



# Sharing Your Good News Online

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Leveraging the Power of Blogs  
and Social Media




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Rev. 1.0 3.7.2020

# Digital Discipleship

Go therefore and make disciples  
of all nations...

Matthew 28.19a

- Following Jesus wherever he leads
  - Meeting people where they are
  - Telling the Good News
  - Learning from the Master together
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# Sharing Your Good News Online

- Blogs
- Facebook
- Instagram
- Twitter
- Other Platforms
- Tool and Tips

# Blogs

- Why?
- What?
- How?
- Where?
- Best Practices
- Other Strategies
- Examples



# Why Blog?

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- Communicate your story
- Help & educate others
- Persuade and promote
- It's creative and fun (!)
- Generate content to share across platforms

Are you missing out on opportunities  
by not starting a blogging practice?





# How Blogging Can Help Your Church

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- Gives people who don't know you an opportunity to learn more about you
- Gives members who love your church information they can share
- Easily shared across social platforms



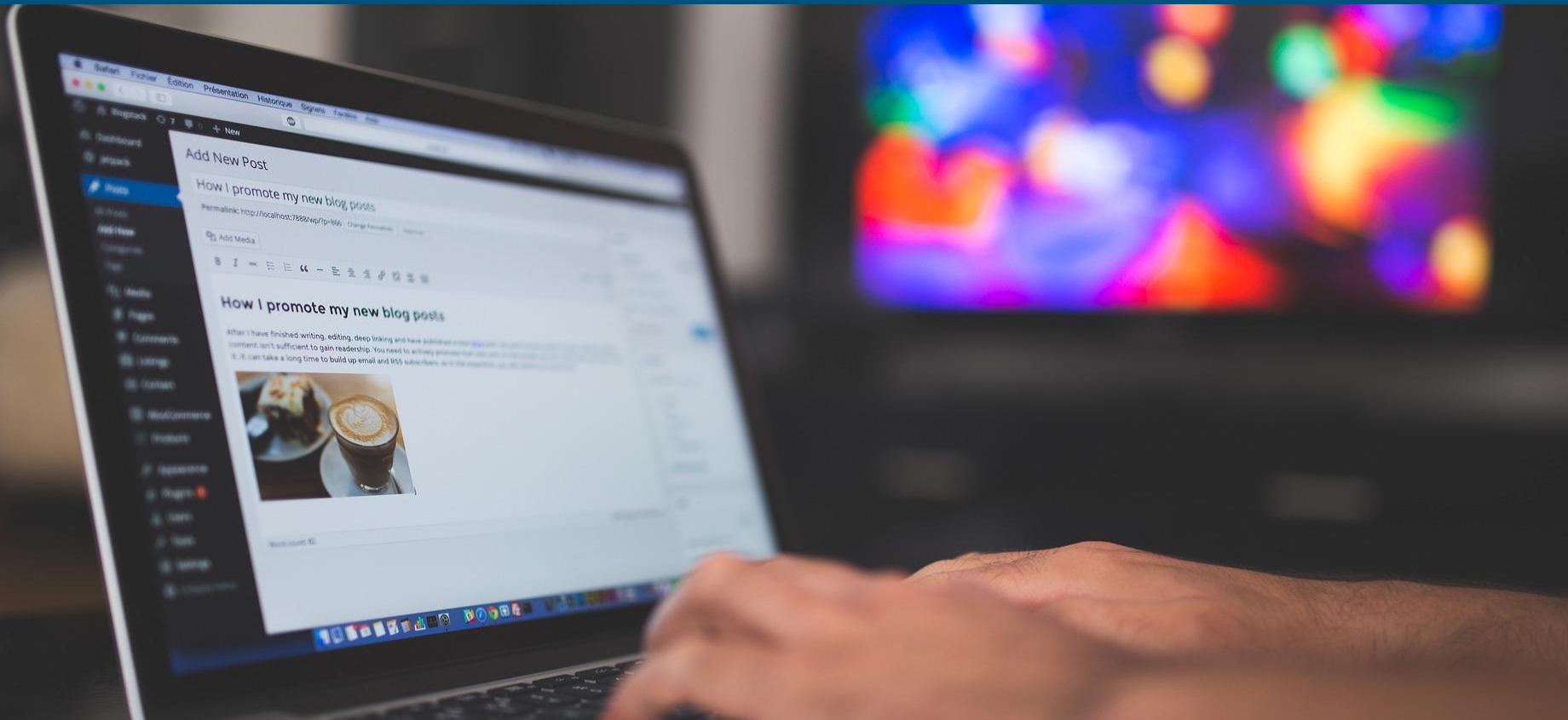
# What Should You Blog About?

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- Sermons, Scripture, worship and church community life
- Current events from a Christian perspective
- What is your organization up to?
- What inspires you about your church community or organization?
- A Q&A is always wonderful (and helps someone else shine)
- Pro tip: You may already have material you can adapt



# Where Do You Publish?



# Platforms

medium.com  
wordpress.com  
blogger.com  
linkedin.com

- Medium
  - WordPress
  - Blogger
  - LinkedIn
  - Custom Website
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How?



# Starting

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- Philosophy
- Strategy
- Goals
- Story/Narrative
- Write!



# Philosophy

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- Communicate brand value
- Be authentic
- Add value
- Help others #shine
- Be patient



# Standing Out

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- New info
- A good headline & strong lede
- Telling a story
- Good visuals (incl video!)
- Authentic/Voice
- P.S. Don't forget a call to action





# Best Practices

- Test your work. Could a reader easily summarize? That's your Tweet.
- Hyperlinks open in new window.
- Leave white space.
- Use pull quotes, bullet lists...break up text.
- Tags/keywords.
- Plan for “crosstown” traffic.



# Writing Tips

- Know your audience.
- Write what you'd want to read.
- Avoid jargon and “insider” language.
- Use simple language.
- Try to make 1-3 points.
- Edit. Spell check. Read it aloud.
- Try using a readability tool (Flesch-Kincaid or Hemingway Editor).
- Strong conclusion and call to action!



# Other Strategies



# MicroBlogging

[twitter.com](https://twitter.com)

[facebook.com](https://facebook.com)

[instagram.com](https://instagram.com)

[pinterest.com](https://pinterest.com)

[linkedin.com](https://linkedin.com)

- Cross-promotion on social media is vital to getting “eyes” on your blog posts.
  - Platforms like Facebook, Twitter, Instagram & Pinterest are a great way to “tease” longer form posts that you host on your website (or on Medium or your LinkedIn account).
  - Readers can get a “taste” that may inspire them to learn more about your organization.
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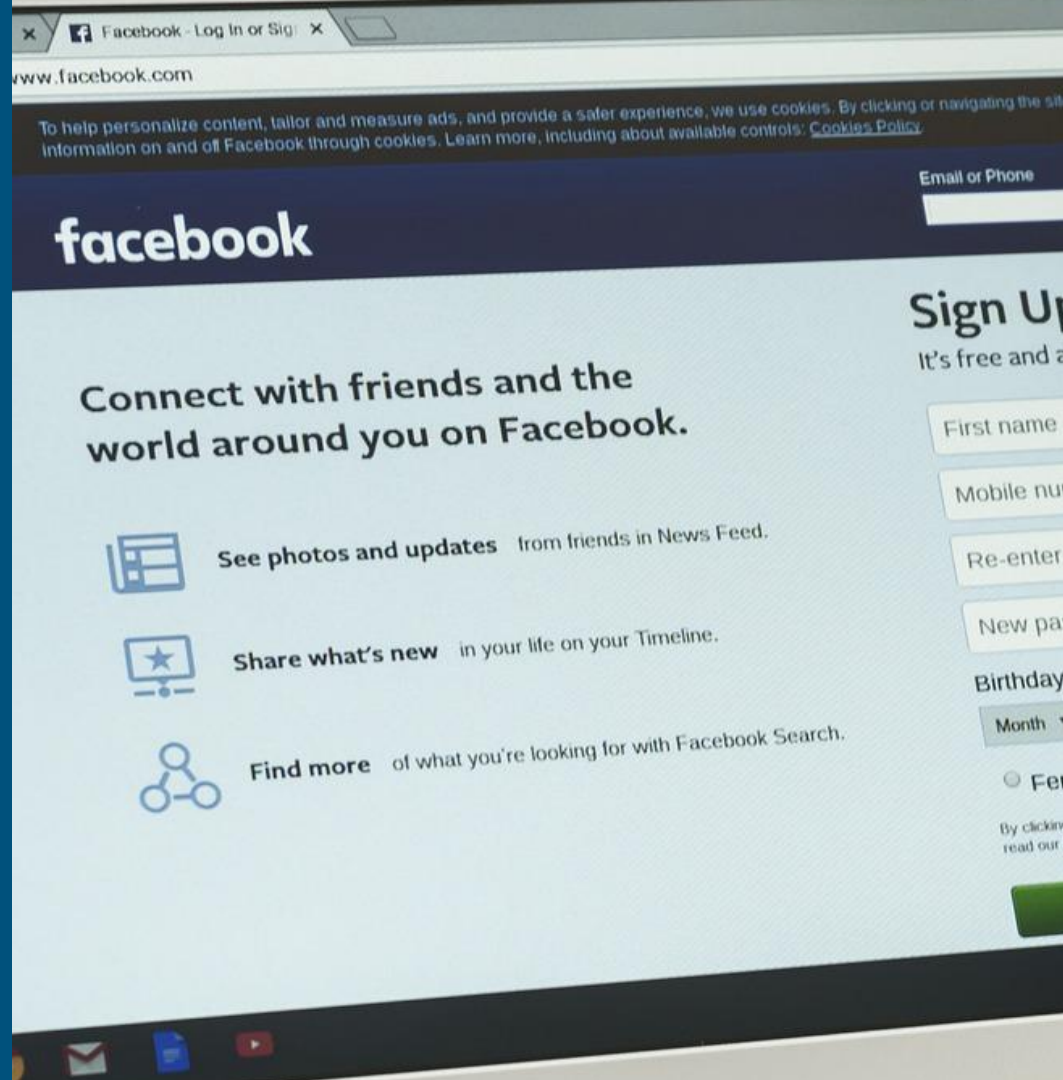
# Sharing Across Platforms

## Strategy for Sharing Content

- Sharing original content across multiple key platforms is essential
  - Different platforms lend themselves to different forms of content
  - “Tools” such as social media management services can make this efficient
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# Facebook

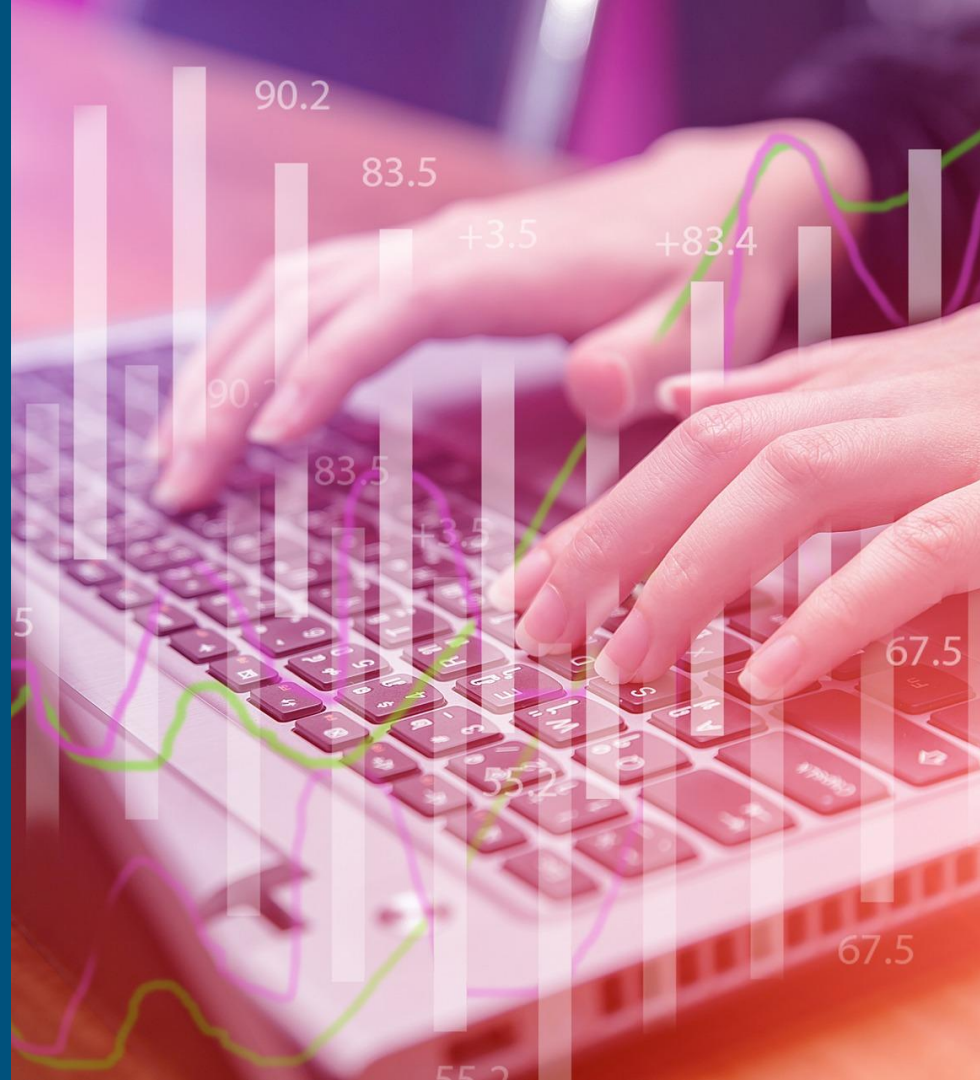
- Launched in 2004, initially focused on personal status updates
- Today, about 43% of US adults go to Facebook for at least some of their news
- 69% of US adults use Facebook as of Feb 7, 2019
- 74% of users go on every day





# Facebook Features

- Page Types
- Groups
- Post Scheduler
- Events
- Boosting & Promoting
- Fundraising & E-Commerce
- Analytics
- Monitoring & Interaction
- Integration with Instagram
- Roles





# Examples

- St. Paul's Ventura
  - All Saints Pasadena
  - The Episcopal Cafe
  - Lent Madness
  - Episcopalians on Facebook
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# Instagram

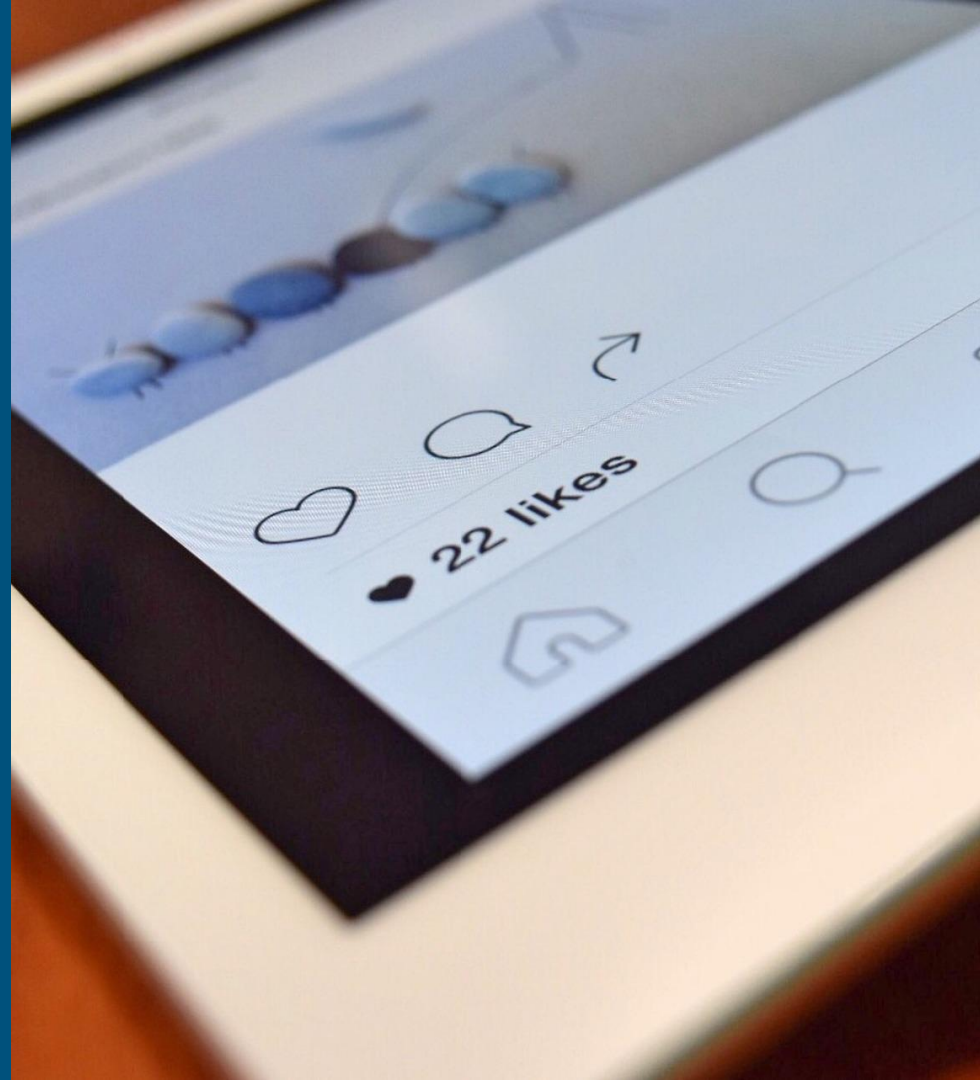
- Launched in 2010 as a photo-sharing platform
- Acquired by Facebook in 2012
- 116 million US users
- 75% of 18-24-year-olds use
- 46% of people in urban areas are users, 34% of those in suburban areas, and about 20% of people in rural areas
- 63% of users are on Instagram every day



# Instagram Features

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- Account Types
- Stories & Archives
  - Surveys, Polls, etc.
- Live Video
- IGTV
- Hashtags
- Posts
- DMs
- Bio - Optimize!





# Examples

- St. Mary's Eugene
  - All Saints Pasadena
  - Episcopal Relief
  - The Episcopal Church
  - Washington National Cathedral
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# Twitter

- Microblogging social network launched in 2006
- Users post messages called tweets limited to 280 characters (originally 140)
- Content more news-focused than most platforms
- Almost 1 in 5 adults use
- 80% of tweets come from 20% of users





# Twitter Features

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- Tweets, RTs & DMs
- Conversations
- Mentions
- Lists
- Threads & Microblogging
- Listening & Responding
- Visuals
- Hashtags
- Advanced Uses





# Examples

- @FatherTim
  - @scottagunn
  - @revsusanrussell
  - @wncathedral
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# Other Platforms

- LinkedIn
- Pinterest
- Snapchat
- TikTok
- YouTube
- WhatsApp



# Tools

- Social Media Management Platforms
  - Editorial Planners & Calendars
  - Team Messaging & Communication Tools
  - Image Sourcing
  - Profile/Bio Optimization Tools
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# Resources

- LinkedIn Learning
  - Podcasts:
    - ProBlogger/Blogging Your Passion
  - Hootsuite Blog
  - Pew Research
  - Shine Communications Blog
  - Google Online Resources
  - Bibliography (email Rose)
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