

Don't be that guy.



HOW NOT TO DO SOCIAL MEDIA

You're Annoying

We've all been there. You log onto Facebook and see that Gammy liked 40 of your photos, wrote an embarrassingly personal question on your wall and somehow managed to upload every bad photo of you ever taken with hashtags like #grand-kids #florida #gammy #facebook and so on. She doesn't know any better, but now you do.

Each platform has its own etiquette (see "Posting by Platform" for more information). There's a limit on how often to post, how many hashtags to use and how much text to add. It seems like a lot of rules for something that was supposed to be easy. But don't lose heart, we'll tell you everything not

to do so you don't make the same mistakes as Gammy.

1) I know you want to, but don't. Social media isn't the place to change people's theology or to win an argument. When Jesus encountered people He met them where they were, not where He expected them to be. When posting, think of social media as a ministry tool. Be engaging, give resources and ask thought-provoking questions.

Celebrate life with your city and respond to what's happening there (like your group participating in Boxes of Love.)

Find common ground. Don't make Jesus the only thing you post about, because social media is about more than that. It's the place to build relationships, start conversations and let people know your community is there to serve the campus.

2.) Take it easy. Jesus wasn't a Republican or Democrat. Your ministry's social media isn't the place to promote political or socially controversial topics. Don't bash other organizations or slam individuals or their beliefs.

You may be passionate about topics like homosexuality and abortion, but we can't expect people who haven't encountered Jesus to be changed through posts. Your News Feed tells a story. What does yours say about who Jesus is, who we are as Cru and the community you're inviting people into? For ideas on what to post, see "Evangelism".

3.) City lingo. Show influentials, city leaders and mission team leaders in action.

People want to see others-centered posts so challenge your community to take photos. These posts are great to share on your ministry's social media and with prayer partners

4.) Please be my friend. Once in college, Angel asked a girl to be her friend during class - the girl never sat by her again. We share this embarrassing story to emphasize the importance of not begging people to follow you or be your friend on social media. Give them good content and they will want to stay.

On the other side of that, remember who you follow says a lot about you. Follow, like or share posts from other organizations or your campus athletic teams.

5.) If you like it, then I'll like it. Instagram has said it best: "Document life, show off your quirky moments, and tell a vibrant, filter-filled story." If you like something chances are your social media audience also will like it so share photos, videos, text and ideas you feel inspired by.

6.) Why so serious? Serious and dry posts are boring. Period. Put emotion into your content. Be funny when appropriate but also have tender moments. It's important to show a lighthearted and empathetic side. Keep in mind that what you post represents your movement, Cru and, ultimately, Jesus.

7.) No need to write a novel. Keep your posts short. People today have an attention span worse than a goldfish. Your goal for social media is to keep it interesting. Instead of posting a 20 -minute testimony, chop it up into small, 30-second or one- minute pieces. Post a different piece once a day, or week.

For more ideas and resources, check out the videos on our online resources page from RogerVann's talk, "Making the Most of Facebook" or the book, "Sticky Jesus: How to Live Out Your Faith Online" by Toni Birdsong and Tami Heim.

NOTES:
