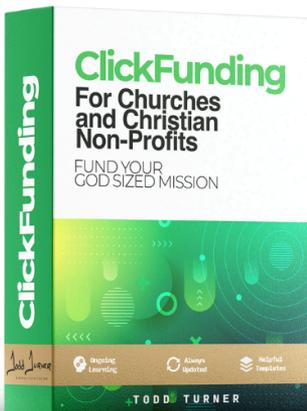




CLICKFUNDING

Social Media for Pastors Who Hate Social Media

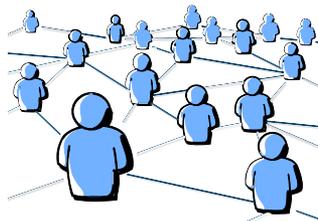
*Understand your hesitations.
Build digital community.*



Online Opportunities

The Good Side

85%+ of your flock is online... and so are the families in your circle of influence. The ability to interact with the souls holding a phone in their hand is a new opportunity for those willing to brave this new world.

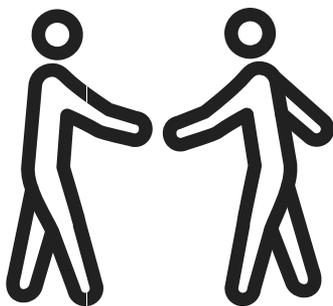


Building Relationships

Face to face is best. Let's not romanticize an online relationship and interaction. But online allows us to touch the lives of the people we know but may not see throughout the week. Online is not just a one-way conversation.

New Relationships

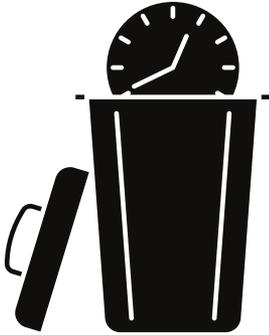
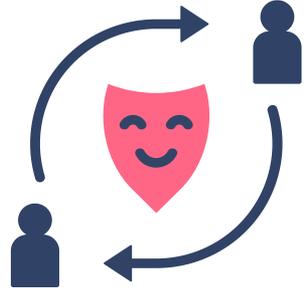
Social media allows us to get in front of people we may have never seen in real life. To show the love of Jesus in ways we never thought possible. The goal is to use these new relationships online to deepen offline.



Online Issues

The Bad Side

It is shallow. It is not real. It is a world where many people are wearing a mask and not revealing their true personalities and troubles. Just as we don't hang a bad picture of ourselves on a wall, we don't put much of our flaws for all to see online.

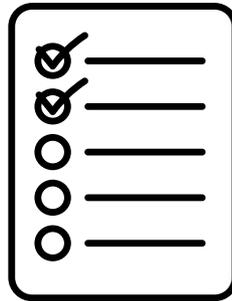


Time Waste

Without purpose and an executable game plan, it is very easy to just scroll and get lost in the paths the social media platforms send you down. Liking pics and memes from people not in your network or friend groups is a slippery slope to nowhere.

No Plan

A plan not only gives you purpose but makes it much easier to say NO. Know your plan and work ONLY the plan. You can also put time limits to your plan. Entertainment only is not a healthy social media plan for a pastor.



THE PLAN

The Guard Rails



There are a few healthy parameters a pastor can put on their social media endeavors.

Time Limits: A lot can be done in just 10-15 minutes a day



Shared Access: Give your password to your wife or a trusted co-worker.

Pick Your Lane

You don't have to be on every platform. Chose Facebook or Twitter or LinkedIN.

As of now, Facebook is still king and gives you the opportunity to put out content and/or interact with your friends and flock's content.



Work the Plan

Content Creation

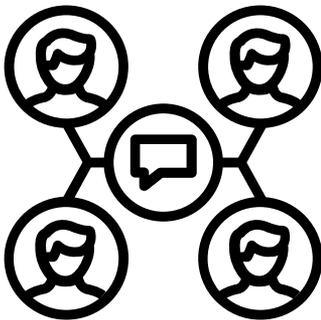
This seems to be the main reason some pastors don't "like" social media. They don't know what to offer and don't really want to find a voice outside of their "Pastor/Pulpit" voice.

Although some content would be wonderful, you can still ministry and be seen without posting anything to your account.



*For a further deep dive into what are good ideas for a church's social media see our Masterclass on the last pages of this PDF.

Interaction



Your flock and neighbors are posting content. And they love the attention. They will also know you "care" when you do more than "like." A comment on a post is a like a hand written note vs a card.

Interact with people's content and let them know you are watching and care.

MUST HAVES



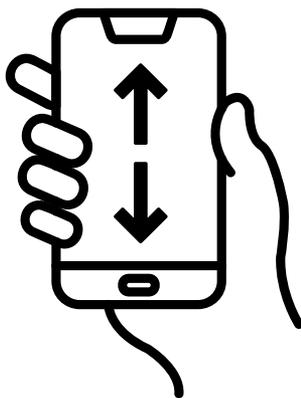
Show Personality

Some of you have a wonderful opportunity. You can easily show your humor or wit or passions online and draw in new people to connect with you. Hobbies or books... anything that can connect you to people and show that you are more than a "pastor" but that you can be a friend, a buddy, and a trusted non-judgmental confidant.

Don't Scroll

Keep your circles tight and follow those that are in your flock, potential flock, and friends.

An exception may be people related to your hobbies or heroes but don't follow a person in another state because they share your political views. Stay focused on your purpose online and reaching your flock and potential members.



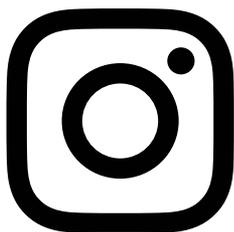
The Choices

Facebook

The granddaddy of social media apps. Definitely skews older and is more words and pictures and memes. Video is utilized but is not the main content. Every pastor should consider this their primary social app.



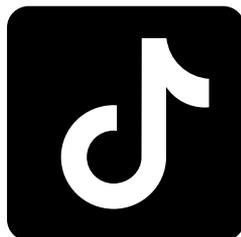
Instagram



Owned by Facebook, this app started as pictures (hence it's logo design) but video, called Reels, are the new hot content. Easy to like and comment on other's posts.

TikTok

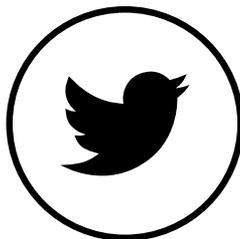
Controversial due to the Chinese government's involvement but a VERY fast growing and popular app amongst the younger crowd and women.



Popular Apps

Twitter

Owned by Elon Musk, this app (for now) is mainly short posts... limited by a character count. Very political but if you have one sentence content... it is a great way to have your content shared.



SnapChat

Younger and skews female. This app has content appear and the disappear. This is not a great app for pastors to spend their time on.

YouTube

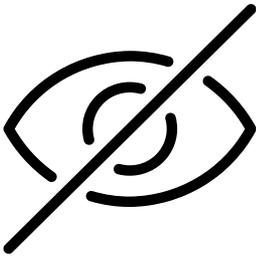
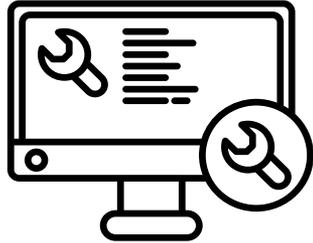
If you are a video content creator, do not limit yourself to TikTok and Reels. Google's Youtube Shorts are growing in popularity everyday and the reach is WIDE.



Some Options

Use Software

Some people chose to not play on their phones and consume social media. There are options to publish and interact on social media from your desktop PC.



Hide Your Apps

Don't want to accidentally open social media when you grab your phone? Hide them. Only find an app after a search for the name and use them... then back to no-man's land.

No Right or Wrong Here

If you are reading this, chances are you have been told... "Pastor, you really should be on social media." And they are right.

And if you feel it is too much of a burden and a challenge, then don't do it. You are right!



Now What?

Delegate

Maybe meet in the middle?

Let a staff member do some of the work or content? Have someone set up your account and put real time into the cover photos, pictures, bio, etc.



Pace Yourself

If you have been on and off the apps. Or have been holding out. Consider wading back into to pool by engaging with other people's content. When you are ready, make your first posts.

Embrace the Opportunities

Our job is to tell the story of Jesus. Of his redemptive love. Why would we limit our story telling for a stage on Sunday morning? The opportunities to be salt and light are available online as well as our local stores and playgrounds.



2ND Gear Ideas

LinkedIn Opportunities

Many pastors are missing a GREAT opportunity to engage with business men and women in their area, via LinkedIn. This is also a great way to follow and engage with the business people in your flock who are not posting content on Facebook. Don't miss this. Some of you might forgo Facebook for this based on your area of the country.



Buffer or HootSuite



Spend 30 minutes a week producing content for social media then schedule for release via buffer. A great tool to push content out to various platforms when you want them to post in the future.

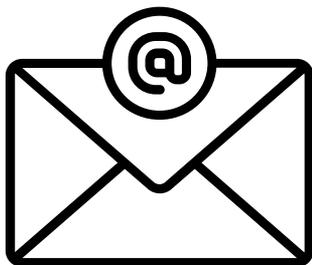
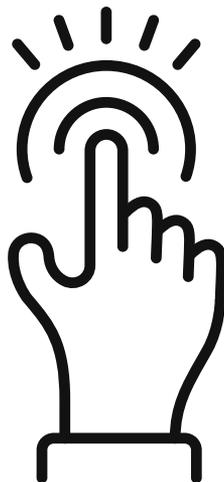
The Fast Lane

Calls to Action

A next level move is to not only create content but to let that content give a viewer a next step. A CALL TO ACTION (CTA)

Invite people back to your church website for a special event or to watch a video or download a sermon series.

Engage your followers and have them react.



Lead Magnets

Once your followers have clicked... start building a deeper relationship by collecting their email address. One day social media may fade or you may be banned but you can keep communicating with an email. Offer them a good resource for their email. A win-win for you both.

TEAM WORK

Your Church Social Media Team

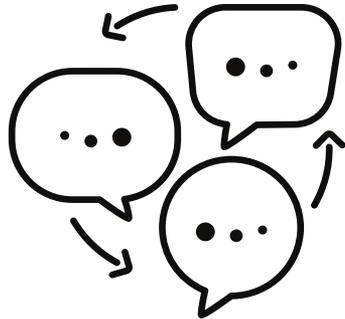
What size church do you have and how big is your web/marketing/social media team?

- 1) Small?
- 2) Medium?
- 3) Large?



No matter what your answer is...

Always check with your church's team. if that is staff or volunteers, they have an opinion and it needs to be heard. Even more, they may be posting content to the church account they may really want to post to your account. Maybe you want to post something that they post already?



Just talk it out.

A pastor can not have a healthy social media presence without talking to his team first.

Pastor Social Media Check List

Guidelines for Social Media Interaction

A good man brings good things out of the good stored up in his heart, and an evil man brings evil things out of the evil stored up in his heart. For the mouth speaks what the heart is full of. Luke 6:45

Do not let any unwholesome talk come out of your mouths, but only what is helpful for building others up according to their needs, that it may benefit those who listen. Ephesians 4:29

Types of Posts

Special Day celebrations (personal or church)

A teaching moment from the Word

A God moment. Thankful for the sunrise (with a picture)

A powerful quote from a past sermon

Invite friends to a church event you will attend (make it personal). You are not a spokesperson for all church events.

A hobby moment with thoughts and a picture. "Visiting a Civil War museum today with my wife. I've convinced her to visit 17 battlefields and only 4 more to go."