



DIGITAL MEDIA 101

SOCIAL MEDIA AND WEBSITES

2019 Tool Kit

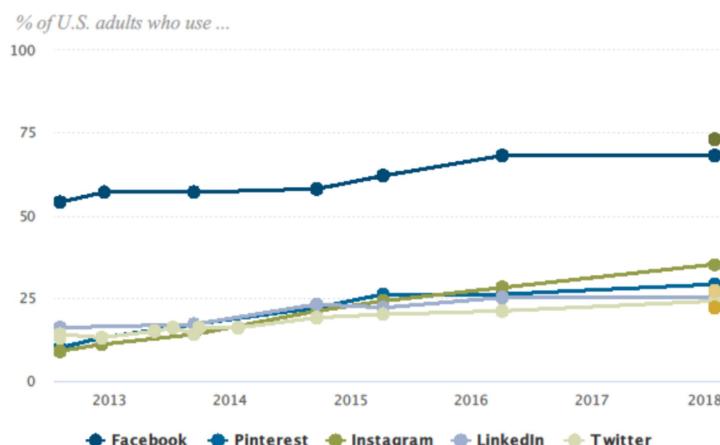
Intros

So, this is a 101 class. We will cover a lot of ground. It will feel overwhelming perhaps. But it's basic info.

DON'T let it make you feel stupid or useless. That is NOT the goal of this workshop.

The goal is to help you move one step past where you are now; that's all. You don't need to and IN FACT shouldn't try to incorporate everything we talk about today. But, be thinking what might work in your context as an improvement that is achievable. Think about what you might want to introduce by Easter. Or, think about how you can use the summer to make use of one of these content and contact tools to make your congregation more accessible, energized, and engaged.

SOCIAL MEDIA USE 2012-2018



Source: Surveys conducted 2012-2018.
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If we would have offered this workshop, we would have talked about the importance of digital media. I was working at Metro Lutheran newspaper at the time, and we had a strong presence on Facebook and Twitter, as well as a very good website. It was a primary way of content delivery, though the newspaper was even larger. At the same time, the Minneapolis Area Synod was making the decision to discontinue print newsletters, which was the right choice. Metro Lutheran ended its production about a year later.

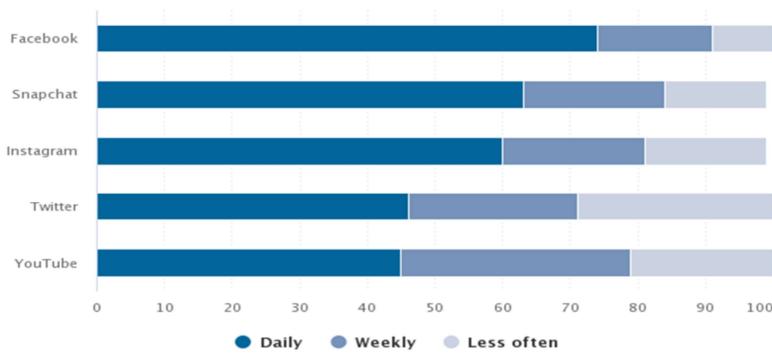
Now, the number of options with high usage are greater, making decisions around social media even more important.

73% of people use YouTube (and for young people it's closer to 95%).

For the purposes of our discussion today, we will mostly be talking about Facebook, Twitter, Instagram, and Pinterest. We might reference other platforms like Vimeo, Linked In, and Snapchat. But we won't go into much depth with those.

SOCIAL MEDIA USAGE

Among the users of each social media site, the % who use that site with the following frequencies



Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted Jan. 3–10, 2018.

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So, these five versions of digital media have permeated our daily life. All five have 45% or above user rates DAILY.

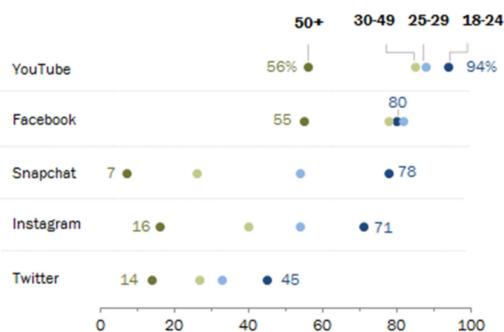
These are sources of content – for good or for bad – for 70-90% of our people WEEKLY. I wonder if that many people even watch TV once per week anymore.

I didn't look at the numbers recently, but I am sure that podcasts are advancing at this kind of rate as well.

WHO USES WHICH PLATFORMS?

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

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You see some wide divulgences.

Young people are constantly looking for a social media platform that their grandma doesn't know about. Note the fact that only 7% of 50+ year olds use Snapchat, but 78% of GenZ does. If you as a 19-year-old are going to post a quick video endorsement about your support for marijuana legalization for your friends to see, are you going to use Snapchat or Facebook, where your friends with grandpa so he can see your graduation photos.

WHO IS USING SOCIAL MEDIA (AGE)?

% of U.S. adults who use at least one social media site, by age

100

75

50

25

0



Source: Surveys conducted 2005-2018.
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PERCENTAGE OF ADULTS ON SOCIAL MEDIA PLATFORMS

% of U.S. adults who use each social media platform

	Facebook	Instagram	LinkedIn	Twitter
Total	68%	35%	25%	24%
Men	62%	30%	25%	23%
Women	74%	39%	25%	24%
Ages 18-29	81%	64%	29%	40%
30-49	78%	40%	33%	27%
50-64	65%	21%	24%	19%
65+	41%	10%	9%	8%
White	67%	32%	26%	24%
Black	70%	43%	28%	20%
Hispanic	73%	38%	13%	20%
High school or less	60%	29%	9%	18%
Some college	71%	36%	22%	25%
College graduate	77%	42%	50%	32%
Urban	75%	42%	30%	29%
Suburban	67%	34%	27%	23%
Rural	58%	25%	13%	17%

Source: Source: Survey conducted Jan. 3-10, 2018.

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	Pinterest	Snapchat	YouTube
Total	29%	27%	73%
Men	16%	23%	75%
Women	41%	31%	72%
Ages 18-29	34%	68%	91%
30-49	34%	26%	85%
50-64	26%	10%	68%
65+	16%	3%	40%
White	32%	24%	71%
Black	23%	36%	76%
Hispanic	23%	31%	78%
High school or less	18%	24%	65%
Some college	32%	31%	74%
College graduate	40%	26%	85%
Urban	29%	32%	80%
Suburban	31%	26%	74%
Rural	26%	16%	59%

Source: Source: Survey conducted Jan. 3-10, 2018.

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SOCIAL MEDIA: FACEBOOK

The image shows a Facebook page for the 'Minneapolis Area Synod, ELCA' (@mplssynod). The page features a green and blue circular logo, a post about the 2019 Assembly, and a large event cover photo for the 'MINNEAPOLIS AREA SYNOD ASSEMBLY' with the tagline 'In This Together'. To the right is the Facebook Insights dashboard for the same period, displaying metrics like Page Views (150), Page Likes (3), Post Reach (2,110), and Post Engagements (1,428).

<https://www.facebook.com/bob.hulteen>



Facebook

Wide array of users; primary demographic is women in late 50s.

Primarily posting; also messaging (which is like texting via FB)

Analytics

Advertisements

Profile

Profile photo/cover photo

Photo / no photo or video

Content production – self or forward others (memes)

People

SOCIAL MEDIA: PINTEREST



<https://www.pinterest.com/zionbuffalo>

Pinterest users

Among online adults, the % who use Pinterest

	2013	2014
All internet users	21%	28%*
Men	8	13*
Women	33	42*
White, Non-Hispanic	21	32*
Black, Non-Hispanic	20	12
Hispanic	18	21
18-29	27	34
30-49	24	28
50-64	14	27*
65+	9	17*
High school grad or less	17	22
Some college	20	30*
College+ (n=685)	25	32*
Less than \$30,000/yr	15	22*
\$30,000-\$49,999	21	28
\$50,000-\$74,999	21	30
\$75,000+	27	34*
Urban	19	25
Suburban	23	29*
Rural	17	30*

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & October 10-21, 2014. N=1,597 internet users ages 18+. 2013 data from Pew Internet August Tracking Survey, August 07 – September 16, 2013, n=1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

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SOCIAL MEDIA: INSTAGRAM



Instagram

<https://www.instagram.com/mp1ssynod/> <https://instagram.com/elcayoungadults/>

Instagram users

Among online adults, the % who use Instagram

	2013	2014
All internet users	17%	26%*
Men	15	22*
Women	20	29*
White, Non-Hispanic	12	21*
Black, Non-Hispanic	34	38
Hispanic	23	34*
18-29	37	53*
30-49	18	25*
50-64	6	11*
65+	1	6*
High school grad or less	16	23*
Some college	21	31*
College+ (n= 685)	15	24*
Less than \$30,000/yr	18	28*
\$30,000-\$49,999	20	23
\$50,000-\$74,999	15	26*
\$75,000+	16	26*
Urban	22	28
Suburban	18	26*
Rural	6	19*

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014, N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 90% confidence level using an independent t-test.

Pew Research Center

SOCIAL MEDIA: TWITTER



<https://twitter.com/mp1ssynod>

•Video Explaining Hashtags:

https://www.youtube.com/watch?v=-4A_wdROUkc

Twitter users

Among online adults, the % who use Twitter

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 19-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

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SOCIAL MEDIA: BLOGS, YOUTUBE

The image displays two social media components. On the left is a YouTube video player for a video titled "Connect the Drops". The video features Heidi Ferris, an Environmental Educator, speaking. The video has 133 views and was published on May 3, 2017. On the right is a screenshot of the "From the Bishop Blog" section of the Minneapolis Area Synod website. It shows two blog posts: "Called to empathy" by Bishop Ann Svennungsen and "We. Are. Fam-i-ly." by Bishop Ann Svennungsen. Below these are two more blog posts from the "FROM THE BISHOP ARCHIVES": "Blog" by Emilie Bouvier and "Shutdown slowdown blues" by Pastor Craig Pederson.

WEBSITE PLATFORM OPTIONS



“Drag and Drop” or “What you see is what you get” website platforms.

Show example of Weebly site to explain this

- Saves you a lot of time
- Easy to learn
- Affordable

Squarespace

- \$12-\$18 / month (best options for churches) that includes website hosting and a custom domain name
- Drag and drop
- Their template designs are known as some of the best amongst website builders
- Mobile responsive

Wordpress

- Very common
- Personally thought it was a little more challenging to learn
- Prices range from \$0 / month to \$25 / month, more cost = more features, still have to pay for a domain and a host
- Mobile responsive

Weebly (free or cost)

- Free has weebly in the URL and weebly ads
- \$12/month good for small orgs/churches and includes a domain
- Very easy to learn
- Mobile responsive

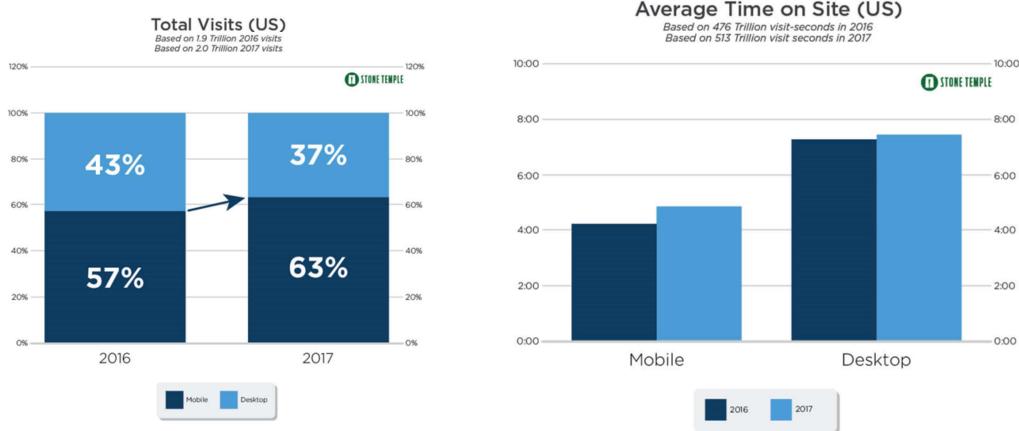
Wix (free or cheap)

- Free option has Wix ads and wix in the URL
- \$11-\$14 / month good for small orgs/churches
- Mobile responsive
- Easy to learn

Hiring out a company

- Can be very expensive, all different levels
 - Can have them build it and then teach you how to maintain it
 - Can have them build it and maintain it – tend to have to wait longer than you want for changes
 - Can customize it completely to your colors and fonts and everything
 - We worked with and would recommend Neuger Communications but it wasn't inexpensive

MOBILE RESPONSIVITY



<https://www.stonetemple.com/mobile-vs-desktop-usage-study/>

Mobile is continuing to grow – it's important to see how your website and emails respond to a mobile device

Desktop is still very important – especially for longer visits

Synod results in our email show that significantly more people view our emails on a desktop than on a mobile device, which is different than the national averages.



QUESTIONS AND OPEN SPACE