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This webinar is produced by PRC – Practical Resources for Churches



[www.prcli.org](http://www.prcli.org)

## About PRC

PRC is a non-profit denominational resource center offering consultants, workshops, webinars, and resources to congregations.

## Our webinar program is supported by :

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# What do all the numbers mean?







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helping churches embody 1 > 99

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Kim's a successful pastor for 18 years.  
Eric is a Fortune 500 marketing exec.

Together, we combine the best of the secular corporate world and church practice to deliver the newest skills and trends with a sound theological understanding to create positive change.

# Three Steps to Analyze Your Social Interactions

1



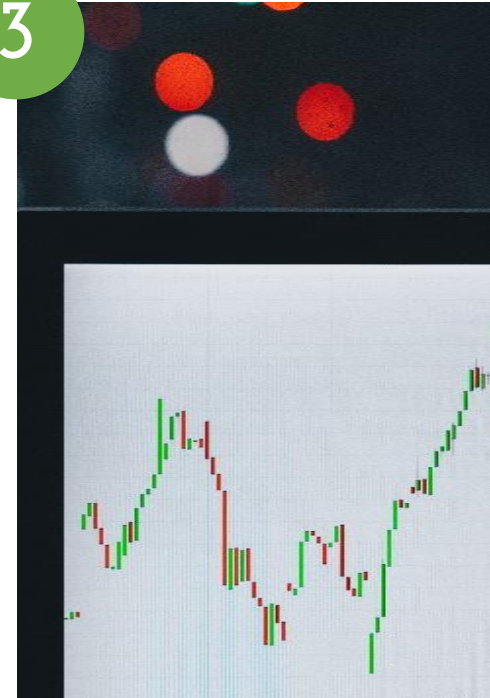
Who are you  
trying to reach?  
(people)

2



What are our  
goals?  
(focus)

3



What are the  
trends?  
(analysis)



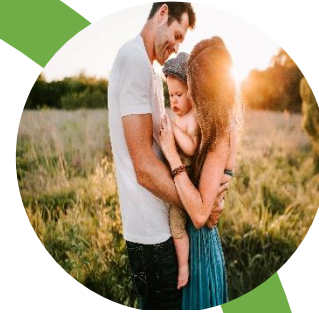
# #1 Who are you trying to reach?





What questions  
are people  
looking to  
answer?

IT DEPENDS!



“New  
Person”



“Regular  
Attender”



“Active  
Member”

# What do people need to know?



## New Person - "Is this the right place for me?"

- What is Worship Like? (times, styles, sermon)
- Will this church meet my needs? (life stage, issues, gaps)
- Will I fit in? (theologically, demographics, psychographics)



## Regular Attender - "What is going on this week?"

- What is going on? (activities and happenings)
- How do I get involved? (ways to volunteer)
- How do I stay connected? (ways to make friends)



## Active Member - "What do I need to do?"

- How do I keep up with what I need to do? (coordination)
- Why and how should I give? (giving and stewardship)





# Jane Silently-Struggling

*“I’m trying to make things as normal as I can for my children, but I am struggling to balance all of the demands in my life.”*

## Personal Profile

Jane is a divorced mother of two that lives in the Findlay area. She divorced about a year ago and is struggling with the transition to being a single mom with children ages 7 and 13. Neither are adjusting to the change very well. Her 7 year old daughter is always asking when “Daddy will be coming home” while her 13-year old son knew that things were a little rough, but wondered why “they couldn’t work it out.” She is struggling to balance working as a para-legal, managing her kids schedule and balancing everything at home.

Jane carries a lot of anger about the divorce. It was caused by her husbands alcohol and gambling issues that arose after he lost his long-time job at Cooper Tire Company. Even though he found other employment, he slid into depression, drinking and later lost a significant amount of money playing poker on-line while using credit cards in her name.

She is angry with her situation both her ex-husband and with God. She grew up in the church, but stopped going when she left home. She wonders why this is happening to her.

Jane is determined to “press-on” for her kids and provide as “normal.” She is struggling to pay off the debt her ex-husband left her with, maintain their house as best she can and keep everything going. When asked how she is doing, she says that she is “fine” and moves on.

## Key Questions about Spirituality, God, Religion & Church

- I am not sure if I believe in God or not. I grew up in the church, but how do I know what they taught is true?
- I’ve been a good person. Why is this happening to me? If there is a God, is this fair?
- Why do they always ask where my husband is when I go to church? I felt awkward when I tried to go after the divorce so I gave it up.

## Goals

- Providing for her children.
- Stay out of bankruptcy and pay off the debt.
- Balance everything as best as she can on her own.

## Values

- Kids come first.
- Providing a outward sense of normalcy.
- Responsibility

## Unmet Needs/Gaps in Life

- Financial Stability
- Friendship (too busy)
- Getting some “Me-time” so she can catch her breath.

Location:	Findley, Ohio
Profession:	Para-legal
Income:	\$38,000
Age:	mid-30s
Home Life:	Divorced with 2 kids (7 and 13)
Interests/Hobbies:	Biking at Hancock Park, Cooking
Personality:	Rational, organized, thoughtful



## Internet Usage

- Home (Dial-Up)
- Home (High Speed)
- Work
- Mobile
- Public Access (Library, Web Café, etc.)

## Social Media

- Facebook
- Twitter
- LinkedIn
- Foursquare
- Gowalla
- Blogging
- Others \_\_\_\_\_

## Internet Usage

- Constantly
- Daily
- Weekly
- Monthly
- What’s E-mail?

## Media Consumption & Usage

**TV Shows:** Bones, Food Network Shows  
**Radio Stations:** Findlay’s Mix 96.7 (WBVI)  
**Print/Newspaper:** Cooking magazines  
**Music:** Adult Contemporary, Some Country  
**Movies:** Julie & Me, The Time Traveler’s Wife  
**Books:** Cooking books, Angels & Demons  
**Web Pages:** Facebook, Cooking Websites  
**Mobile Apps:** None

## Mobile Usage

- Voice
- Text messaging
- Smartphone?
- E-mail
- Location-based services

Background

Attitudes & Focus

Technology & Media



# #2 What are our goals?



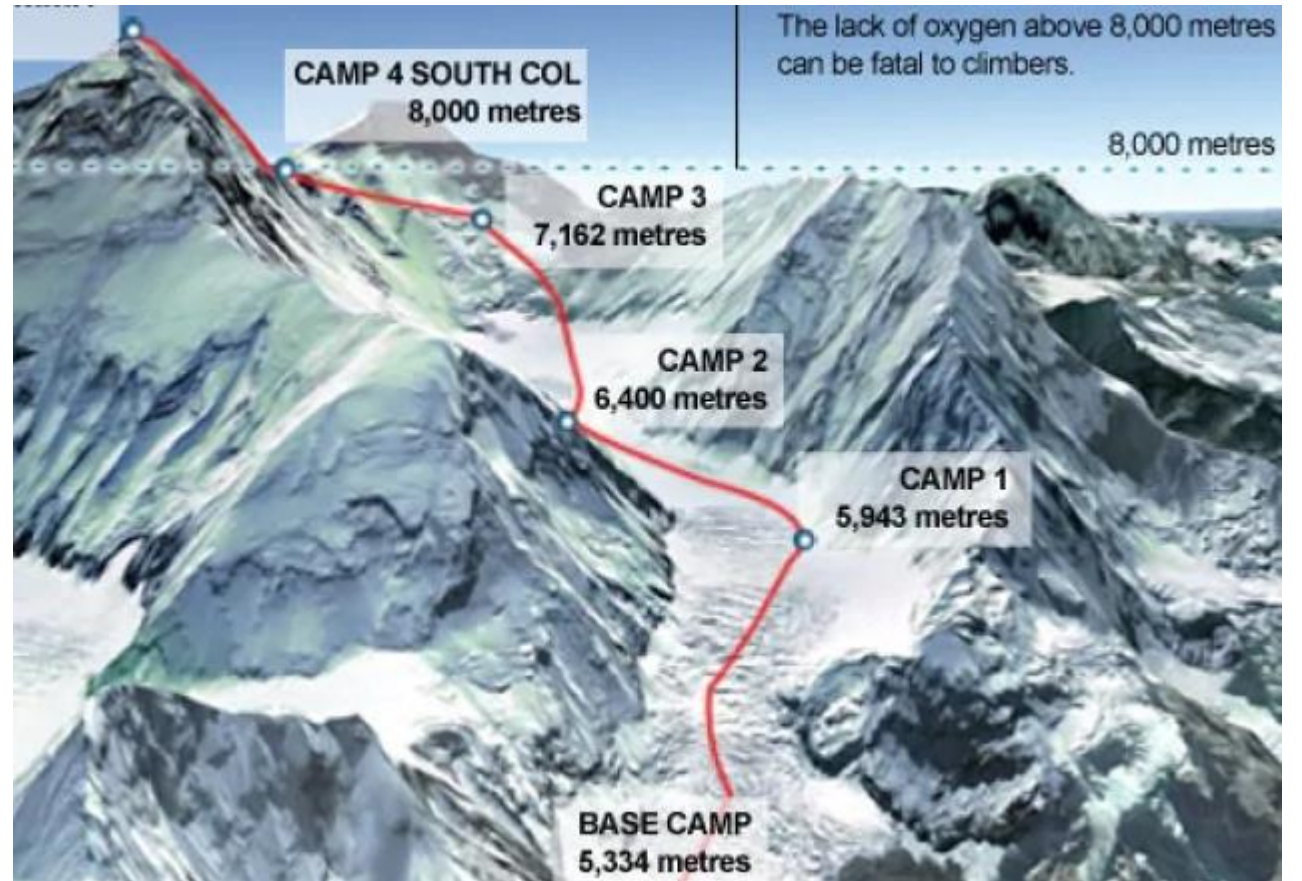


# Avoid Vanity Metrics!



# What are you trying to accomplish?

- Reach = Awareness
- Engagement = Connection
- Return on Investment = Relationship
- Retention = Loyalty







# Awareness

- **Follower count:** how many individuals follow your social channels.
- **Impressions:** how often your content is viewed.
- **Mentions:** how many times your brand is mentioned across social channels.
- **Share of voice:** how many people are talking about your brand vs. the competition.

# Engagement

- **Likes or favorites:** an indication that your viewers appreciate the content.
- **Comments:** direct engagement with your content.
- **Sharing and retweets:** a demonstration that your audience cares enough about your content to let others know about it.
- **Ratings and reviews:** a demonstration of strong engagement and opinion.
- **Inbound website links:** An indication that your content is interesting enough to click through to your site.







# Return on Investment

- This may seem odd for churches.
- For a church, ROI is creating new disciples of Jesus Christ.
- Key goals could include:
  - Regular attendance of worship
  - Joining the Church
  - Regular Giving
  - Participation in Discipleship or Missions.
- This part is critical if funds are needed for creation, management and advertisement.

# Retention & Loyalty

- Building a long-term reputation in your community.
- Actively listening to those who may need help.
- Resolving potential issues before they “blow up.”
- Reviews and ratings
- Sentiment

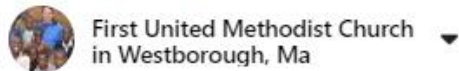






Write down goals and track over time.

### Manage Page



Home

Inbox  
21 new comments

COVID-19 Business Resources

Manage Jobs

Notifications  
29 new

Insights

Publishing Tools

Ad Center  
1 new

Page Quality

Edit Page Info



## First United Methodist Church in Westborough, Ma

@FirstUnitedMethodistChurchInWestboroughMa · Methodist Church

+ Add a Button

Home About Events Photos More

Promote View as Visitor Search

Create Ad  
How would you like to grow your business? See All

- Boost a Post
- Promote Your Page

Automated Ads  
Get personalized ads that adjust over time to help you get better results

Insights See All

Last 28 days : May 27 - Jun 23

People Reached **5,438** ▼26%

Post Engagements **6,562** ▼17%

Create Post

- Photo/Video
- Get Messages
- Feeling/Activity

Create

- Live
- Event
- Offer
- Job
- ...

First United Methodist Church in Westborough, Ma was live. 9 hrs ·

Living Word Prayer Group 4pm. All Welcome.

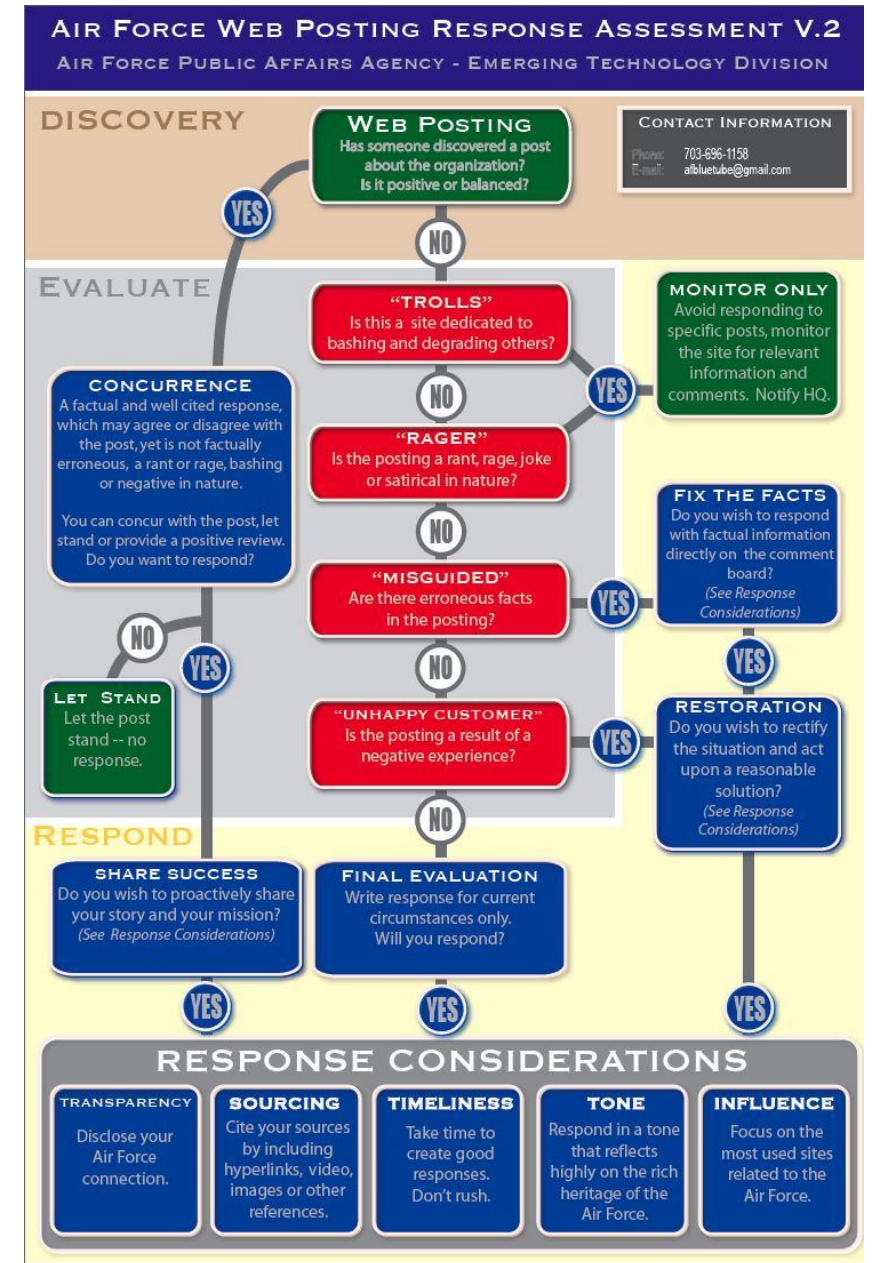




# 3 Simple Rules of Social Media

- Do no harm.
- Do all the good you can.
- Stay in love with God.

<https://www.resourceumc.org/en/content/3-simple-rules-of-social-media>



<https://www.wired.com/2009/01/usaf-blog-respo/>

# Final thoughts

- You get what you measure.
- You need a rhythm of content over the long haul.
- It takes time to build and nurture an audience.





Let's Chat!



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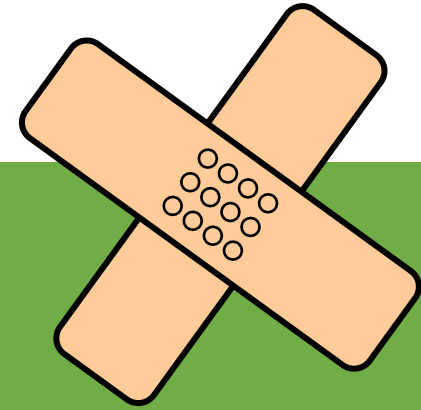
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