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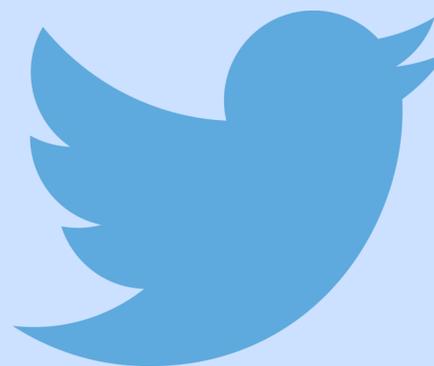
**Photographic Consent Form**

[www.leeds.anglican.org/sites/default/files/4%20Photographic%20consent%20form%20Leeds.pdf](http://www.leeds.anglican.org/sites/default/files/4%20Photographic%20consent%20form%20Leeds.pdf)

**You**  **Tube**



# Using Social Media



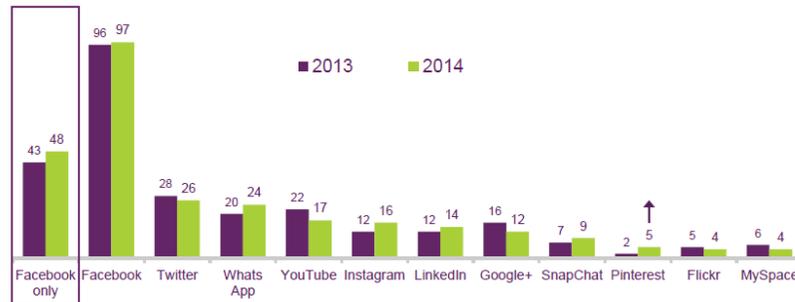
 THE CHURCH  
OF ENGLAND  
Diocese of Leeds

## What is Social Media?

Websites and applications that enable users to create a profile or account to share content or to participate in social networking.

Figure 78: Social media sites used: 2013 and 2014

Ofcom



The most widely used site, by far, is Facebook. And usage is growing!

Stats from; stakeholders.ofcom.org.uk

### Other points to note;

- \* It is all ages that are using social media and have online profiles
- \* More females use social media sites than men
- \* More than a third of users visit social media site between 2-10 times daily
- \* Smartphones and laptops account for two thirds of devices used (predominantly smartphones)
- \* It is illegal for anyone under 13 to have a Facebook account



Facebook is probably one of the best social media sites for churches to use as a way of connecting with people.

There are two ways to connect with people; **Pages** and **Groups**.

Either can be used by parishes but are used in different ways depending on what your aim is.

**A page** can be created for organisations to share information. It is not as interactive as a group. The page needs to be 'Liked' by people to enable them to get the information in their newsfeed. Anyone can 'Like' a page so posts are public but this means anyone can comment too. Posts by 'others' do not show in the same timeline as the page posts. This means posts by others can easily be missed and it also relies upon the organisation to keep it populated and active.

Statistics about growth and activity can be obtained by page administrators.

**A group** provides a space for people to communicate with one another, sharing information, photographs and documents. Everyone in the group receives notifications when anything is posted. Events can also be created where invitations are sent to everyone.

There are different levels of privacy available; public, closed and secret. In closed and secret groups, posts are only visible to group members. Group members can be added or authorised by admins which helps prevent spam posts as you know who is in the group.

All posts are in the same place. This means no posts get missed, making it more interactive, enabling everyone to comment, ask questions and share their thoughts and ideas. It also does not just depend on admin to keep the group active and populated.

## How to get the best from them...



<https://twitter.com>

Twitter can be useful to give information and join in with discussions that are happening, because it is about engaging in conversations. It is also very useful for pointing people towards your blog, Facebook group or page. It is mostly used by individuals, so not as useful as a Facebook group or page for building a group identity.

You can send 'Tweets' for others to see, follow other people or organisations to see what they share and then 'like' what they say, answer them or re-tweet it; sharing it with people who follow you. Anyone can choose to follow you. Tweets are public.



<https://uk.pinterest.com>

As a parish you can create specialist boards with ideas to share. The boards can be shared through other social media sites like Facebook and Twitter. Boards can be created to support people with prayer, bible readings, hymns, things to do at home as a family, or encouraging quotes for example.



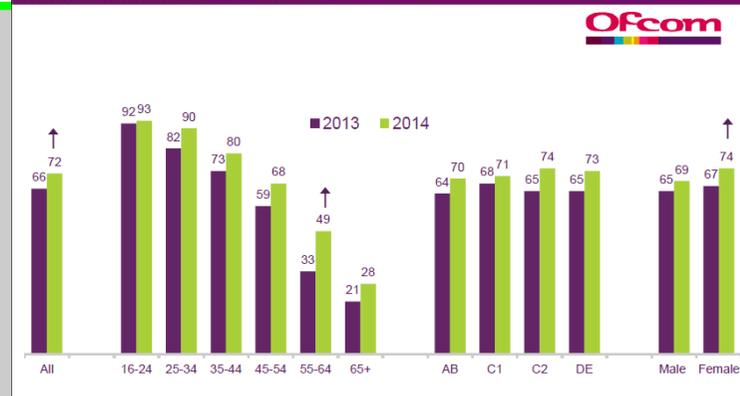
<https://www.youtube.com>

Video clips can be used to give a taste of parish life and celebrate some of the things happening. Videos of events, services, hymns, music but also interviews with members of the church or positive feedback. Clips could be shared through Facebook, Twitter or on the Parish Website. (Make sure you have consent first though)

Social media is a fantastic way to connect with people, build community, share ideas, information and encouragement.

If you don't have an online presence, now might be the time to think about it!

Figure 77: Incidence of having a social media profile, by demographic group: 2013 vs. 2014



This graph shows the ages of people who have an online profile. All age groups are increasing though older people are growing fastest. The age group which is generally missing in our churches have the biggest online presence so this is a fantastic way of reaching people.

**Twitter** allows registered users to post brief 'Tweets'. A tweet is only 140 characters but you can share up to 4 photographs. It is a good way to link to other users by using @ or # (hashtag) anybody can see what you post.

**Pinterest** a site for collating and sharing ideas and resources. You can browse other people's 'boards' and create your own for others to see or share. Anybody can see the boards.

**YouTube** is a video based site. You can view short videos on a variety of topics. You can also upload your own videos, which can be seen by everybody.

**Facebook** this is the most widely used site. It enables you to create a profile, share photographs, videos, information, ideas and thoughts. You have the ability to use security settings to select who sees the information you share. You can create groups and pages.

## ***First of all, work out what you want from your group...***

- \* Who will be members? ... Whole Church Family, specific group, Baptism Families
- \* Who are going to be administrators?...it's not difficult or time consuming!
- \* What is it you want to share?

Use other forms of social media too...

- Create Pinterest boards with ideas people may find helpful; prayers, crafts, mobile apps etc
- Link to Youtube clips; funnies, hymns, highlights of events etc

Share craft ideas

Create 'events' which invite people to them. It gives all the information and reminds people of what is due to happen... Also gives you an idea of who is coming!

Be creative...  
Use the group to create interest and encourage people to get involved

Share prayer prompts throughout a season ... lent, Eastertide, advent

Share funny things

## ***Getting the best from Facebook Groups***

Share positive or inspirational quotes

Become members of other Facebook groups and pages with similar interests. This will give things to share and populate your group.

Share what is happening in other aspects of the church life to connect everyone together

Use photographs (but get permission first) to record events and show a glimpse of parish life

Join similar interest groups...this gives you things to share in your group. But...check the source and links first!

Keep it Brief!

Share information about parish life like service times

Ask questions...

- What have you to be thankful for?
- What do you need prayer for?
- What is the best thing that has happened today?
- Where have you encountered God today?
- Where have you shown God's love today?

Be creative ...  
Create videos or Youtube clips which can show aspects of church life (consent needed first, if showing people)

Suggest ideas of things people can do at home...

- Read a bible story together
- go for a walk and give thanks to God for the gifts of creation
- Make some bread together and share it