

MCGHAW SOCIAL MEDIA CONSULTING SERVICES LLC.

Social Media "Ministry" 101

→ How to create effective and relevant content online



CREATED BY DEJA E. MCGHAW-SOCIAL MEDIA STRATEGIST

Hello Everyone!

- Deja McGhaw
 - (wife, mother, servant & believer in Jesus) boss
- B.A. Broadcast Digital Journalism
- M.A .Communications Management
- M.S. Digital Marketing
- Owner of McGhaw Social Media Consulting Services LLC.
 - We have faith based ministries & businesses with their social media



DEJA MCGHAW



Things to discuss

Key takeaways:

- The Importance of a Social Media Ministry
- Social Media Trends/Facts
- Where to go: exploring social networks
- The don'ts and do's of creating effective & relevant content
- How to repurpose content
- Content Pillars
- Tools to help you succeed
- Wrap up points



The Importance of a Social Media Ministry

Social media helps fulfill the Great Commission

It connects you with your congregation, visitors, and community

It creates brand awareness and establishes you as an authority in your community.





The Great Commission

' Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost: Teaching them to observe all things whatsoever I have commanded you: and, lo, I am with you always, even unto the end of the world. Amen.' - Matthew 28:19-20.

Social Media Facts

According to Pew Research Center around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves.

When Pew Research Center began tracking social media adoption in 2005, just 5% of American adults used at least one of these platforms.

By 2011 that share had risen to half of all Americans, and today 72% of the public uses some type of social media.

-Pew Research



Seize the 167 (Brady Shearer)

Reach beyond Sunday

If your church service is 1 hour, how are you reaching your congregation and community the other 167 hours in a week?

Social Media allows you to reach people and seize the 167.

In recent years before the pandemic and now after, church membership has declined, while social media usage is on the rise. If people are not coming to church, it is very important for the church to go where they are, which is Social Media.

Social Media Usage Post Pandemic

Though many restrictions are lifted, many of the new digital behaviors that people adopted during quarantined have endured, which has resulted in a great increase in digital activity.



More than half of the world now uses social media



In 2022, over 4.59 billion people were using social media worldwide, a number projected to increase to almost six billion in 2027



As of 2022, the average daily social media usage of internet users worldwide amounted to 151 minutes per day



GlobalWebIndex reports Social media has a wide-reaching and significant impact on not only online activities but also offline behavior and life in general.



People access social media for a variety of reasons. Users like to find funny or entertaining content and enjoy sharing photos and videos with friends, but mainly use social media to stay in touch with current events friends.

Social media trends to consider

The most engaging type of content on social media is short-form videos (with captions)

Both brevity and authenticity are winning the day on social media, with short-form videos—typically less than a minute in length—capturing the attention of 66% of consumers. Highly shareable, these bite-sized videos are 2.5 times more engaging than longer videos, and 34% of consumers appreciate the more genuine nature of the shorter form

The most common way people access social media is a mobile device

It comes as no surprise that the majority of people are tapping into social media through their mobile devices, but the number itself might raise some eyebrows: 99% use a tablet or smartphone to connect to social media, while 78% do so exclusively from their phones. At 1.32%, desktop social media users are dwarfed by their mobile-loving counterparts.[4] It's clear, then: mobile-focused social media strategies are key.

31% of consumers use social media to find answers to their questions.



Where to go? Exploring Different Networks

**There are many platforms but
be sure to master one before
branching off to another.**

Choose a platform based on your audience, where they are, and what you want to offer them.

Creating with a plan



**Start off with a Goal.
And align those goals
with a plan** →

"Where there is no vision, the people perish: but he that keepeth the law, happy is he." Proverbs 29:18

**Know your target
audience** →

Who do you want to reach. Where is your congregation at currently on social media.

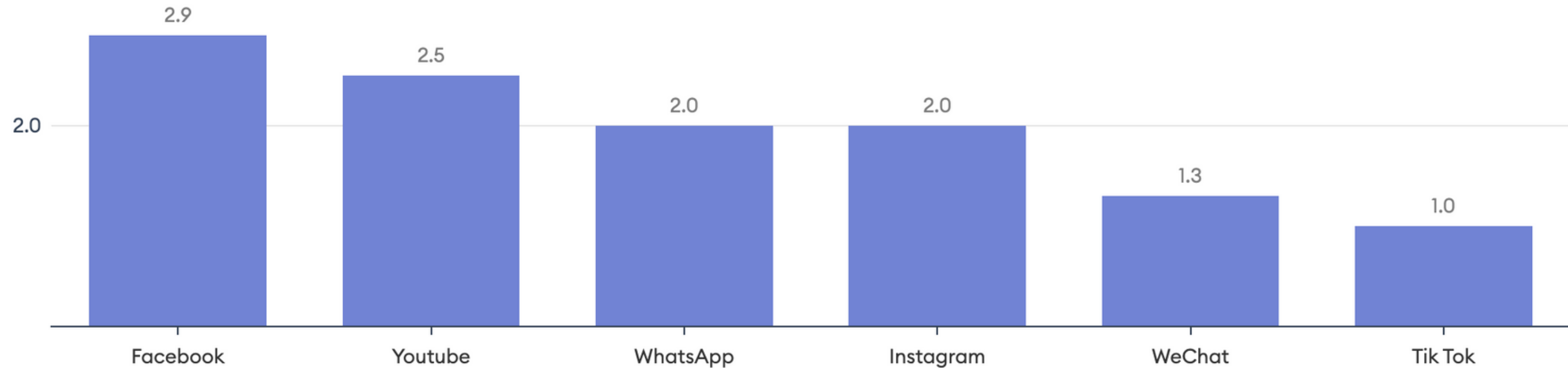
**Master each network
that you are on** →

It's okay to have multiple networks but be a master of one before branching off to others

Before you follow the crowd, make sure its where your audience is

Monthly Active Users by Social Media Platform (in millions)

Source: Statista



Source: Forbes Advisor • Embed

Forbes ADVISOR

JAN
2022

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



GLOBAL OVERVIEW

ANY KIND OF SOCIAL
MEDIA PLATFORM



GWI.

76.1%

SOCIAL
NETWORKS



43.5%

QUESTION & ANSWER
SITES (E.G. QUORA)



GWI.

21.5%

FORUMS AND
MESSAGE BOARDS



17.2%

MESSAGING AND
LIVE CHAT SERVICES



we
are
social

16.4%

MICRO-BLOGS
(E.G. TWITTER)



GWI.

16.0%

VLOGS (BLOGS IN
A VIDEO FORMAT)



14.7%

ONLINE PINBOARDS
(E.G. PINTEREST)



10.8%

Across the globe, social media users are more likely to say they've learned practical life skills from social platforms than university (57% vs 51%). Now, social is being repurposed as a platform for self-directed learning, driven by immersive content formats and a renewed appreciation for innovative learning solutions.

In 2022, brands should assert their values by educating people on important issues.



How to create effective & relevant content (THE DONT'S)

Do not use social media as a bulletin board

Do not just post about your events. The algorithm works best when content is created that provokes an emotional reaction. (80-90 % of post should be educational and inspiring)

Don't just use social media to share your stream

There are 167 more hours beyond Sunday morning. Use social to minister to the hearts of people and promote Jesus! Your stream should not be the only content on your page

Don't talk at people on social media

Again, social media was created to be social. Post content that allows for people to have genuine conversation. Give them the why before the what.





How to create effective & relevant content (THE DO'S)



Christ led posting

Social listening: Social listening gives brands an opportunity to track, analyze, and respond to conversations about them on social media. For churches this concept is good, but I would start will also add listening in prayer to God. What should we share?



Repurpose Content

Use sermons taught by clergy to create your content. This can be in the form of Reels, Quotes, Carousels, and so much more!



Reaching Publically, Responding Privately

Your content should not only reach the public, but it should allow them to respond privately



Blueprint for repurposing sermons



Listen to the sermon

Jot down power points that would resonate with an audience both churched and unchurched. This is where faith meets culture



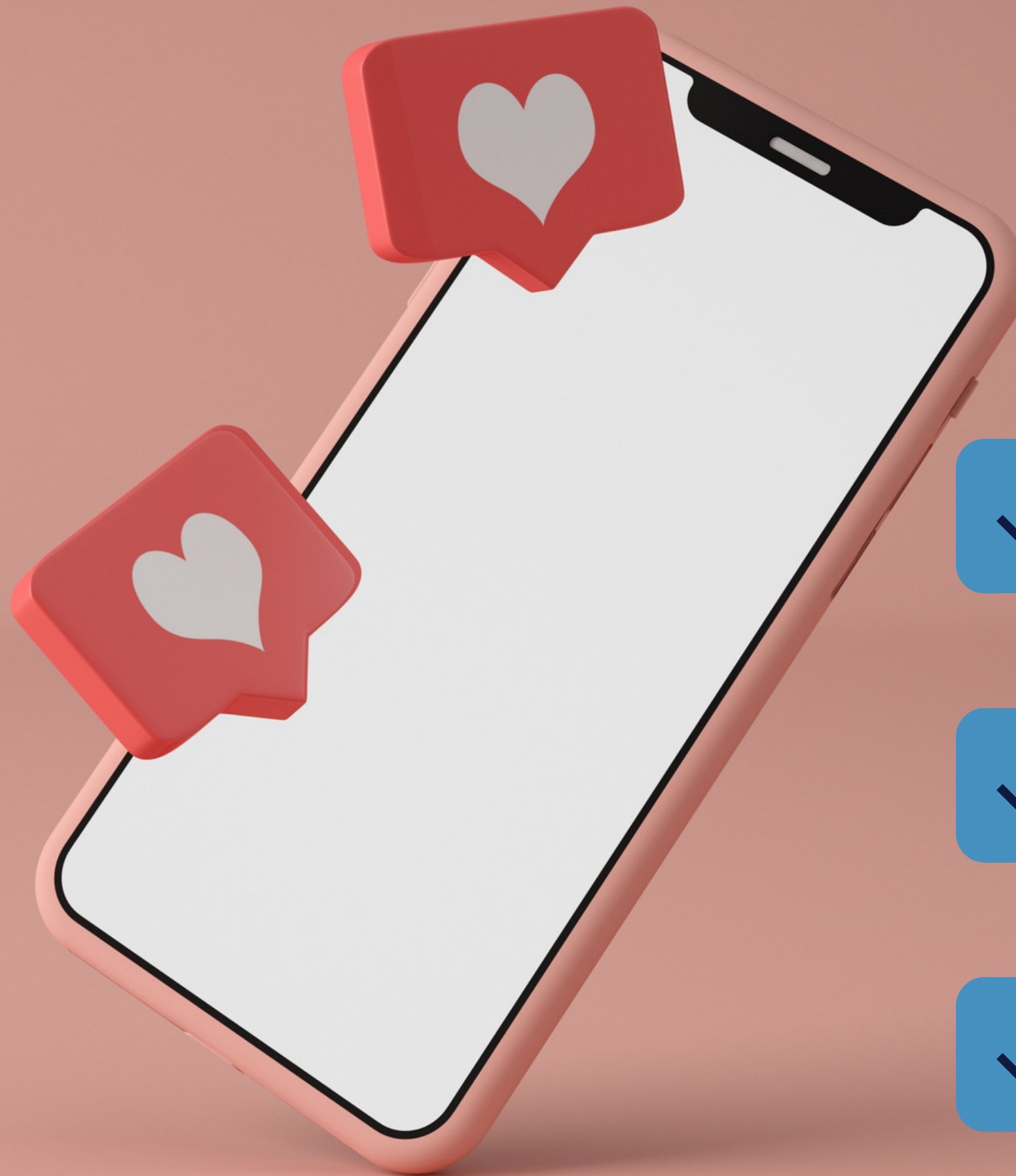
Create 7-30 second clips

Those power points of the sermon that are relatable can be used for your Reels/TikToks and YouTube Shorts



Quotes and Carousels

If you are able to transcribe the message, find a problem the clergy talked about, and use that to create a solution for someone on social



Social Media Ministry Marketing Content Pillars



Spiritual Practice

Educational, Informative, Bible Tips, Bible Encouragement, things to fulfill spiritual needs.




Meaningful Engagement

Create content with the purpose of conversating and getting people to respond



Your Story

Share content about your church history, church facts, highlight members and testimonies,



Ways to promote beyond sharing a flyer or making an event page

Tell A Story

Include testimonies from past participants



Talk about a problem & share the solution

When creating content, always create with someones problem in mind



Be creative

[Lets check out an example!](#)





Examples

The team to help you stand out



Spiritual Practice
Life.Church



Meaningful Engagement
Turning Point Church



Your Story
Faith Church Earth City



Examples



Spiritual Practice
Local Church



Meaningful Engagement
Turning Point



Repurposing Content
[Episcopal Maine](#)

Example social media calendar

Tools to help you succeed



Content ideas

- Sermons (the key here is to bridge faith with culture)
 - Where can The Good News cross paths with the lived experiences of the person you're trying to reach? (Brady Shearer)
- Google "what people are asking section"
- AnswerThePublic
- ChatGPT
- Simply Ask
- The Comment section of other similar page

Content Management

- Airtable
- Google Docs
- Google sheets
- Trello/Asana
- Monday.com

Content Creation

- Canva for graphic creation
- Photoshop
- Captions App
- CapCut
- [Hashtag Generator](#)

Scheduling

- Meta Business Suite
- Buffer
- Later



Being balanced

Never forsake offline ministry for online and vice versa

- You never want to give more attention to one over the other.
- People get screen fatigued, and tired or repetition switched it up online and offline.
- Always lead people who are online, offline as well as encourage those offline to follow you online
- Remember to call people, and see how they are doing. This will show them you really care and compel them even more to support you online.





Encouragement

You can make it work with what you have.

- Always aim for great quality, but great quality doesn't always mean buying the latest expensive equipment and software
- Cell phone are okay to use
- Cell phone apps are okay for content creation
- My best content has been recorded with my cell phone



Engagement

Relationships help you grow

- DON'T POST AND GHOST, AND EVEN BEFORE YOU POST CONNECT WITH THOSE WHO FOLLOW YOU, AND WHO YOU FOLLOW



A blurred background image of a church service. In the center, a person's hand is raised in prayer. To the right, another person is seen from behind, also with their hand raised. The scene is lit with warm, golden light, creating a soft, spiritual atmosphere. The text is overlaid in a bright yellow color.

**Social Media Ministry:
Your goal is to spread the
gospel of Jesus and bring
others to Him. You do the
lifting, and Christ will do
the drawing.**

Deja McGhaw