

Churches Trusts Forum- Social Media: Introduction to Facebook, Twitter and Instagram



www.facebook.com/nationalchurchestrust
www.twitter.com/NatChurchTrust
www.instagram.com/nationalchurchestrust

www.facebook.com/RideandStrideUK
www.twitter.com/RideStrideUK

What is the fuss all about? ...



Facebook
1.59 billion
monthly active users



Snapchat
200 million
monthly active users



Instagram
400 million
monthly active users



LinkedIn
100 million
monthly active users



Twitter
320 million
monthly active users



Pinterest
100 million
monthly active users

Debunking a myth: “Social media is only for the young”

Social network	Summary	Usage by gender	Usage by age	Usage by education/income
Facebook	Most widely used across the board.	77% of women 66% of men	87% of 18-29 year olds 73% of 30-49 year olds 63% of 50-64 year olds 56% of 65+ year olds	No significant distinction
Twitter	Most popular among high-income millennials.	21% of women 24% of men	37% of 18-29 year olds 25% of 30-49 year olds	30% of college grads 27% of those who make more than \$50k per year
Instagram	Most popular among millennial women, many of whom are college students.	29% of women 22% of men	53% of 18-29 year olds 25% of 30-49 year olds	31% of individuals with some college education

Why is it important for charities to engage with Social Media?

- Over half the UK's population use social media platforms regularly
- Free marketing and awareness raising
- Relationship building with supporters and potential supporters
- There are a number of social media platforms – different platforms may be better for engaging different age groups or groups of people in different ways
- The following page shows the reach of NCT's Sacred Wales campaign within 4 days of release on 2016.

Example: National Churches Trust - Sacred Wales campaign. The website www.sacredwales.org.uk went live on Thursday 13/07/17

Facebook

Monday 17/07/17: **17,943** reached by the video, **5,818** views of the video.

Twitter

Monday 17/0717: #sacredwales has **146,043** impressions, reaching **55,506** unique users.

The logo for 'Sacred Wales' is displayed against a background collage of various Welsh churches and buildings. The word 'SACRED' is written in a red, stylized, gothic font, with a red dragon's head integrated into the letter 'S'. The word 'WALES' is written in a green, stylized, gothic font. The background collage consists of numerous small, square images of different church architectures, including stone buildings, spires, and stained glass windows.

SACRED WALES

What is Facebook?

Facebook is a social networking website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues.



Facebook terms

- Friend – someone you have added. They will see what you share.
- Post – content that you create about something you want to share. Can include text, photos, film.
- Like – indicating that you like or enjoy someone's post
- Comment – responding to a post, being part of a conversation
- News feed – stream of posts from your friends
- Timeline – where you share basic information about yourself, e.g., profile
- Tag – friends can tag you in photos and posts. Those will appear on your Timeline
- Status update – a short text based post to share with your Friends.

What to use it for

- Sharing information with your Friends
- Inviting people to an event
- Event reminders
- Activity updates
- Tell people about something that happened
- Keep people informed
- Motivating people – share inspiring stories
- Creating a sense of community
- You can limit who has access or grow audience depending on your needs
- Sell tickets for events (with Eventbrite)

Facebook Groups

Groups make it easy for everyone to share with one another. For example, members of a group can:

- Notify other members about upcoming events
- Plan future events and meetings
- Share posts and photos with other members

Groups can be open (anyone can view), closed (people can see it exists but only members can see posts) or secret (members only)

Examples

RIDE + STRIDES for Churches



Ride + Stride

Published by Eddie Tulasiewicz [?] · 18 August ·

Shropshire Historic Churches Trust have held their 2015 Ride+Stride launch event at St. Alkmund's Church in the centre of Shrewsbury.

The Town Crier, Mr Martin Wood, announced the launch in great style and memorable appearances were also made by Father Mark Chadwick of St Alkmund's, who rode on the side step of an open-top 1928 Bentley, and David Mitchell, who set off on his 1881 Penny Farthing.

<http://www.rideandstrideuk.org/shropshires-ridestride-publ.../>



86 people reached

Boost Post



Like



Comment



Share

Allan Crowson and Maggi Bridgman like this.



Ride + Stride

Published by Robema Uddin [?] · 14 August ·

Great to see the launch of Ride+Stride for historic churches in Leicester ahead of the big day on 12 September - those attending even included a horse!

The launch took place at Wyggeston's Hospital, Hinckley Road Leicester. St Ursula's Chapel at the Hospital is opening again for R+S after not doing so for at least 12 years.

The new Master there, the Revd Tony Leighton is keen to promote the hospital, a residential care home with hospital wing. It is definitely a chapel worth... See More



84 people reached

Boost Post

What is Twitter?

Twitter defines itself as ‘an information network made up of 280-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about’.



Uses

- Raise awareness
- Reach people with relevant interests
- Connect
- Inspire
- Remind
- Thank
- Celebrate
- Add the feed to your website to automatically create new content

How to tweet

- Write a concise message of up to 280 characters – what you want to say or draw attention to. Keep your tweets short.
- Twitter handles - link to relevant organisations or people e.g., @ExeterDiocese. Include these in your text.
- Hashtags – highlight topic. Include 2-3, e.g., #churchheritage. Include these in your text.
- Pictures – add a picture. People like pictures. They also like films.
- Video – link to a video (raises search profile on Google)

Grow your following

- Your following is made up of followers, people who sign up to receive your tweets.
- 4:1:1 rule” of social media is a useful approach to follow: for every promotional post, you should retweet or share one relevant post, and post four pieces of relevant content written by others. (A pdf is available to download to accompany this guide.)
- Relevant content = interesting and valuable to your audience but not related to your event.
- The goal: to create a relationship by providing genuinely useful content that inspires people
- NB: aiming to turn followers into active supporters of your charity is one goal, but may not be the primary one.

Before an event ...

Ride + Stride @RideStrideUK · Sep 11
#rideandstride takes place tomorrow! Let us know what you get up to and send us ur photos :) We'll be retweeting them!



2 retweets 2 likes

Ride + Stride @RideStrideUK · Sep 11
Herefordshire churches to visit 4 #rideandstride ow.ly/S1Lhx. What has @HHCTchurches got planned 4 2mc



1 retweet 1 like

Ride + Stride @RideStrideUK Following

Only two days until #rideandstride! What have you got planned for the biggest fundraising event of the year?



3 retweets 1 like

During an event

Ride + Stride Retweeted



Simon Softe @ssoffe5 · Sep 12

Another great day fundraising for @GlosHCT ride + stride. Saw lots of folks on bikes this year. And some bridesmaids



St Thomas, Elson
@stthomaschurch

Follow

And we're off #Ride and Stride



Abbey Blackmore
@AbbeyBlackmore

Follow

Ride and stride 2015!



RETWEET 1 LIKE 1

Lesley McKie
@lesleymckie

Follow

Cake in #Cuxham for #Oxfordshire
@RideStrideUK :-)



RETWEET

1



1:40 PM - 12 Sep 2015



Reply to @lesleymckie @RideStrideUK

Ride + Stride @RideStrideUK · Sep 14
@lesleymckie Looks yummy! How did it go? #rideandstride



Lesley McKie @lesleymckie · Sep 14
Hi there @RideStrideUK - fewer riders and strikers than previous years, but lots of cake eaten :-)) #Cuxham



1





Neil Walsh
@Fr_Chalky

Follow

Celebrating the completion of Ride and Stride 2015 @wearehawkes @ChurchesEssex @chelmsdio



RETWEETS 4 LIKES 5

Above: post by a Ride+Stride for Churches sponsored team.
Right: Essex Churches Trust feed

Home Notifications Messages Search Twitter

ESSEX CHURCHES TRUST @ChurchesEssex 107 106 138 1 Following

Essex Churches Trust @ChurchesEssex - Sep 21
Congratulations to Revd Paula Griffiths & Roger for completing 10.5 mile walk for @RideStrideUK... fb.me/1RKsKJfdp

Essex Churches Trust @ChurchesEssex - Sep 21
Congratulations to Revd Paula Griffiths & Roger for completing 10.5 mile walk for @RideStrideUK po.st/dQ4xB via @CambridgeNewsUK

Essex Churches Trust @ChurchesEssex - Sep 19
Well done - you did it! foect.org.uk/news-stories/w...

Twitter and Facebook on Herefordshire's website

sixty years ago to provide financial help with repairs, restoration and improvement to churches of all denominations in Herefordshire. We look to help churches help themselves and since the trust was formed many hundreds of thousands of pounds have been given in the way of grants to help churches with essential repairs.



The Trust is supported entirely by voluntary subscriptions, donations and legacies. The more money it receives, the more help it can give.



A message from our Joint President, the 105th bishop of Hereford, Richard Frith

In Herefordshire where around 150 of our church buildings are listed as Grade I or Grade II, making them some of the most treasured buildings in the country, it is reassuring to know that HHCT is there to help parishes at times of financial need. It is also good to know that this grant funding will help with costs for the less glamorous works like drains and guttering as well as support the big projects like spires, towers and stained glass windows which are so much more attractive. HHCT's financial base comes from donations, so I must remind churches that an annual donation, when the building is standing in good condition, is a good investment for when works need doing.*

+ Richard Frith, Bishop of Hereford

SHARE THIS:



FOLLOW US ON TWITTER

Tweets by @HHCtchurches

Herefrdshre Churches @HHCtchurches
Unfortunately this is what happens when safes are built into walls. #Theft #churchcrime @HerefordDiocese @Ecclesiastical
Feb 15, 2018

Herefrdshre Churches @HHCtchurches
Security systems are so important. This is what can happen with repeated thefts. @Ecclesiastical @HerefordDiocese #heritage #churches #insurance
Feb 15, 2018

[Embed](#)

[View on Twitter](#)

JOIN US ON FACEBOOK

Herefordshire Historic Churches Trust
56 likes
[Like Page](#) [Share](#)
Be the first of your friends to like this

What is Instagram?

Instagram is a photo and video-sharing social networking service.



Instagram terms

- Filters – options for changing the appearance of your images
- Tags – use keywords to help interested people find your content
- Location information/geotagging – enter data so people know where the image or film has been taken or made
- Like – show that you like an image or film
- Feed – shows your images and films and interaction with them

How to use Instagram

- The app allows users to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location information.
- An account's posts can be shared publicly or with people you choose.
- Users can browse other users' content by tags and locations, and view trending content, i.e., content that is currently popular.
- Users can "like" photos, and follow other users to add their content to a feed.
- Images have a lot of marketing power. Instagram is the place for stunning photos of churches and of people having fun as part of Ride+Stride for Churches or at an event in their church.

Uses

- Reach people with relevant interests
- Inspire
- Connect
- Celebrate



nationalchurchestrust Follow

46 posts 1,057 followers 177 following

National Churches Trust
For people who love (photos of) church buildings
www.nationalchurchestrust.org

Followed by vini_grace, cicelybarnett, felixtangfelix + 1 more



London



Paris



Ride + Stride



York



Weekly chu...



Liverpool



South Downs

POSTS

TAGGED



Example: National Churches Trust's Instagram page