



THE CHURCH, EVANGELISM AND SOCIAL MEDIA

ST. PAUL'S EPISCOPAL CHURCH, DULUTH MN

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- The background is a solid teal color. In the corners, there are decorative white line-art patterns resembling circuit boards or neural networks, with lines connecting to small circles.
- * WHY SOCIAL MEDIA?
 - * WHAT ARE WE DOING?
 - * WHERE ARE WE GOING?
 - * HOW ARE WE GOING TO GET THERE?

SOCIAL MEDIA IS NOT A FAD, IT IS A FUNDAMENTAL SHIFT IN THE WAY WE COMMUNICATE.

- Location no longer defines the number or immediacy of those with whom we are in communication. Social media gives people a chance to share ideas and think aloud with many different communities. People engaging in social media are potentially listening to, talking, and reflecting with many people at the same time.
- <http://ga219.pcusa.org/news/2010/6/11/using-social-media-general-assembly/>

MANY COMMUNICATION EXPERTS ARE DESCRIBING THE ADAPTION OF SOCIAL MEDIA AS A PARADIGM SHIFT IN HOW HUMANS COMMUNICATE, AS IMPORTANT A DEVELOPMENT AS THAT OF THE PRINTING PRESS AND THE DISCOVERY OF ELECTRONIC COMMUNICATION.

- https://www.cathdal.org/Social_Media_Policy.pdf

SOCIAL MEDIA AND THE EPISCOPAL CHURCH: A NEW WAY TO TELL A 2000 YEAR OLD STORY

- If your congregation is a typical one, you don't spend a great deal of time or effort on your online presence. You probably have a website, but it may be little more than a static page that lists basic information such as your church's address, phone number, and scheduled services. **(St. Paul's is not typical!)**
- **Yet at a time when participation in organized religious communities is declining across the board, you simply can't afford not to create a strong online presence. It's time to embrace the immediacy, intimacy, and warmth that the Web and social media such as Facebook, Twitter, and YouTube can bring to the way you reach out and communicate with the world—in particular, with people looking for a spiritual home.**
- http://www.episcopalcafe.com/social_media_and_the_episcopal_church/

Does your church have a *Facebook* page? Does your rector “tweet”? If not, you are missing an effective, free opportunity for evangelism and church growth, not to mention a vibrant new tool for strengthening your church community.

We live in a rapidly changing world in which means of communication are evolving exponentially. We have the most important message in the world and some of us are sending it by pony express!

Social networking, or “Web 2.0” as it is sometimes called, now accounts for the largest share of Internet usage. Unlike older forms of web communication such as websites, blogs, and email, social networking exists to connect large groups of friends in virtual communities. Friends share their lives, express their opinions, and perhaps most importantly for the church, make recommendations to one another. **The church has always grown by word of mouth as one member invites another into fellowship. We might say that social networking is “word of mouth” on steroids!**

The statistics are astonishing. *Facebook* now has 350 million members. If it were a country, it would be the third largest in the world, larger than the United States! There are over 50 million messages sent via Twitter every day (or more than 600 per second). Imagine the potential audience that could be reached!

<http://www.ecfvp.org/vestrypapers/technology-and-evangelism/tweet-if-you-love-jesus/>

BEST PRACTICE NO. 1: KNOW THYSELF

- “First, try to see your church through the eyes of a stranger: what is its personality?” asks Nancy Davidge, president of Episcopal Communicators and editor of the Episcopal Church Foundation (ECF) website, ECF Vital Practices (www.ecfvp.org). “There could be 12 churches within a 10- mile radius and yet each has its own unique characteristics: one has great music, another has a Latino Mass, another has strong mission and outreach programs. Once you identify your brand, you should then speak in the most authentic voice possible—on your website, on Twitter, on Facebook, on any YouTube videos you post.”

Increasingly, this spiritual invite begins online. People search for a church online because they want to be assured they will like it before they set foot inside.

BEST PRACTICE NO. 2: MAKE YOUR WEBSITE THE CROWN JEWEL OF YOUR COMMUNICATIONS STRATEGY — AND KEEP IT FRESH WITH CONSTANT UPDATES

- Everything leads back to your website—not just your Tweets, Facebook posts, and YouTube videos, but all of your traditional outreach efforts, like your parish newsletter, direct mailings, and advertisements. Post everything on your website; make it self-contained. If you do your job right, most information about your parish should be easily discoverable online by first-time visitors to the site as well as to regular ones. In fact, you should assume that a significant proportion of the visitors to your website are looking to join a church, and plan the organization of the site and its content accordingly.

BEST PRACTICE NO. 3: MAKE IT A TWO-WAY CONVERSATION

- One of the most attractive things about social media is that it allows you to have lively, interactive conversations with a large number of people. Make the most of that. When you post a sermon, encourage people to tell you what they think of it. When you put up a new video on YouTube, keep going back to see what people say about it—and respond to their comments.

BEST PRACTICE NO. 4: PUT SOMEONE IN CHARGE OF YOUR ONLINE STRATEGY

- Precisely because most churches are strapped for both finances and personnel, responsibility for the website and other social media outlets usually falls to volunteers. Although a typical scenario is that a committee is formed to get a website up, ongoing management of the website frequently defaults to staff members who have been there the longest: the office administrator or the parish secretary. Sometimes they have Web skills, but most often they do not, and as a result, after the initial push, the website is neglected. It's therefore essential to tap into the knowledge and experience of the congregation on an ongoing basis. Specifically, you should appoint a clear "owner" of the website and other social media assets and put a formal structure in place for ensuring the success of the initiative. "It really takes one or two skilled people to lead the effort. They can enlist a pool of volunteers. But there has to be someone in charge," says Elias. "Otherwise the effort will fizzle out."

BEST PRACTICE NO. 5: DON'T BE TOO CONTROLLING

- “Churches should post pictures, stories, and video of the work they do in the community,” says Anne Rudig, director of communications at the Episcopal Church Center in New York City. “Worship and music are our most popular posts, with ‘Blessing of the Animals’ being a favorite on our Facebook page. Again, put yourselves in the shoes of newcomers. What is your church doing that is warm, welcoming, and relevant? Share that!”

BEST PRACTICE NO. 6: DON'T REINVENT THE WHEEL

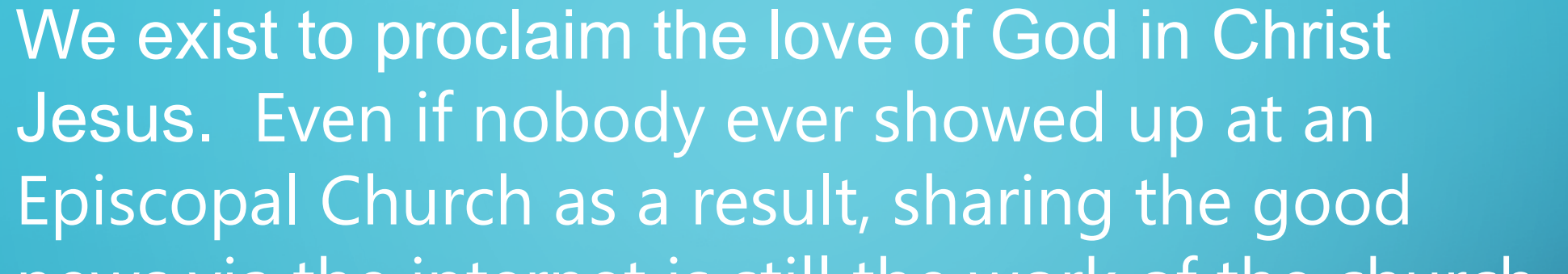
- When Day1.org's Cowert worked with executive producer Peter Wallace to build their new website, they debated long and hard about whether to build their own social network. "But we decided there was no sense recreating something that already existed in Facebook and elsewhere," says Cowert. "People were in the online social communities they were in."

The definition of insanity is doing the same thing and expecting different results.

If you are wondering how we reverse the trendline of our aging and shrinking church, why not try some experiments in digital evangelism?


The move to a digital world is the biggest thing the church hasn't yet come to grips with. Let's get going. Nurya Love Parish

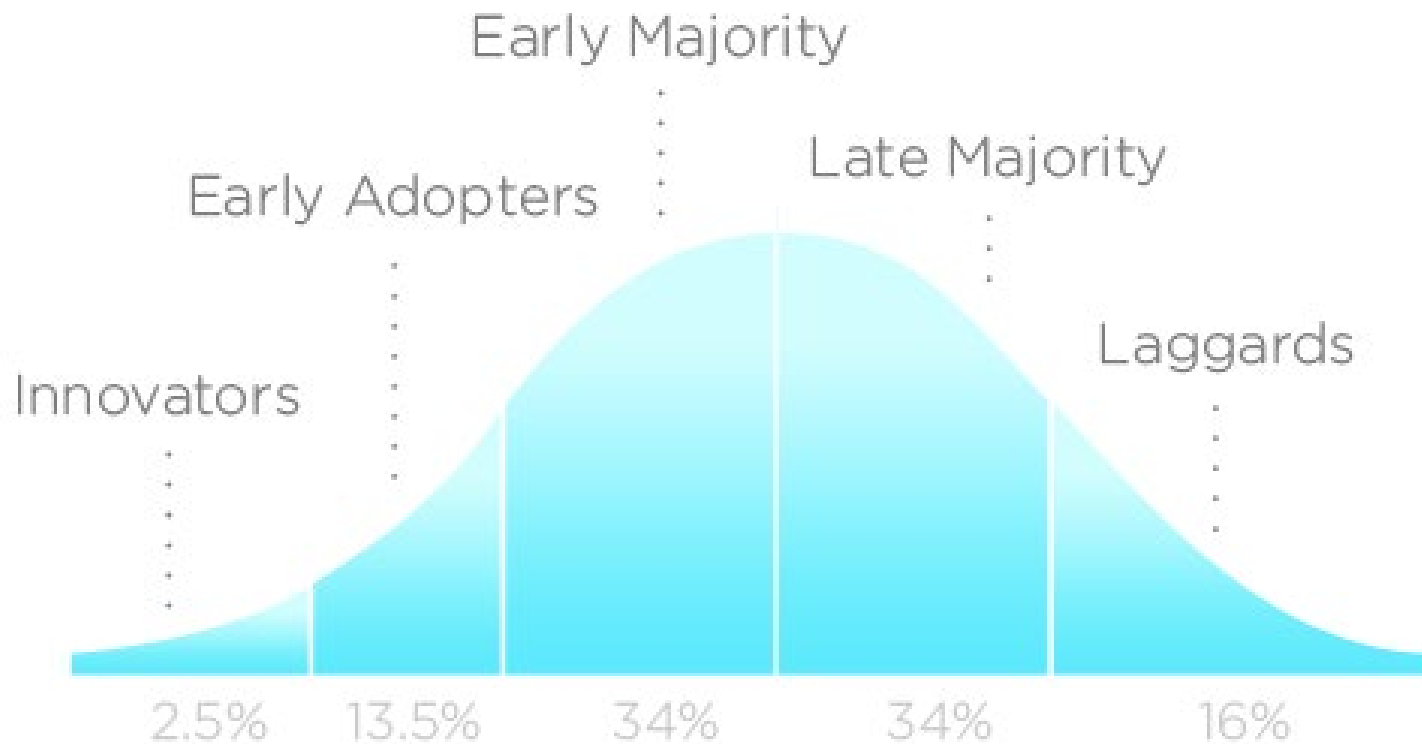
<http://www.churchwork.com/7-lessons-from-the-ash-wednesday-facebook-video-experiment/>



We exist to proclaim the love of God in Christ Jesus. Even if nobody ever showed up at an Episcopal Church as a result, sharing the good news via the internet is still the work of the church.

The Episcopal Church needs to be the positive, inclusive voice amidst the anger, fear and mistrust on the internet.





INNOVATION ADOPTION LIFECYCLE

Image: <https://en.wikipedia.org/wiki/File:DiffusionOfInnovation.png> (Creative Commons 2.5)

We're in the very early stage of the innovation lifecycle.

The church has sought to share God's grace since Peter preached on Pentecost, but this specific way of reaching people is completely new.

When did any Episcopal Church first customize an invitation video and upload it to Facebook as a boosted post?

Christmas 2015

The mainline church tends to lag culture in general. ([Facebook started showing video ads in 2014.](#)) So we can't expect huge numbers at this stage. But early results are telling us something!




WHAT ARE WE DOING?

OUR FIRST EXPERIMENT- PET BLESSING

OCTOBER 4, 2015

BOOSTED PHOTOS OF EVENT AFTER
IT OCCURRED WITH \$5 BUDGET
REACHED 1,193 WITH 139 POST
ENGAGEMENTS

	Post: /495678053824196/posts/949693... Post: "Magnificant morning! Our first blessin..."	● Not Delivering Ad Set Completed	139 Post Engage...	1,193	\$0.04 Per Post E...	\$5.00
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OUR SECOND EXPERIMENT – FACEBOOK AD AND BOOST OF LESSONS AND CAROLS

WHAT DID WE DO AND WHAT WERE THE RESULTS?

PLACED AN AD WITH A BUDGET LIMIT OF \$5 A DAY FOR 3 DAYS, .02 PER ENGAGEMENT REACHED 2487 PEOPLE, 130 POST ENGAGEMENTS DIRECTOR OF MUSIC REPORTED SIGNIFICANT INCREASE IN ATTENDANCE; MANY OF WHICH WERE NON-PARISHIONERS- FB POSTS ONE OF THE KEY REASONS.

Published by Sue Van Oss [?] - December 18, 2015 - Duluth -

The anticipation isn't quite as much as for Star Wars, but Behold! Lessons and Carols in two days will make you just as awestruck! Come to St. Paul's Episcopal Church, 1710 East Superior Street at 3pm on Sunday, December 20 and return to a Galilee far, far away where a New Hope awakens!



1,632 people reached

[View Results](#)

Come and hear the Christmas Story unfold in scripture and song in this time-honored tradition. The Cherub, Chorister, Chancel and Handbell choirs have been working hard to make this a special event in the life of St. Paul's. All are welcome to this free, festive event!



308 people reached

[View Results](#)

Ash Wednesday Video Experiment – Acts 8 Movement

 **St. Paul's Episcopal Church, Duluth, MN**
Published by Sue Van Oss [?] · February 5 at 9:15pm · 🌐



4,806 people reached

2.7K Views

[View Results](#)

<https://www.facebook.com/495678053824196/videos/1006586712733325/>

Cost
was
one
penny
per
video
view!

4,635

Paid Reach [?]

2,615

Actions [?]

\$24.56

Budget Spent

Ad Stopped February 10th, 7:15pm

Age 18-65+

Gender Male and Female

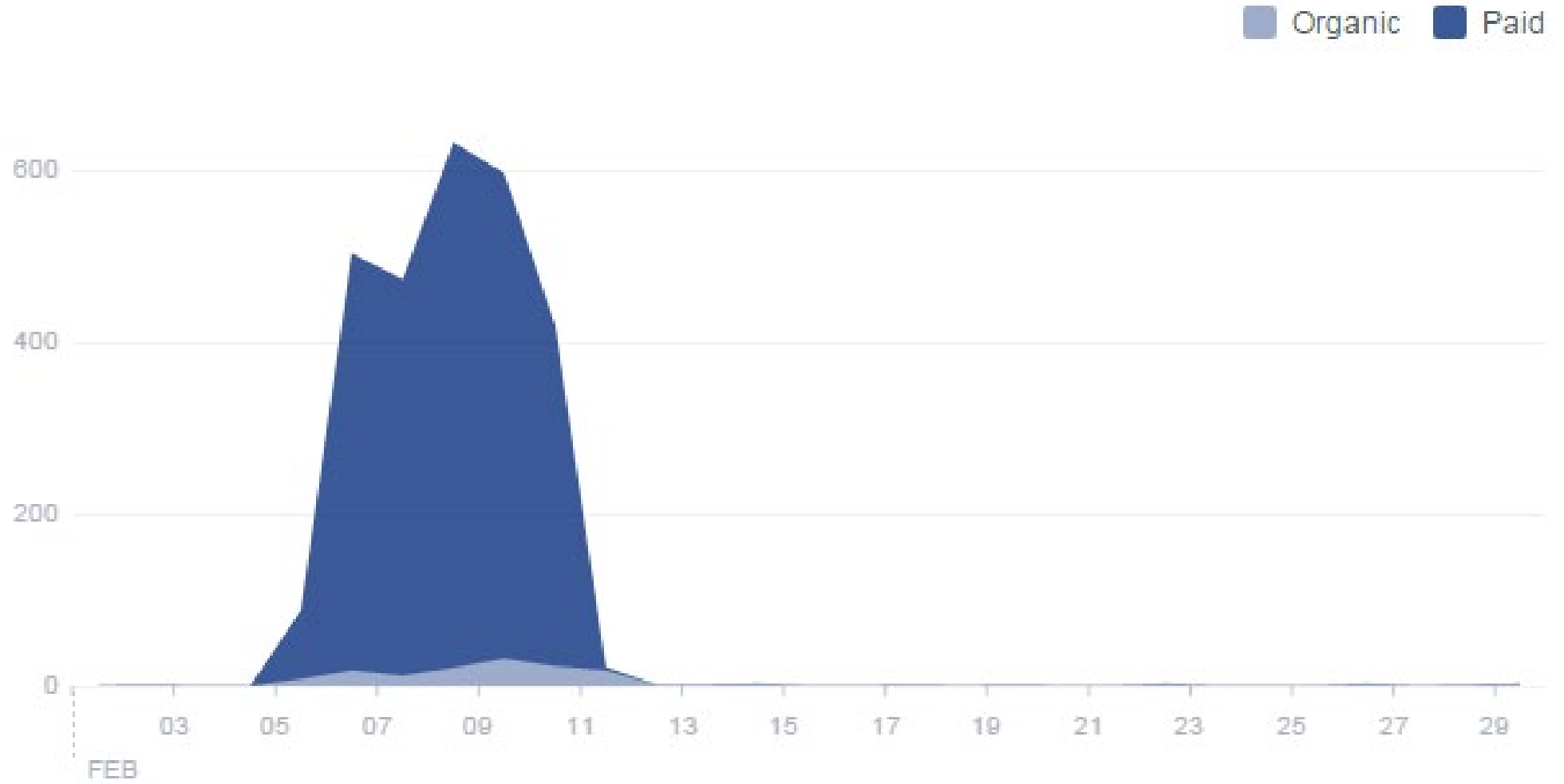
Other Location: United States: Duluth (+25 mi)
Minnesota

People Who Match:

Interests: Choir, Church (building), Meditation,
Music, Community issues, Spirituality, Christian
music, ashes, Duluth, Minnesota, Christianity,
Spiritual practice, Organist, Anglicanism, Child,
Ash Wednesday, Family, Hermantown, Minnesota,
episcopal church, Lent, Episcopal Church (United
States) or Anglican Communion

Video Views: 2,743





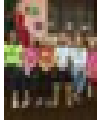

Number of times your Page's videos were viewed for 3 seconds or more (from Feb 1, 2016 to Feb 29, 2016).




Top Videos

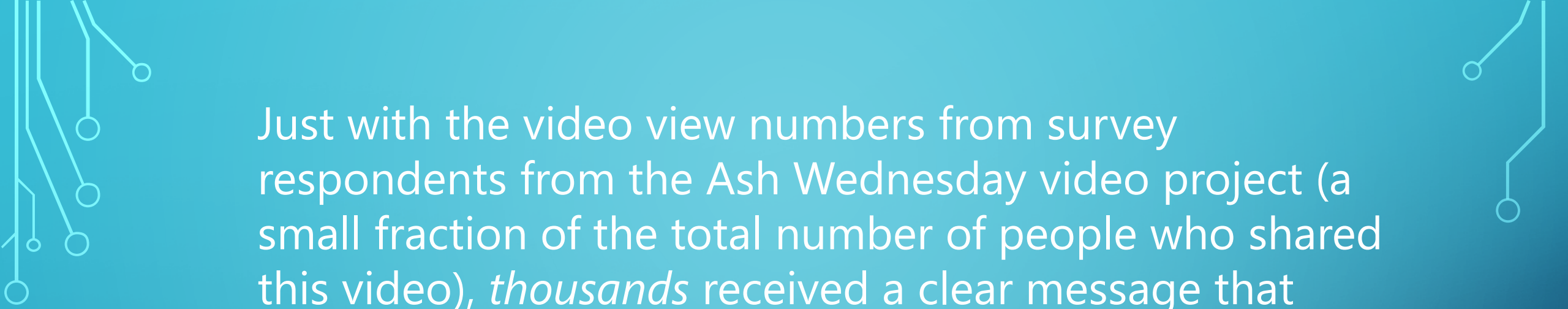
[+\] Video Library](#)

Most viewed videos on your Page watched for 3 seconds or more, for videos posted between Feb 1, 2016 and Feb 29, 2016.

Published	Video	Targeting	Reach	Views	Avg Completion
02/05/2016 9:15 pm	 What's Ash Wednesday all about?		4.8K 	2.7K 	25% 0:14 / 0:58
02/09/2016 8:38 pm	 Our music campers singing one of the songs from last year's musical-Joseph and		119	27	34% 0:19 / 0:55








ATTENDANCE:
NOON – 24 PEOPLE OF WHICH 4
WERE NEWCOMERS!
5:30PM 56 OF WHICH 8 WERE
NEWCOMERS!



Just with the video view numbers from survey respondents from the Ash Wednesday video project (a small fraction of the total number of people who shared this video), *thousands* received a clear message that Jesus Christ invites them to new life this Lent.

Most churches who used the video did experience a higher Ash Wednesday attendance!



	Ad Name	Delivery ⓘ ▲	Results ⓘ	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ
<input checked="" type="checkbox"/>	 Post: /495678053824196/posts/1006586712733... Post: "What's Ash Wednesday all about?" > Post: "Wh..."	● Not Delivering Ad Set Completed	2,597 Video Views	4,511	\$0.01 Per Video View	\$24.56
<input checked="" type="checkbox"/>	 Post: /495678053824196/posts/9807267386526... Post: "The anticipation isn't quite as much as for Star..." >	● Not Delivering Ad Set Completed	66 Post Engagements	1,364	\$0.23 Per Post Engag...	\$15.00
<input checked="" type="checkbox"/>	 Post: /495678053824196/posts/9822352585018... Post: "All the video clips from Lessons and Carols are..." >	● Not Delivering Ad Set Completed	49 Post Engagements	865	\$0.20 Per Post Engag...	\$10.00
<input checked="" type="checkbox"/>	 Post: /495678053824196/posts/9496937317559... Post: "Magnificent morning! Our first blessing of pets..." >	● Not Delivering Ad Set Completed	139 Post Engagements	1,193	\$0.04 Per Post Engag...	\$5.00
<input checked="" type="checkbox"/>	 Post: "Come and hear the Christmas Story unfol..." Post: "Come and hear the Christmas Story unfold in..." >	● Not Delivering Ad Set Completed	15 Post Engagements	258	\$0.28 Per Post Engag...	\$4.21
	Results from 5 Ads Excluding deleted ⓘ		—	7,364 People	—	\$58.77 Total Spent

Easter Invitation and Video-Facebook Ad

Video | **Post**

 **St. Paul's Episcopal Church, Duluth, MN**
Published by Sue Van Oss [?] · March 21 at 2:24pm · 🌐

This Sunday, join us as we celebrate the Love of God at Easter! Join us for worship at 8am or 10am this Sunday. Brunch for all served at 11:15am.



20 Likes	20 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	0 On Post	4 On Shares
17 Post Clicks		
7 Clicks to Play ⓘ	0 Link Clicks	10 Other Clicks ⓘ

Account: Sue Van Oss
Campaign: St. Paul's Episcopal Church... - Easter Video Views

Search ▾ | Filters ▾ | Lifetime ▾

Performance | Audience | Placement

3,099 Results: Video Views | \$0.01 Cost per Result | 42.35% Result Rate



3,099
Results: Video Views

5,060
People Reached

\$39.63
Amount Spent

Custom

Campaign On



Delivery
 ● Not Delivering
 (Ad Set Completed)



Objective
 Video Views
 See Post

Amount Spent Today
 \$0.00 spent today
 \$39.63 total spent of \$39.63 budget

Total Schedule
 Mar 21, 2016 2:45pm – Mar 27, 2016 7:00am

Ad Sets in this Campaign ▾ | [+ Create Ad Set](#)

Columns: Performance ▾ | Breakdown ▾ | Export ▾

<input type="checkbox"/>	Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
<input type="checkbox"/>	<input checked="" type="checkbox"/> Easter St. Paul's Episcopal Church... - Easter Video Views	● Completed	3,099 Video Views	5,060	\$0.01 Per Video ...	\$7.00 Daily	\$39.63 of \$39.63 	Mar 21 5 days
Results from 1 Ad Set			3,099 Video Views	5,060 People	\$0.01 Per Video ...		\$39.63 Total Spent	

3,099 Results: Video Views 5,060 Reach



All Women

59% (1,824)

54% (2,741)

\$0.01

Cost per Result

Age

13-17

18-24

25-34

35-44

45-54

55-64

65+



All Men

40% (1,235)

45% (2,259)

\$0.01

Cost per Result

All Placements 3,099 Results: Video Views 5,060 Reach

				Amount Spent	Cost per Result
Desktop News Feed		11%	354	\$4.61	\$0.01
		15%	770		
Desktop Right Column		0%	0	\$0.00	—
		0%	0		
Mobile News Feed		85%	2,634	\$33.08	\$0.01
		80%	4,054		
Instagram		0%	0	\$0.00	—
		0%	0		
Desktop Suggested Videos Feed		< 1%	23	\$0.18	\$0.01
		< 1%	33		
Mobile Suggested Videos Feed		3%	88	\$1.76	\$0.02
		5%	265		

COMPARE COSTS/BENEFITS BETWEEN FB ADS AND NEWSPAPER ADS

- Easter 2014 Newspaper Ad \$662
- Christmas 2015 \$238
- Facebook Ash Wednesday 2016 Ad \$25
- Facebook Easter 2016 Ad- \$40

WHAT DID WE LEARN?

- It works!
- But we need to be prepared and have something ready for newcomers!
- Need a welcome in the bulletin and general information about the parish
- Need a verbal welcome as part of the opening
- Need people willing to go up and welcome newcomers after the service without being overwhelming to them
- Need policies/procedures in place regarding social media



WHERE ARE WE GOING?

NEXT STEPS:

- SOCIAL MEDIA GUIDELINES/RECOMMENDATIONS
- DECISIONS ON PODCASTING/VIDEOING SERVICE OR PARTS OF IT
- WEBSITE MANAGEMENT

PARISH SOCIAL MEDIA POLICY/GUIDELINES

- Many are available both from national denomination headquarters and from individual churches and Dioceses- almost all use the same version
- ECMN does not have one; is waiting until General Convention resolution of 2015 asking that social media guidelines be included in upcoming safe church policy revisions and then ECMN will work on one
- Have consulted with ECMN and Eileen Harvala, communications professional and deacon, we are working together to create best practices for ECMN

I would like to see St. Paul's be in the forefront and adopt a current version widely used in several Episcopal Dioceses and parishes

RECOMMENDATIONS WOULD INCLUDE:

- Interactions on social media with children/youth
- Interactions on social media with adults
- Social networking sites- groups and individuals
- Digital content
- Posting/publishing content online

Handout of suggested guidelines that we have permission to use from Episcopal Diocese of Connecticut (widely used by other parishes and dioceses)

PODCASTING OR VIDEOING THE SERVICE

- Podcasts are series of short audio programs that you subscribe to like a magazine and then listen to like a radio show—a show for which you choose the "broadcast" time. They're easy to download to your smartphone, laptop, or mp3 player for listening on your commute, while exercising, or anywhere else. *VTS definition*
- <http://www.ourcathedral.org/info/VR83KycACYAkkSa/recent-sermons> *St. Mark's Episcopal Cathedral Minneapolis*

PODCASTS

Podcast: 6 March 2016 Fourth Sunday In Lent



THE
EPISCOPAL CHURCH
OF **ST. MARTIN**

Where God can be found, and God can find you

6 March 2016 Fourth Sunday In Lent



9am service.

Website Management

THE *Episcopal* CHURCH




- 27% of new attenders are finding the church they attend online first.
- 61% of people say the church website was important in their decision to attend a church.

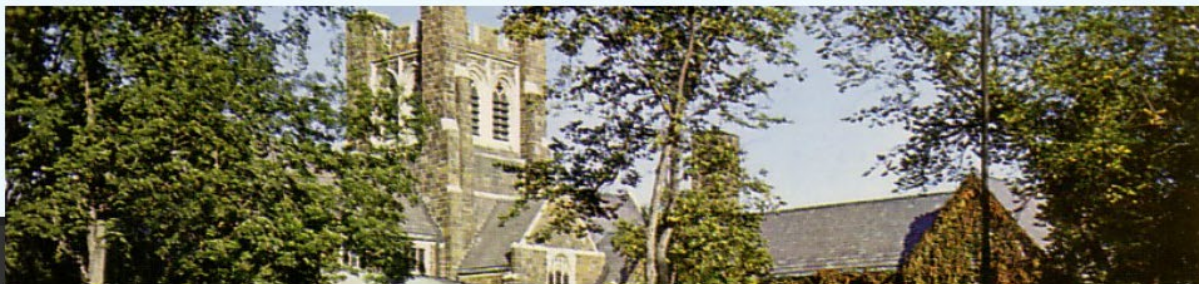
Latest statistics for 2015: now up to 77% of people say church website was important in their decision to attend a church.



LET'S GO BACK TO THIS SLIDE.....

BEST PRACTICE NO. 2: MAKE YOUR WEBSITE THE CROWN JEWEL OF YOUR COMMUNICATIONS STRATEGY — AND KEEP IT FRESH WITH CONSTANT UPDATES

- Everything leads back to your website—not just your Tweets, Facebook posts, and YouTube videos, but all of your traditional outreach efforts, like your parish newsletter, direct mailings, and advertisements. Post everything on your website; make it self-contained. If you do your job right, most information about your parish should be easily discoverable online by first-time visitors to the site as well as to regular ones. In fact, you should assume that a significant proportion of the visitors to your website are looking to join a church, and plan the organization of the site and its content accordingly.
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- 



Home

About Us

Services

Outreach Programs

Lay Ministry

Children & Youth Ministries

UPCOMING:

Budget Meeting - Sunday, January 24th, following the 10 a.m. service

Annual Meeting - Sunday, January 31st, following the 10 a.m. service

All are encouraged to attend. Childcare available for Annual Meeting, please let the office know before January 27th.

Refer to best practice 4: website has to be updated and kept current on a regular schedule. This has usually fallen to church administrator or secretary who may or may not have the skills and/or desire to do so. We need to evaluate and look at current structure.

Contents of www.stpaulsduluth.org on March 14, 2016

Website is frequently out of date and current events are not publicized.

Church Nights on Wednesday

Wednesday Church Nights continue! Remember, our childcare and children's programs have some exciting, new features! We also have something for adults each week! And "All In" Activity Nights once-a-month!

Wednesday Church Nights begin with a simple service of Eucharist in the chancel at 5:30 p.m. A simple (provided) supper follows at 6:00 p.m. in the Parish Hall. We ask for donations to cover the cost of the meal. Then, childcare, upper elementary, and adult programming begin at 6:30 pm.

Childcare – Emily Hanna and assistants will offer childcare for our youngsters.

Upper Elementary – "Adventure Kids" will be led by Ina Silverness. Each week there will be an amazing theme and activity. This month will include Valentines Night!

Adult Formation – There will be a variety of programs. This month:

February 3 – **Sue Deetz** will offer pictures and reflections on her time in Fort Yukon, Alaska. Sue served as a substitute teacher for 6 months and had some powerful experiences and encounters during her time above the arctic circle.

February 10 – Ash Wednesday! Services are at noon and 5:30 p.m. Both services will include music, communion and imposition of ashes. The noon service will be followed by a soup lunch and the 5:30 service by a simple supper.

February 17 – Church Night is **OFF** for winter break. No service, supper or programs.

February 24– We are "All In" for "Milk and Honey Cooking School." Come and learn the history of God's people through cooking and eating! This is an evening for all ages together.

Check out Church Nights this Month!!

HOW ARE WE GOING TO GET THERE?

- Presentation to vestry
- Review current social media guidelines and adopt for our parish- I would suggest consulting with a couple local professionals in social media and using what the other Episcopal churches and Dioceses have come up with; no sense reinventing the wheel and they all have agreed on a common set of guidelines
- Decide if podcasting should be investigated- cost of equipment, volunteers, etc
- Make decision on parish website
- Make decision on budget for ads



The Episcopal Church is participating in a digital media revolution as profound as Guttenberg's printing press—and there's no going back.

Although there are risks to engaging in online social media, there are also opportunities for religious leaders who have the courage of their convictions. Churches that will flourish in the world of social media are those that understand that these are not just new tools for dumping information or pushing agendas. Social media demands transparency, openness, and a willingness to be part of a conversation. “This provides the church with a unique opportunity, given that our mission is to live beyond reproach, in the light,” says Jan Butter, the director of communications for the Anglican Communion Office in London.

