

# SOCIAL MEDIA

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JUL  
2020

# COVID-19: INCREASE IN ONLINE AND DIGITAL ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES\* WHO REPORT SPENDING MORE TIME ON EACH ACTIVITY DUE TO COVID-19

WATCHING MORE SHOWS &  
FILMS ON STREAMING SERVICES



54%



SPENDING LONGER  
USING SOCIAL MEDIA



43%



SPENDING LONGER ON  
MESSENGER SERVICES



42%



LISTENING TO MORE MUSIC  
STREAMING SERVICES



37%

SPENDING MORE TIME  
ON MOBILE APPS



36%



SPENDING MORE TIME PLAYING  
COMPUTER OR VIDEO GAMES



35%



CREATING AND  
UPLOADING VIDEOS



16%



LISTENING TO  
MORE PODCASTS



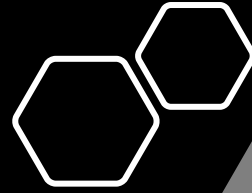
15%

**Currently, more than half (57.6%) of the global population use social media, which is a 9.9% year-over-year increase**



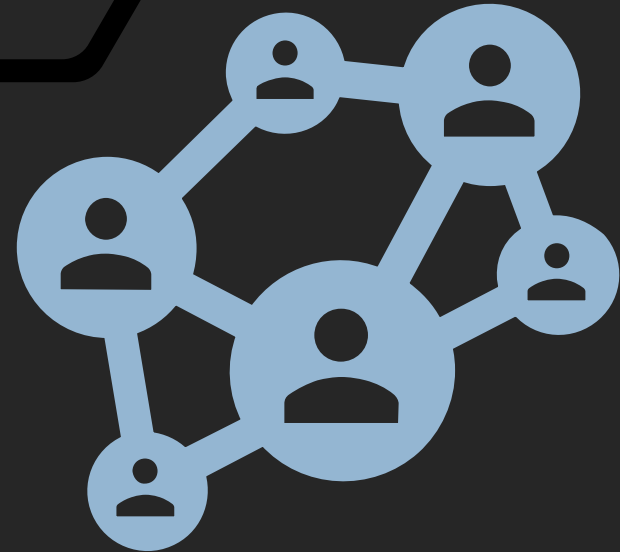
**4.48 billion people  
currently use social media  
worldwide, up more than  
double from 2.07 billion in  
2015**





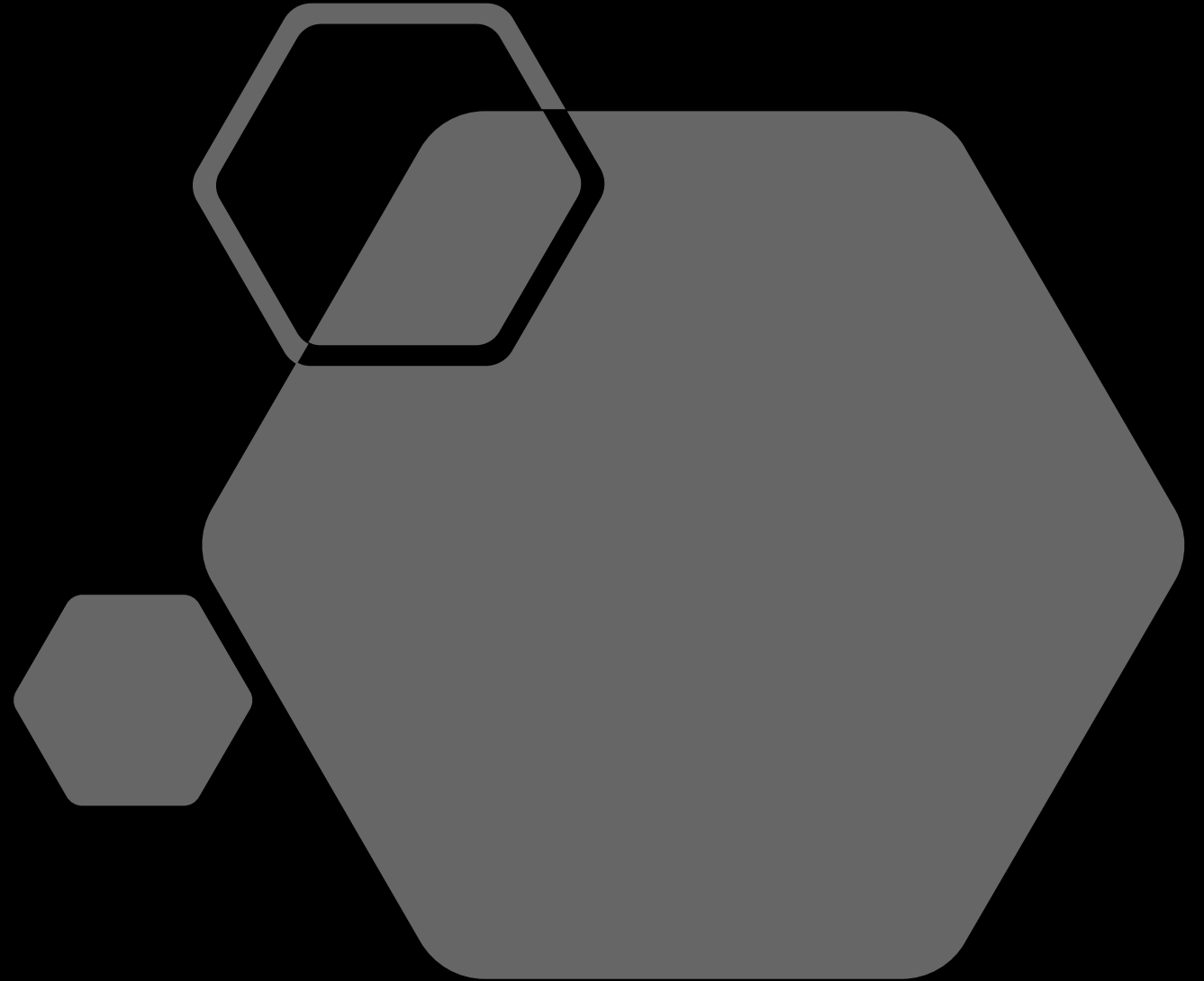
- **Out of 4.8 billion internet users, 93.33% are active users**
- **Percentage of users by age:**
  - **84% of those aged 18-29**
  - **81% of those aged 30-49**
  - **73% of those aged 50-64**
  - **45% of those aged 65+**

**Social media is not just a  
place to advertise  
ministry, it is place for  
ministry**



# PURPOSES OF SOCIAL MEDIA

- **Build awareness about your church** – To reach a new audience.
- **Improve engagement** – Your congregation engages outside of Saturday.
- **Increase conversion** – Allow non-members to sign up for events
- **Promote loyalty**



# Facebook

2.9 Billion Monthly Users

Content:

- Text announcements
- Posts with links
- Long videos
- Live streams





# Youtube

2.2 Billion Monthly Users

Content:

- Long videos
- Live streams
- Information



# Instagram

1.4 Billion Monthly Users

Content:

- High-quality photos and videos
- Interactive stories/posts
- Short videos



# TikTok

1.0 Billion Monthly Users

Content:

- Short-form videos
- Follow current trends/  
Duets





# Snapchat

500 Million Monthly Users

## Content:

- Short videos deleted after 24 hours
- Message close friends/family
- Relatively private messages



# Pinterest

480 Million Monthly Users

## Content:

- Design ideas (ex: Fashion and Church stage)
- Targeting shoppers, highest conversion from users to buyers



# Twitter

397 Million Monthly Users

Content:

- Text information/news
- Hashtags
- Retweets



# Reddit

Content:

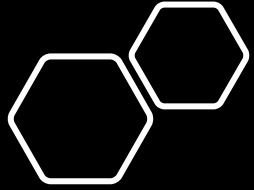
- Subreddits/Communities
- Funny posts or news/info



# LinkedIn

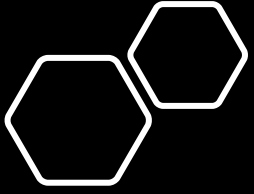
Content:

- Business-related

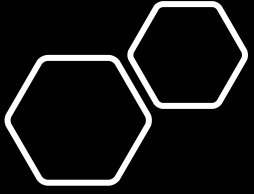


# Social Media Tips



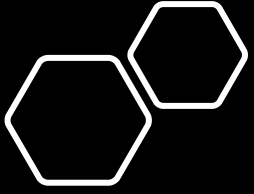


**“Seize the 167”**



**Go deep, not wide**





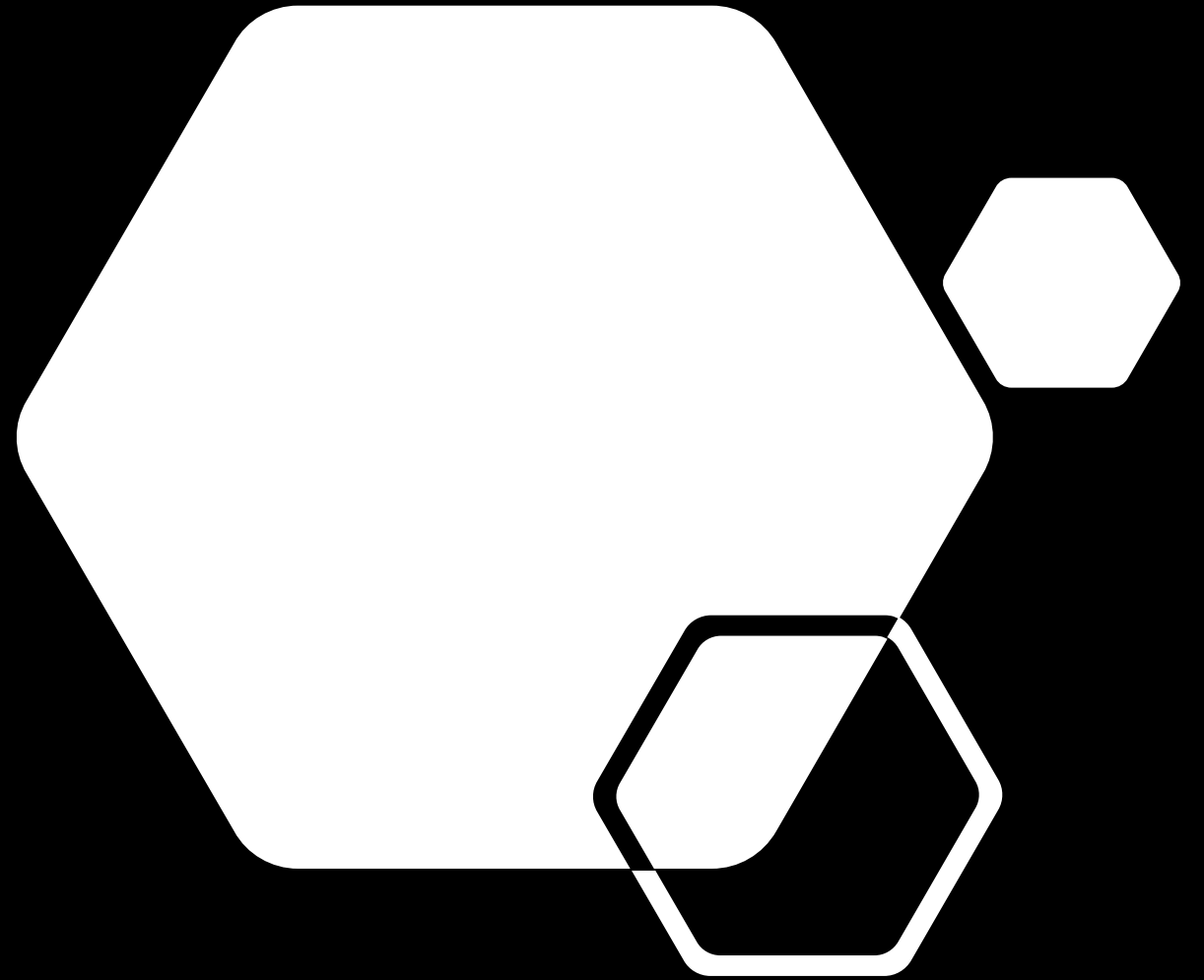
# 1 in 5 Rule



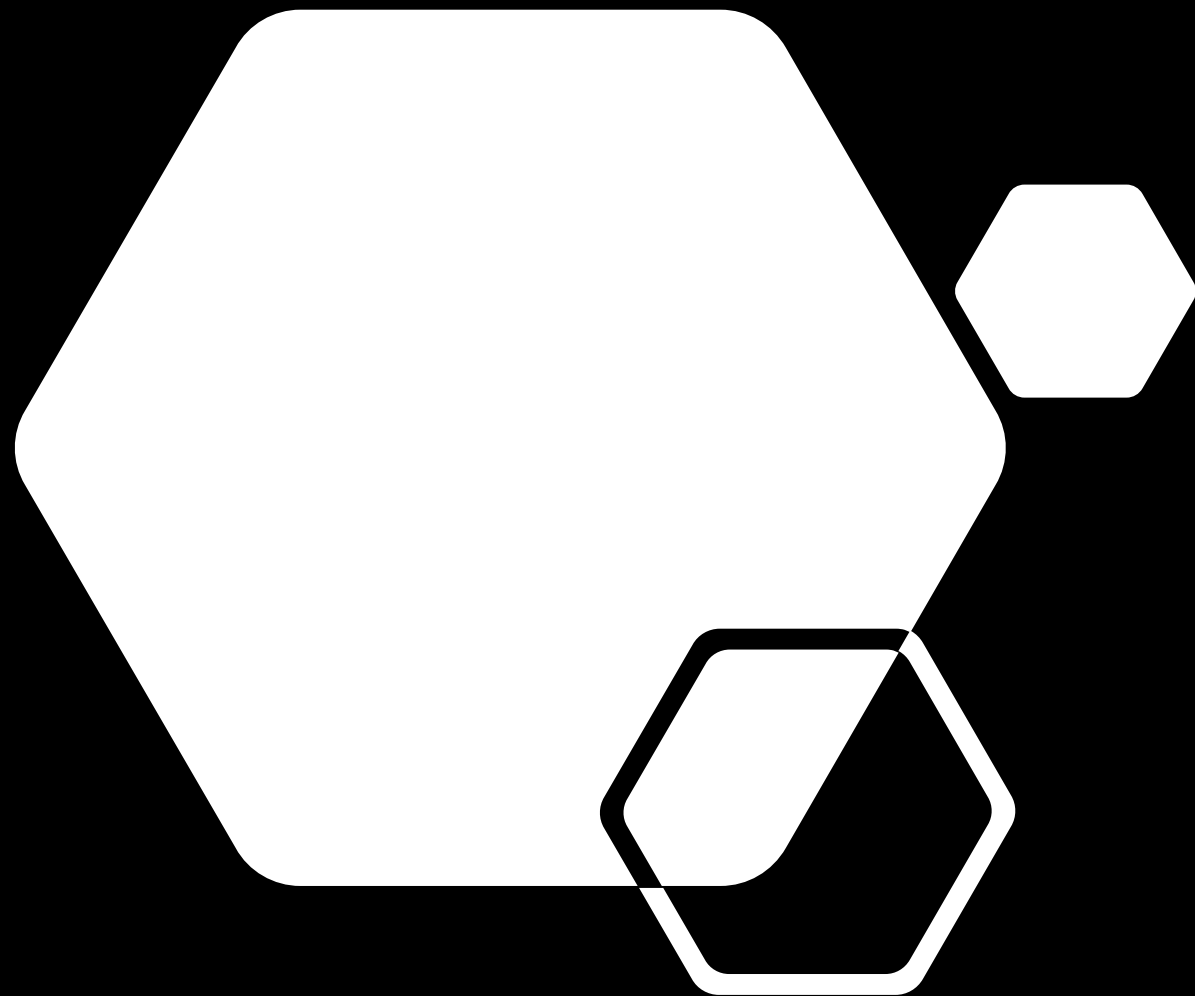
**Repeat =  
Defeat**



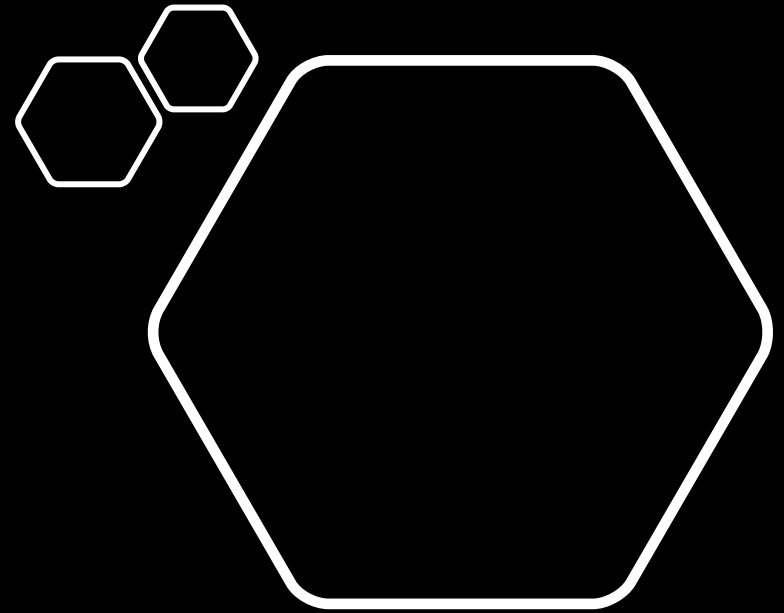
**Be real**



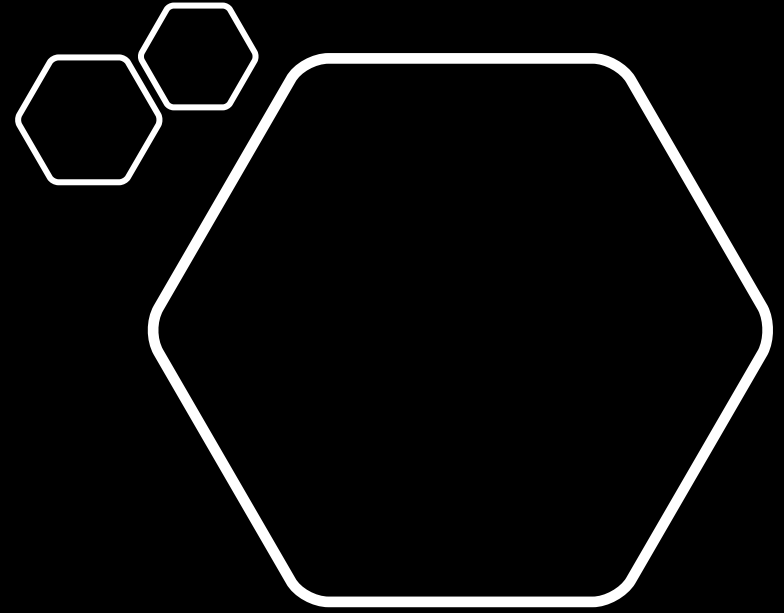
**Adapt  
quickly**



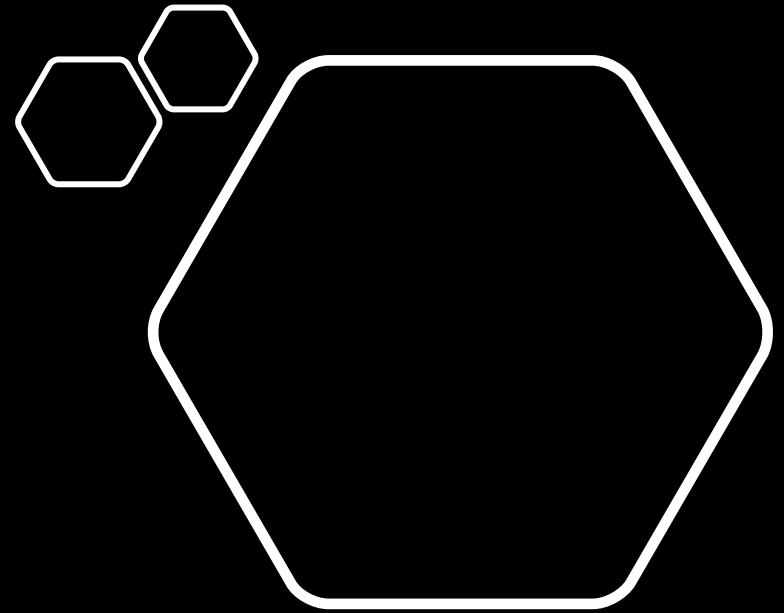
**Use your size  
to your  
advantage**



**Engagement  
drives views**

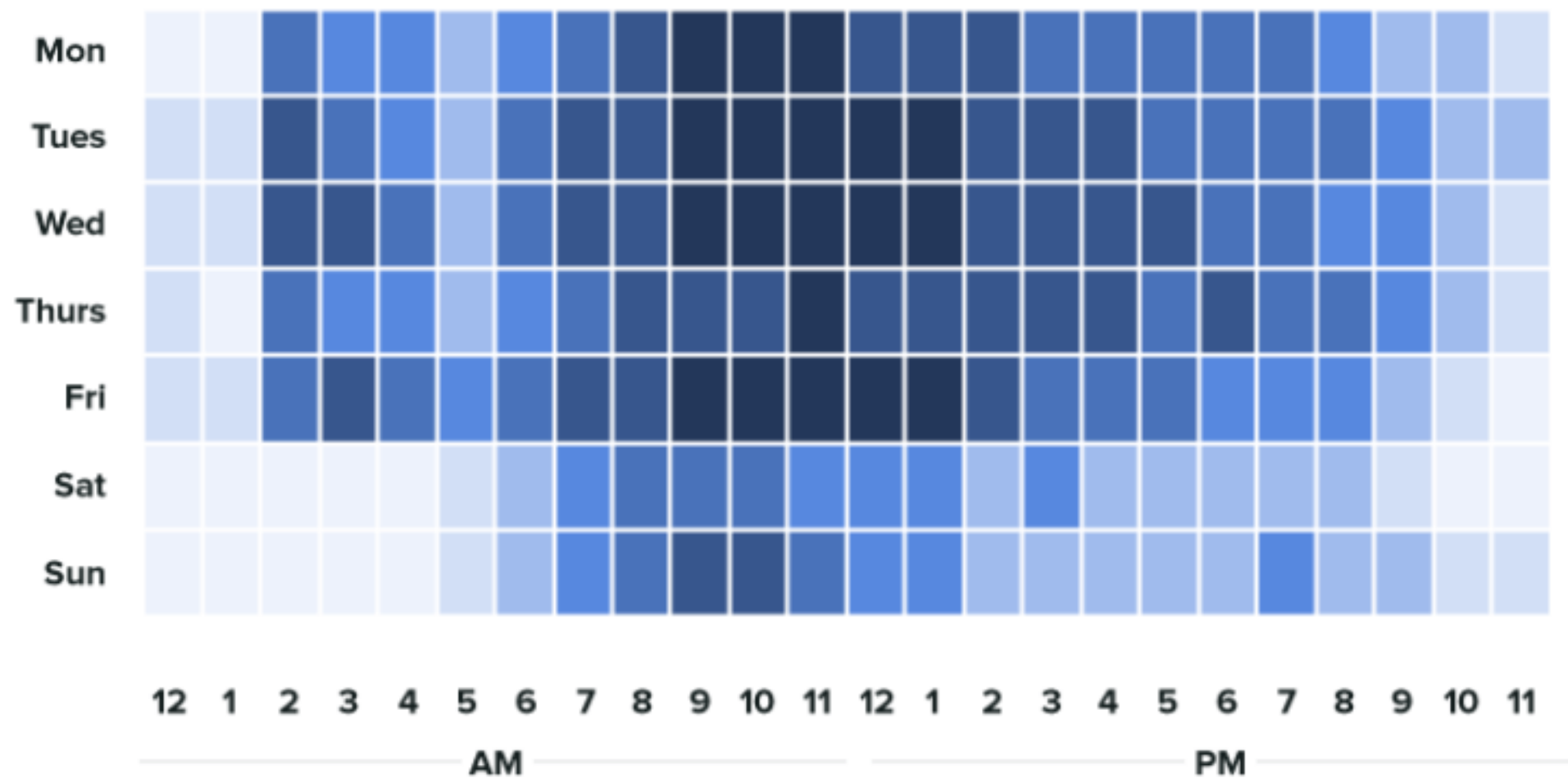


**Follow the  
analytics**



# Facebook Global Engagement

sproutsocial

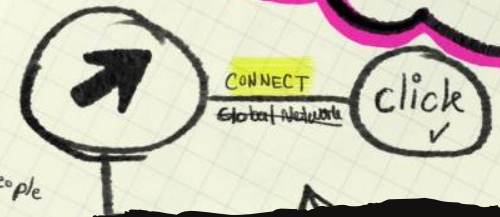








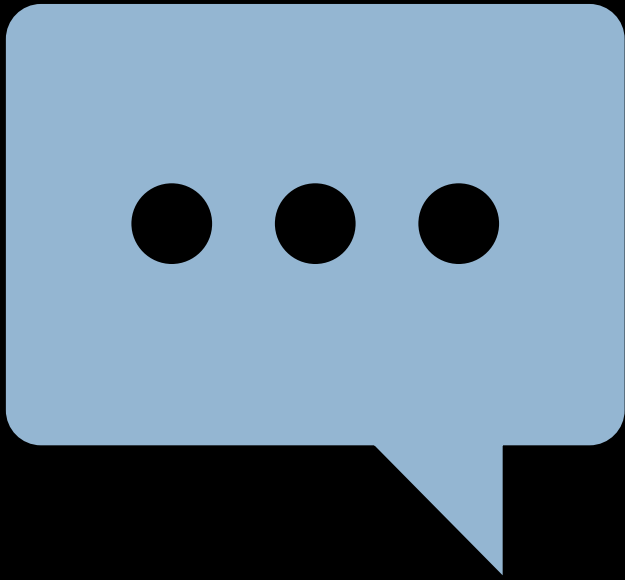
**SOCIAL MEDIA**



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- Com
- Int

# Social Media Ideas



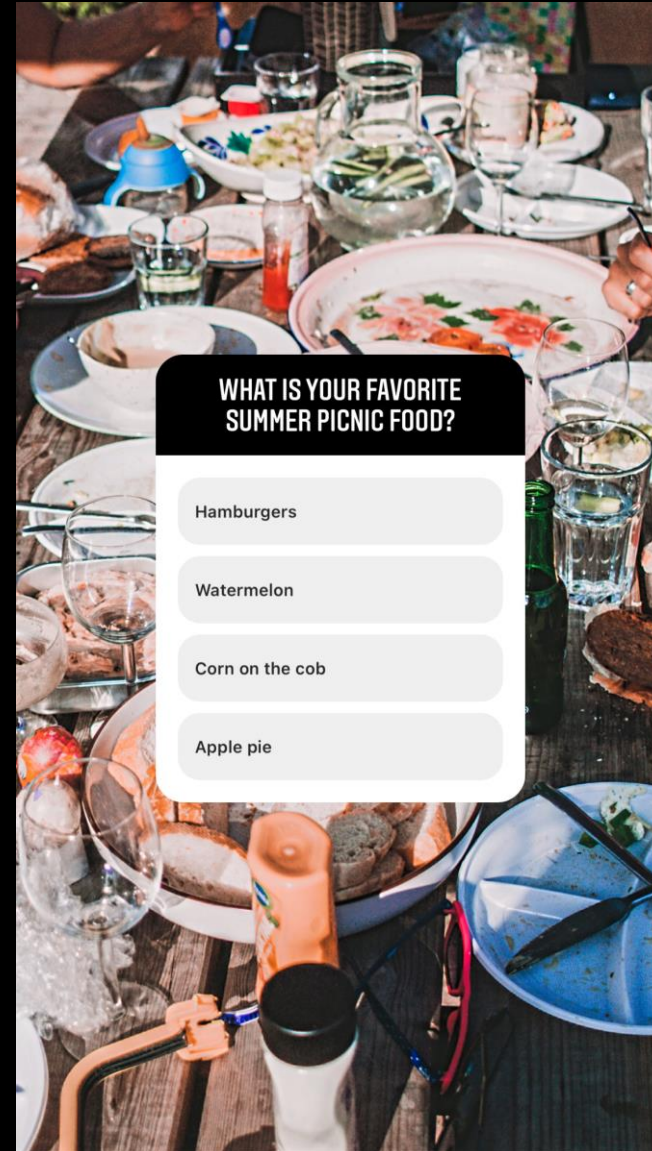
#1 Easiest Social Media Strategy

**Ask  
Questions!!**



**Example:**

**What is your  
favorite  
summer picnic  
food?**





A close-up photograph of several triangular slices of watermelon. The slices are piled together, showing the bright red, juicy flesh and the white rind. Some dark seeds are visible within the red flesh. The lighting is bright, highlighting the texture of the fruit.

**CHURCH PICNIC**

**FOOD, FRIENDS & FUN!**

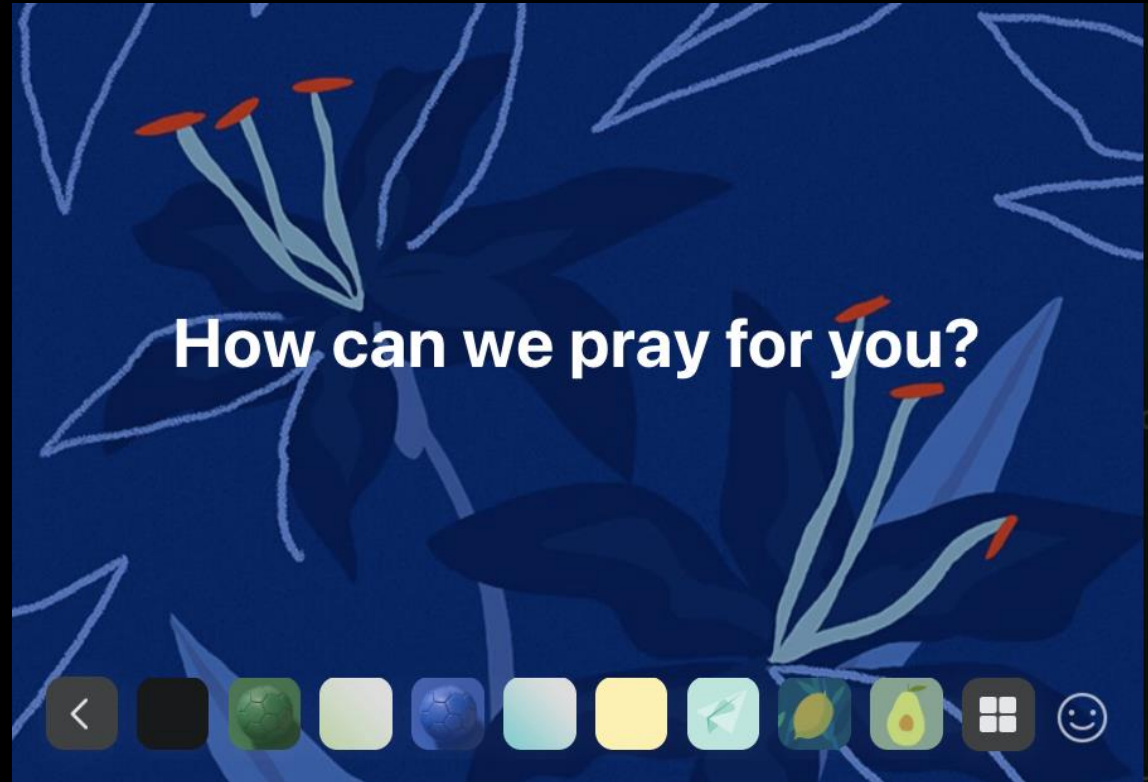
**2PM AT**

**SPARKLE PARK**



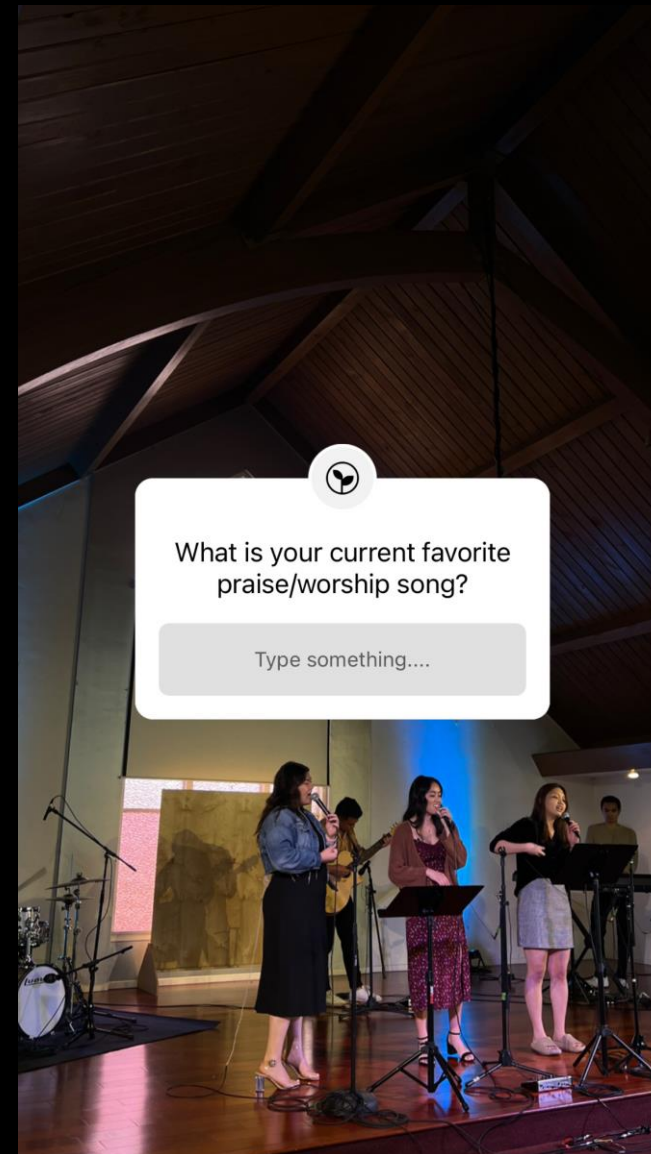
**Example:**

**How can we  
pray for you?**



**Example:**

**What is your  
current favorite  
praise/worship  
song?**



**Example:**

**Post a picture  
of your pet!**



**New Life Church**

Published by Jon De La Paz · Just now ·



Post a recent picture of your pet!

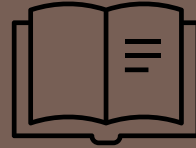




# Provoke Spiritual Practice



TAKE 30 SECONDS AND BE  
THANKFUL FOR SOMETHING



3 TIPS TO READ YOUR BIBLE  
MORE



5 BIBLE VERSES ON  
DEPRESSION

# Resources

- Facebook and Instagram Business Tools
- Graphic Design Platforms
  - Canva
  - CC Express
- Scheduling Platforms
  - Buffer
  - Sprout
- Pro Church Tools
  - 39 Copy & Paste Questions
  - The Pro Church Tools Podcast