



REFLECTING CHRIST

CLEANER SALT • BRIGHTER LIGHT • SWEETER-SMELLING AROMA



Compassion for the hurting

Mark 3-5

Mark chapters 3–5 describe several encounters of Jesus compassionately reaching out to hurting people.

- The man in the synagogue with a withered hand...
- Many with plaques, unclean spirit and other infirmities...
- After traveling across the sea, the man living in the cemetery possessed by demons (Legion)...
- The common woman with a 12 year blood disease...
- And finally, the ruler of the synagogue and his dying and then dead 12 year old daughter

What I love about these accounts is the broad spectrum of people Jesus encounters and helped.

The diversity of all these individuals that Jesus cared for, spent time with and met them where they were. Not with judgement or partiality.

Social media is a place where hurting people in our world live. Let's reach them in their space

And give them the message of the Gospel. The Good news that Jesus cares for them.

How can we serve Christ better in this arena?

1 Corinthians 1:23

We preach Christ

1 Corinthians 1:30-31

But of him are ye in Christ Jesus, who of God is made unto us wisdom, and righteousness, and sanctification, and redemption:

That, according as it is written, He that glorieth, let him glory in the Lord.

Glory in the Lord by communicating through all tools and opportunities the Love of Christ.

Be a light in the darkness of social media and social darkness.



distraction

We know it can be a distraction. And we often talk about it in those terms.

But for a generation of young people it is, to them, simply another communication tool.

Like we would think of a box that hung on the kitchen wall with a hook and receiver together with a curly cord.

The same way we would think of email as another form of communication.

Try to think of it in the native techno young person's view...to them it is another space to express themselves, build relationships and to share thoughts and ideas.



Practical path forward

- 1. Social Media Landscape**
- 2. Use it correctly**
- 3. Being more effective**



Social Media Landscape





Facebook: February 4, 2004 (your 16 year olds) Harvard University, spread to ivy league schools
In 23 months it had 6 million users.

So everyone under 16 year old and younger in your youth group does not know life without their parents having Facebook.
2.3 billion active users

Instagram after 2 months had over a million users.

Social Media Landscape

95%

Teens w/ Smart phones

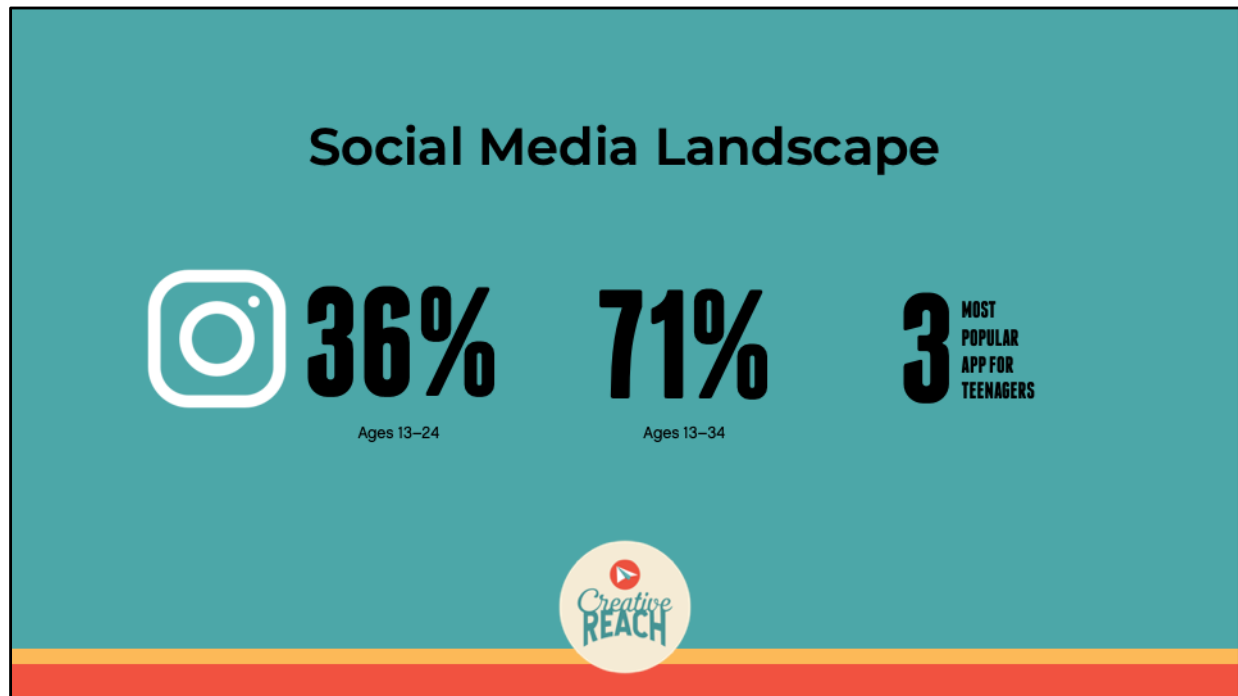
51%

Have Facebook

72%

Interact w/ Instagram





Engagement

13-24 make up 36% of Instagram users

13-34 years old make up 71% of all Instagram users

Average age of Facebook user is 40 years old

Social Media Landscape

GenZ Characteristics

Keenly aware of technology
Affinity to digital communication
Perceive information visually
Short attention span



Native users are keenly aware of technology—They thrill in it and are eager to interact with it. Intensely own it and now how to use it.

They have an affinity to communicating digitally even often over in-person face-to-face

They absorb tons of information daily but also don't want to spend time on information that does not relate to them.

Visual clutter is annoying to them. They don't waste time on things that don't matter to them.

They perceive information visually. They interpret visual information with understanding. They are more stimulated by visual queues.

Their 8-second filter (filter-sorting through enormous amounts of information, not necessarily attention span) is helping them to curate their feeds and focus on what matters to them,

and although you must work to become a part of it - once you have grabbed their attention they tend to remain loyal.

The Instagram and facebook audience

They can identify counterfeits

They can turn you off by hiding you, unfriending you, unfollowing you

And the social media companies like FB and Instagram are doing everything possible to avoid things that people don't want.

Social Media Landscape



“This quest we’re on (is) to deliver all of the things that truly matter to you, and none of the stuff you think is lame or boring or isn’t important to you”



They (Facebook/Instagram) spend their lives feeding you what you want and eliminating all you don't.

Have you ever thought... that because social media and especially Instagram want to feed you everything you are interested in (they don't care what the content is). They will deliver it. Even negative things like cutting, depression, suicide, porn, and on and on.

It's a business...but you are here to minister.

Reflecting Christ better. For His glory. Is there a way to interact through Instagram. To communicate the love of God?

Could something like Instagram be another avenue of speaking Biblical truth into kids lives? Yes?

Social Media Landscape

How does Instagram determine feed

Interest
Timeliness
Relationship

Frequency
Following
Usage



Left column is primary
Right column is secondary

2. Use it correctly



USE IT CORRECTLY

Set yourself up for success

Identify your audience

List your goals

Build a content plan

Analyze the results and adjust



USE IT CORRECTLY

Best Practices

Most active in the evening
Posts only last 24-36 hours
Use the business account



Studies show that people are most active on social media in the evenings
This gives you an idea of when you should be posting... mid to late afternoon.

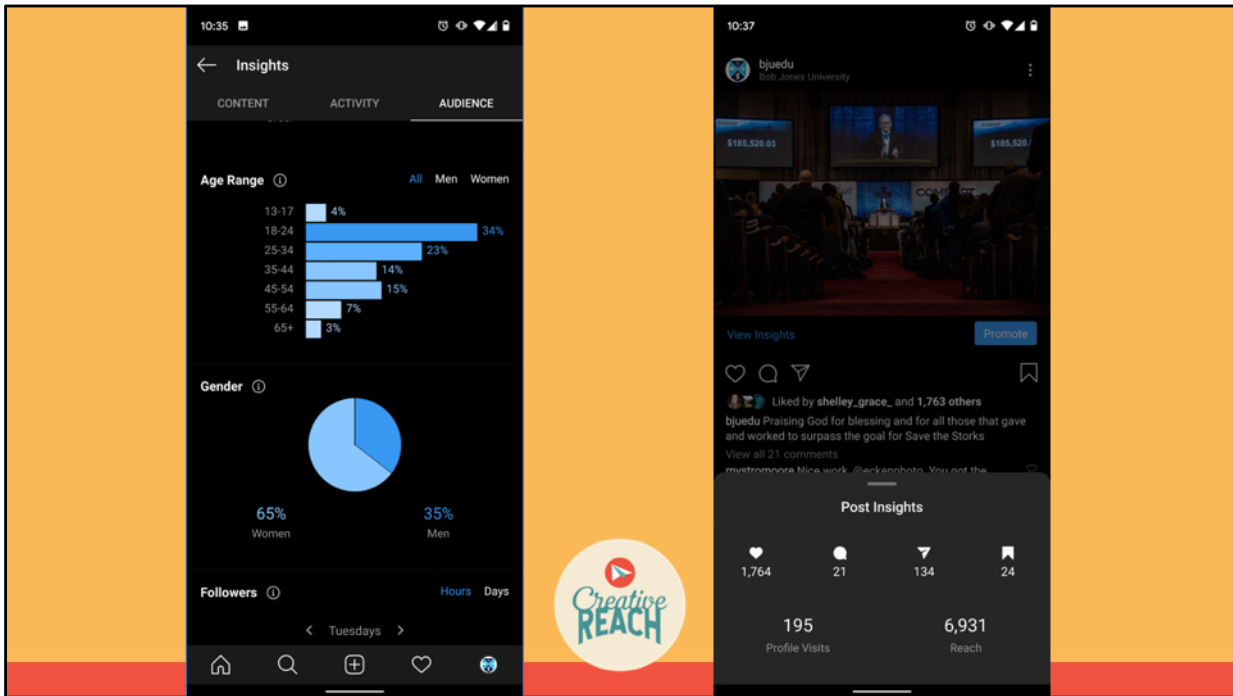
Posts don't last long, so don't get caught posting timely content between optimum
viewing windows

Using the business account will give you access to analytics.

Audience, content, activity.

See who's viewing, age groups, gender, followers, etc.

This can give you a much better view of what is working and what isn't.



USE IT CORRECTLY

House Rules

Describe behavior you expect
Behavior resulting in removal
Baseline for conduct



Facebook.com accounts go to Account>About>General Information
Describe the behavior you expect from guests, including the kinds of behavior that
will result in the removal of posts or blocking of guest from posting.

House Rules

We ask that people making comments on the page show respect for their fellow users by ensuring the discussion remains civil, especially since Facebook allows individuals 13 and over to join. Comments are also subject to Facebook's Terms of Use and Code of Conduct.

We reserve the right, but assume no obligation, to remove content that:

- is racist, sexist, abusive, offensive, profane, violent, hateful, obscene, spam (including repeat posts), or that advocates illegal activity
- is trolling, link baiting, off-topic, contains falsehoods, or is a deliberate disruption of discussion
- libels, incites, threatens or makes ad hominem attacks on BJU students, employees, guests or other individuals
- is determined to be inappropriate, in poor taste, or otherwise contrary to the purposes of this page



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MORE INFO

About

BJU is an accredited Christian liberal arts university, located in Greenville, S.C., focused on educating students to reflect and serve Christ.

BJU will help you build your faith in the absolute truth of God's Word, challenge your potential to exceed your own expectations, and thoroughly prepare you to follow Christ in whatever vocation He calls you to.

General Information

House Rules

Bob Jones University encourages interaction from Facebook users but is not responsible for comments or wall postings made by visitors to the page. Comments posted also do not in any way reflect the opinions or policies of the University.

We ask that people making comments on the page show respect for their fellow users by ensuring the discussion remains civil, especially since Facebook allows individuals 13 and over to join. Comments are also subject to Facebook's Terms of Use and Code of Conduct.

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- is determined to be inappropriate, in poor taste, or otherwise contrary to the purposes of this page
- contains messages advertising or selling products, petitioning, or promoting personal, commercial, political or other ventures

We reserve the right to remove, without explanation, any posts that don't adhere to our guidelines. We also

USE IT CORRECTLY

“Social” Media

Proactive rather than reactive
A calm reasoned response
Don't argue



USE IT CORRECTLY

“Social” Media

**Measure
Respond
Recover
Prevent**



Attempt to measure the real (not perceived) size of the problem. Don't freak out because of one loud person.

Don't wait to address. The internet is real-time so after a day or two it may be too late.

Address immediately, simply, directly, honestly and with transparency.

Move the conversation on to other happier topics as soon as possible without appearing dismissive

Identify root causes and take any steps to so it will not happen again.

USE IT CORRECTLY

Facebook & Instagram etiquette

Interact with your audience

Respond to comments fast

DON'T WRITE IN ALL CAPS

#Don't overuse hashtags

Don't beg for likes

Use photos rather than words

Hashtag

hashtags are used to categorize social media content

How can we be more effective?



HOW CAN WE BE MORE EFFECTIVE

Build Trust

Allow yourself to be vulnerable

Make it about them not you

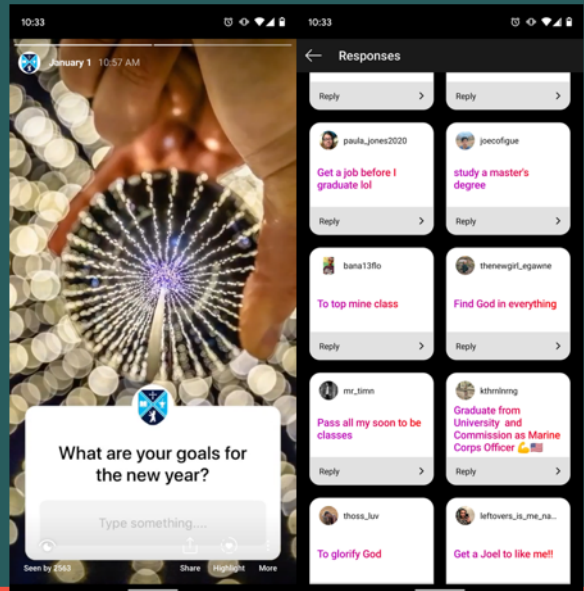
Play in their playground

Let them know you care

Provide value for them



HOW CAN WE BE MORE EFFECTIVE Engagement



HOW CAN WE BE MORE EFFECTIVE

Don't cheapen Trust



Sharing someone's account

Calling out individuals

Don't post survey results by name

Always wanting something

Not so flattering picture of someone

HOW CAN WE BE MORE EFFECTIVE

General Content Ideas

Occasional inspirational quotes

Human face (38% more likely)

Food, Animals

Nostalgia

Behind the scenes



HOW CAN WE BE MORE EFFECTIVE

Cautions

Don't tag thoughtlessly.
Don't post videos with music
Don't overshare
Don't post lame content



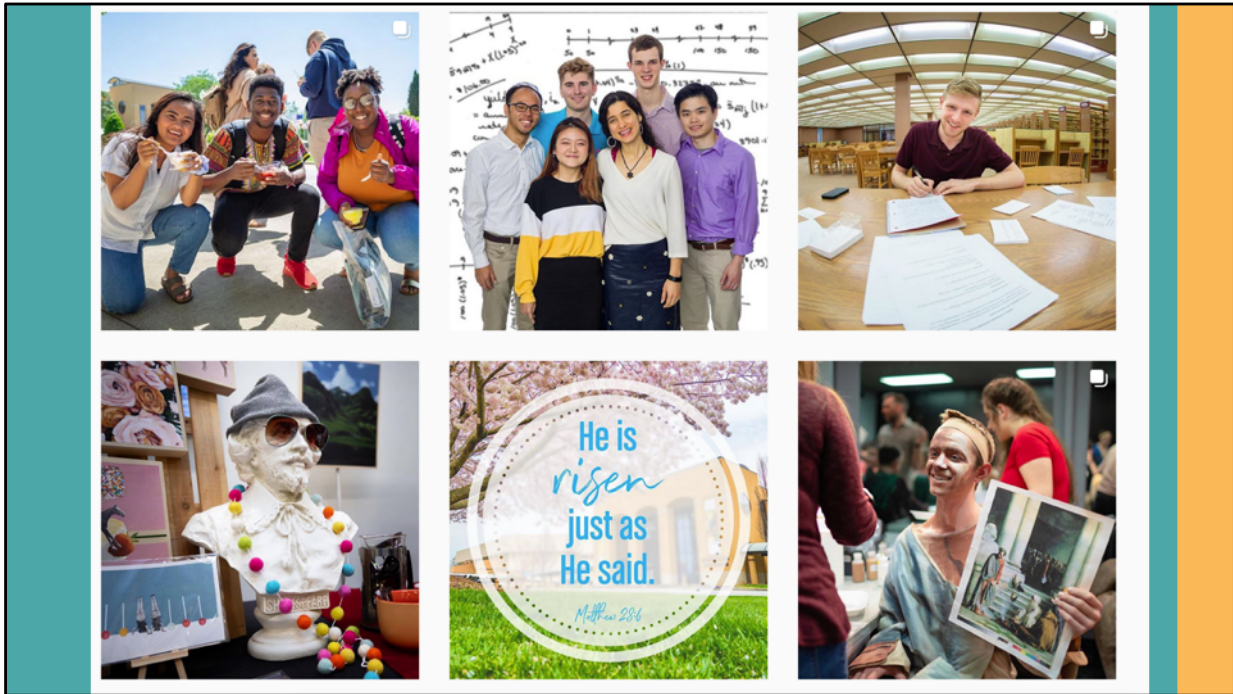


Visual Best Practices

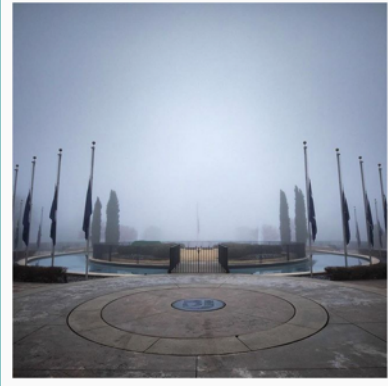
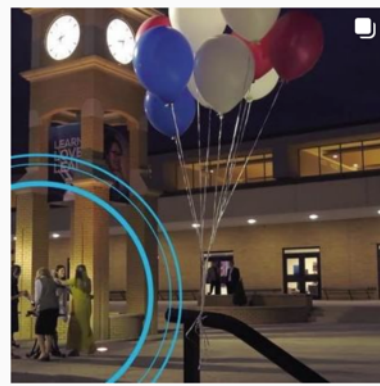


VISUAL BEST PRACTICES

**Photos should have a
main focal point**



Social media images should be easily consumable, conveying an emotionally impactful and simple message quickly.



Bad examples



Don't use as a bulletin board. That does not mean you can't post relevant announcements
 But do it strategically and mix up the way you announce. Images, videos, stories.





VISUAL BEST PRACTICES

**Square images get
10-20% better open rates**



VISUAL BEST PRACTICES

Use bright, bold colors.



VISUAL BEST PRACTICES

Use brand colors consistent.



30 million people around the world now have access to better jobs, can qualify for school programs, and can communicate with loved ones... for free.

Do your friends know about Duolingo? Spread the word.



Like · Comment · Share

2,116 105 468 Shares



Fun activities engage; tedious obligations repel.

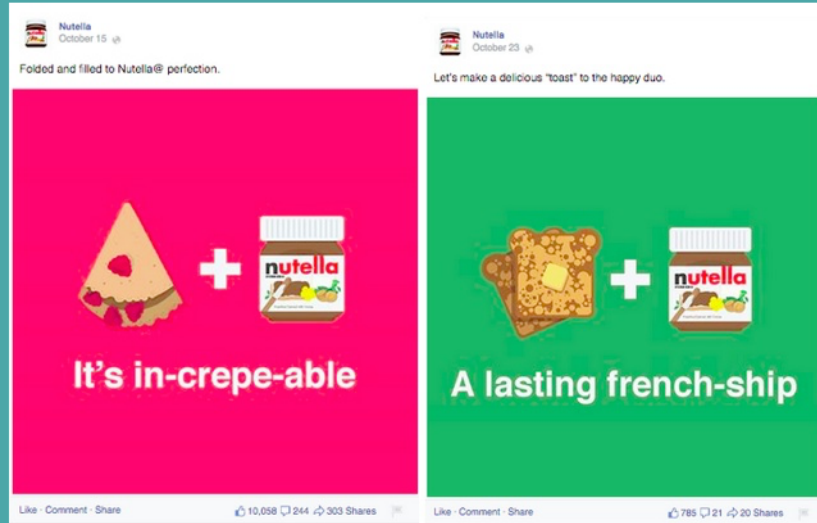
Gaming elements make education more enticing and effective.

"Homework first, fun later" will vanish.



Like · Comment · Share

2,191 125 235 Shares





VISUAL BEST PRACTICES

**Keep captions
short and concise.**



VISUAL BEST PRACTICES

What gets shared?

Emotion

Relevance

Colors

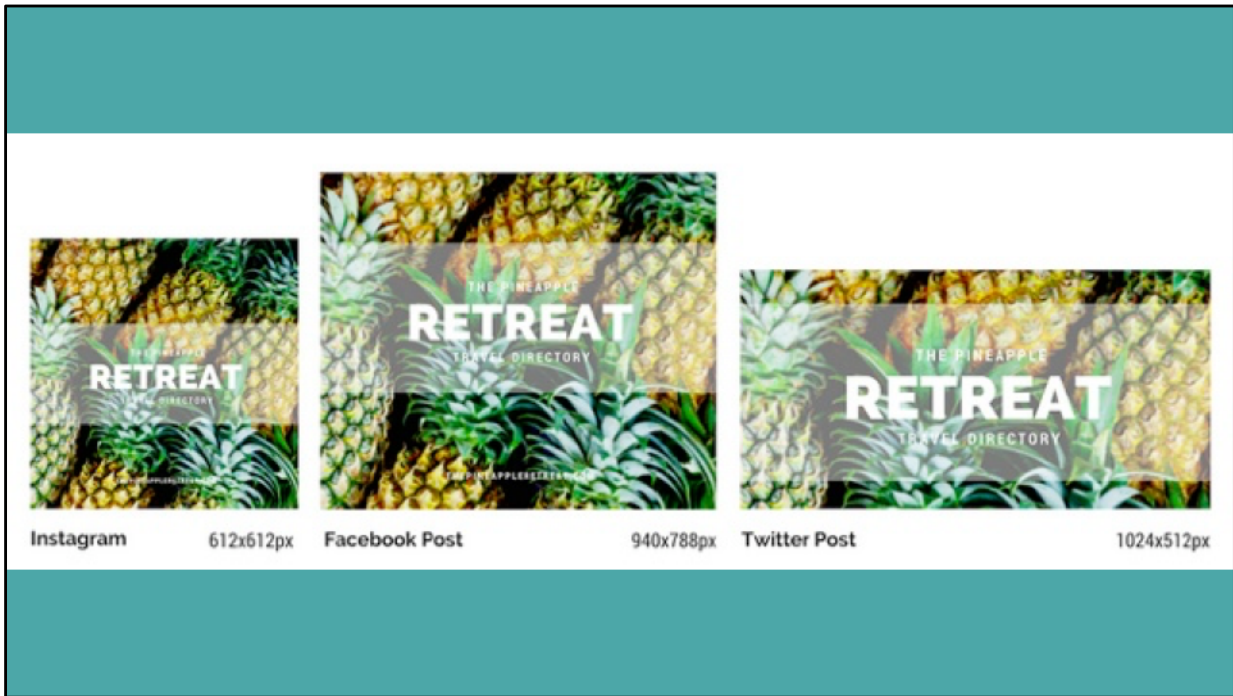
Typography

Adding Stickers

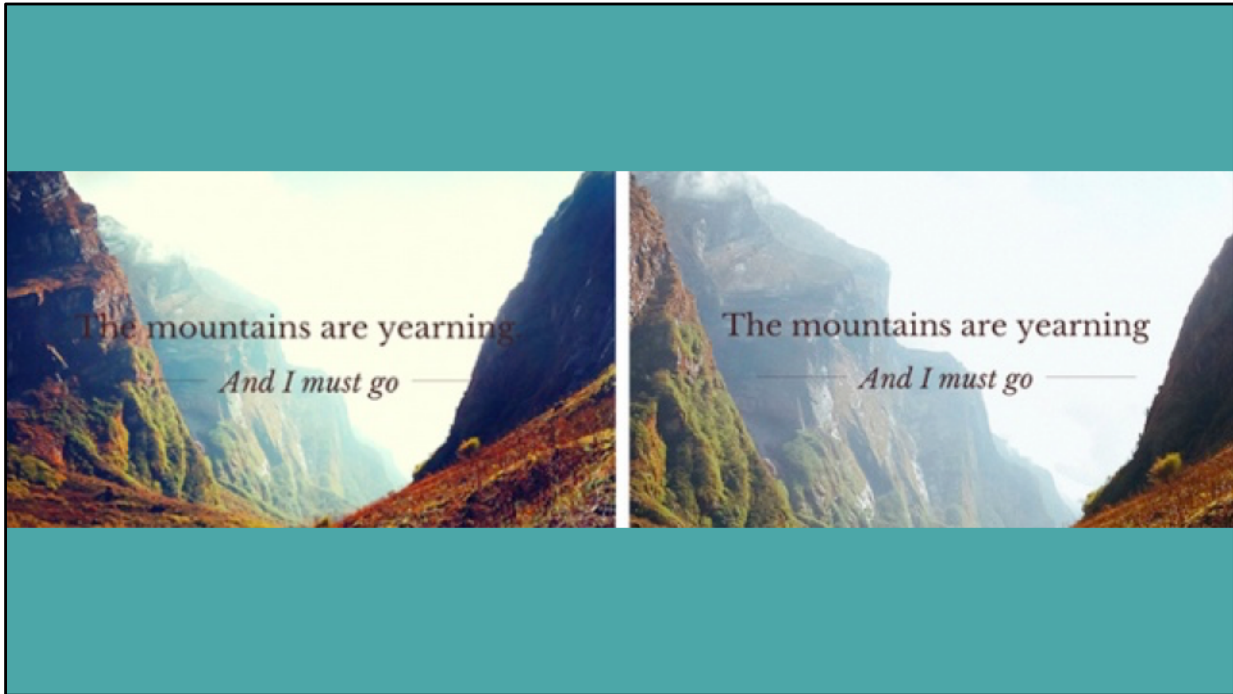


VISUAL BEST PRACTICES

Optimize your posts



Give the message you are serious about making your posts easy to consume.





VISUAL BEST PRACTICES


**Videos that start with black screen
are less likely to be watched.**

**Square video takes up 78% more
screen real estate than horizontal**


30-35% high viewed with square video

**Use fonts that resonate with
your brand style.**





Dove
November 30 · 4h

Dove Advanced Care Deodorant will leave your underarms feeling like silk.




Like · Comment · Share
4 Shares

596 people like this.
Top Comments ·


Gillette
July 18 · 4h

The Fusion ProGlide rebuilt with new FlexBall Technology. See how it moves: <http://j.mp/flexball>



Like · Comment · Share
29,308 · 1,572 · 765 Shares



**A large portion of mobile users
do not listen to the audio.**



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Social media resources

Are websites still important?

Website is information delivery and driving actionable instances

Social media is relationship building: loyalty and trust

