

Media: *A particular means of communication that reach or influence people.*

Social Media: *Computer-mediated technologies that facilitate the creation and sharing of information, ideas, and other forms of expression via virtual communities and networks.*

- A. God has enlarged our territory. It's a new opportunity to be Joshua and Caleb...check out a new land, set a plan to conquer the unfamiliar, and receive the promise.
- B. In the words of John Hannah, we can't keep struggling to get back to the shore when God has given us access to the ocean.
- C. Prepare to be an online shepherd who aims to reach and help others.
- D. Attendance: 80% are those that grew up in the church. 17% came from somewhere else. 3% are from those that never attended church. We all have a circle of influence and must do our part to reach. This is lightening in the bottle.
- E. Reaching the young. 96% of GenY uses social media.

SET THE FOUNDATION

- 1. Social Media Branding
 - a. Same name across platforms (Facebook, Twitter, Instagram, YouTube, etc.)
 - b. Logo / imagery
 - c. Website and not just Social Media platform.
 - d. At least one branded email account to respond to inquiries.
 - e. This is a good time to buy your domain name and open SM accounts if you have not already done so.
 - f. It may seem odd to begin with Branding, but it's important to set the tone for how to proceed.
 - g. Note: If unable to get exact name on all platforms (such as Twitter), choose one alternate that will still maintain branding.
- 2. Online Giving (Branding)
 - a. PayPal.com (3% fee)
 - b. PayPal.me (3% fee)
 - c. CashApp (3% fee)
 - d. Venmo (No fee, but limit on daily withdrawals)
 - e. Zelle (No fee, but may present more difficulty in tracking donors)
 - f. Same tracking as in-house giving (names, addresses, phone number, etc.)
- 3. Social Media Platforms
 - a. Facebook, Instagram, and Twitter (2-3 times per week; no more than 4x per day. Use hashtags)
 - b. YouTube (see streaming platforms)
 - c. Hootsuite (or similar posting app/website)
 - d. EZTexting (or similar texting app/website) weekly. Create groups.
 - e. Constant Contact (or similar email database) Weekly or semi-weekly

- f. Podbean (or similar podcast account) Weekly. Sermons, conversations/discussions, or encouragement.
4. Streaming Platforms
 - a. Vimeo Livestream, IBM UStream, YouTube, etc.
 - b. YouTube and Vimeo serve multiple purposes: repository, streaming service, and content creation.
 - c. WireCast, OBS, XSplit, etc (simultaneous output to multiple platforms)
 - d. Zoom (single output, interactive streaming)
 - e. Prayer Line (FreeConferenceCall, OneBox, Zoom, etc). Zoom, set the meeting as No Video and share the full invitation with link and phone numbers.
 5. Posting Times
 - a. Top of the hour
 - b. Best times to post: 8am, 12pm, and 3pm.
 - c. With more people being home, include 7am and 7pm

PLAN IT OUT

1. Location, Location, Location
2. Let There Be Light (Lighting Rings, Well Lit Room)
3. All Angles Aren't Good Angles
4. Loosen Up
5. Can You Hear Me Now? Wi-Fi/Mics/Bandwidth/etc
6. Interaction is Key
7. Check the Mirror

COLOR FACTORS

FACTS

- Tests indicate that a black and white image may sustain interest for less than two-thirds a second, whereas a colored image may hold the attention for two seconds or more. (*A product has one-twentieth of a second to halt the customer's attention on a shelf or display.*)
- People cannot process every object within view at one time. Therefore, color can be used as a tool to emphasize or de-emphasize areas.

COLOR & ITS EFFECTS

- **Black:** The color of authority and power. Black is a serious color that evokes strong emotions; it is easy to overwhelm people with too much black.
- **White:** For most of the world this is the color associated with purity, cleanliness and the safety of bright light. It is also used to project the absence of color, or neutrality.

- **Gray:** Associated with the practical, timeless, middle-of-the-road, solid things in life. Too much gray leads to feeling mostly nothing; but a bit of gray will add that rock-solid feeling to your product.
- **Red:** Color of energy. It's associated with movement and excitement. People surrounded by red find their heart beating a little faster and often report feeling a bit out of breath. It is not a good color to over use, but using a spot of red in just the right place is smart in some cases.
- **Pink:** The most calming of all colors - often our most dangerous criminals are housed in pink cells as studies show that color drains the energy and calms aggression.
- **Blue:** Considered the favorite color of most. Seeing the color blue actually causes the body to produce chemicals that are calming. Blue has become associated with steadfastness, dependability, and loyalty (note how many uniforms are blue).
- **Green:** The color of growth, nature, and money. A calming color also that's very pleasing to the senses. Dark forest green is associated with terms like conservative, masculine and wealth. It is the traditional color of peace.
- **Yellow:** Associated with laughter, happiness and good times, it has the power to speed up our metabolism. Yellow can be quickly overpowering if over-used, but used sparingly in the just the right place it can be an effective tool in marketing.
- **Orange:** The most flamboyant color on the planet it's associated with fun times, happy and energetic days, warmth and organic products. It is also associated with ambition. There is nothing even remotely calm associated with this color.
- **Purple:** This royal color is associated with wealth, prosperity, and rich sophistication. Used sparingly it lends an air of mystery, wisdom, and respect. If overused, it gives the impression of snobbish behaviors.
- **Brown:** Associated with reliability, stability, and friendship this color is becoming a favorite of many. It's the color of the earth and represents stability; things natural.