

ROCKY MOUNTAIN CONFERENCE - OCT. 9, 2011

Reflections

UNITED CHURCH OF CHRIST

'ENGAGING WITHIN SOCIAL MEDIA'

AN EXPERIENCE OF KNOWLEDGE GATHERED FROM THE
LA FORET SOCIAL MEDIA BOOTCAMP RMCUCC

- Social Media is about engaging in a relationship of who we are and not just taking what we can get from it but rather seeing it as a means to educate and communicate what we have to share as well.

When using social media within our churches, the idea is to engage with our followers / members in a stimulating and thought-provoking relationship. Here are some important concepts to keep in mind for creating strong relationships with your online presence.

Authentic:

- Be authentic in your posts, events., etc. Be real, genuine, reliable, trustworthy, and legitimate. Follow up your integrity with being true to who you are and acting on said promises, ideas, comments, etc.

Creative:

- Be creative with your posts. Inspire their creative side and challenge them. Use descriptive words. Audio, video, photos, etc.

Reciprocal:

- Share in their interests

Inviting:

-Be inviting with your posts, page, events, etc.

Encourage your members to invite more. Encourage them to “like” your page to get the latest and greatest updates from your site’s Page.

Giving:

- Know what your audience cares about and give them a little of what they want. Care about their likes, dislikes, and understand the important relationship that exists to be made through your giving of content that they really want to see.

Action Oriented:

- Ask for action. Invite them to events. Create action around yourself or your organization.

Be Relevant:

- Don’t just be social - be relevant. Share with them what is relevant and open up the community. Let people be able to peek in and see what you’re really about. Choose who you want to be and back up with action and relevancy.

Daring:

- Be daring. Take some chances! Take a stand, have conversations of importance, encourage feedback, etc.

Be Pastoral:

- Care. Cultivate close relationships with your members, etc.

Interested in submitting your own Reflection for the RMCUCC to use? contact us:

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