



EQUIPPING

Anything I Can Do, You Can Do Better

Whether you are a staff, volunteer or somewhere in between, social media should be on the forefront of every leader's mind. So here comes the big question: Who is going to take on this role?

Our goal is for every City Ministry to be trained on doing social media well. We know if leadership is trained, they can train volunteers and transfer the skills on to others.

We're aware that not every Cru ministry has full-time staff. That's ok because this training is for volunteers and other partners too! Our heart is to see leaders from every ministry take ownership and run social media in their ministry context. Ultimately, we want to

see leader-led social media as part of ministry teams with staff as coaches. It's important for staff to be in the loop so they can train volunteers well and transfer the roles fluidly.

Make it transferable.

There is a lot of turnover on ministry teams as staff, interns and volunteers come and go at different times. Making your social media plan transferable is key. The plan will save time and work by keeping content organized and centralized.

Create a space online that's easily accessible for those in charge of social media. This should be

a place that is safe, but can be easily shared and passed along if needed. Google Drive or Dropbox are great options. You can store information like usernames and passwords for each social media site, campaigns and analytics from past content, and ideas for the future of your school's social media.

How can you train your ministry leaders to be successful at social media?

1) Make social media a priority. If you don't think it's valuable, they won't either.

2) Keep with it. It will take time to build momentum and see the results you desire. But if you stick with it, it will only get better!

3) Be visible in your city. Make your ministry known in the city by posting relevant content, using trending hashtags and asking your community to like and follow your pages at face-to-face ministry gatherings.

4) Reach out to your target audience in your city through Facebook and Twitter pages. Go to where they are right when they arrive in your city.

5) Teach that this is free publicity for your ministry. Free is probably the best four letter word out there and when it's attached to publicity and advertising, you can't go wrong. The more people who see your ministry, the more of an impact it will have.

6) Social media is also a hub for all your ministry information. Encourage your involved community to post about events and happenings around the city

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