Social Media Workshop: Communications, Community, and Christ

Thomas B. Grosh IV
Associate Director
Emerging Scholars Network

. . . and we take captive every thought to make it obedient to Christ – II Corinthians 10:5

Questions

Why are you here?

How do you engage the "shotgun blast" of media that is social, i.e., social media?

What do you hope to take away from today's session?

SOCIAL MEDIA EXPLAINED

	TWITTER	I AM EATING A #DONUT
	FACEBOOK	I LIKE DONUTS
	FOURSQUARE	THIS IS WHERE I EAT DONUTS
	INSTAGRAM	HERE'S A VINTAGE PHOTO OF MY DONUT
	YOUTUBE	WATCH ME EATING A DONUT
	LINKEDIN	MY SKILLS INCLUDE DONUT EATING
	PINTEREST	HERE'S A DONUT RECIPE
	LAST.FM	NOW LISTENING TO "DONUTS"
	GOOGLE+	I AM A GOOGLE EMPLOYEE WHO EATS DONUTS

PLEASE RESHARE! JEFFHESTER.NET

. . . to equip his people for works of service, so that the body of Christ may be built up. . . . Attaining to the whole measure of the fullness of Christ - Ephesians 4:12-13

Ministry in the Digital Age

Strategies and Best Practices
for a Post-Website World

David T. Bourgeois

The goal of *Ministry in the Digital Age* is to help you understand how to think about and use the latest communication technologies as you work to reach the world for Jesus Christ.

Adapted from David T. Bourgeois, *Ministry in the Digital Age: Strategies and Best Practices for a Post-Website World* (InterVarsity Press, 2013), 22.

And this gospel of the kingdom will be preached in the whole world as a testimony to all nations, and then the end will come. -- Matthew 24:14

Ministry in the Digital Age

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Christianity is fundamentally a communication event.

It is God revealing God's self to the world.

God uses a large variety of media to accomplish that revelation.

Shared by Shane Hipps in conversation with David T. Bourgeois, author of *Ministry in the Digital Age: Strategies and Best Practices for a Post-Website World* (7, 141), on January 28, 2009.

The Call to be Agents of Shalom

In the words of Nicholas Wolterstorff, "Technology does make possible advance toward shalom; progress in mastery of the world can bring shalom nearer. But the limits of technology must also be acknowledged; technology is entirely incapable of bringing about shalom between ourselves and God, and it is only scarcely capable of bringing about he love self and neighbor. . . .

Quoted by Derek C. Schuurman. *Shaping a Digital World: Faith, Culture, and Technology.* (InterVarsity Press, 2013), 77.

Shaping a Digital World
Faith, Culture and Computer Technology

DEREK C. SCHUURMAN

The Call to be Agents of Shalom

Without a connection to Jesus and love of neighbor, any work to shape computer technology or culture on our own strength is bound to fail. Frederick Brooks [Computer Science, UNC] said it this way, "As Jesus said, what comes out depends upon the condition of the heart itself [Matthew 15:18]. If we would have our creations be true, beautiful, and good, we have to attend to our hearts.

Indeed, every activity we do, including computer technology, involves the heart (see Proverbs 4:23). In a world often captivated by dazzling technology, we need to be new creation signposts, people whose hearts and lives seek to be faithful to God. -- Schuurman, 124.

Shaping a Digital World
Faith, Culture and Computer Technology

DEREK C. SCHUURMAN

A Reconciling Relationship . . . The Restoration of Creation

- How do we reach the particular audiences of the university community which we have been called to serve?

- How do we encourage and partner with one-another through active resource sharing?

- Due to the range of resources, staff, campus contexts, and members of campus communities there are not one-size fits all answers, but there are frameworks, resource people, technologies, and toolkits.
  - Computer Technology: a distinct cultural activity in which human beings exercise freedom and responsibility in response to God, to unfold the hardware and software possibilities in creation with the aid of tools and procedures for practical ends or purposes. -- Schuurman, 23.

- Yes, I confess enjoying utilizing social media to share material of value, including learning more with you in our multi-directional conversation ☺
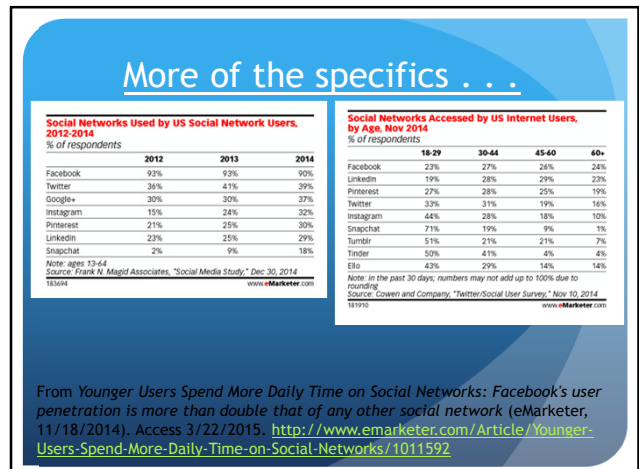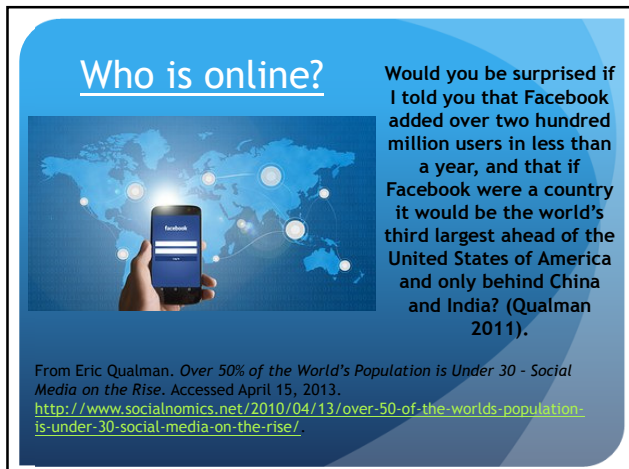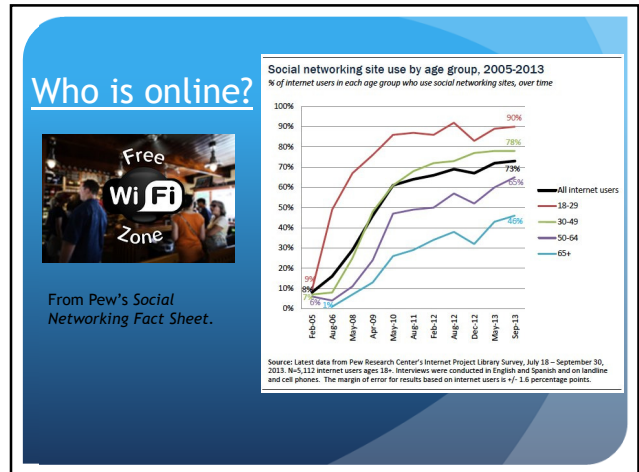
Who is online?

Over 50% of the world's population is under thirty years old.

In the US, 96 percent of Generation Y has joined a social network (Qualman 2012).

From Eric Qualman. *Over 50% of the World's Population is Under 30 – Social Media on the Rise.* Accessed April 15, 2013. http://www.socialnomics.net/2010/04/13/over-50-of-the-worlds-population-is-under-30-social-media-on-the-rise/

Slide 1:

Who is online?

Who uses social networking sites

% of internet users within each group who use social networking sites

All internet users	74%
a Men	72
b Women	76
a 18-29	89[c,d]
b 30-49	82[c,d]
c 50-64	65[d]
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than $30,000/yr	79
b $30,000-$49,999	73
c $50,000-$74,999	70
d $75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014. Note: Percentages marked with a superscript letter (e.g., [a]) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER

From *Social Networking Fact Sheet*. Pew Research Center's Internet Project. Accessed 3/22/2015. http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/

Slide 2:

Who is online?

From Pew's *Social Networking Fact Sheet*.

Social networking site use by age group, 2005-2013
% of internet users in each age group who use social networking sites, over time

Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/- 1.6 percentage points.

Slide 3:

Who is online?

Would you be surprised if I told you that Facebook added over two hundred million users in less than a year, and that if Facebook were a country it would be the world's third largest ahead of the United States of America and only behind China and India? (Qualman 2011).

From Eric Qualman. *Over 50% of the World's Population is Under 30 - Social Media on the Rise*. Accessed April 15, 2013. http://www.socialnomics.net/2010/04/13/over-50-of-the-worlds-population-is-under-30-social-media-on-the-rise/

Slide 4:

More of the specifics . . .

Social Networks Used by US Social Network Users, 2012-2014
% of respondents

	2012	2013	2014
Facebook	93%	93%	90%
Twitter	36%	41%	39%
Google+	30%	30%	37%
Instagram	15%	24%	32%
Pinterest	21%	25%	30%
LinkedIn	23%	25%	29%
Snapchat	2%	9%	18%

Note: ages 13-64
Source: Frank N. Magid Associates, "Social Media Study," Dec 30, 2014
183694   www.eMarketer.com

Social Networks Accessed by US Internet Users, by Age, Nov 2014
% of respondents

	18-29	30-44	45-60	60+
Facebook	23%	27%	26%	24%
LinkedIn	19%	28%	29%	23%
Pinterest	27%	28%	25%	19%
Twitter	33%	31%	19%	16%
Instagram	44%	28%	18%	10%
Snapchat	71%	19%	9%	1%
Tumblr	51%	21%	21%	7%
Tinder	50%	41%	4%	4%
Ello	43%	29%	14%	14%

Note: in the past 30 days; numbers may not add up to 100% due to rounding
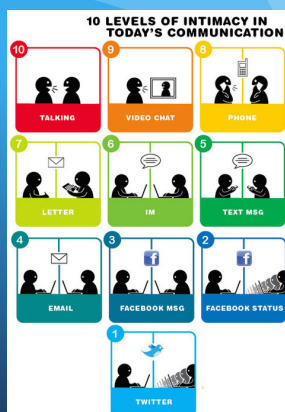Source: Cowen and Company, "Twitter/Social User Survey," Nov 10, 2014
181910   www.eMarketer.com

From *Younger Users Spend More Daily Time on Social Networks: Facebook's user penetration is more than double that of any other social network* (eMarketer, 11/18/2014). Access 3/22/2015. http://www.emarketer.com/Article/Younger-Users-Spend-More-Daily-Time-on-Social-Networks/1011592

Slide 1

What does Athens have to do with Jerusalem – Tertullian

Use of Various Platforms

- Facebook: Over a billion users, 669 million active daily

- Twitter: More than 500 million users, 200 million active monthly

- Google+: Over 359 million users

- Instagram: Over 150 million users active monthly

- YouTube, over a billion unique visits monthly

From Jonathan Berthold, *Social Media 101: An Integrated Approach*. Accessed 3/22/2015. http://www.slideshare.net/j_bertho/social-media-101-an-integrated-approach

Slide 2

For how long . . .

Average Daily Time Spent with Select Social Networks Among US Internet Users, by Age, Nov 2014
minutes

	18-29	30-44	45-60	60+	Total
Facebook	51.0	49.2	37.4	30.6	42.1
Tumblr	50.6	18.1	18.4	13.9	34.2
Instagram	29.9	18.7	10.2	9.0	21.2
Pinterest	25.6	26.2	15.4	0.0	20.8
Twitter	23.5	16.0	17.2	13.2	17.1
Snapchat	19.8	8.9	13.6	6.0	17.0
Tinder	14.2	13.9	32.5	10.0	14.9
Ello	9.7	17.5	60.0	3.0	13.2
LinkedIn	9.3	9.2	11.3	9.0	9.8

Note: in the past 30 days
Source: Cowen and Company, "Twitter/Social User Survey," Nov 10, 2014

181911 www.**eMarketer**.com

From *Younger Users Spend More Daily Time on Social Networks: Facebook's user penetration is more than double that of any other social network.*

Slide 3

10 Levels of Intimacy In Today's Communication:

An older infographic downloaded from Christian Media Magazine (9/13/2013) with the encouragement for more face-to-face conversation. Accessed 3/22/2015.

http://christianmediamagazine.com/uncategorized/10_levels_intimacy/

10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION

10 TALKING
9 VIDEO CHAT
8 PHONE
7 LETTER
6 IM
5 TEXT MSG
4 EMAIL
3 FACEBOOK MSG
2 FACEBOOK STATUS
1 TWITTER

Slide 4

HOW STRONG IS THE CALL OF THE INTERNET?

Harder to give up the internet than TV
% of adults (for TV) and internet users (for the internet) who say it would be very hard to give up that technology

2006 2007 2014

Internet (among internet users): 38, 45, 53
Television: 44, 43, 35

Source: Pew Research Internet Project surveys.
PEW RESEARCH CENTER

How hard would it be to give up these technologies?
% of users of each technology who report how difficult it would be to give up ...

■Very hard ■Somewhat hard ■Not too ■Not at all

Technology	Very hard	Somewhat hard	Not too	Not at all
Internet (among internet users)	53	20	15	12
Your cell/smartphone (among cell owners)	49	21	16	13
Email (among internet users)	36	21	20	21
Your television (among all adults)	34	23	21	20
Your landline phone (among landline owners)	28	19	22	29
Social media (among internet users)	11	17	21	40
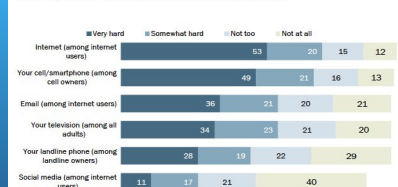
Source, Pew Research Center Internet Project Survey, January 9-12, 2014. N=1,006 adults' N=857 internet users; N=717 landline owners; N=928 cell owners.
PEW RESEARCH CENTER

From *Part 2: Americans' views about the role of the internet in their lives.* Susannah Fox and Lee Rainie. Pew Research Center. 2/27/2014. Accessed 3/22/2015. http://www.pewinternet.org/2014/02/27/part-2-americans-views-about-the-role_-of the-internet-in-their-lives

RELATIONAL IMPACT OF THE INTERNET

From *Part 2: Americans' views about the role of the internet in their lives.*

Mark Hansard

The Importance of Social Media

Working Groups

Why Are You Here?

Describe your ministry target group:

- Age or age range?
- Stage of life?
- Gender?
- Where are they geographically?
- What faith group are they from?
- How mature is their faith?
- What do they have in common (if anything)?

How do you communicate online with those you serve?

- **Platforms you use, if any**
- **How often used/visited?**
- **Platforms/tools your audience identifies as primary means of communication**

How do you embody GFM's four commitments online?

- Share at least one story or tip about embodying at least one of GFM's four commitments (spiritual formation, community, evangelism & service, integration)
- If you don't have a social media presence, share at least one desired goal for embodying one commitment
- Take note if you need to research your audience further.
- On your own paper write one insight connected with each of the four commitments.

Kirsten Wagenius
Engaging with Different Platforms

Working Groups

Which Platforms?

- **Which platforms have you used? How did you see them aligning with your ministry goals?**
  - Share two tips
  - Share one challenge

- **If you haven't used any, share:**
  - What excites you about using a platform or two
  - What makes you nervous about it

- **Brainstorm at least one experiment you could try to solve a challenge or start using a new platform.**

Crossgenerational Communication

Case Study: ESN

- Moving from virtual intergenerational ministry to also supporting local chapters in intergenerational communication
- Seeks to identify, encourage, and equip Christian scholars
  - address questions regarding faith, life, and vocation
  - develop mentoring and networking relationships
  - provide a gateway to an on-line community for conversation

The Growth of the Emerging Scholars Network
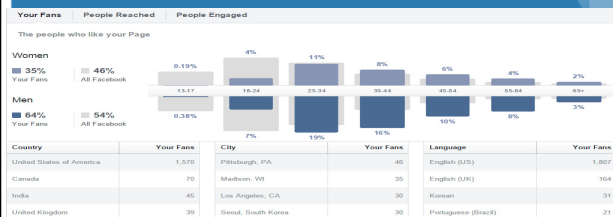
Return On Investment (ROI)

- How are we
  - Imparting Shalom?
  - Increasing awareness?
  - Directing the curious?
  - Improving our "conversion" rate?
  - Deepening ave. involvement?
  - Encouraging the Good News & sharing InterVarsity's campus mission?
  - Refining our endeavors so that students, faculty, and staff are finding communication increasingly efficient?

Customer Purchase Funnel

Awareness
CONSIDERATION
preference
PURCHASE
loyalty
ADVOCACY

Working Groups

Crossgenerational Questions

- What has been most effective in fostering inter/cross generational communication online for your group?

- What is your greatest challenge to fostering inter/cross generational communication? What is your greatest challenge to social media in general?

- Brainstorm one concrete "experiment" each person could do to build more inter/cross generational communication.

Challenges to Social Media Engagement

Why Church Leaders Fail with Social Media
From Terrace Crawford. *#Going Social: a practical guide on social media for church leaders* (Beacon Hill Press, 2012), 77-78.

- They become narcissistic.
- They embarrass themselves.
- Become unresponsive.
- They are not living authentic lives.
- Debate and divide.
- Become a part of the morality police.

Temptations
Crawford, 139-140.

- Friending
- Pictures: A comment regarding online pornography
- Vacations or business trips
- Meeting publicly
- Conversation with members of the opposite sex
- Rest
- Word choice
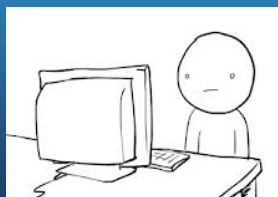
Top Social Media Mistakes
Nils Smith. *Social Media Guide for Ministry: What it is & how to use it. Group, 2013, 61-63.*

- Negativity
- TMI (Too Much Information)
- Politics/Agendas
- All Communication, No Conversation. *SPAM!*
- All Professional. Never Personal.
- Numbers focus
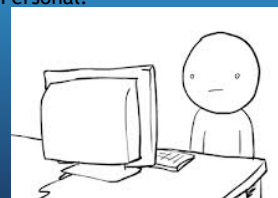
Top Five Reasons People Don't Engage in the 2-Way Communication Opportunity Offered by "Social Media" (Crawford, 32)

- They are unfamiliar with it.
- They are afraid they'll feel a loss of control.
- They're too busy.
- They're scared of what people may say.
- Too much noise.
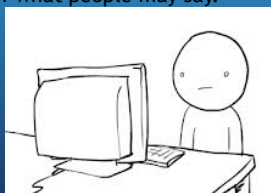
Digital Ministry Strategy to the Rescue!

Ministry in the Digital Age

Strategies and Best Practices for a Post-Website World

David T. Bourgeois

David T. Bourgeois. *Ministry in the Digital Age: Strategies and Best Practices for a Post-Website World.* Downers Grove, IL: InterVarsity Press, 2013, 68.
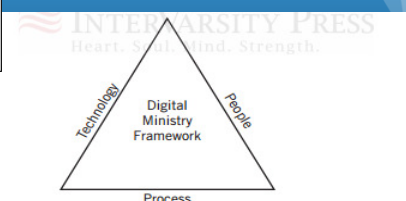
INTERVARSITY PRESS
Heart. Soul. Mind. Strength.

Digital Ministry Framework

Technology

People

Process

Figure 4.1. Digital ministry framework

Steps that can be used to develop a digital ministry strategy . . .

1. Define the purpose and objectives for the use of the digital tools by your ministry. How about the model offered by James C. Wilhoit in *Spiritual formation as if the Church mattered: Growing in Christ through community* (Grand Rapids, MI: Baker Academic, 2008)?

    - Receiving
    - Remembering
    - Responding
    - Relating

Digital Media Strategy

"I use social media for networking. I love connecting with people and having conversations. I also love pointing leaders to resources they can use. I don't consider any of this 'marketing.'"

-- Terrace Crawford. #Going Social: a practical guide on social media for church leaders. Kansas City: Beacon Hill Press, 2012, 32.

Steps that can be used to develop a digital ministry strategy -- Purpose

InterVarsity's Emerging Scholars Network (ESN) will use digital technologies to identify, encourage, and equip Christian scholars to be redeeming influences in higher education through
- addressing questions regarding faith, life, and vocation
- developing mentoring and networking relationships
- providing a gateway to an on-line community for conversation with accountability and opportunities to connect F2F.

Steps that can be used to develop a digital ministry strategy -- Target

2. Describe the target group(s) for your digital ministry.
    - What age or age range are they?
    - What stage of life are they in?
    - What gender are they?
    - Where are they located physically?
    - What faith group are they from?
    - How mature is their faith?
    - Do they have any characteristics in common?

Steps that can be used to develop a digital ministry strategy – Target for ESN

Describe the target group(s) for your digital ministry . . .

- Believers who are "Emerging Scholars" in higher ed.
- Emphasis on all students as Emerging Scholars.
- <u>Most specifically grad students and postdocs in the direction of higher ed as a vocation</u>.
- Some young faculty will continue to participate to receive and to mentor.
- Very few older faculty have availability, except as resource people for endorsements and interviews.

Steps that can be used to develop a digital ministry strategy -- Research

3. Research your target group(s)' use of digital technologies.
   - Surveys, focus groups and third-party data.
     - Pew Internet & American Life Project, pewinternet.org.
   - ESN: Most are continuously connected, seeking vocational mentoring/resources and accountability lacking on campus.
4. Determine the resources available.
   - Skills, available time and money.
   - ESN: largely myself and what I can raise, but 10 hours a week from a skilled person such as Hannah and a growing set of volunteers can make a significant difference, e.g., Scholar's Compass

Steps that can be used to develop a digital ministry strategy – Solutions, Tools, Plan

5. Create a list of possible solutions.
   - ESN: To advance digital community and offer significant linked resources (web – blog – Facebook). Read/follow others. Not a soapbox. Create F2F hubs!
6. Select the tools you will use. Target platforms . . .
   - ESN:
     - Drupal on InterVarsity.org (host, domain)
     - WordPress Blog
     - Facebook
     - LinkedIn. Google+. Twitter.
     - ? Hootsuite. YouTube. Podcasts. Pinterest.

Research, continued

- 7. Plan for the implementation and operation of your digital ministry. Set realistic goals. Keep asking questions.
  - ESN: Weekly appointment with web manager/team to review material and feedback, multiple iterations/tests. Create F2F hubs!

Steps that can be used to develop a digital ministry strategy – Forecasting, Assignments

8. Forecast results: hits, views, downloads, likes, search engine rankings, members, comments, donations
  - ESN: not excited about this, but . . .
  - If you build it, they will come . . . Maybe. Must be tied to regional/conferencing hubs with F2F ☺
9. Assign roles and responsibilities.
  - ESN (oversight)
    - Calendar posts (Blog, Facebook)
    - Website updates

Total Reach
The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.

Organic Paid

BENCHMARK
Compare your average performance over time.

Organic
1,716
Mar 12, 2015
Click or drag to select

Organic

Paid

Steps that can be used to develop a digital ministry strategy – Write-up!
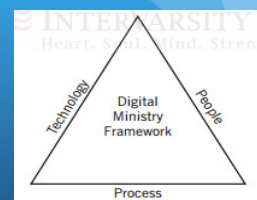
10. Write it up! -- Sample outline of strategy write-up
    Project Name:
    Strategy Team:
    Date:
    1. Mission Statement
    2. Target Audience
    3. Tools Reviewed
    4. Evaluation Criteria Used
    5. Tools Selected
    6. Roles and Responsibilities
    7. Procedure Guide
        a. Design, development and implementation
        b. Day-to-day operations
        c. Oversight
    8. Metrics

INTERVARSITY
Heart, Soul, Mind, Strength

Technology
Digital Ministry Framework
People
Process

Steps that can be used to develop a digital ministry strategy – Just do it! Keep refining.

11. Carry out the plan.

  - Project Champion: Craig Gartland (Faculty Ministry Director), ThinkTank
  - Project Manager: Me . . . AND Now Hannah ☺

12. Evaluate results.

  - Google Analytics, Internal platform tools, surveys.
  - Find what works for you!

Just Do It, Continued

- 13. Do it again!
  - 6 months, 1 year, 2 years, 3 years . . .
  - "Social media isn't a fad; it's a fundamental shift in the way we communicate" (Smith, 6).
  - It's tough to make predictions, especially about the future. – Yogi Berra quoted by Schuurman (107).

Slide 1
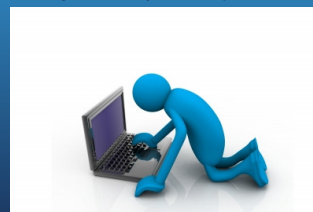
Receiving . . . Remembering . . . Responding . . . Relating

Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2008								83	834	1,047	800	855	3,619
2009	1,503	1,268	1,500	1,758	2,033	1,596	1,637	1,658	1,898	1,433	1,355	1,443	19,082
2010	1,930	2,287	2,312	1,611	2,378	2,074	2,075	1,814	1,907	2,191	1,759	1,988	24,326
2011	2,364	1,869	2,979	3,446	2,765	2,475	2,446	3,610	3,993	3,357	4,060	3,393	36,755
2012	3,497	4,169	4,098	4,661	3,999	3,464	3,881	4,677	4,707	5,226	5,439	5,223	53,041
2013	6,823	6,665	11,567	9,047	9,168	7,007	9,788	8,373	8,052	8,792	8,079	7,073	100,434
2014	9,059	10,215	9,207	8,850	7,477	6,512	6,712	8,292	10,554	9,124	8,651	8,212	102,865
2015	11,257	9,320	6,079										26,656

Average per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2008								3	28	34	27	28	25
2009	48	45	48	59	66	53	53	53	63	46	45	47	52
2010	62	82	75	54	77	69	67	59	64	71	59	64	67
2011	76	67	96	115	89	82	79	116	133	108	135	109	101
2012	113	144	132	155	129	115	125	151	157	169	181	168	145
2013	220	238	373	302	296	234	316	270	268	284	269	228	275
2014	292	365	297	295	241	217	217	267	352	294	288	265	282
2015	363	333	334										345

Slide 2

Top Take-aways/Insights

1. The richness of the opportunity which the digital age offers in inviting and drawing people closer to God.

2. Face-to-Face and digital connections enrich each another ☺

3. Have a strategy, but be open to providential surprises.

Slide 3

Let's take our particular experiments and find ways to advance them for the sake of the Kingdom of God to the glory of God!