

Grow your Ministry using Social Media (Draft)

Key techniques to connect with more people to grow your church or ministry using social media. Developing an effective strategy for Social Media ministry to successfully focus on the appropriate overall ministry goals.

What online goals do you have for your ministry?

What people use to look you up? What they need so they can find you, so you do not have to look them up? Word of mouth? Such as, talking to a friend for a recommendation?



How do people find you now?

The traditional ways for churches, small business and ministries to draw in new people and members has been what is called "inbound marketing." Door Hangers? Yellow Pages? Phone Tress?

How is that working for you?

Probably not so good! People are not asking their friends, they go to their 'phone' or Facebook or the internet. Yellow Pages? Most cities do not even deliver them anymore.

What online goals do you have for your ministry?

Awareness is increasing your church or ministry's visibility to people who are unaware that you exist.

How will you showcase Who and What Christ is and does?

Build community to reach out to people in need and who are enthusiastic about your service or cause.

- Increase your church or ministry awareness.
- Reach more people for Christ.
- Create communication channels.
- Provide more discipleship and equipping.
- Promote and develop a giving attitude.

How to keep your visitors coming back for more? **Content!**

It Informs
It Edifies
It Instructs
It Entertains
It Adds value to people's lives!

Good Content is King!
Freshness is Best!

Why Social Media?

Look at the Stats: 6 in 10 Twitter or Facebook users are more likely to recommend a church or ministry they follow!

They will find you by on **Yelp** or a **Citysearch** review... Then connect with blog post... Then they go visit your website and Facebook... Then, you will have synergy...

Connection Synergy - Increase your Membership!

Here is how you can use Social Media to increase your sales, membership, client list, presence, brand awareness and success! Thus, with Facebook, Twitter and many more online networks you can have a presence, reach out and share what you have to offer with a visible brand.

The Key to Success?

1. Build a good **website**. \$0 to \$20K
2. Build a **blog**, put pics, snips of sermons and happenings there.
3. Connect site and blog to **Facebook** and **Twitter**.
4. Have someone build you a **Wikipedia** page.
5. Have all staff on **LinkedIn**.
6. Build a profile on **Yelp** and **Citysearch** for your church. Then, get people to give positive reviews.
7. Check it and **answer questions**.
8. Remember **FOS** Fruit of the Spirit!

www.Netministry.com www.itwgroup.org www.Wordpress.com

YouTube? If your ministry is using video, like sermons, build a YouTube 'portal' to display your media content! Show a cat doing silly things or show God's Word?

Create a "**Yelp**" Account! This is the #1 place young people look for a church, by phone and web.....

Thank-you for the opportunity to be a help to your brand with your Information Technology needs.

Be Blessed, Richard J. Krejcir, Ph.D.



Research, Marketing, and Results for Social Media Integrations!

ITW Group
129 South Lotus Avenue
Pasadena, Ca 91107
626-716-6732
www.churchleadership.org
www.itwgroup.org