

# The Power of Social Media

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About Me

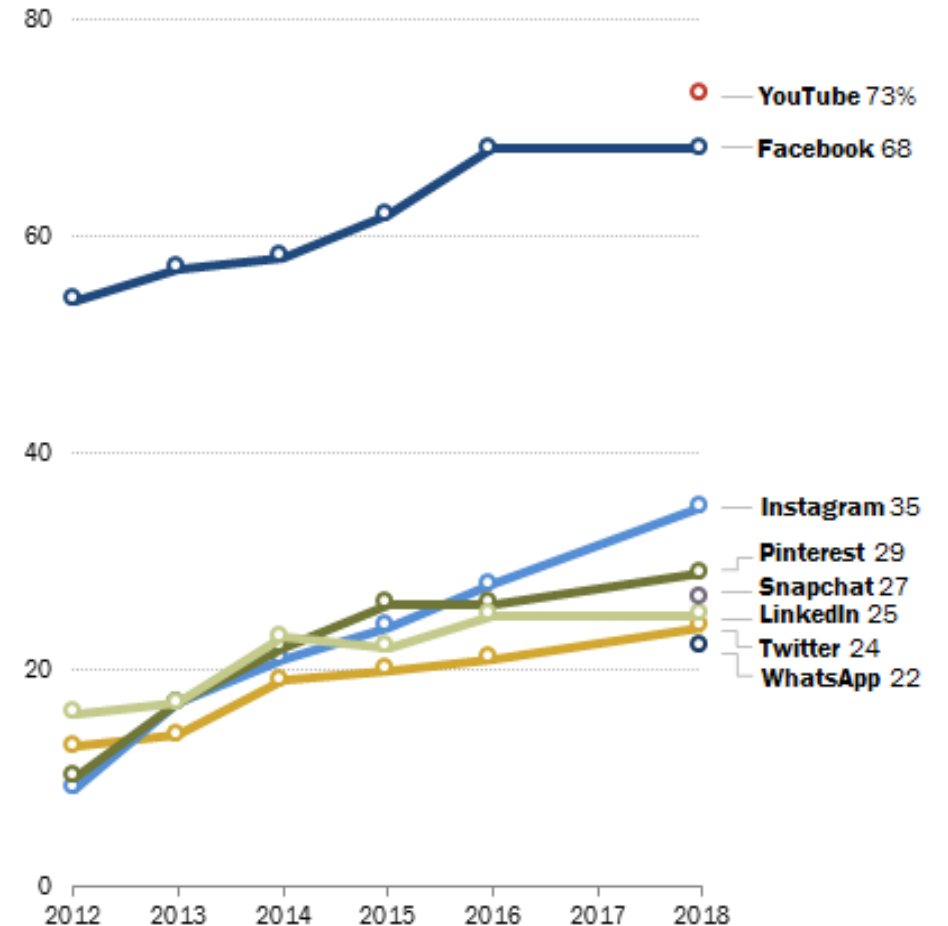
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# Social Media Statistics

- Facebook: 1.15 Billion active users a day
- Instagram: 600 million
- Twitter: 336 million
- YouTube: 5 billion videos watched a day
- Snapchat: 191 million
- Periscope: 1.9 million

## Majority of Americans now use Facebook, YouTube

*% of U.S. adults who say they use the following social media sites online or on their cellphone*



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.  
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

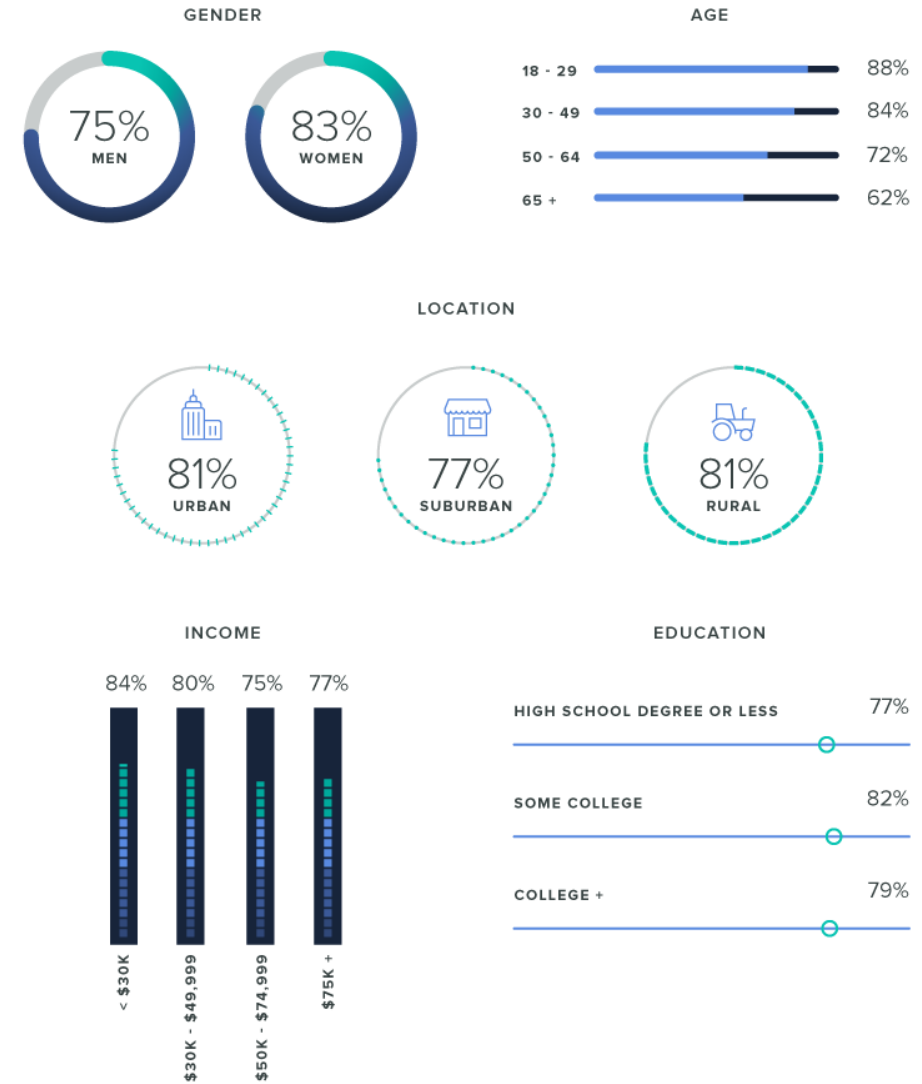
"Social Media Use in 2018"

PEW RESEARCH CENTER



# Social Media Demographics

- 88% of all online 18-29 year olds use Facebook
- 84% of all online 30-49 year olds use Facebook
- 72% of all online 50-64 year olds use Facebook
- 62% of all online 65+ year olds use Facebook

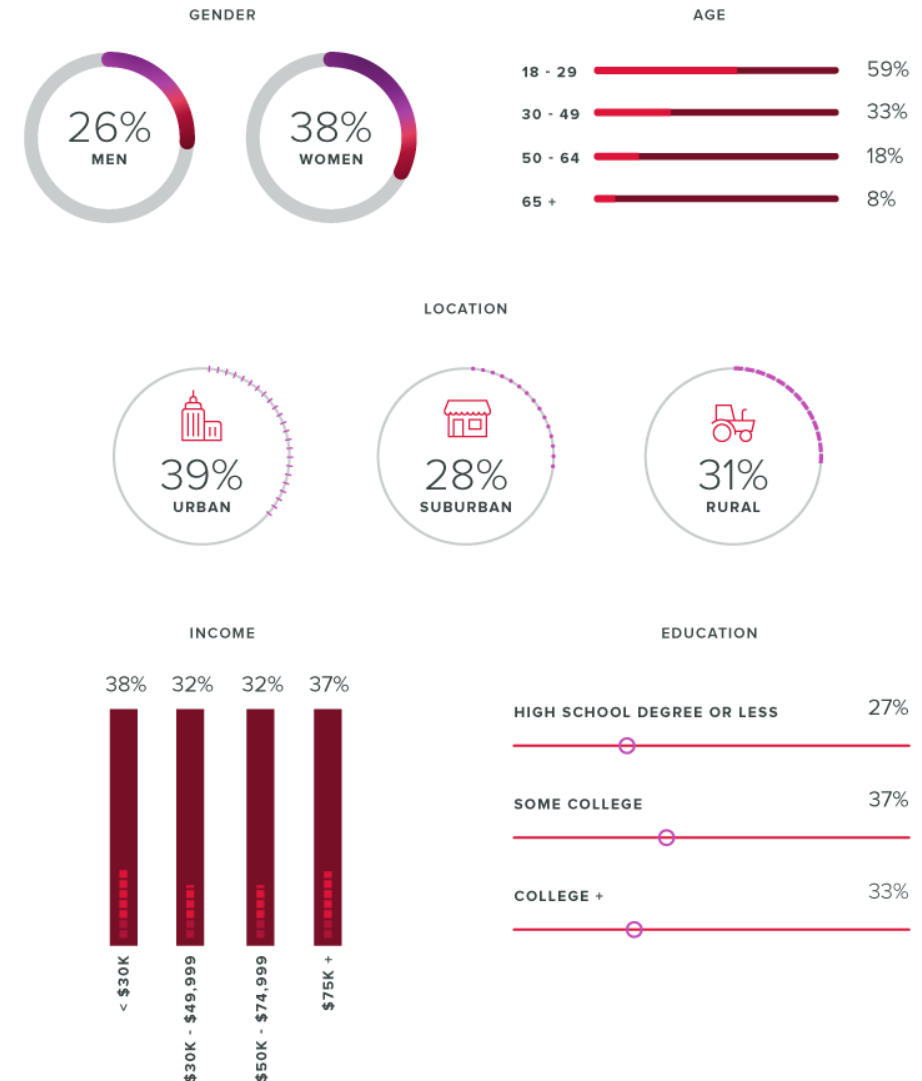


# Social Media Demographics

- 29% of online women use Instagram, compared with 22% of online men.
- 38% of online African Americans use Instagram, along with 34% of online Latinos and 21% of online Whites.
- 53% of online 18-29 year olds are on Instagram, as opposed to 29% 30-49 year olds, and 11% of 50-64 year olds.
- Instagram is a crucial social media platform for your youth or young adult ministries



## Instagram Usage Among Key Demographics





# Different Platforms



# Uses

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- Church Service
- Attracting new members, but keeping current members engaged and informed
- Two-way conversations
- Connecting with the community
- Outside of the four walls
- Showcasing what your ministry has to offer



# Sponsored Posts

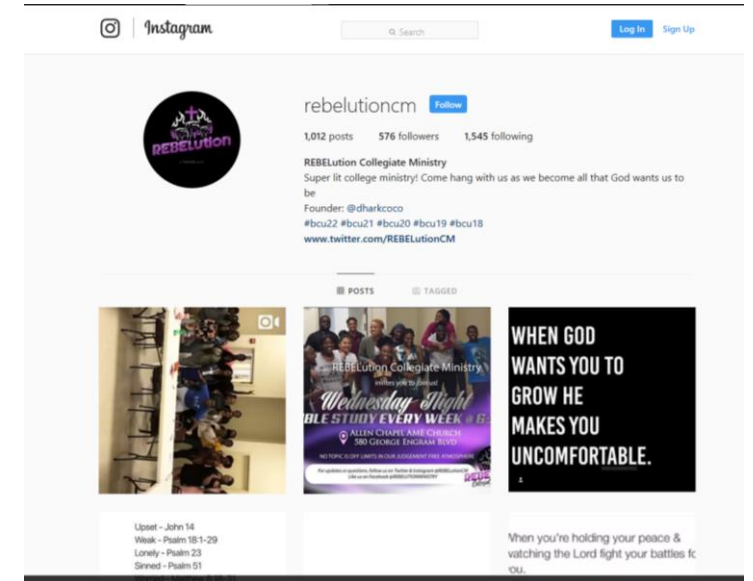
- <https://www.facebook.com/business/a/online-sales/promoted-posts>
- <https://www.facebook.com/AllenAMECDaytona/>



# Content

- PICTURES & VIDEOS
- Professional flyers, Fiverr.com
- Best time to post
- Keywords
- Hashtags
- Consistency is key





# REBELution Collegiate Ministry Example

# Application

- Create social media
- Create events to invite people
- Calendar
- Church announcements & communications
- Try sponsoring a post
- Designate 1-3 people
- Go live during great sessions
- FOOD



# Church School

- How to achieve high attendance?
- Understand current and potential attendees needs and availability
- Is Sunday before church the best time and date
- Get the word out
- Relaunch of Church School
- CHANGE





**NOTICE**  
In accordance with Florida, F.S. 218.23  
of The City of Panama Beach, Fla.  
Water Level, The Maximum Number  
of Occupants Permitted in any  
One Room is \_\_\_\_\_  
BY ORDER OF  
Panama Beach Fire Department

Questions?