

# SOCIAL MEDIA 2016: TIPS & TRICKS

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## Top SocMed Websites

- [www.twitter.com](http://www.twitter.com)
- [www.facebook.com](http://www.facebook.com)
- [www.pinterest.com](http://www.pinterest.com)
- [www.instagram.com](http://www.instagram.com)
- [www.blab.im](http://www.blab.im)
- [www.periscope.tv](http://www.periscope.tv)
- [Google+ \(google.com\)](http://Google+)
- [www.tumblr.com](http://www.tumblr.com)
- [www.snapchat.com](http://www.snapchat.com)
- [www.vine.com](http://www.vine.com)

## Keep Current

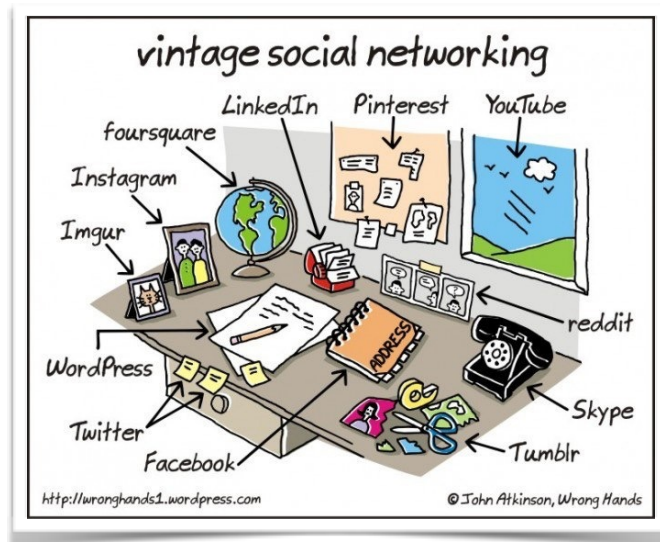
- Your Website
- Facebook
- Twitter
- [www.mashable.com](http://www.mashable.com)

## Software & Apps for Managing SocMed:

**SproutSocial**  
([www.sproutsocial.com](http://www.sproutsocial.com))

- HootSuite ([www.hootsuite.com](http://www.hootsuite.com))
- Tweetdeck ([www.tweetdeck.com](http://www.tweetdeck.com))
- iOS and Android apps (search in app store) Instagram; Tweetcaster; Pinterest

## Social Media Snapshot:



## The "Ps and Qs" of Social Media:

**Presentation:** Does the message matter? Are the brand and messaging consistent? Is it up-to-date?

**Protocol:** Who has access? Why? What will be the consistent rules around posting privileges?

**Practice:** Is this something you would post on a billboard? Did you check your spelling and grammar? Is this information helpful to a wide audience?

**Quotable:** Is it quotable? Easy to remember? Easy to decipher for outsiders? Invitational in tone?

**Quick:** Can this be read in one glance? Will it be easy to read on a smart phone screen?

## Print Resources:

- @sticky Jesus: how to live out your faith online by Toni Birdsong & Tami Heim
- Click 2 Save: The Digital Ministry Bible by Elizabeth Drescher & Keith Anderson
- follow you follow me: why social networking is essential to ministry by John Voelz
- VIRAL: How Social Networking Is Poised to Ignite Revival by Leonard Sweet

## Web Resources:

- QR Codes: Google - QR Code Generator
- Virtual Church-Wide Bible Study & Graphics: <https://www.youversion.com/church-resources>
- Social media for churches: <http://www.umcom.org/learn/connect-with-social-media>
- For all things social media & how to guides: [www.mashable.com](http://www.mashable.com)
- 7 Worthwhile Ways to Automate Social Media: <http://mashable.com/2016/02/01/automate-social-media/>
- ChurchMag - "The #1 Resource for Church Technology and Creativity": <http://churchm.ag>
- Creating a Social Media Strategy: <http://www.78p.tv/your-social-media-strategy-infographic/>
- The Complete Guide to Twitter Lingo: <http://mashable.com/2013/07/19/twitter-lingo-guide/>
- Six Most Common Mistakes Churches Make on Social Media: <http://thomrainer.com/2016/03/six-most-common-mistakes-churches-make-on-social-media/>
- The Ultimate Guide to Pinterest for Every Brand: <http://www.fastcompany.com/3015203/work-smart/the-ultimate-guide-to-pinterest-for-every-brand>
- Facebook Guidebook: <http://mashable.com/how-to/>
- 7 tips to draw visitors with social media: <http://www.umcom.org/learn/7-tips-to-draw-visitors-in-with-social-media>
- Broadcast Live: <https://www.periscope.tv> or [blab.im](http://blab.im)
- FAQs for Blab: <https://medium.com/blab-blog/blab-faq-851d23e3bdfb>