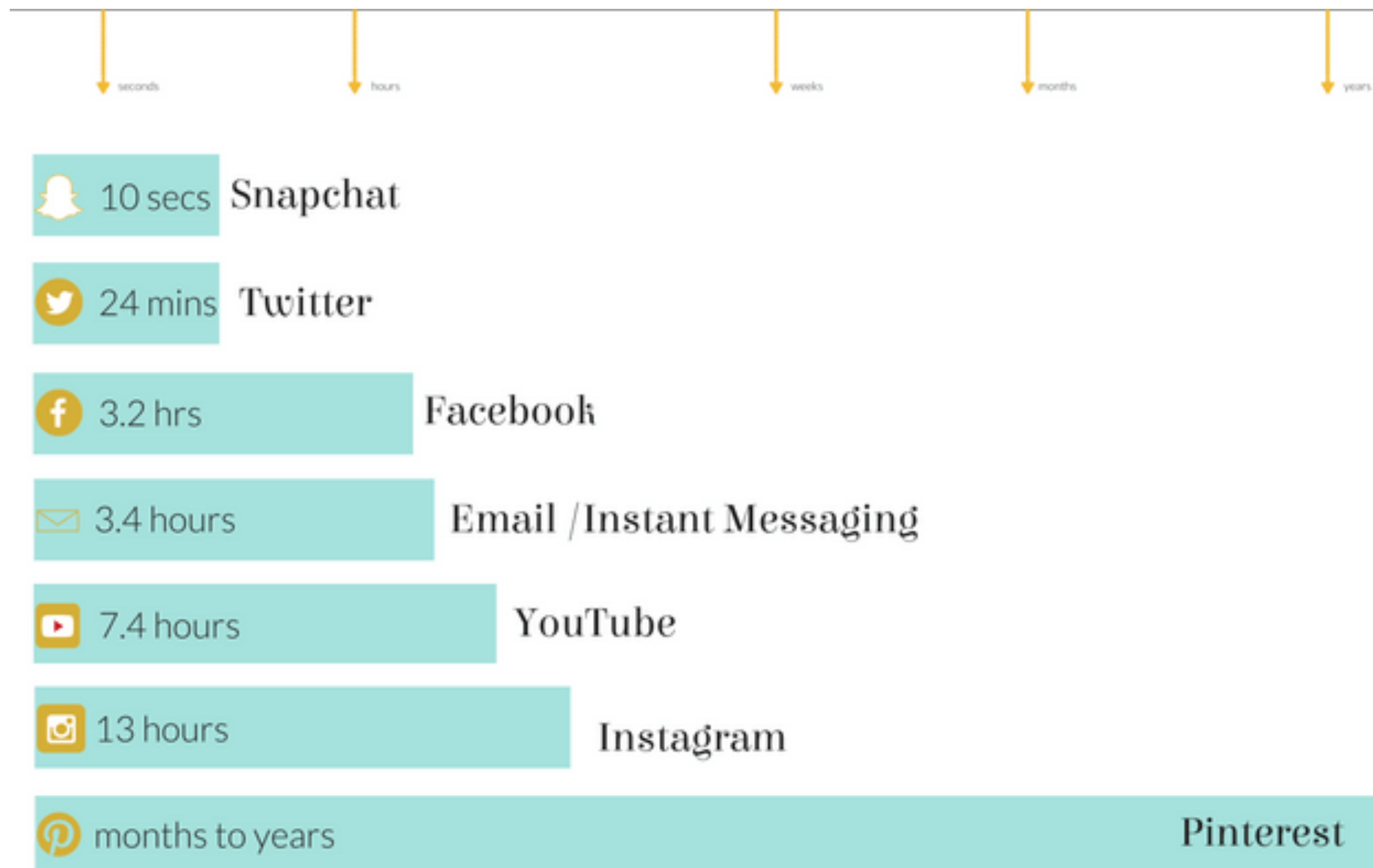
social media in the church

1. Clarify your goals
2. Craft personas to empathize
3. Commit to engage
4. Create content



@witheringvine be consistent





social media in the church

1. Clarify your goals
2. Craft personas to empathize
3. Commit to engage
4. Create content



@relax shelf life of a post is short





types of ministry content

1. Post devotional thoughts



misfit26413, vandiverrogers,
benbcochran, adelynn.newton and
llenasmithh like this

SEPTEMBER 23

Add a comment...





types of ministry content

1. Post devotional thoughts
2. Recap of lessons



Add a comment...



"Today, I confess to
the Church and the
world, that Jesus
Christ is my Savior
and Lord."

Lindsey Rael
March 18, 2018



types of ministry content

1. Post devotional thoughts
2. Recap of lessons
3. Recap of events



Add a comment...





Easter at Bethlehem

Public · Hosted by Bethlehem Church

★ Interested Going...

➦ Share ▼ ...

🕒 3 Dates · Mar 30 - Apr 1

MAR 30 Fri 7:00 PM

MAR 31 Sat 5:00 PM

APR 1 Sun 8:00 AM

+2

📍 Bethlehem Church
548 Christmas Ave, Bethlehem, Georgia 30620

Show Map



types of ministry content

- 1. Post devotional thoughts
- 2. Recap of lessons
- 3. Recap of events
- 4. News / Announcements / Deadlines



Add a comment...





types of ministry content

1. Post devotional thoughts
2. Recap of lessons
3. Recap of events
4. News / Announcements / Deadlines
5. Post contests or polls



amybeth22 "Revolutionizing" the way we take swofies. #throwbackthursday #crossingtheDelaware #swowfie17 #superwow @superwowcamp @crkingsley1
evicel2 This is the most amazing thing I've ever seen.

Add a comment...

62 likes

JUNE 30





SuperWow Camp

Published by Ricky Smith [?] · 1 min · 🌟



Do you prefer Superwow at the beach or in the mountains? Tell us which Superwow you plan to take your students this summer.



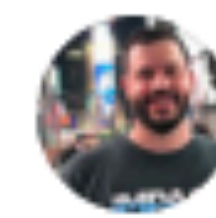
types of ministry content

- 1. Post devotional thoughts**
- 2. Recap of lessons**
- 3. Recap of events**
- 4. News / Announcements / Deadlines**
- 5. Post contests or polls**
- 6. Conversation Starters**



Add a comment...





rickylamarsmith

rickylamarsmith Do you have courage to study the Bible and act like Luther did on this day in 1517? It's time for another Reformation and revival.



spikespires, emileefaithmorris, mikeboyd24, gabewjones, grantandanne, marksikes2499, brinleyodom, smoc247 and branjohns like this

8 HOURS AGO

@novelidea it is powerful to end a post with a question! ...



types of ministry content

1. Post devotional thoughts
2. Recap of lessons
3. Recap of events
4. News / Announcements / Deadlines
5. Post contests or polls
6. Conversation Starters
7. Video content

Add a comment...





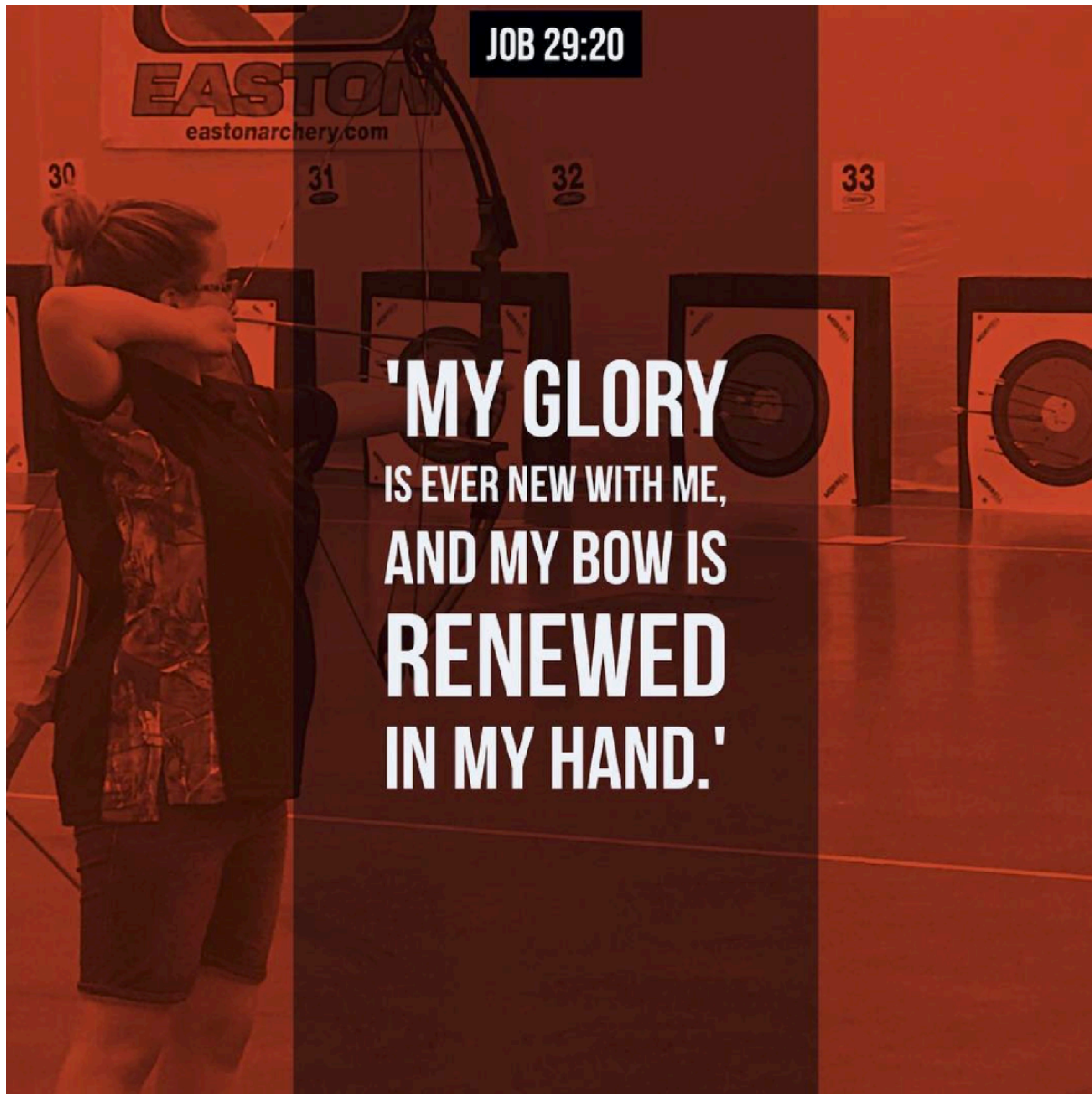
resource ideas

1. digitaldevotionals.com



Add a comment...





resource ideas

1. digitaldevotionals.com

2. spark.adobe.com



Add a comment...



hootsuite[™]



resource ideas

1. digitaldevotionals.com

2. spark.adobe.com

3. hootsuite



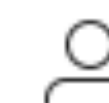
Add a comment...





Instagram

Search



rickylamarsmith

Edit Profile



222 posts

733 followers

784 following

Ricky Smith Follower of Jesus. Learn more at <http://www.rlsmith.me/>

www.rlsmith.me

rsmith@gabaptist.org

[@rickylamarsmith](#)

studentministrynetwork.com

reachingnextgen.com

POSTS

SAVED



References

Concordia Technology Solutions

Google Images

Calvary Baptist Church, Columbus, GA

First Baptist on the Square, LaGrange, GA

digitaldevotionals.com

Kevin Jennings @Kbjno2

Carey Nieuwhof Leadership

Youth Ministry Answers: Kenny and Elle Campbell

Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World by Gary Vaynerchuk

Vision Critical

Leverage Media

GWJ 2014

Plug and Play Tech Center