

Social Media And Youth Ministry

January 27, 2018

What We Will Cover Here:

- † Why you should engage
- † Where to engage
- † Best practices
- † Buying
- † Do's and Don'ts
- † Try it
- † Brainstorm
- † Q&A
- † Appendices:
 - ArchNY and other great accounts to follow
 - Additional resources

Social media can be a fun & effective part of your ministry.

- † According to Pew (2015), 92% of teens report going online at least once a day; 56% “several times.”
- † It’s about engagement and allows for easy interaction.
- † It’s an inexpensive way to amplify your messages.
- † It can help you gauge sentiment on ideas and issues.

But it takes commitment: **Accounts need consistent, regular maintenance and interesting, relevant content.**

You want to be where they are and make sure they see you.



Teens DO use this platform – especially lower-income teens.

Page content is prioritized based on interactions.

#

Personal vs. fan or org pages



Most users are 18-29. Drives 10x more engagement than FB. **Content prioritized based on interactions.**

#



Rapid growth – ~173 m daily, including 59% of 12- to 17-year-olds & 68% of 18- to 24-year-olds. Skews Caucasian & Hispanic. Stickers, effects & in-photo captions are popular.



According to Trendera, teens spend 34% of their video-watching time on YT. It's also a go-to for research: Many will search for a how-to on YT over Google. Successful video is short: a "long" video is 1-2 minutes.

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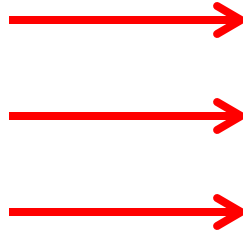
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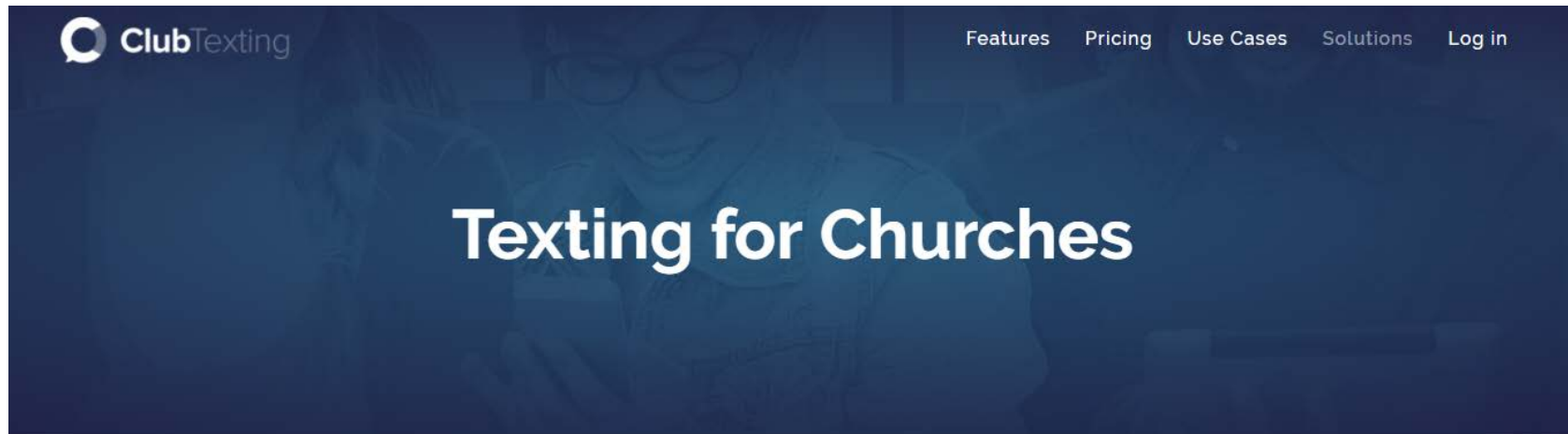
Texting:



- † 88% percent of teens say they have a cell phone, and 90% say they use it to text, including thru apps like Facebook Messenger, WhatsApp and Kik.
- † What they don't do: Talk.

Promotional/group texting can be effective – but be careful.

Texting:



How Club Texting Can Help Churches

Send out daily prayers – short, simple messages that help congregants integrate faith into their hectic lives. Create interactive services by enlisting the congregation's help in answering a question posed during a sermon. If your goal is to promote community cohesion, Club Texting offers you a powerful, cost-effective solution.

Perhaps your temple is having a Friday night event that you want to promote. Using our intuitive web-based software, a reminder can be sent to hundreds (or thousands) of congregants in just minutes. We're experts at texting for churches and can help you get started.

Hundreds of religious organizations already rely on our group text messaging service to communicate with their congregations and to enhance their outreach efforts. [Join them now.](#)

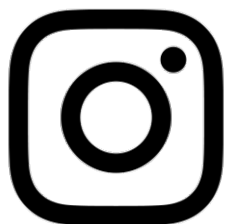
OUR TOP SUCCESS TIPS:

In our harried world, it has become increasingly difficult for churches, temples, and other faith-based organizations to connect with their congregations. This is especially true with respect to today's youth. Recognizing this challenge, forward-thinking churches maintain websites, blogs, Facebook pages and Twitter accounts. Many churches regularly email their members. The common thread across these efforts is the desire to connect to an increasingly technology-reliant youth population. Our web-based text messaging software allows you to reach out to the youth in your community using their most popular means of communication.

What does success look like?



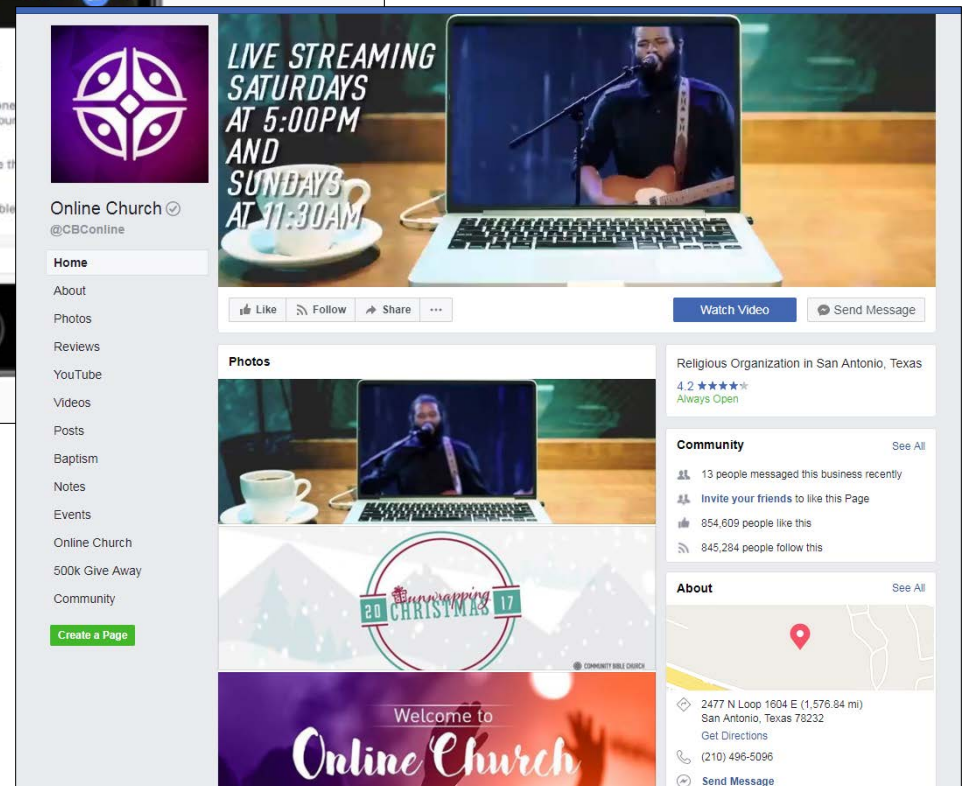
-When to use it: Promote events, share inspiration, convey visually strong moments, reveal day-in-the-life
 -Traits of successful Instagram stories include:

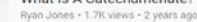
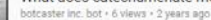
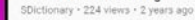
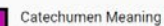


- Two kinds of photo and video: highly-produced and authentic, real-time updates.
- Less likely than Snapchat to include emojis
- Solicits response, e.g. “What are your dreams for 2018?” – Instagram makes it easy for users to respond

Have engaging conversations with your followers

Live is the best way to interact with viewers in real time. Field their burning questions, hear what's on their mind and check out their Live Reactions to gauge how your broadcast is going.





ARCHDIOCESE
of
NEW YORK

1 Have a clear purpose and voice.

1. Information sharing
2. Discussion (topical and current is always good)
3. Expression/inspiration/entertainment
4. Promotion



Always
Be
Closing
Evangelizing

2

Show, tell and amplify.

- † Posts with images or videos get multiple times the engagement all-text posts do.
- † Use hashtags to get hooked into more conversations.
- † Make your content beg for sharing. (Ask for a share!)
- † Follow, tag and share content from others whose audiences share traits with yours.

3

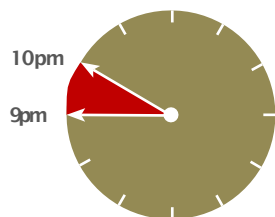
Post at least once a day...

- † Many of us struggle with content-generation: “But I don’t have anything to SAY once every day!”
- † A few tips:
 - A) Following the right accounts will give you content to RT/share
 - News
 - Events
 - Perspectives
 - B) Others’ accounts will also give you *ideas* for your own posts
 - C) Your calendar of events is a good source of material
 - D) Your website content may be worth sharing
 - E) This does not mean if you are in video that you need to post a new video daily.

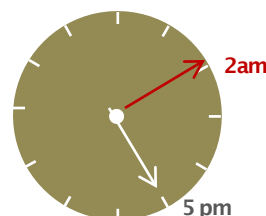
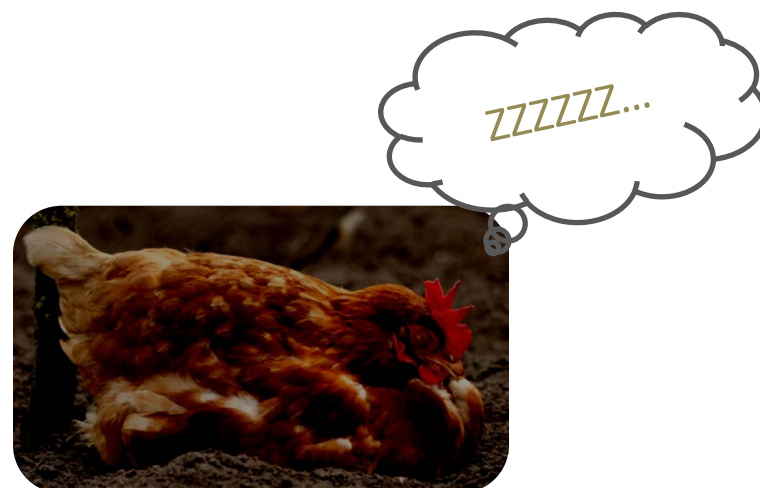
3 ... And mind the time.

At any time, less than 7% of your **Facebook** fans will see your content organically. (We'll come back to this.)

Facebook has found that 9 to 10 p.m. is the "most engaging hour." You can schedule posts to go live then. Friday is best for engagement (17% of all comments; 16% of likes and shares) and Sunday is worst.



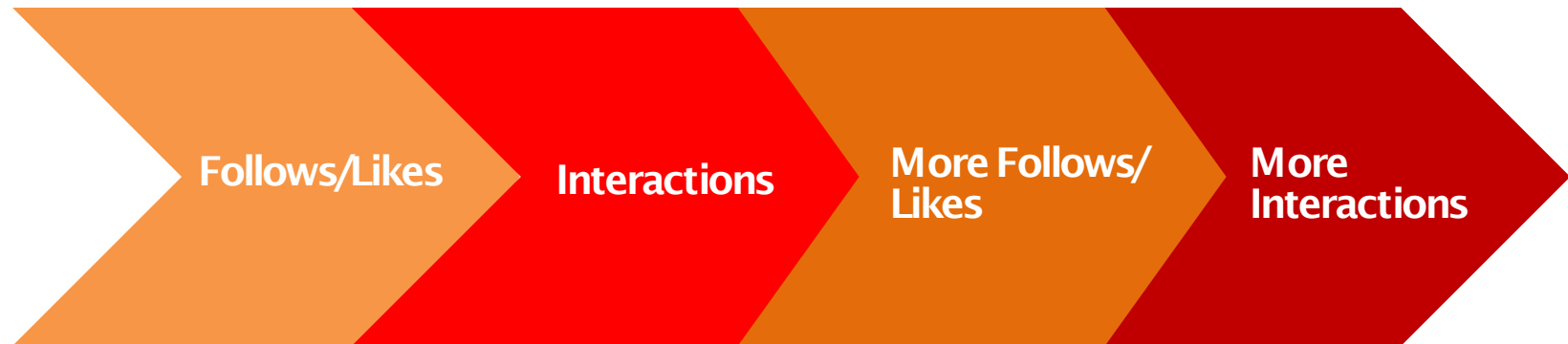
Instagram has totally different hot and cold times:



Very little action at 6 p.m. or 9 a.m.

4

Measure and analyze your activity against goals.



Tools to help:

<https://sproutsocial.com>

sproutsocial SOLUTIONS **PLATFORM** PRICING ABOUT LOG IN [START YOUR FREE TRIAL](#)

FEATURES

- ANALYTICS >**
Measure and report with powerful social data.
- ENGAGEMENT >**
Monitor and engage with social conversations.
- PUBLISHING >**
Plan, schedule and post across social networks.

- COLLABORATION >
- ACCOUNT STRUCTURE >
- AUTOMATION >
- SOCIAL CRM >
- MONITORING >
- LISTENING >
- MOBILE >

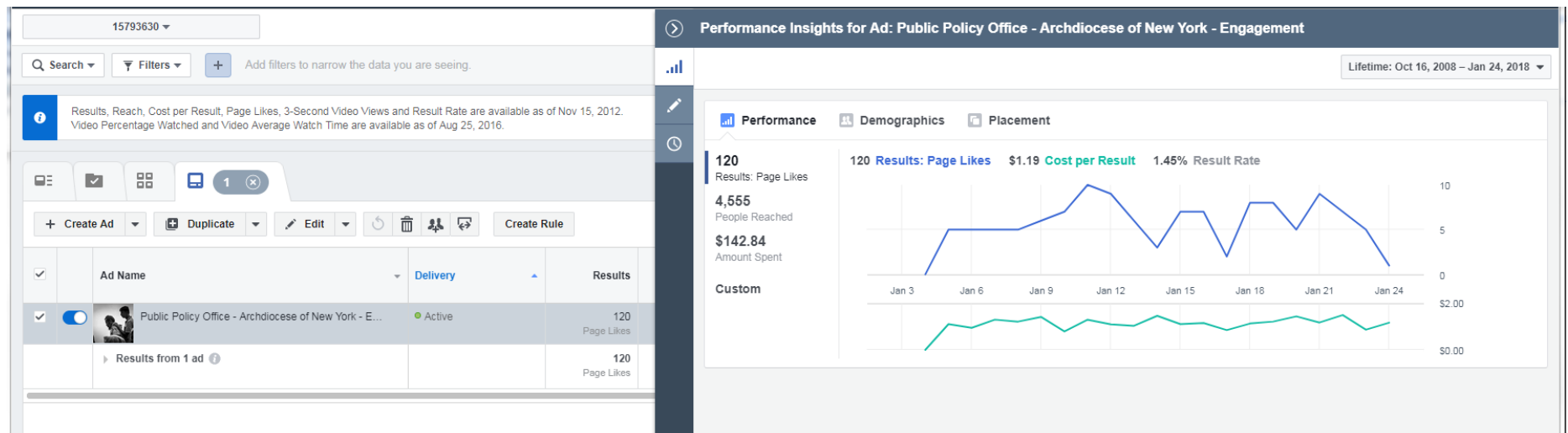
NETWORKS/ INTEGRATIONS

- TWITTER >**
- INSTAGRAM >**
- GOOGLE+ >**
- FACEBOOK >**
- LINKEDIN >**
- OTHER INTEGRATIONS >**

4

Measure and analyze your activity against goals.

Facebook and Instagram measurement tools are exceptional in paid campaigns; less so in unpaid.



Buying

Why buy?

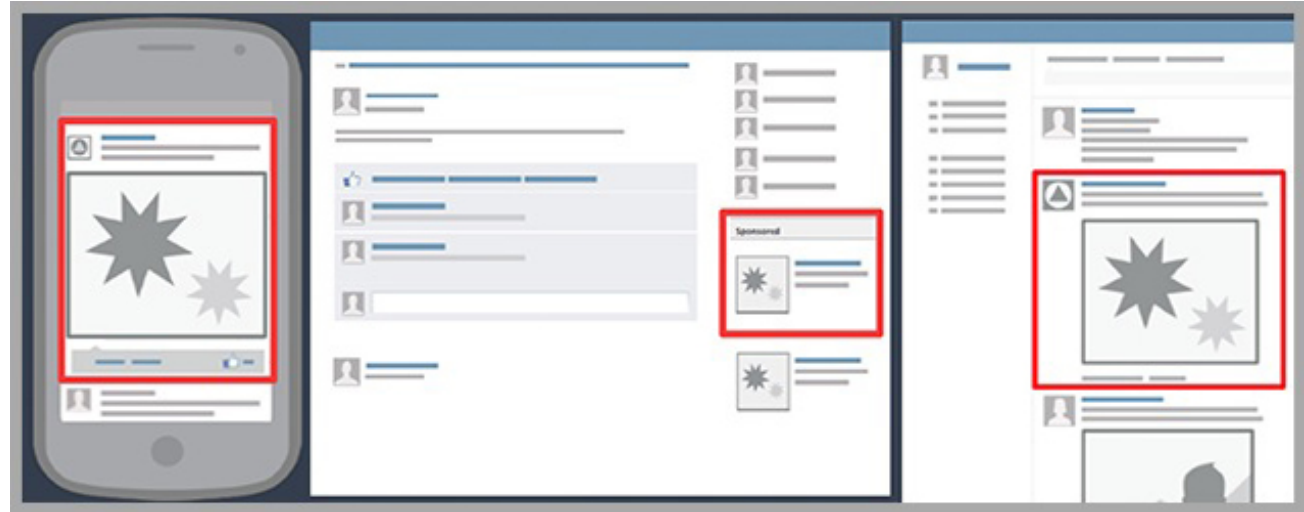
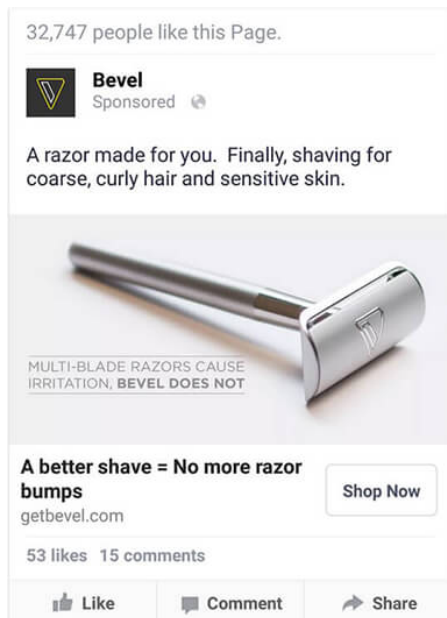
† **It exposes you to more people.** As we saw earlier, only a tiny fraction of your followers are will see any given post from you organically – and that number keeps falling.

- Before 2012, you were pretty reliably being heard.
- Between February 2012 and March 2014, organic reach for the average age dropped from 16% to 6.5%.
- SocialFlow analyzed 3,000+ posts between January and July 2016 and found that organic reach had to 3.12% to 7.68%.
- Later in 2016, Facebook adjusted its algorithm again to further prioritize content from friends and family. It was then estimated that organic reach had fallen to between 1 and 2%.
- This month, Facebook adjusted the algorithm once again, further de-prioritizing content that gets little interaction. (Comments get highest priority)

† **It's easy.**

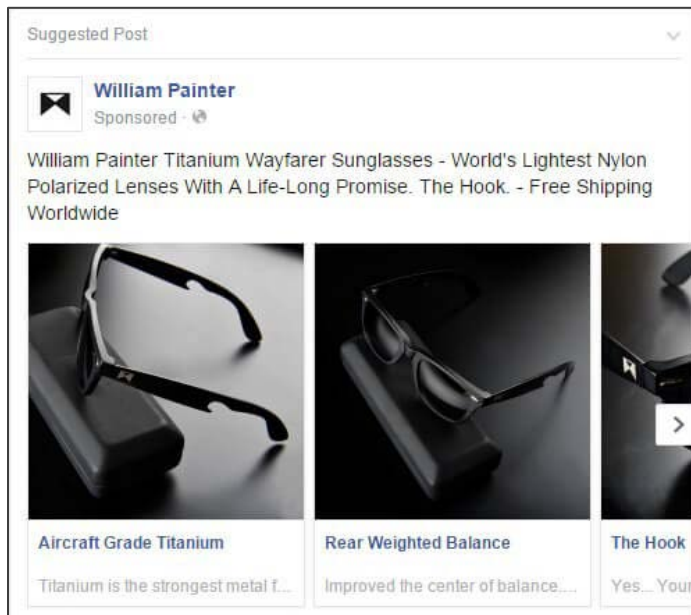
† **It's cheap.**

Where You Can Run & What Kinds of Ads You Can Create:



- † Typically we select all.
- † In recent Archdiocese campaigns, 85-95% of interactions came from mobile. Always be thinking about mobile.
- † The news feed performs better than the sidebar. Placing there **REQUIRES** having a page. You can also "boost" a post already on your page to increase views & interactions.

Where You Can Run & What Kinds of Ads You Can Create:

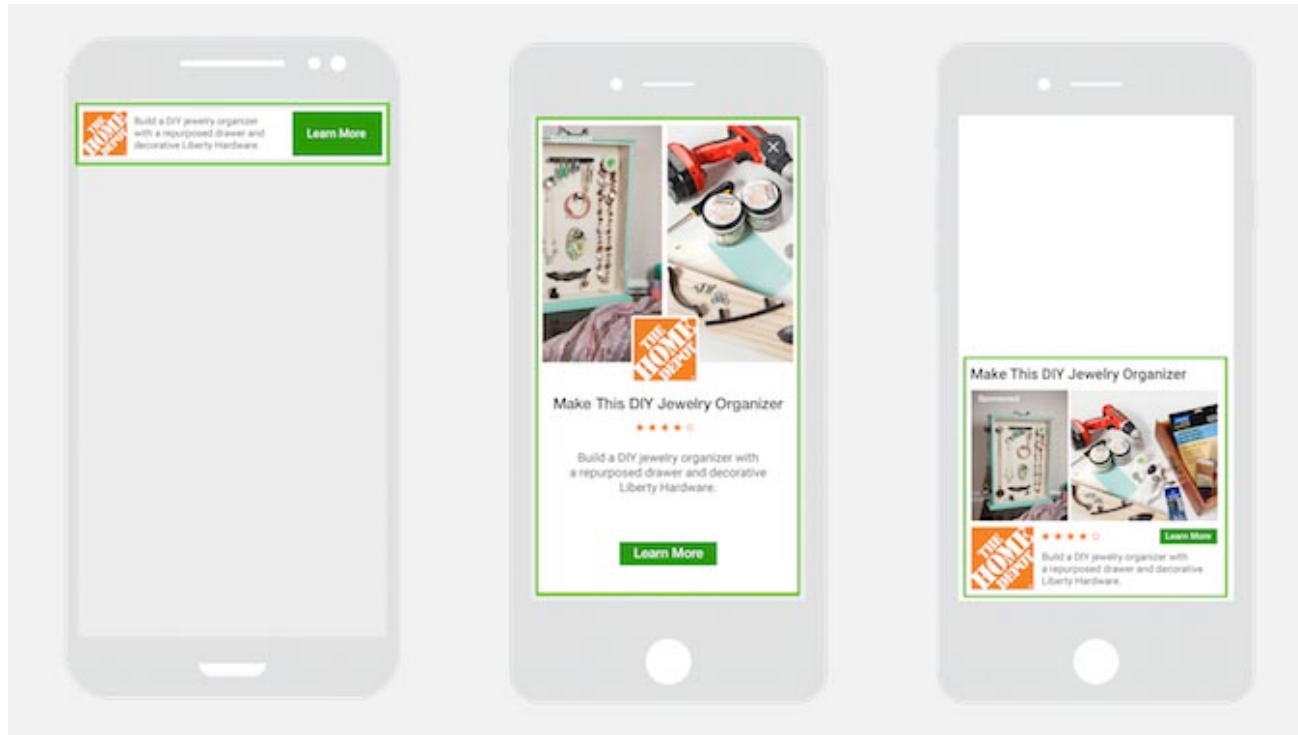


You can select a number of images – from events, or stock photos.



You also can create video ads that auto-play play muted until a Facebook user taps the video to unmute it.

Where You Can Run & What Kinds of Ads You Can Create:



Facebook also has its “audience network,” which allows advertisers to place ads in mobile apps.

Objectives You Can Fulfill:

- † **Clicks to your website**
- † **Website conversions:** Paying each time someone takes a specific action on your site, as tracked with a “conversion pixel” – a snippet of code placed on the goal page (e.g., an order confirmation/thank-you page).
- † **Post engagement:** Likes, comments, shares.
- † **App installs and app engagement**
- † **Offer claims:** Promote a discount or deal
- † **Local awareness:** Show your ad to users near you
- † **Event responses**
- † **Video views**
- † **Dynamic product ads:** Promote products or content to users who have already browsed your website

Targeting

The screenshot shows the 'Edit Audience' window in Facebook Ads Manager. It includes sections for Custom Audiences, Locations, Age, Gender, Connections, Languages, Interests, and Behaviors. Green arrows point to the following elements:

- Locations:** A list showing 'Canada' and 'United States' with sub-options like 'All Canada' and 'All United States'.
- Age:** A range selector set to '20 - 40'.
- Gender:** Radio buttons for 'All', 'Men', and 'Women', with 'Men' selected.
- Languages:** A dropdown menu set to 'English (All)'.
- Interests:** A list of interests with 'gibson guitars' selected.

On the right side, the 'Potential Audience' summary shows a reach of 28,000 people and lists targeting details: Location (Canada and United States), Interests (gibson guitars), Age (20 - 40), Male, and Language (English (All)).

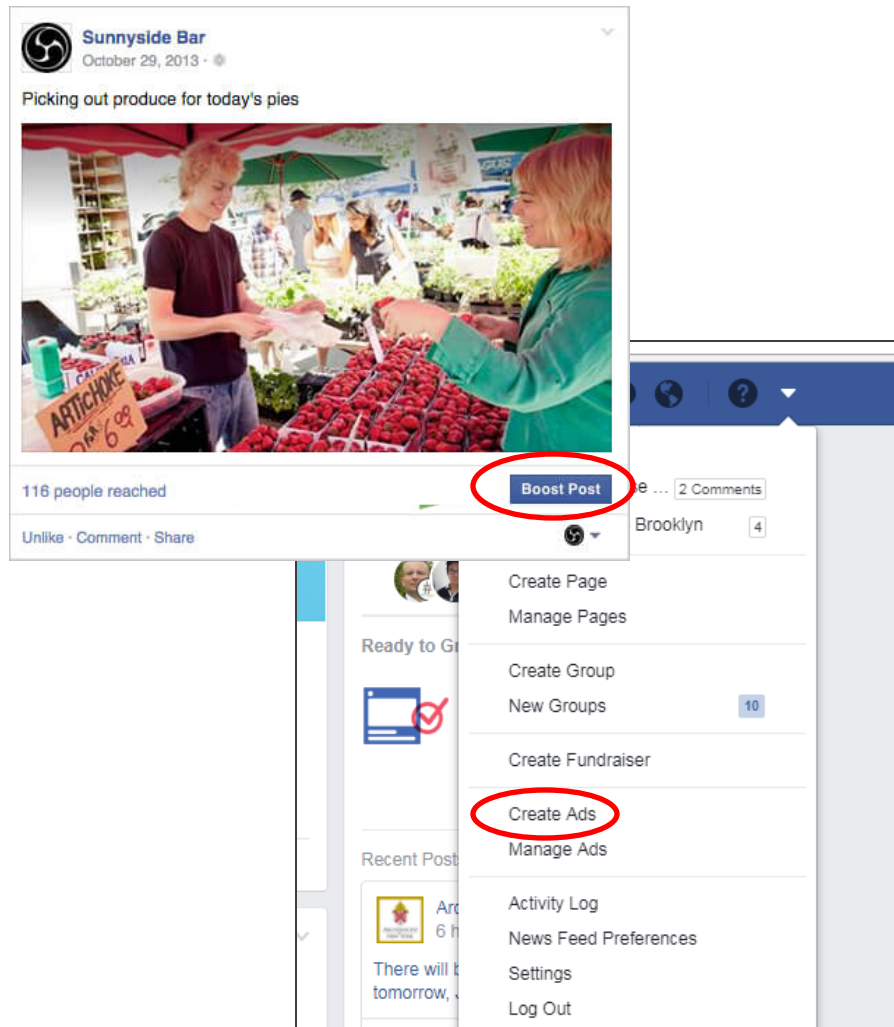
- † Location
- † Age
- † Gender
- † Language
- † Relationship
- † Education
- † Work
- † Ethnic affinity
- † Generation
- † Parents
- † Politics
- † Life events
- † Interests
- † Behaviors
- † Connections

Read more here:

facebook.com/business/a/online-sales/ad-targeting-details

You can also create audiences by uploading an email list or using a retargeting pixel that allows you to target or exclude specific people.

Getting Started



Three ways to create an ad:

1. Directly from your page

2. Using the Ads Manager

3. Using the Power Editor

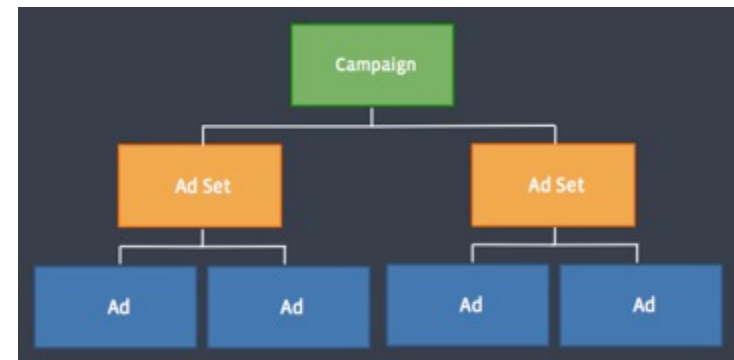
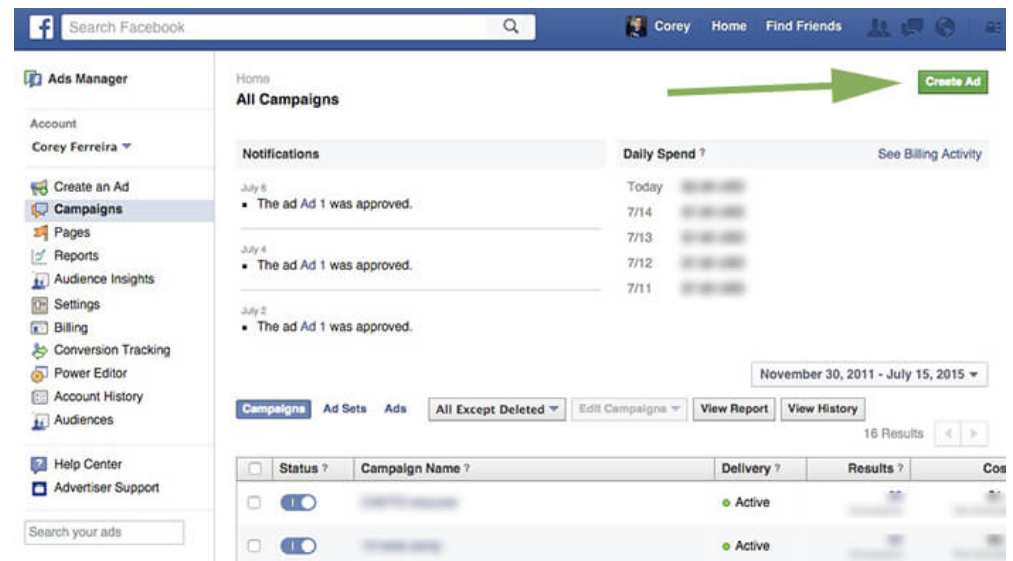
Getting Started

† Most people start with the Ads Manager.

† Each ad you create goes into three groups:

1. **Campaigns** – the overall groups for your ads
2. Campaigns contain subgroups called **Ad Sets**
3. Each Ad Set can contain **different ads**

You may have a campaign that is a single ad, but Facebook will still place it in all three of these categories.



Getting Started

Each group and sub-group allows you to set and change different aspects of the campaign.

- † Changing the objective of a Campaign will do that for all your ads within the campaign.
- † Changing the budget of an Ad Set will change the budget of all the ads within that Ad Set.

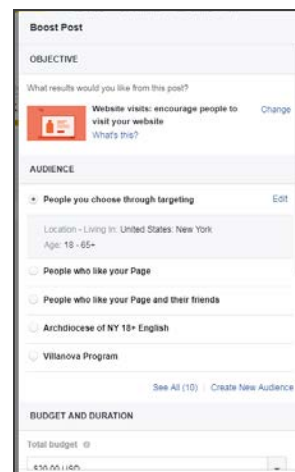
	On/Off Control	Objective	Schedule	Budget	Bidding	Targeting	Creative	Reporting Available
Campaign	✓	✓						✓
Ad Set	✓		✓	✓				✓
Ad	✓				✓	✓	✓	✓

Getting Started

A easy way to start is “boosting” a post on your page. Expand from here as you get more comfortable.



Select “Boost Post”



Choose objective & targeting options and set budget and timeline



Add a payment method (more on this in a minute)



Launch and monitor results

As a general rule...

- † When coming up with copy and images, try to match them to your landing page.
- † If you're wondering "what's a good click-through rate?" or "what's a good cost?" it depends.
 - Statista reported in 2014 that businesses saw an average cost per click of \$.49.
 - You have control over your maximum bid, budget per day and total campaign budget. You can start testing ads for as low as \$5/day to measure the kind of engagement you get before putting in more resources.
- † Use Facebook's built-in metrics to compare your ads. If one has a much higher click-through rate (CTR) than another, it might be time to pause or edit the under-performing ad.

Ad Approvals and Payment

- † Before submitting an ad, go over Facebook's ad guidelines to ensure you're not breaking any rules. This will speed the approval process.
 - An important consideration is the amount of text you can place on the image. Facebook allows only 20% of your ad image to contain text.
 - Facebook's grid tool is helpful.
- † Once you submit an ad, Facebook is usually very quick to approve – a few minutes to a few hours. If it's your first ad, it might take a bit longer. You will get an email and a Facebook notification once the ad has been approved.
- † If you're struggling to get your ad approved, contact Facebook support.
- † Before you can launch an ad, you'll need to set up a method of payment in your account – a credit card unless you are spending at least \$10,000 per month for a period of three months or more.

Do's and Don'ts

Best Practices: Do's

- † **Write a plan** for how you're going to use your accounts and how you will measure success.
- † **Follow, like and share** content from people whose material is directly relevant to your audience. Attribute any content to its source.
- † **Discuss issues.** The USCCB has resources for how to talk about some of the biggest – as does the Archdiocese of New York Public Policy team.
- † **Be careful with content from unchecked or fringe sources**, including some from some self-described Catholic sites expressing strong viewpoints.
- † **Fact-check** anything that looks suspicious.
- † **Exercise good judgment.** No set of rules will ever substitute for it. If you hesitate *at all* before posting something, chances are your instincts are telling you there's a problem.

Best Practices: Don'ts

- † **Cross-post JUST a link** from one platform to another, a la —————→



(No one is clicking on this.)

- † **Fight or respond angrily – but do respond** to sincere questions & comments.
- † **Be politically partisan.**
- † **Stifle discussion**, but also **don't feel obligated to leave inappropriate comments on your wall/feed** – especially anything obscene or indecent. It's your page and, in a sense, your property. Post a policy.
- † **Show excessive friendliness or familiarity** with people who are neither long-term friends nor relatives. *Perception is reality.*
- † **Dig in** if you screw something up. Own up and apologize.

Really, really don't:

- † “Friend” minors you work with from your personal Facebook page
- † Have private conversations with anyone under 18
- † Assume anything sent privately is going to remain private
- † Harass anyone – not publicly nor via direct or private messages
- † Share or forward anything attacking Pope Francis, Cardinal Dolan, or Archbishops and bishops anywhere else
- † Share or forward anything obscene or indecent in any way
- † Participate in anything racist or misogynist – unless to call it out as such
- † Share links without making sure you know EXACTLY what is on the page and site to which you are linking

Try it: An ad buy.

Brainstorm:

- How can we get and use more video?
- Where can we find content that will engage our followers?

Q&A

- † **What about tools that allow me to automate or cross-post?** Each platform demands something a bit different. But there's nothing wrong with using a tool that allows you to manage multiple accounts & schedule posts.
- † **What if I'm not comfortable with this?** Delegate! There may be parish volunteers looking for things to do. Choose someone both tech-savvy and mature.
- † **What if someone is harassing *me* on a social platform, or sending me inappropriate, unwanted messages?** Seek help from your rector or the archdiocese.
- † **This is basic. I want to go further. How?** Call us!
- † **Other questions?**

Thank you

Questions? Contact:

- **Bridget Cusick, director of marketing:**
bridget.cusick@archny.org; 646-794-3536
- **Lauren Liberatore, marketing associate** & leader, Social Media Council:
lauren.liberatore@archny.org; 646-794-3537
- **MK Fogarty, asst. dir. for digital media:**
mk.fogarty@archny.org; 646-794-2992



Appendix 1: Great Accounts to Follow

A	B	C	D	E	F	G	H
1 Office/Group	Website	Facebook	Twitter	Other	Other URL	Other	Other URL
2 Al Smith Foundation	http://www.alsmithfoundation.org/	https://www.facebook.com/AlSmithFoundation		YouTube	https://www.youtube.com/user/alsmithfoundation		
3 ArchCare	https://www.archcare.org/			LinkedIn	https://www.linkedin.com/company/archcare	Vimeo	https://vimeo.com/archcare
4 Archives	http://archnarchives.org/	https://www.facebook.com/ArchNYArchives	https://twitter.com/ArchNYArchives	Instagram	https://www.instagram.com/archnyarchives/		
5 Astor Services for Children and Families	https://www.astorservices.org/	https://www.facebook.com/astorservices.org/	https://twitter.com/AstorServices/	LinkedIn	https://www.linkedin.com/company-beta/1375805/		
6 Cardinal's Appeal	https://www.cardinalsappeal.org/			Vimeo	https://vimeo.com/adnycardinalsappeal		
7 Catechetical Office	https://www.nyfaithinformation.org/	https://www.facebook.com/nyfaithinformation/	https://twitter.com/nycatechetical	Blog	https://archny.org/faith	Pinterest	https://www.pinterest.com/catechetical/
8 Catholic Alumni Partnership		https://www.facebook.com/adnycap	https://twitter.com/adnycap				
9 Catholic Charities	http://catholiccharitiesny.org/	https://www.facebook.com/CatholicCharitiesNY	https://twitter.com/CathCharitiesNY	YouTube	https://www.youtube.com/user/CatholicCharitiesNY	Instagram	https://www.instagram.com/cathcharitiesny/
10 Catholic Guardian Services	http://www.catholicguardian.org/	https://www.facebook.com/CatholicGuardianServices/		LinkedIn	https://www.linkedin.com/company/catholic-guardian-society-8-home-bureau		
11 Catholic High School Athletic Association (CHSAA)	http://chsaa.org/		https://twitter.com/CHSAA_NYC				
12 CHSAA - Basketball	http://www.leaguelineup.com/welcome.asp?url=nychsaabasketball						
13 CHSAA - Soccer	http://www.leaguelineup.com/welcome.asp?url=chsaaasoccer						
14 Catholic New York (Newspaper)	http://www.cny.org/	https://www.facebook.com/CatholicNewYork/	https://twitter.com/Catholic_NY				
15 Catholic NYC/Young Adult Ministry	http://catholicnyc.com/	https://www.facebook.com/catholicnyc/	https://twitter.com/CatholicNYC	Instagram	https://www.instagram.com/catholicnyc/		
16 Catholic NYC - Hispanic		https://www.facebook.com/catholicnyc/	https://twitter.com/Rock_West_YA				
17 Catholic NYC - Rockland and Westchester		https://www.facebook.com/CatholicRockWestYA/					
18 Catholic Relief Services	http://www.crs.org/	https://www.facebook.com/CatholicReliefServices	https://twitter.com/catholicrelief	Google +	https://plus.google.com/+catholicreliefservices	YouTube	https://www.youtube.com/user/CatholicRelief
19 Catholic Schools	https://www.catholicschoolsny.org/	https://www.facebook.com/CatholicSchoolsArchdioceseNewYork/	https://twitter.com/ArchNY_Schools	YouTube	https://www.youtube.com/user/BuildBoldFutures		
20 Catholic Schools (Child Nutrition Program)			https://twitter.com/ArchNYCNP				
21 Catholic Schools (School Tech)			https://twitter.com/ADNY_TechEd				
22 Catholic Schools - Central Westchester			https://twitter.com/CWCatholicSchls	YouTube	https://www.youtube.com/channel/UCt8TSvO4VQX-E5d4ZrjlcDA		
23 Catholic Schools - Early Childhood			https://twitter.com/ARCHNY_OEC				

<http://bit.ly/2DEM2jM>

ESPECIALLY the Office of Youth Ministry!



[/OYMNY](#)

[/TheCultureProjectIntl](#)



[@MattFradd](#)



[/MattFradd](#)



[/FullerYouthInstitute](#)



[/BishopRobertBarron](#)



[@BishopBarron](#)



[@FullerFYI](#)



[/wordonfirevideo](#)



[/ascensionpresents](#)



Appendix 2: Additional resources

† **USCCB:** www.usccb.org/issues-and-action

† **Archdiocese of New York Public Policy pages:**
archny.org/public-policy

† **Archdiocese of New York Safe Environment Office:**

† archny.org/safe-environment-program

† Director, Ed Mechmann: edward.mechmann@archny.org; 646-794-2807