

Notes from January 2015 Social Media Conversation
Facilitator: Jessica Anderson

1. Facebook continues to be the giant in social media and it is at the center of our social media efforts.
2. We link to YouTube for videos and we downstream our FB posts to Twitter.
3. Mark Pritchard, Sara Miles and Paul Fromberg do additional tweets and retweets directly on Twitter.
4. The office posts audio of our sermons weekly and keeps the calendar on the original website.
5. We have an additional website SGN source on Weebly that gives us the capabilities of easily posting photos, videos, blogs and other information. Sylvia Miller-Mutia centerposts that.
6. We do a weekly email to the email list that shares events for the next week. Sara writes that.
7. We also do a long 1/3 page insert into the music books weekly that notes the music we're singing, the day's events and the next week's events.
8. We are not using Instagram, Pinterest or other social media platforms right now.
9. We are not integrated in our communications. We have a very journalistic, factual approach to the in-church and email; an edgier approach to Twitter; a "let us provide you with ideas to use on your spiritual journey" approach on Weebly and a branded approach to Facebook – this reflects our own experimenting with each channel.
10. Feedback from group was relatively low. But one person mentioned the Yahoo sharing emails and how they made her feel connected to the church. She is not using Facebook so only sees the weekly constant contact email. She missed "sharing" group for email discussions. Even though the group remembered how wildly confrontational the conversation became sometimes, they missed it. If we decided to do that we would need to have a good moderator.