

SOCIAL MEDIA

Platforms and Possibilities

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Introduction and Overview

What is social media?

According to Merriam-Webster, social media includes any “electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).”

This definition comes down to

- anything electronic and involving the internet
- where people create profiles
- that interact with each other

Next, in the videos, we dive into each platform to explore its appeal!

Platform: Facebook

We like Facebook because...

- The menu of items is fabulous, making it like a website!
- It's a catch-all platform that almost everyone uses
- The ad capabilities are phenomenal if you run ads (ideally to local audiences)

Some notable Facebook features for your ministry may include

- Pinned posts
 - Events (for any event where two or more are gathered)
 - Live video streaming
 - Photo albums
 - Groups moderated by pages
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Platform: Instagram

We like Instagram because...

- Visual first nature,
- Appeal to most audiences between 16-45
- Growing capabilities of features
- Ability to interact with any other account
- Particularly engaging based on things like locations or hashtag use!

With Instagram, you'll want to focus on

- Posting stories
 - Posting in the newsfeed regularly
 - Engaging and interacting with other accounts
 - Engagement stickers in stories
 - Live video broadcasting
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Platform: TikTok

We like TikTok because...

- How entertaining the content can be
- The sheer volume of people and content we can interact with
- Understanding what's trending
- The ability to hear from creators to get real people's opinions.

With TikTok, be sure to play with trending audio and editing, as people like it, expect it and it can help with your discoverability!

Platform: X (formerly Twitter)

We like X (formerly Twitter) because...

- News and up to date content focus
- Ability to quickly and easily communicate with others
- Hyper-local focus (through hashtags)!

When using X, be sure to:

- Interact with accounts that use hashtags for your location
 - Engage through comments and retweet other accounts related to anything that interests your ministry
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Platform: LinkedIn

We like LinkedIn because...

- Engaged professionals are active here
- People on LinkedIn are well-connected to others
- It's not a commonly used platform in ministry (making it the perfect place for us!)

With LinkedIn, be sure to:

- have personal users share ministry content, as research shows personalized advocacy is one of the best types of content.
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Platform: Snapchat

We like Snapchat because...

- How fun and relaxed it is
- The personalized 1 to 1 nature of it
- The relationship-building capabilities

With Snapchat it's crucial for ministries to:

- Save and record any message that could be contentious (as it disappears within 24 hours or after being viewed)
 - Always have content up in highlights every 24 hours.
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Platform: YouTube

We like YouTube because...

- Global reach
- Acting as a repository of content (especially if Sunday services are recorded)
- Exploring what kind of content people want (based on top videos).

When using YouTube, be sure to

- Know licensing rules before posting content (especially if music plays)
 - Keep it consistent
 - Ensure higher quality content
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Platform: WhatsApp

We like WhatsApp because...

- It's remarkably popular outside Canada and the US (and with folks from outside Canada and the US)
- Allows for groups within ministries
- Is a fabulous way to build communities and stay in touch

When using WhatsApp be sure to:

- Have a backup of all chats,
 - Protocol for adding or removing people
 - Guidelines for use.
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Platform: Pinterest

We like Pinterest because...

- The inspirational nature of the platform,
- A place to share ideas, and
- A social platform people can collaborate on.

When using Pinterest:

- Think future-oriented: people save content they want to hold onto for ideas and inspiration.
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Concluding Thoughts

Play with these platforms!

If you're new to the platform, the best thing you can do is explore it personally before diving in with your ministry.

Remember, you don't have to be on every social media platform. Most organizations are on 3-4, max! Choose whichever ones are best for you, who you're trying to reach and that match your ministry goals.