Navigating the Social Media Mission Field

Using Digital Tools to Create Authentic Connections

Introduction

Social media is the modern mission field.

It’s more than promotion; it’s about building relationships and sharing the gospel.

Objective: Equip your church to maximize its digital impact.

Personal Social Media

Your Influence Matters:

Be a steward of your online presence.

Stay positive, even when faced with negativity.

Focus on building relationships over debates.

Church Social Media

The Grind for Impact:

Effort: The more you invest, the greater the return.

Consistency: Regular engagement builds trust.

Authenticity: Ads alone won’t do the job; meaningful content matters.
Visual: Timeline graphic showing consistency over time.

Four Purposes of Social Media

Recruit Team Members: Reach Christians, the de-churched, and seekers.

Show Who You Are: Highlight your church’s values and people.

Promote Events: Share clear and compelling event details.

Generate Buzz: Encourage your team to amplify your message.

Types of Instagram Content

Reels for short videos.

Stories for behind-the-scenes.

Carousels for post engagement.

Static feed posts.

Highlights to showcase key moments.

Facebook Tips

Business Account: A must for running ads and integrations.

Engagement: Update events and respond to comments.

Ads: High ROI when targeted effectively.