

A Modern-day Mars Hill

A Social Media and Outreach

Starter Kit







Daily Active Social Media Users



3.2 billion

social media users –
which equates to **about
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(Emarsys, 2019)



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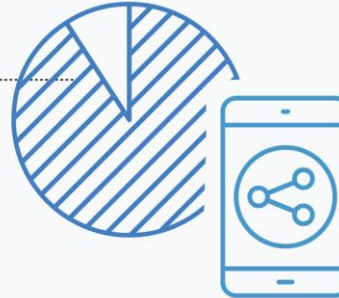


Social Media Users Via Mobile

91%

of all social media users
access social channels via mobile devices. Likewise,
almost 80% of total time
spent on social media sites
occurs on mobile platforms.

(Lyfemarketing, 2018)





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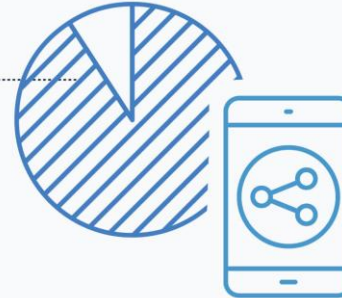


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Time spent on social media per day

An average of

2:22

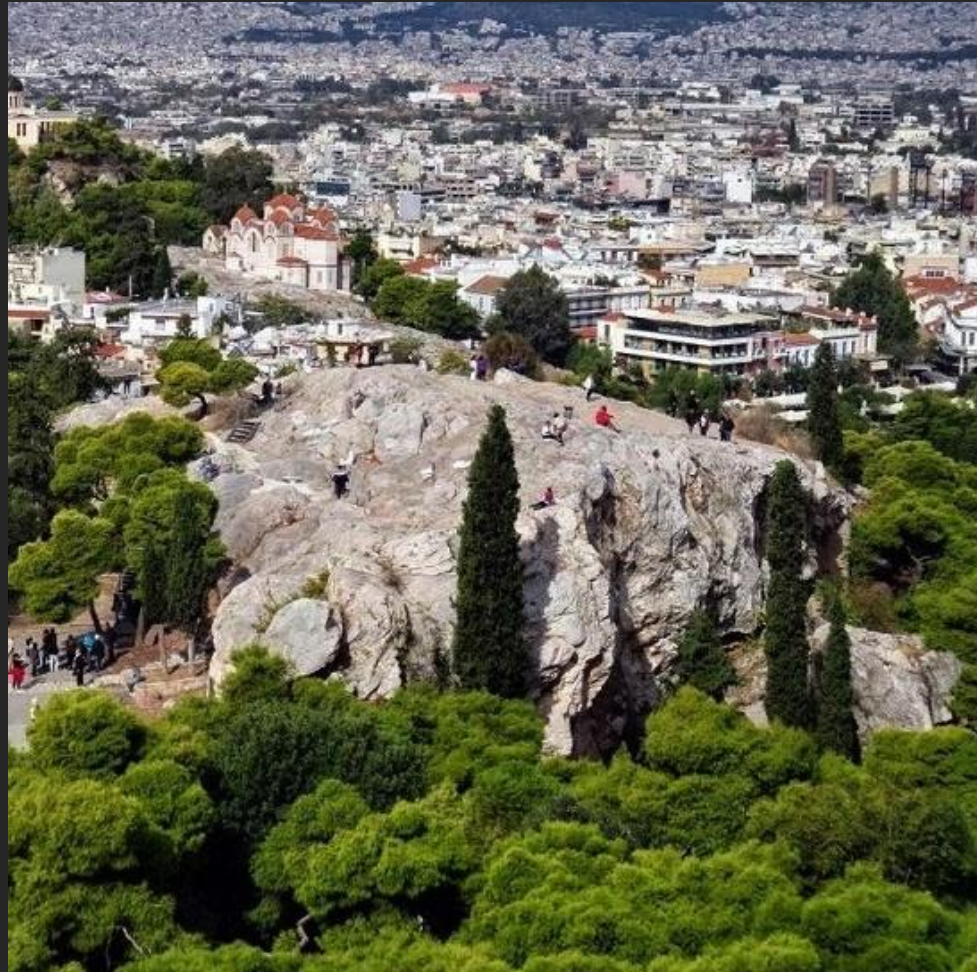
hours minutes

per day is spent on **social networks and messaging.**

(Globalwebindex, 2018)



Acts 17:19-23





Twitter



Facebook



Instagram



YouTube



SnapChat



Facebook



Instagram



Facebook Pages



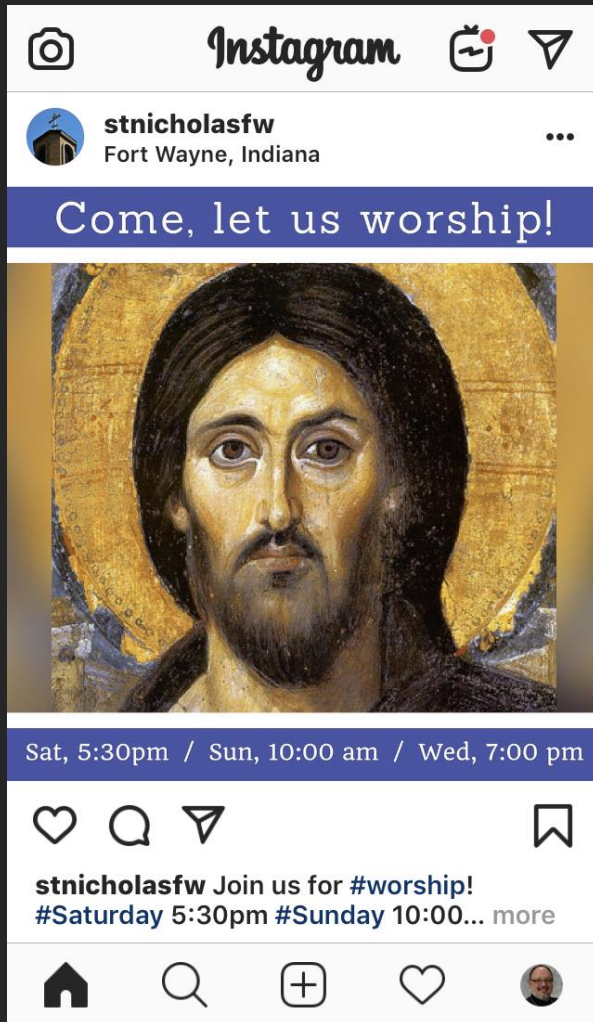
Instagram

Facebook Pages



- Most popular social media platform
- Versatile (text, photos, video, events)
- Facebook Insights
- Arm's length from personal profile
- Let's you schedule posts

Instagram



- Fastest growing social media platform
- Image-based (photos, short video)
- Built for mobile devices
- Connect Instagram & Facebook Page accounts
- Harder to share posts, doesn't read links
- It's where the young people are

Content



*Forgiveness
Sunday*
Vespers

Sun., Mar 10, 7pm

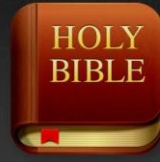
#STNICHOLASFW

BY THE POWER OF YOUR
BLESSING, LORD,
ENABLE ME AT ALL TIMES TO
SPEAK AND ACT
TO YOUR GLORY,
ALWAYS MINDFUL OF
YOUR PRESENCE.

#letuspraytothelord

Keep it Short, Use Images





YouVersion®
The Bible App™

YouVersion



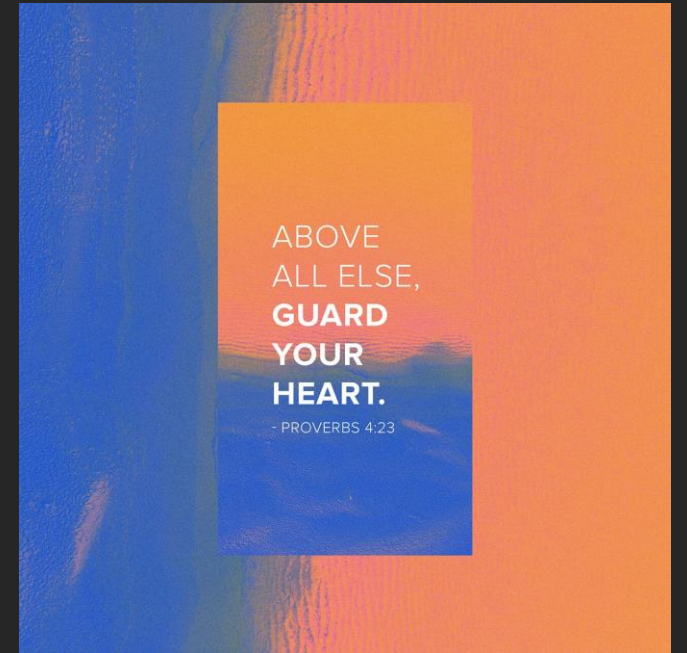
Keep Vigilant
WATCH OVER YOUR HEART;
THAT'S WHERE LIFE STARTS.

PROVERBS 4:23



KEEP YOUR HEART WITH ALL
DILIGENCE, FOR OUT OF IT
SPRING THE ISSUES OF LIFE.

PROVERBS 4:23



ABOVE
ALL ELSE,
**GUARD
YOUR
HEART.**

- PROVERBS 4:23



WordSwag



Canva



Over

Come, let us worship!



#StNicholasFW

LORD JESUS CHRIST,
LET ALL THINGS
BE ACCORDING
TO YOUR MERCY,
AND NOT ACCORDING
TO OUR SINS.

#letuspraytothelord

Hashtags



#stnicholasfw

#StNicholasFW

Hashtags



#liveorthodoxy

#live orthodoxy

Peak Hours



- Monday – Friday, 10:00 am – 3:00 pm
- Events: Wed. & Fri. before noon



Buffer



Hootsuite

Like, Share, Follow



Don't forget to comment

Nice post!

Amen.

Thanks for sharing.



Be intentional



- Plan your posts
 - Peak hours
 - Buffer, Hootsuite

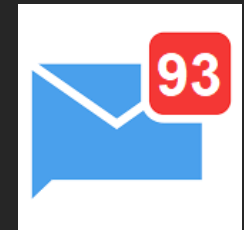
- Get a small team



Monitor your accounts



- Respond to feedback
(social media is not a one-way street)
- Watch for potential dumpster fires!
- Check your messages



A Redemptive
Message

