

Digital Ministry

Licensing School 2023

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First, a word about
Communication...
**everything we do sends
a message** about who we
are and what we believe

Digital Ministry



Digital ministry is an approach to the use of technology and the internet that builds relationships, cultivates community, offers faith formation, and provides pastoral care.

Roadmap



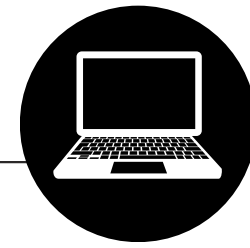
01

BASICS: WHY



02

AUDIENCE



03

WEBSITES



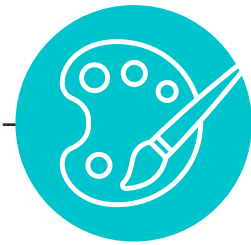
04

EMAIL



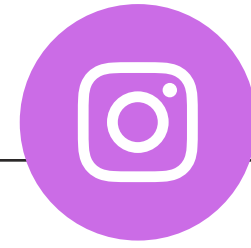
05

FACEBOOK



06

GRAPHIC DESIGN



07

INSTAGRAM

It's A LOT!



WHY
DOES
THIS
MATTER?

IT'S 2023!!!!





There are

168

hours in EVERY week!

Typically only

1

is spent in worship.





How are you
spending the
other **167**?



What's Our Mission?

"Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything that I have commanded you"

Matthew 28:19-20

**We have greater opportunity
to do so than ever before!**



Platforms



There. Are. So. Many.

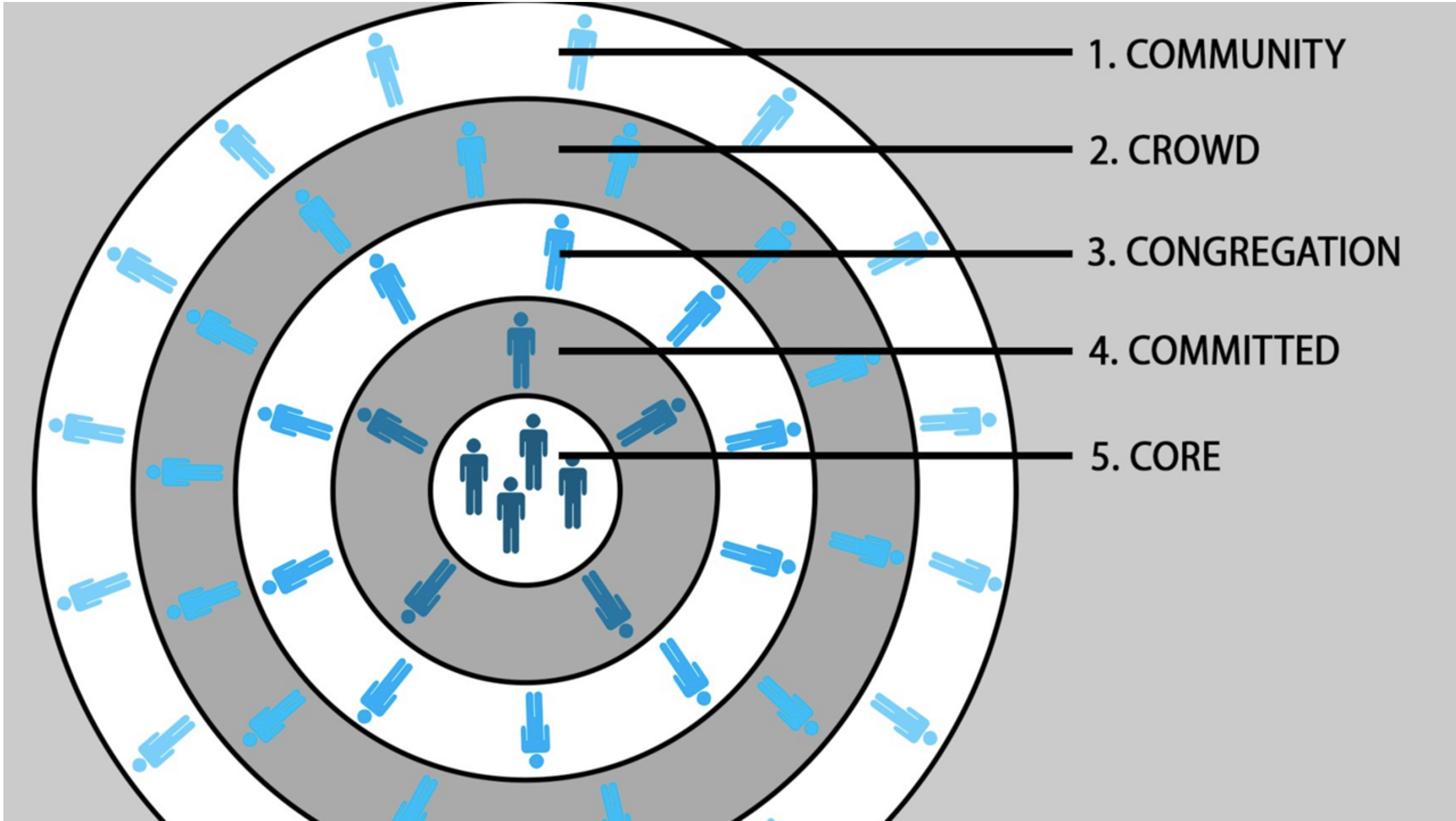


Who is your audience?

- Inside the church
- New to church
- Community member
(unfamiliar with church)



Who is your audience?





Who is your audience?

Small Group Leader training will be next Sunday



Who is your audience?

Small Group Leader training will be next Sunday

Core



Who is your audience?

Small Group Leader training will be next Sunday

Core

Celebrate Christmas at First Church this year



Who is your audience?

Small Group Leader training will be next Sunday

Core

Celebrate Christmas at First Church this year

Crowd



Who is your audience?

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Crowd

Introducing a new finance class, How Do I Pay for My Kids College?



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Introducing a new finance class, How Do I Pay for My Kids College? **Community**



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UWF Spring Dinner will be May 30 at 5:30



Who is your audience?

Small Group Leader training will be next Sunday

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Introducing a new finance class, How Do I Pay for My Kids College? **Community**

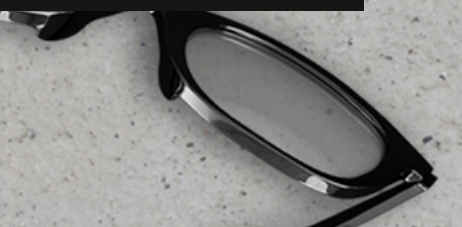
UWF Spring Dinner will be May 30 at 5:30

Congregation



Where do we start?

- One piece of content-- multiple uses, forms, audiences
- Start with the website
 - Everything one needs to know should be there, in one place
- Parcel out the pieces as needed based on use/form/audience



Back to Basics
You. Need. A. Website.



Why?

YOUR CHURCH WEBSITE

- **The place for visitors to find you**
- The place for information about what is coming up
- The place to seek and find information ABOUT your church
- A place with infinite space

YOUR SOCIAL MEDIA

- The place to **connect with** and **interact with** BOTH visitors and members
- A place to dig deeper, share more, create community, engage in **conversation.**

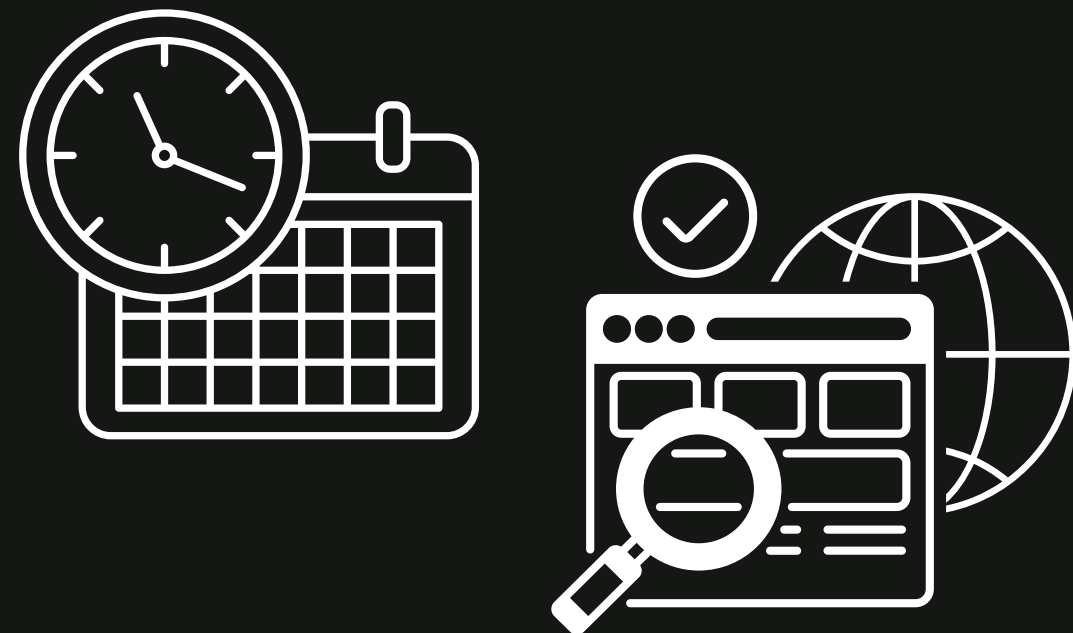


Why?

Up to 80% of people looking for a new church home begin their search online. **Your website matters as much (if not more) than your church exterior.**



Back to Basics



- Is your website mobile-friendly?
- Is your website (in its current form/design) less than 1-year-old?
 - 3 years old?
 - 5 years old?
- Do you know what platform your site was built on and who your host provider is?



Why?

WHAT MATTERS MOST ON YOUR WEBSITE



94% of people mistrust or reject websites because of poor web design.⁴



7–8 seconds are all that your church website has to impress visitors.⁵



30% of people abandon websites that take over 6–10 seconds to load.⁶





The Guest Needs:

- Service times
- Address of the church
- What to expect
- Place to ask questions
- Sample sermon
- REALness
- Beliefs/Leadership
- Directions/Map/Etc.

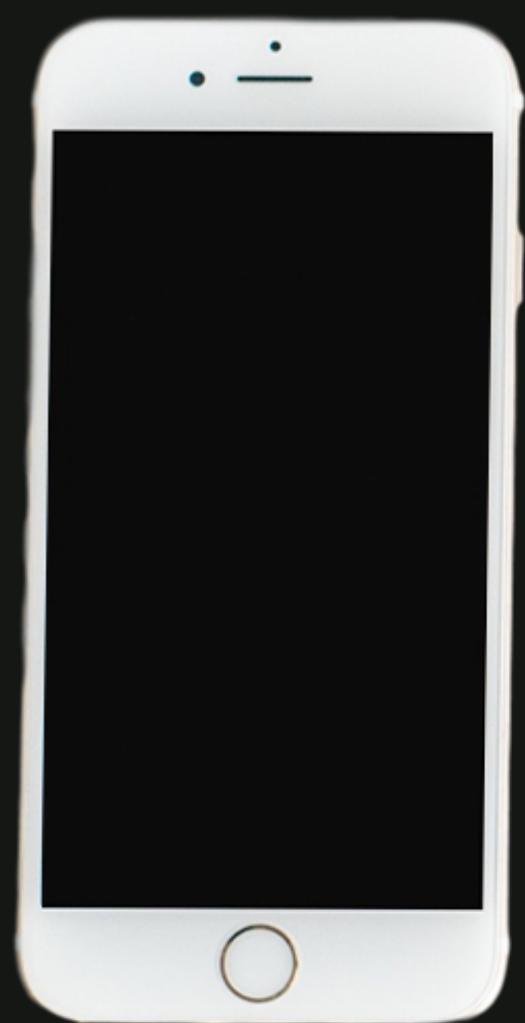


The Church Attender Needs:

- Calendar
- Ways to Sign Up
- Additional
Information/Details
- Stories and Celebrations



Phone First



- It's 2023. **MOST** people who visit your website are visiting via their **PHONE!**
- Is your site built phone-first?



Phone First: Responsive Web Design

All accounts > Haymarket Church

HaymarketChurchStats - G...

Try searching "how to create funnel"



Acquisition



Tech overview

Last 90 days Feb 17 - May 17, 2023



[View platforms](#)

[View realtime](#)

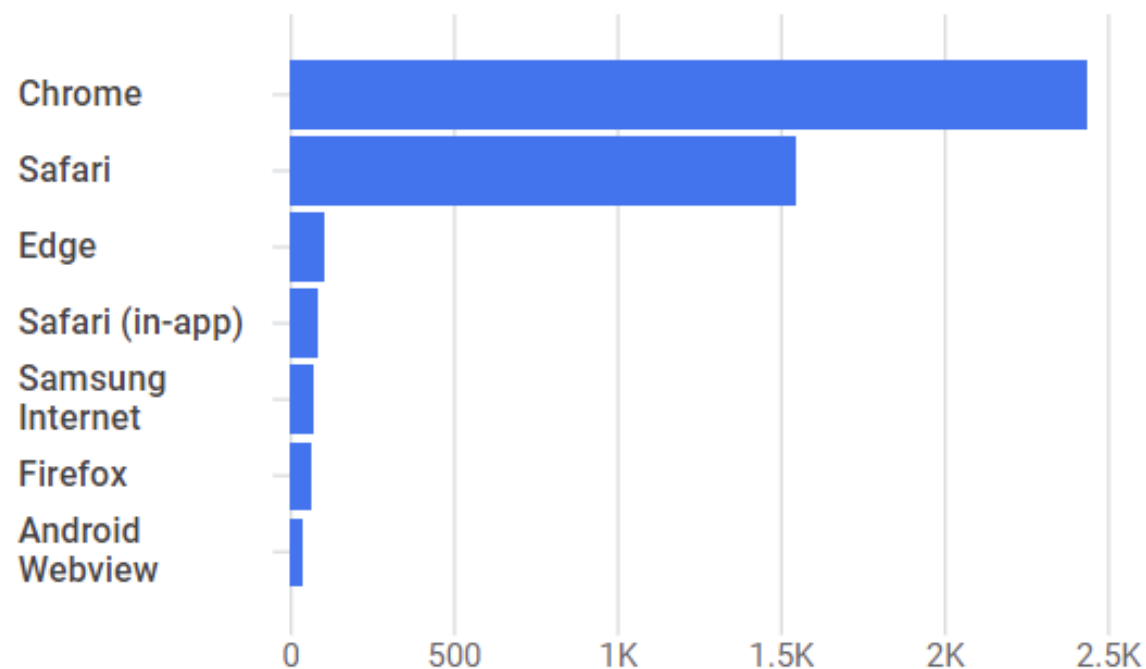
[View operating systems](#)

Users by Platform / device category

PLATFORM / DEVI...	USERS
web / mobile	2.9K
web / desktop	1.4K
web / tablet	97

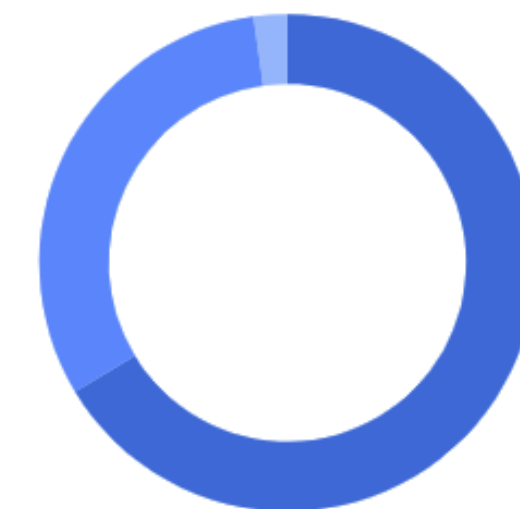
[View platform devices](#)

Users by Browser



[View browsers](#)

Users by Device category

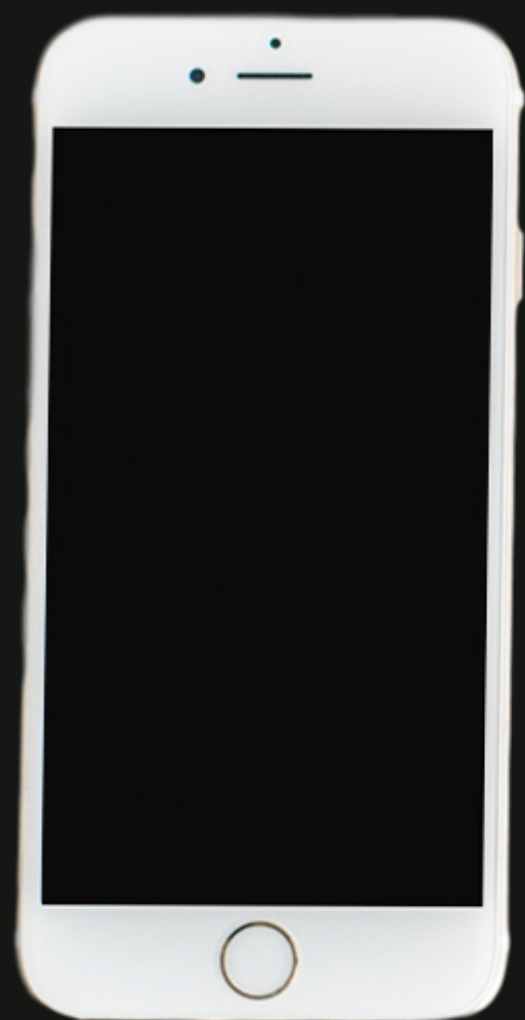


MOBILE 66.3% DESKTOP 31.5% TABLET 2.2%

[View device categories](#)



Phone First



Step 1: Test it!

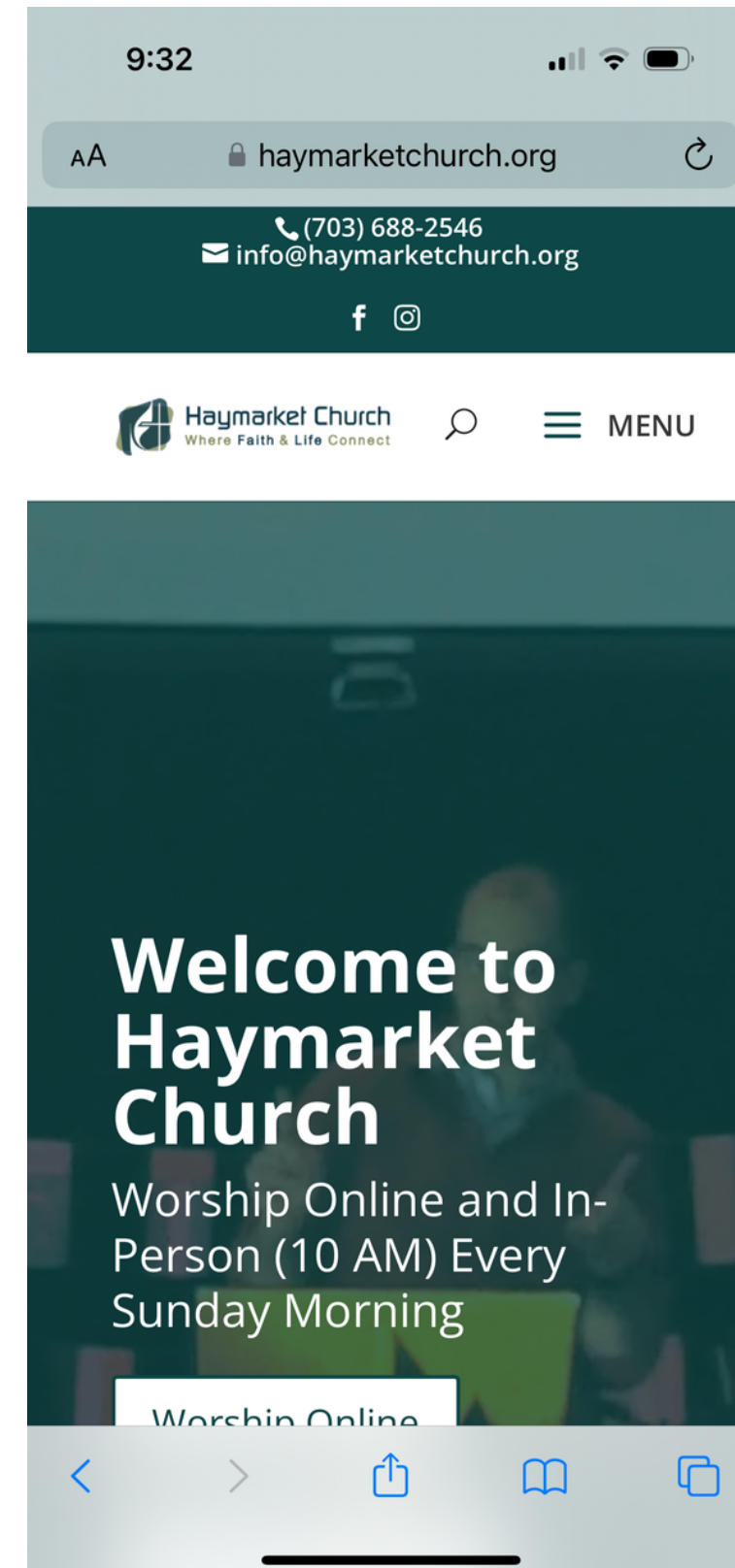
- Use your own device

OR use an internet tool!

- shrink your browser window
- search.google.com/test/mobile-friendly

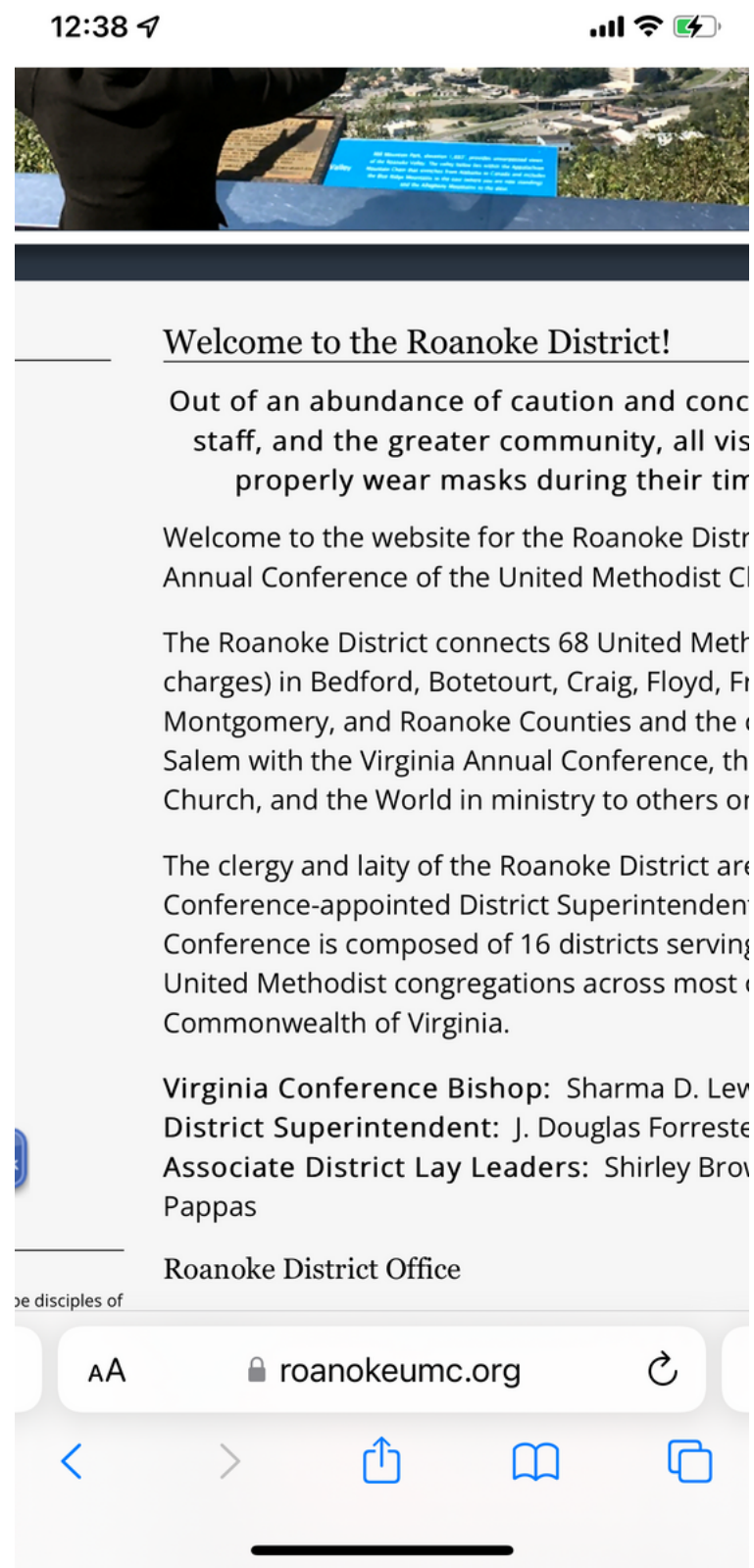
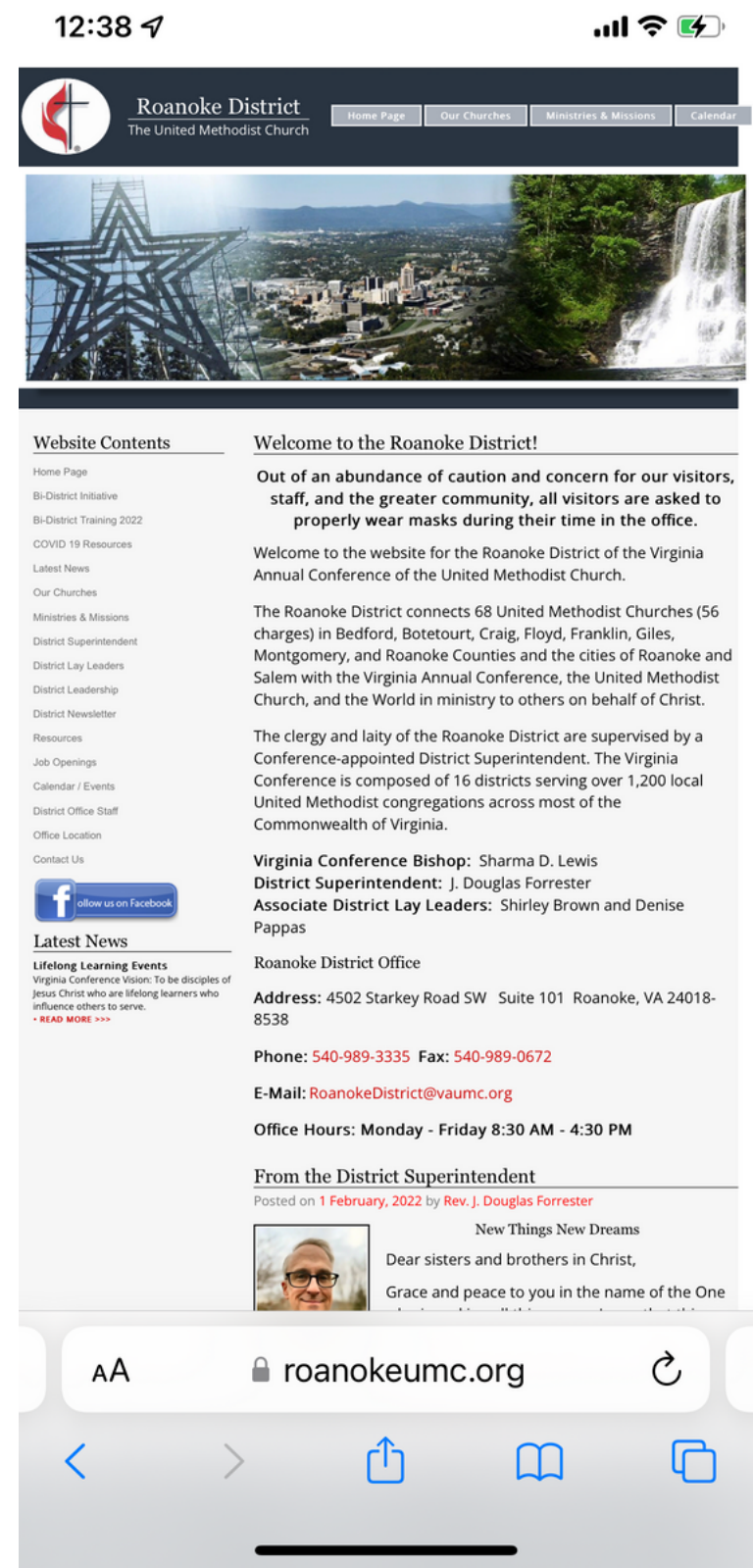
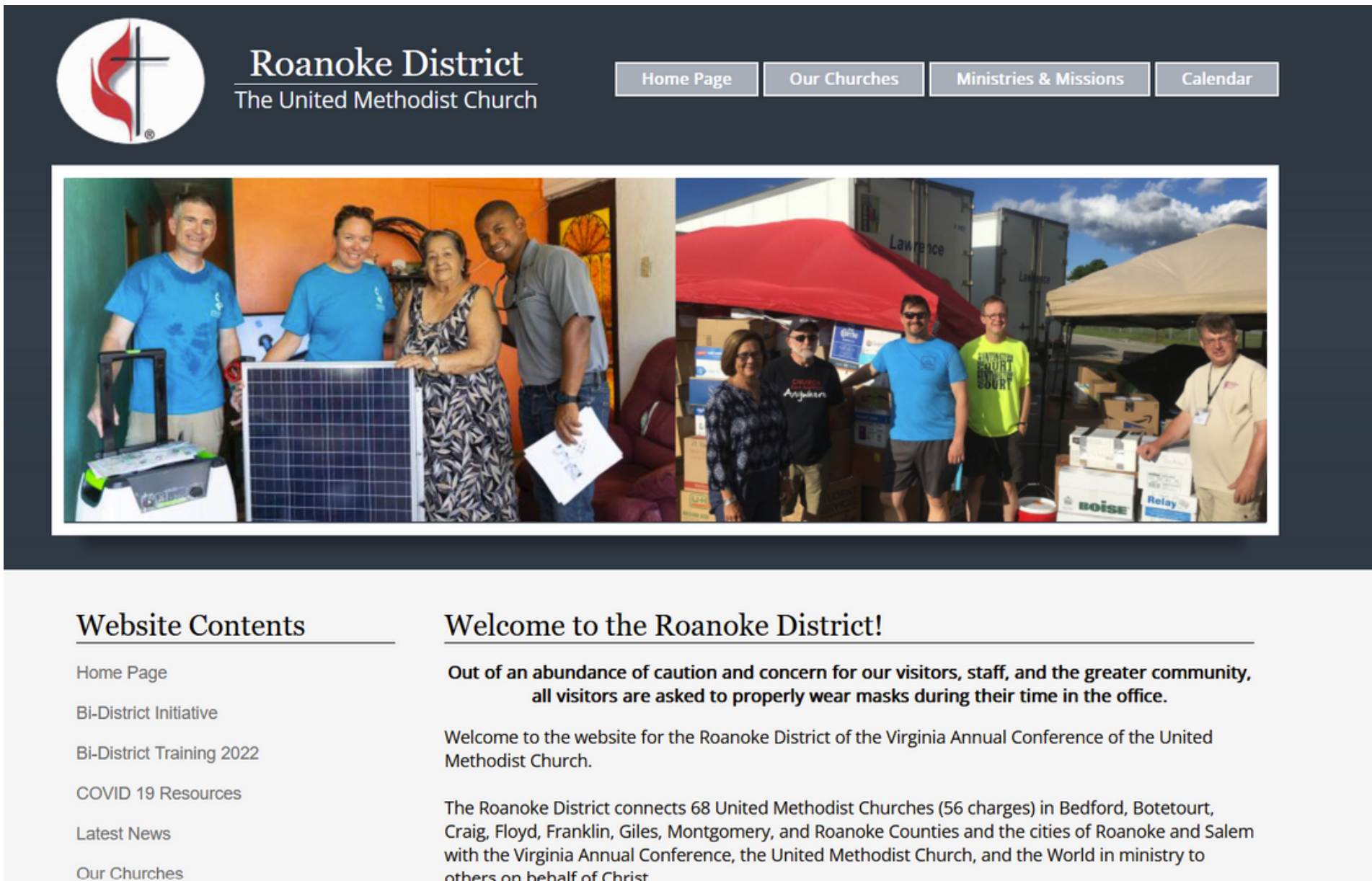


Phone First: Responsive Web Design





Phone First: Responsive Web Design





HOW?



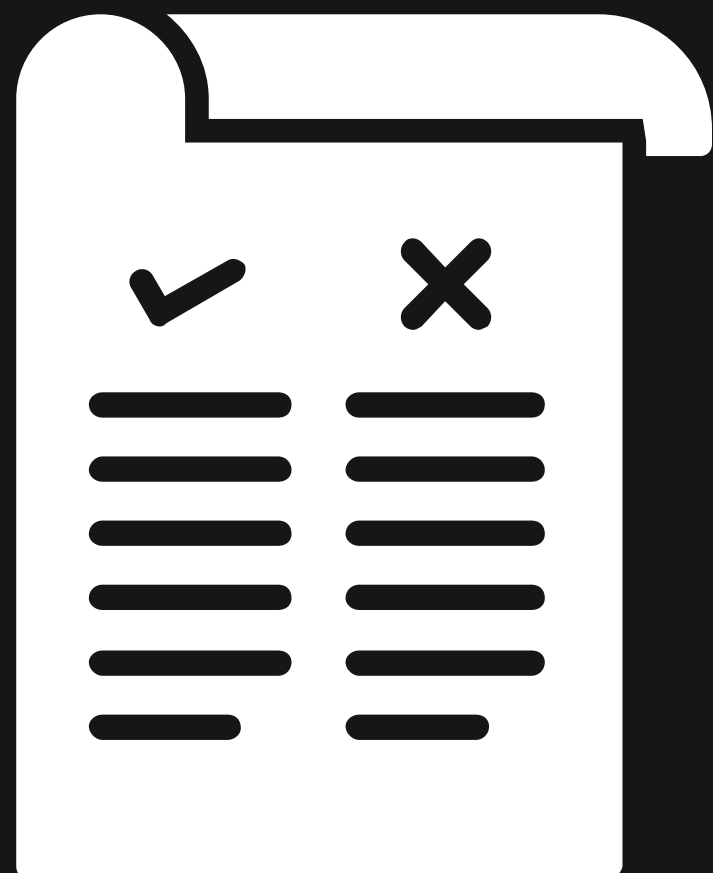
Step 1: DO YOUR HOMEWORK!



You wouldn't buy a new church van without LOTS of homework-- this should be no different.



Pros/Cons



A) Made by a volunteer for free on whatever platform they like best

PROS

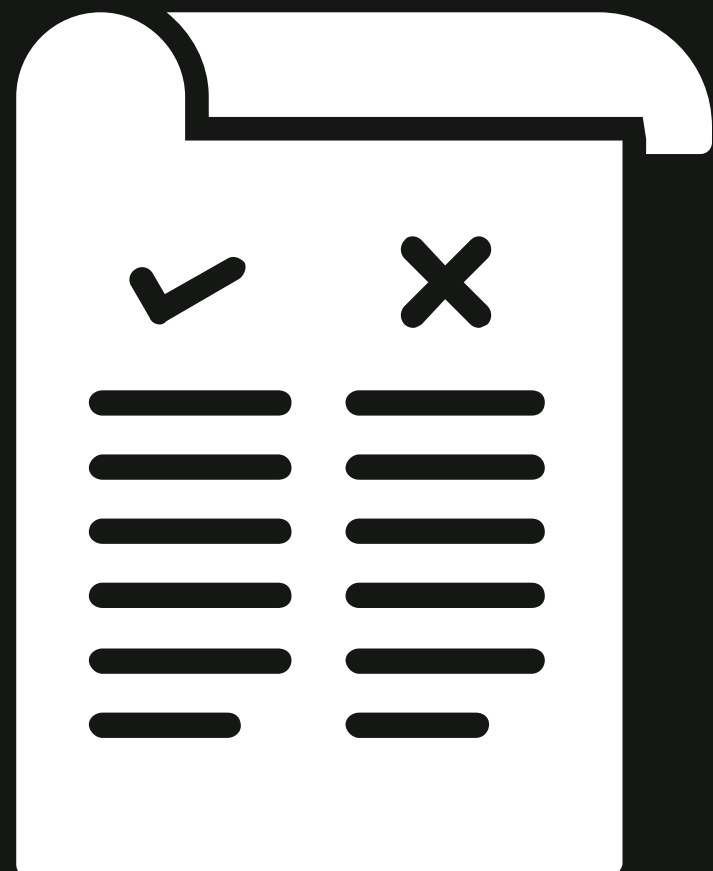
- FREE
- Can offer a ministry opportunity

CONS

- Site is tied to that person and his/her knowledge and TIME
- Can lead to less control over the site
- If that person moves/leaves/gets mad/etc. you can lose access to your site
- There can be big feelings involved



Pros/Cons



B) Using a Website Builder and CMS (Content Management System)

PROS

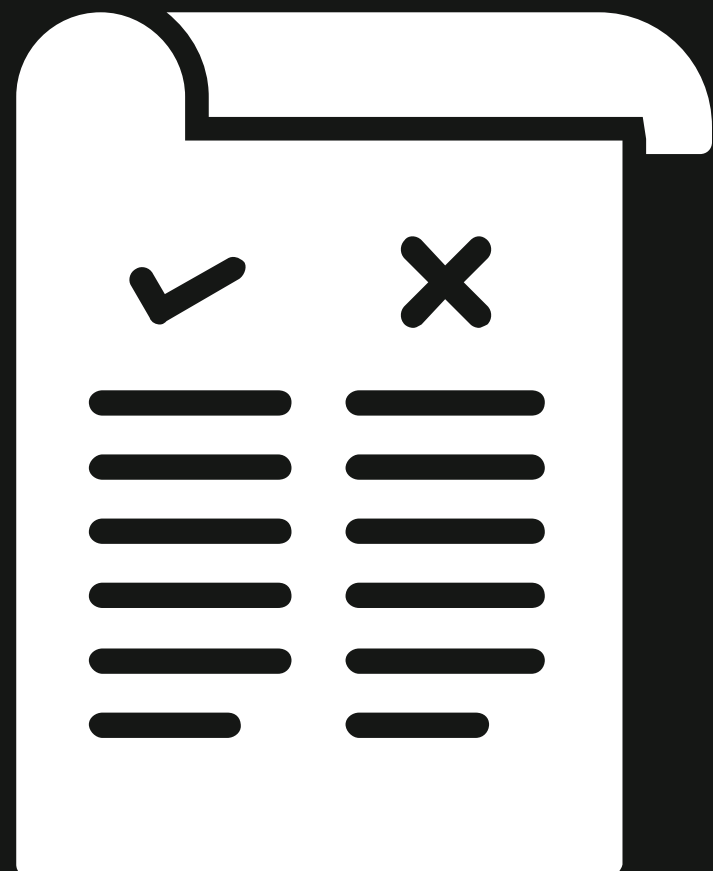
- Easy to use
- Usually mobile-ready/friendly
- Reasonably priced
- Give you some control over look/feel
- Can have multiple users update content
- Someone to call when something breaks

CONS

- Can get expensive depending on what the church is looking for/because of hidden costs
- Don't have total control over the site-must work within CMS constraints
- Some CMS companies have better support/troubleshooting options than others



Pros/Cons

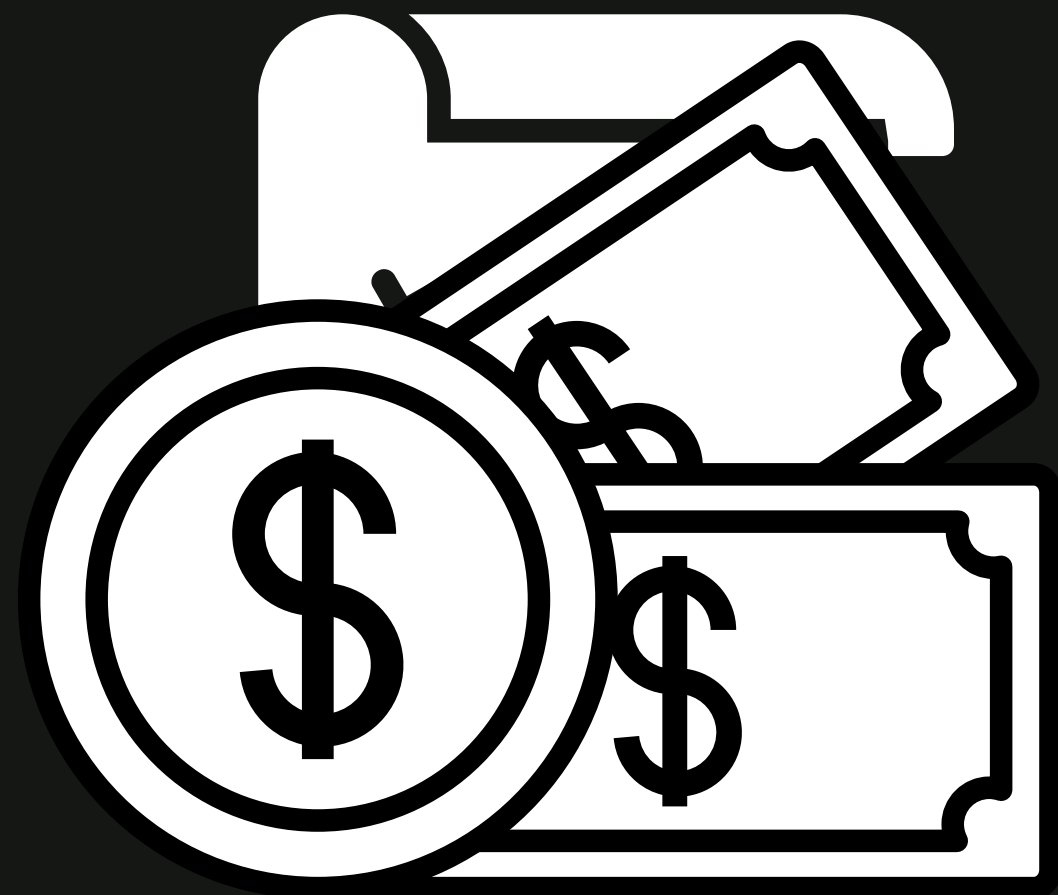


C) Hire a Web Designer

PROS	CONS
<ul style="list-style-type: none">• Full control over your site design-can make it look however you want it.• Knowledge that comes with/from a professional designer	<ul style="list-style-type: none">• Price can be prohibitive• Can be responsible for maintenance and upkeep after site launch



How Much Does it Cost?



On **average**, you can expect to pay an upfront cost of **around \$200** to build a website, with an ongoing cost of around \$50 per month to maintain it.

This estimate is higher if you hire a designer or developer – expect an upfront charge of around \$6,000, with an ongoing cost of \$1,000 per year.



What am I paying for?



Website Feature	Upfront Website Cost
Website Domain	\$12-\$60
Website Hosting	\$35-\$600
SSL Certificate	\$0-\$200
Website Template/Theme	\$0-\$200
Ecommerce Functionality	\$20-\$24,000
Website Content	\$0-\$5000
Add Ons/Integrations	\$0-\$100
SEO and Marketing	\$0-\$90



Where do I start?

Note- this list is alphabetical--some I like better than others--do your homework!

Church Co.	thechurchco.com
Church Dev	churchdev.com
Clover	cloversites.com
Ekklesia360	ekkleisia360.com
Gator	hostgator.com/website-builder
Ministry Designs	ministrydesigns.com
Outreach Websites	digital.outreach.com
Sharefaith	sharefaith.com
Squarespace	squarespace.com
UMCom	umcom.org/services-products/web-services
Weebly	weebly.com
Wix	wix.com



Online Giving



- In 2023 ALL websites should have an EXTERNAL online giving option
- Give to specific departments/causes
- Set up recurring giving
- Give any time or anywhere
- Special offerings
- Give when not able to attend worship (weather, sick, etc.)
- Event Registration

LOTS of online giving options.
VAUMC works with VANCO t!



Sermons



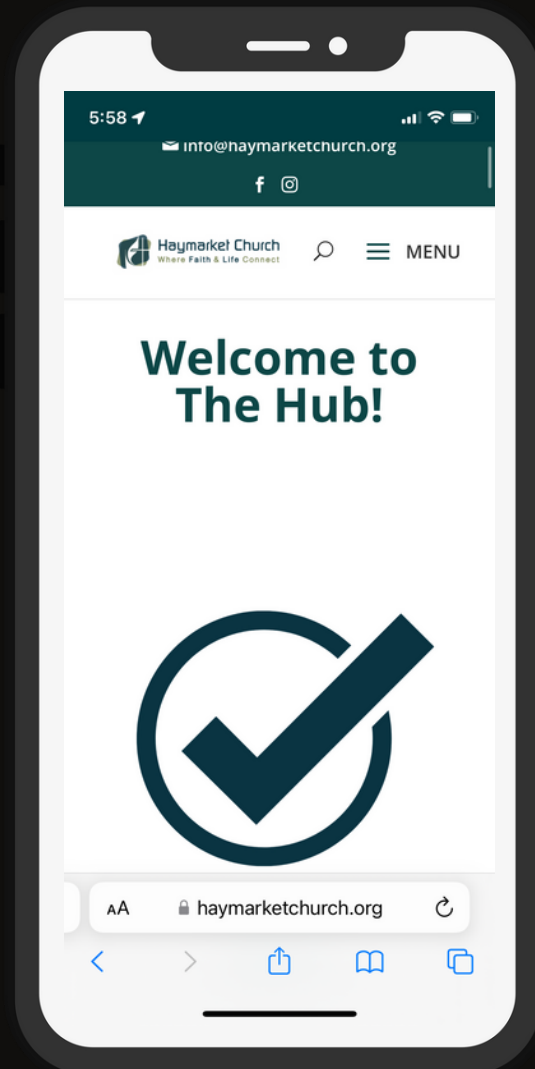
Guests often want to get a taste of the worship service and preaching style.

- Audio or Video?
- Who will record the service?
- How will you record the service?
- Will you just be putting the sermon online?
- Who will edit the files?
- Where will you store the files?
- Do you have proper copyright?

Livestream vs Recording/Storage



The Hub



Welcome to The Hub!



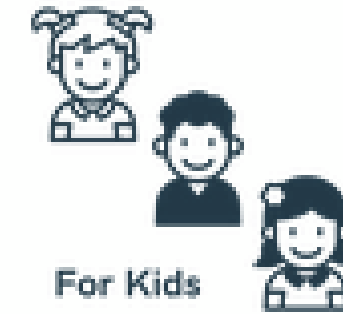
Check In



Online Bulletin



Next Steps



For Kids



Give



News & Events



Connect



I Have Questions

Sunday Morning Worship
We are so glad you have chosen to worship with Haymarket Church today! Please register your attendance below!

Name *

First Last

Email *

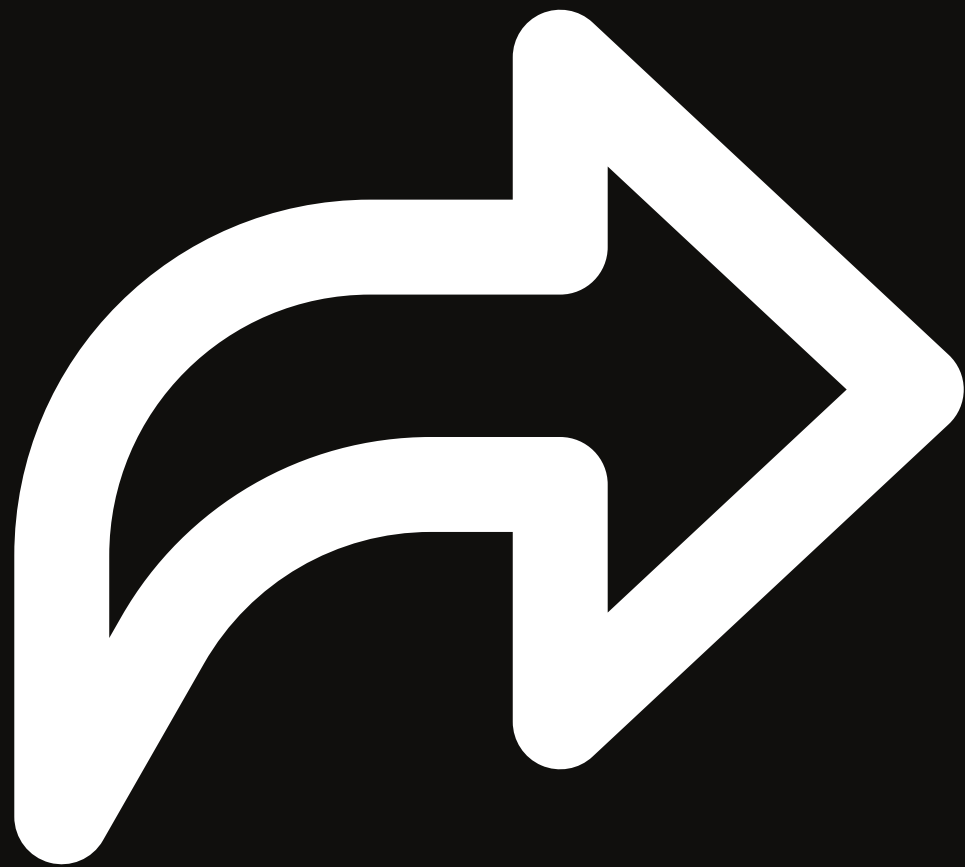
Which Service? *

9:00 AM 10:00 AM

How many people are worshipping along with you today? (Think of this as the number of people "in your party.") *



Telling Our Stories



Your Website Should Tell Your Story!

- We do a good job of ASKING for people to DO things.
- We don't do a great job of celebrating the good things people are doing.
- A website provides the opportunity to collect and tell those stories
- This can be through videos, photos, articles, podcasts, etc.
- These things can be connected to social media and shared.



Telling Our Stories

Follow us on: [Preschool](#) | [Resources](#) | [Photos](#) | [Contact Us](#)

Home | [Who We Are](#) | [Worship](#) | [Ministries](#) | [Events](#) | [News & Info](#) | [Give](#) | [New to Trinity](#)

Trinity in Ministry

Welcome to our **Trinity in Ministry** page where we highlight and celebrate some of Trinity's great ministries, events, and opportunities. Browse our Trinity in Ministry posts below and see some of the cool things going on at Trinity and in our community.

Do you have a ministry that you'd like celebrated? Simply fill out the form (at right or below on mobile devices) and let us know.

Trinity In Ministry

A Day Away
Twenty-four persons enjoyed a trip to Monticello with Trinity's Young at Heart group on Thursday...

The Pumpkins are Here!
It was a beautiful morning on Saturday to unload a tractor-trailer full of pumpkins! Many...

A Note of Thanks
Trinity received this thank you note from our friends at the Muslim Community Center after...

School Kits for UMCOR
One way UMCOR (United Methodist Community Outreach Resources)

Let Us Feature Your Ministry

Tell us about your ministry! Answer a few simple questions, upload some photos directly from your phone or camera and be featured in our weekly e-mail and our Trinity in Ministry area. [\(View this form in full page format here.\)](#)

Name *

Email Address *
Please provide a contact address in case we have any questions for you.

Ministry Name *

When did this ministry project take place? *

Where did this ministry event take place? *

How Many Involved? *

What did you do during this event? *
Please briefly describe your activities during this ministry event.

Who did you serve during this event? *
Please briefly describe who you served.

Twenty-four persons enjoyed a trip to Monticello with Trinity's Young at Heart group on Thursday, October 12. Although it was an overcast day with on and off sprinkles, a wonderful time was had by all! We came away with a greater admiration of Mr. Jefferson - the person he was, the inventions he crafted, and the amazing leader he was of our young country. What an intelligent man. We weren't able to take pictures inside the house. A delicious lunch was enjoyed by all at the café on the premises, and a quick stop at Carter's Mountain Orchard completed the fun-filled day. Young at Heart's next program will be on Thursday, November 14 with Dr. Jerre Johnson presenting a program on the geology of Virginia. Come and bring a friend!

<http://trinityumc.net/trinity-in-ministry/>



Telling Our Stories

What's Happened?

Check out some of the great events that have happened previously at Haymarket Church!

Like what you see here? Be a part of all that is happening at Haymarket Church and in our community. Sign up for Haymarket Church emails to receive information about our events and opportunities. Be sure to check out our [Calendar](#) for event dates and times.

Other questions? Email info@haymarketchurch.org or visit our [Contact Us](#) page. We'd love to hear from you!

Videos

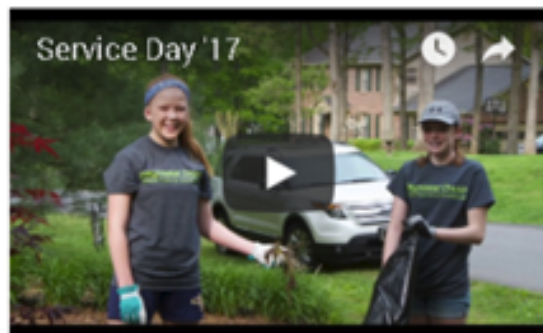


Photo Galleries



Email Marketing

How does your church send email?

When does your church send email?

Why does your church send email?

Life is VERY noisy! Don't just be part of the noise.



Use an Email Service

- **MailChimp**
- **Constant Contact**
- **HubSpot**
- **AWeber**
- **Brevo**
- **MailPoet**

do. your. homework.



Time



**You have only
3 - 4 seconds**

That's how long it takes for the average person to decide whether or not to open an email



Things to remember



- Segment your lists (kids, general)
- Be Consistent (same day/time)
- Create Urgency (good subject line)
- Must have an unsubscribe link
- Ask folks to subscribe
- Make sure it looks good on a phone!
- Less is more
- Sometimes images are turned off



Texting is better



- It's 2023!
- Texting is better. (Email 17.92% open rate, text 134% more likely to be read)
- People read in 3-5 seconds (and 95% read rate within 3 minutes! (Forbes))
- American users check their phones 47 times a day (Journal of Accountancy)
- Pick a plan.
- Make sure people can reply
- Use keywords (text 'here' to this number)

Social Media





Back to Basics

so·cial me·di·a, noun

websites and applications that enable users to create and share content or to participate in social networking.



NO!!



How does
it work?

It's
SOCIAL





Why?

YOUR CHURCH WEBSITE

- The place for visitors to find you
- The place for information about what is coming up
- The place to seek and find information ABOUT your church
- A place with infinite space

YOUR SOCIAL MEDIA

- The place to **connect with** and **interact with** BOTH visitors and members
- A place to dig deeper, share more, create community, engage in **conversation**.



Why?

THAT'S WHERE THE PEOPLE ARE!

- People are connected to their phones and devices All the time.
- They are on social media.
- You should be too!

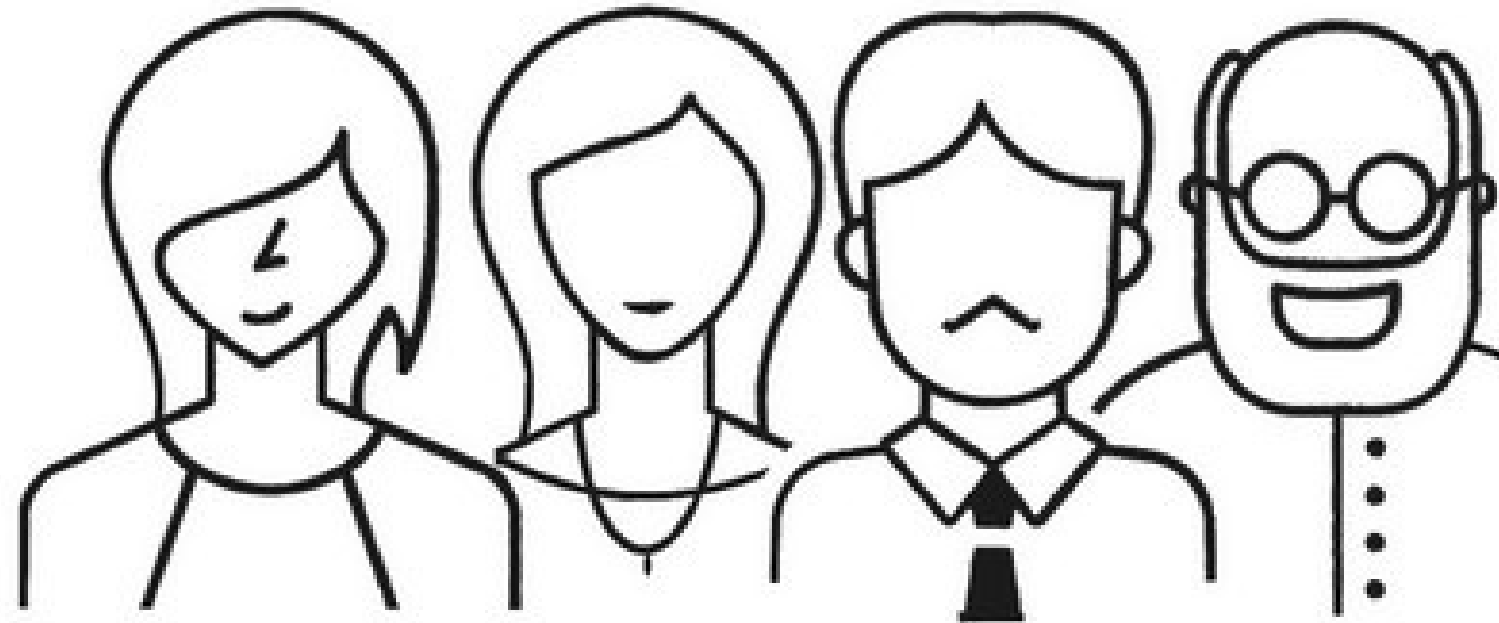
OPPORTUNITY TO ENGAGE

- Connect
- Have conversations.
- ALL WEEK LONG!
- Be more than just 'a place to go for an hour on Sunday'



OBERLO

Social media users by generation



84%

aged 18-29

81%

30-49

73%

50-64

45%

65 and above

(Pew Research Center, 2021)



OBERLO

Time spent on social media per day

An average of

2.5 HOURS

per day is spent on **social networks and messaging.**

(DataReportal, 2021)



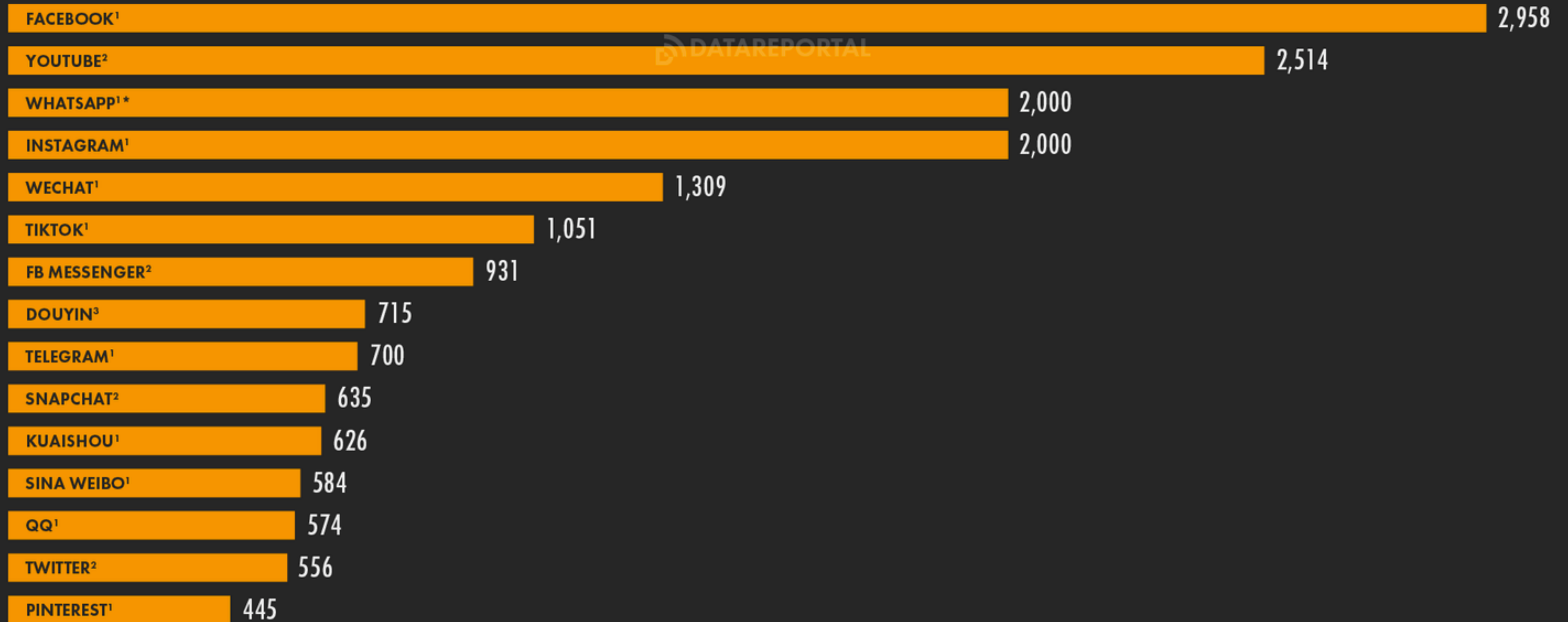
JAN
2023

THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW



OBERLO

How Many Americans Use Facebook?



63.7%

of the US population aged 13+ use Facebook.

(DataReportal, 2022)

OBERLO

Average Time Spent on Facebook



Users spend an average of **19.5 HOURS** on the Facebook app each month.

(DataReportal, 2021)

OBERLO

Facebook Users Choose Mobile over Desktop

98.3%

of Facebook users access the social media app via their mobile phones.

(DataReportal, 2021)



Oberlo

Social Media Users Via Mobile

91%

of all social media users access social channels via mobile devices. Likewise, almost 80% of total time spent on social media sites occurs on mobile platforms. (Lifemarketing, 2018)





The Basics

STEP 1

- Does your church have a Facebook PAGE?
 - If not, then make one!
 - (facebook.com)

STEP 1B

- Do you have a Facebook account?
 - Someone will need one.

STEP 2

- Is your Facebook page a PAGE? or a PERSON?
 - this is important!



The Basics

WHAT'S IN A NAME?

SERMON SERIES
March 6-April 17

Restoration Church: Reston
@RestorationReston · 5 (7 reviews) · Religious organization

11400 South Lakes Drive
Reston, VA 20191

Restoration Church is a church in Reston, VA. We welcome all people and desire to make a difference in the community. We can't wait to meet you.

1,119 people like this including 28 of your friends

1,176 people follow this

161 people checked in here

<http://www.RestorationReston.org/>

(703) 955-9888

Send message

dpark@restorationreston.org

Closed now
9:00 AM - 12:00 PM

Religious Organization · Methodist Church

<http://twitter.com/RestorationRSTN>

Join us for a few minutes of prayer and inspiration each day, as we navigate these uncertain times together. Pastors from Floris UMC and Restoration Church will share words of hope and our congregation will share songs of their own.

best definition of a friend.
And among the thousands of

Restoration Church
330 Friends

ESP 9:00AM DOM
ENG 11:15AM SUN

restoration.tx

Restoration Church was live.
March 9 at 9:51 PM

School of Discipleship | Pastor Rudy Santos
Give online at our website under the GIVE tab - <https://www.restorationtx.org/>
Follow us on Instagram! - @restoration.tx @ryouth.tx @rya.tx @rkidz.tx... See more

Restoration Church was live.
March 6 at 12:17 PM

Follow God Series | Part 1 |
Give online at our website under the GIVE tab -



**Make a
Page!**

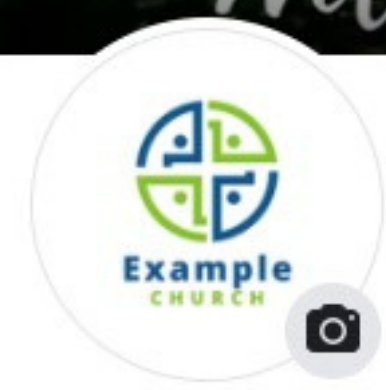
facebook.com/pages/create

Manage Page

- Kim's Example Page
- Meta Business Suite
 - Inbox
 - Planner
 - Publishing tools
 - News Feed
 - Business Apps

- Home
- News Feed
- Messenger tools

Promote



Kim's Example Page

@kimsexamplepage · Religious organization

+ Add a button

- Home
- Groups
- Events
- Volunteering
- More

Promote

Search

More options

Profile picture dropdown menu

Manage your Page and Instagram account together with Meta

Choose how to interact
Post, comment, and react as your profile or your Page.

- Kim's Example Page
- Kim Johnson

Set your Page up for success
Finish setting up your Page so people on Facebook know you're a credible business.
5 of 13 steps completed

Photo/video

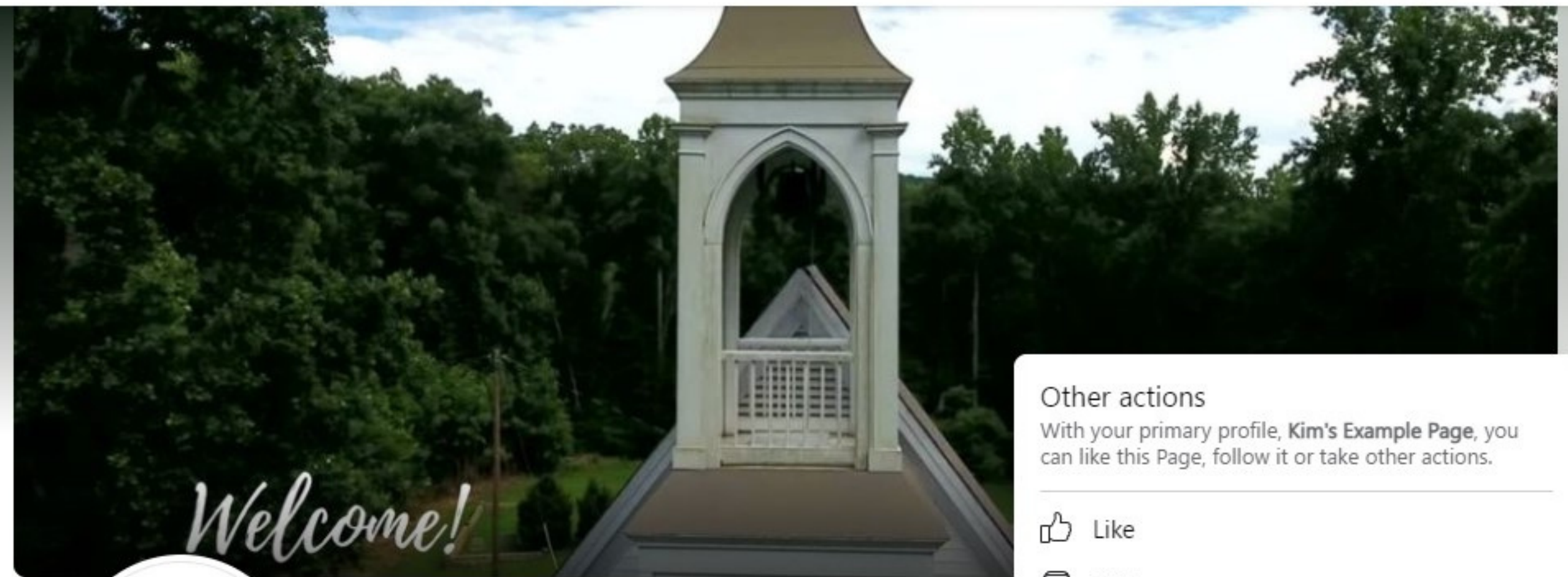
Get messages

Feeling/activity



Manage Page

- Kim's Example Page
- Meta Business Suite
 - Inbox
 - Planner
 - Publishing tools
 - News Feed
 - Business Apps



Kim's Example Page
 @kimsexamplepage · Religious organization

Other actions
 With your primary profile, **Kim's Example Page**, you can like this Page, follow it or take other actions.

- Like
- Follow
- Share
- Create Page
- Like as your Page

- Home
- News Feed
- Messenger tools

Manage your Page and Instagram account together with Meta Business Suite. [Open now](#)

Promote

Set your Page up for success [Create post](#)



Navigating Facebook



The screenshot shows the Facebook homepage for a user named Kim Johnson. The browser address bar displays 'facebook.com'. The top navigation bar includes the Facebook logo, a search bar, and icons for home, notifications (3), friends, and a menu. The left sidebar lists navigation options: Kim Johnson, Friends, Pages, Groups, Memories, Most Recent, Ad Center, Ads Manager, Blood Donations, Climate Science Center, Community Help, COVID-19 Information Center, Creator Studio, and Emotional health. The main content area features a 'Create story' section with five options, a 'What's on your mind, Kim?' text box, and post creation options: Live video, Photo/video, and Feeling/activity. Below this is a 'Create room' section with a row of profile pictures. The main post is from 'Cookies & Cream' in Haymarket, VA, celebrating Evan Nichols. A large yellow arrow points from the 'Groups' option in the sidebar to the 'Walt Disney World Tips and Tricks' group card in the right-hand 'Suggested for you' section. Another yellow arrow points from the 'Photo/video' post creation option to the same group card.



Search Facebook



Pages



Your Pages



Haymarket Church



The Northern Virginia District



The Open Table UMC



Trinity United Methodist Church
Richmond VA



Asbury United Methodist Church



Trinity UMC Richmond Youth



Virginia Methodists for A New Thing



Kim's Example Page



VA. Conference Church Development
Team

Pages you manage

Updated Pages

These Pages were updated to the new Pages experience. You can switch into them to manage t



Haymarket Church



Notifications



Messages

Create post

Promote



The Northern Virginia District



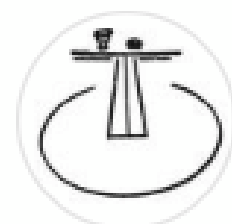
5 Notifications



Messages

Create post

Promote



The Open Table UMC



1 Notification



Messages

Manage Page

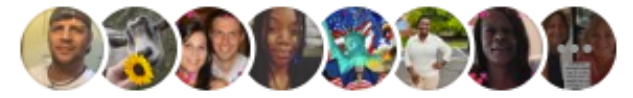
Haymarket Church

- Professional dashboard
- Insights
- Ad Center
- Create ads
- Settings
- More tools
- Meta Business Suite 23



Haymarket Church

737 followers • 30 following



Advertise Manage Edit

- Posts
- About
- Mentions
- Reviews
- Reels
- Photos
- More

Intro

At Haymarket Church we love Jesus and welcome all people (and all means ALL).

Edit bio

- Page · Religious organization
- Haymarket Elementary School - 15500 Learning Lane, Haymarket, VA, United States, Virginia
- +1 703-688-2546
- info@haymarketchurch.org
- haymarketchurch.org
- Promote Website

What's on your mind?

- Live video
- Photo/video
- Reel

Featured

Manage

Events

- MON, JUN 19 - JUN 23

Vacation Bible School (...)

2 Interested · 3 Going
- SUN, JUN 4 AT 10 AM

Graduate Celebration &...

Recent Videos

- Haymarket Church Worship

May 14 · 49 views

1:10:17
- "The New Jerusa

9:00 AM

Advertise



Haymarket Church

Manage Facebook Page | Go to Instagram

Create post

Create reel

More

Trends Last 28 days

Facebook Page reach	Instagram reach
10K ↓ 40%	369 ↓ 77%

You can manage multiple Facebook Pages and Instagram accounts together

Multiple assets can be managed together on select tabs within Content and Video insights. Only assets within the same Business Account can be managed together.

Content | Video insights

To-do list

Check unread messages, comments and other things that may require your attention.

Comments See all ^

- Haymarket Chu... **Find the full sermon here: <https://youtu.be/NgbumrLGQOo>** 1d
- Haymarket Chu... **Have a great week!** and 2 others 3d
- Haymarket Chu... **Facebook Doesn't seem to want to play our prerecorded w...** 4d
- Andrea Burrows **Sent an attachment** 1w
- Haymarket Chu... **Looking for the full sermon? Find it here: <https://youtu.be...>** 1w

Planner

Plan your marketing calendar by creating, scheduling, and managing your content.

Create ad

Create

Week

Month



Today



May 2023

Content type: all

Shared to: all

Sun 14

Mon 15

Tue 16

Wed 17

Thu 18

Fri 19

Sat 20

Mother's Day

Ticket sales • Active

8:59 AM



1 2

Reactions (130)

Invite people who reacted to your posts from last week to follow your page.

Send invites

8:08 PM



1

10:00 AM

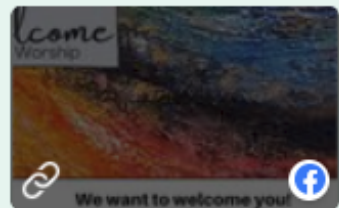


11 2

3:30 PM



9:28 AM



8:09 PM



10:00 AM



3

9:00 PM



This week, your Facebook followers are most active at this time.

Schedule

9:56 AM



3 11

8:19 PM



Archived

Moments

Drafts

Moments

May 2023

1 Upcoming moment

Mon, May 29

Memorial Day

Take a few minutes to schedule a post or story



Schedule

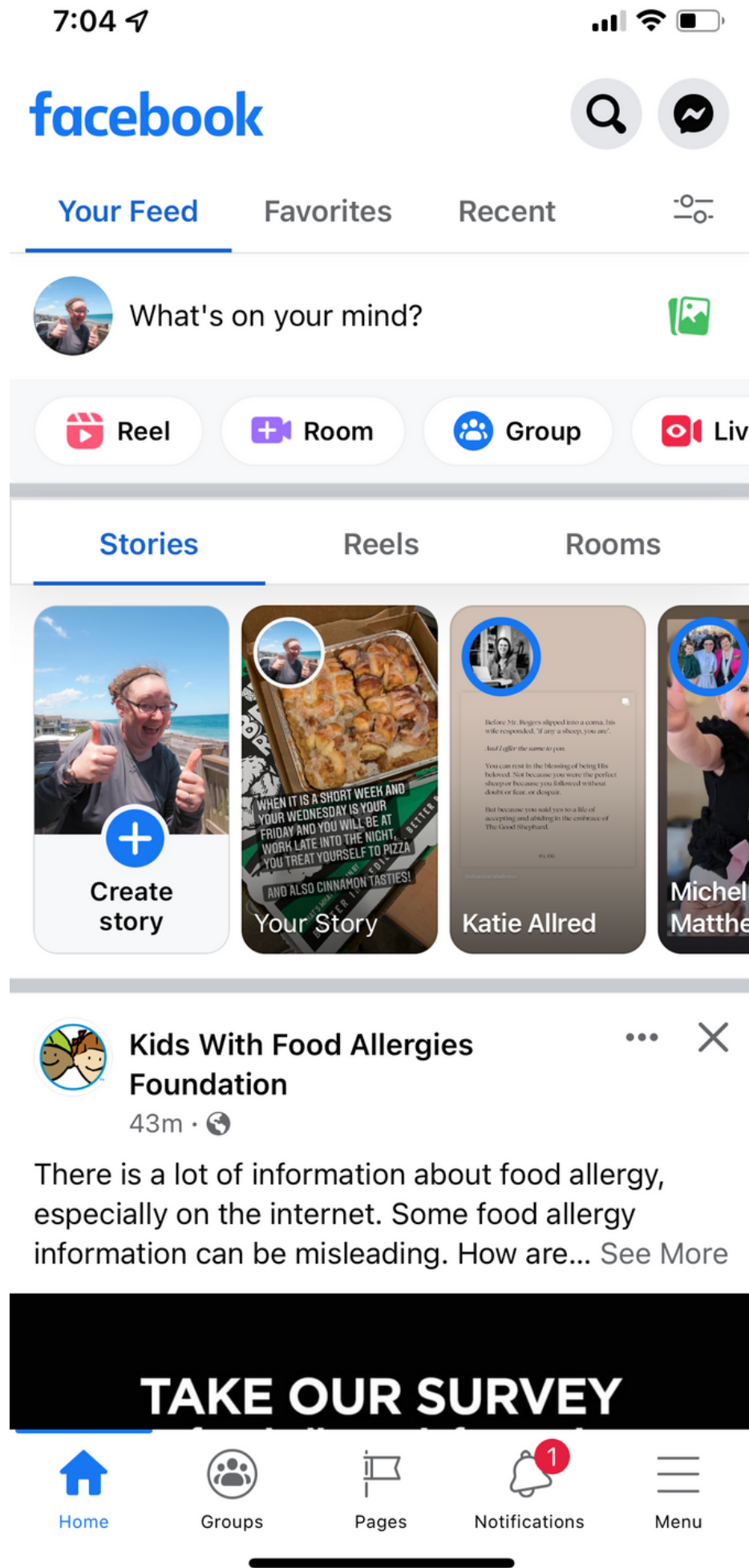
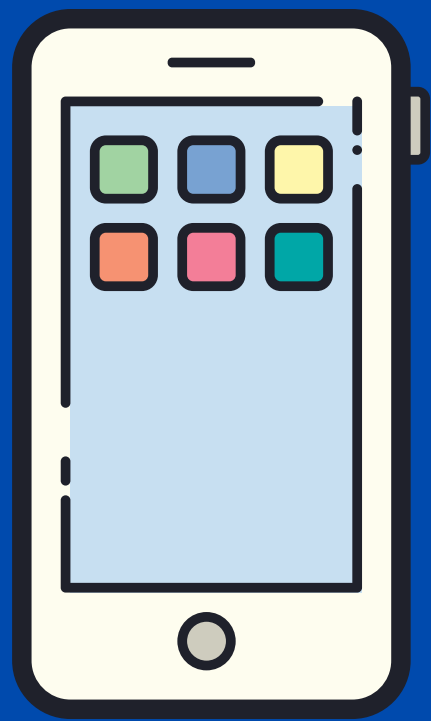
See templates

Jun 2023

4 upcoming moments



Navigating Facebook





What to Post



Use EVENTS

Use Facebook LIVE

Use Groups

Advertise on Facebook

Encourage People to

Tag the Church

- PHOTOS/Videos
- A shared article
- A shared post from a partner organization (Rising Hope, Just Neighbors, Lamb Center, Hypothermia Ministries, Grace Ministries, the church next door...)
- A shared post from a denominational resource (VAUMC, UMC.org, umcom.org)
- A Scripture verse
- A call to prayer/A prayer to pray
- A theological question and/OR a silly question
- A story/photo/celebration of good ministry that has happened recently
- Did you know?
- Church Fun Fact
- Building Scavenger Hunt/Trivia



**YOU HAVE
CONTENT!!!**



- Don't be intimidated by needing to create ALL THE THINGS
- Remember, you plan for Sunday EVERY week—there's always scripture, prayer, a sermon
- Use those things, schedule those things in advance
- Don't recreate the wheel!
- Takes planning upfront but can get into the rhythm
- Create your list of top 5 events at each week's staff meeting
- Decide which will be pushed on social—is it the same as the email? Or a different focus?
- Remember to celebrate with photos shared/taken!



It's 2023



- Everyone has a Camera at all times
- Some of your social media 'team' is already doing this work for you—on their own social feeds
- Harnessing that energy and enthusiasm takes strategic thought, planning, and **ASKING** for help will move you forward



Building Your Team



- Staff have the most direct access to what is going on when and priorities
- Staff can also balance the posts on a schedule
- Volunteers can be granted access

- Create a team of Social Media ‘engagers’
- “the un-committee”
- People who are already active on social media-people who already understand and use it
- People who have diverse circles of influence—UMW, Kids, Youth, Sunday School, Serve, etc.
- People who are eager to share and engage and be ambassadors
- People who have a passion for your church



Ask Your Team For



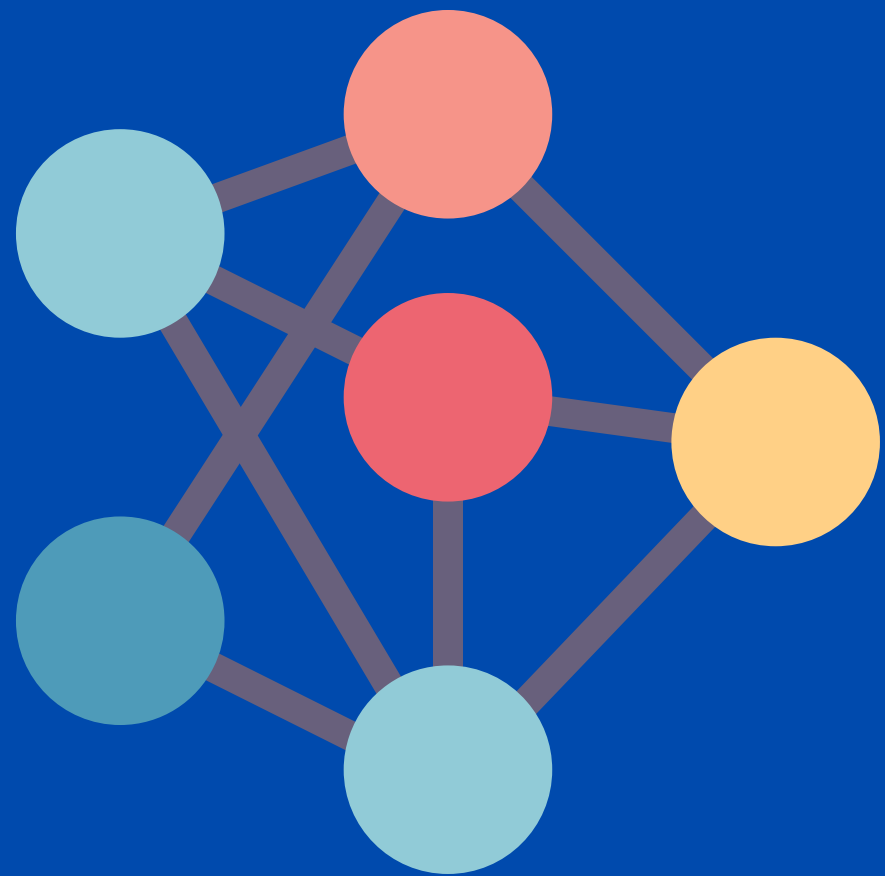
- Actively and intentionally interact with your content
- Make this part of their ministry to your church—using their gifts
- Ask them to
- Follow, Like, Comment
- Answer the questions asked, pose further questions
- Share with their circles/spheres of influence by sharing your content
- Intentionally watch for and interact with your content
- Feed you photos/ideas/content to post---remember **THEY HAVE CAMERAS AT ALL TIMES**
- Evaluate your posts monthly/quarterly---do they feel engaged by the content?



REMEMBER!



The Algorithm



- Facebook's algorithm is what determines your feed. It sorts through all of your posts and decides which ones are more interesting to you than others. The more engaging posts get pushed higher on your news feed. Since Facebook is constantly changing its algorithm, it is challenging to keep up with the changes.
- The algorithm considers your past interactions within Facebook, what you currently have open, and what other people are doing to decide what should be shown on your feed.



Let's Look at Some Posts



United Methodist Church in Northern Virginia is feeling spooky. Published by Kim Johnson [?] · October 31, 2018 ·

Happy Halloween! Since we all seem to have candy on the brain today, we thought we'd ask the question: Which is YOUR favorite?! Choose from the numbered items or tell us about something not pictured.

Which number?

333 People Reached 138 Engagements [Boost Post](#)

Iristyne Beale, Gwendolyn Sharp and 3 others 43 Comments

[Like](#) [Comment](#) [Share](#)

United Methodist Church in Northern Virginia created a poll. Published by Kim Johnson [?] · October 29 at 11:29 AM ·

It's Spooky Week and we are curious---will your workplace/church staff dress up Thurs?

YES! **No Way!** ✓

This poll has ended. 13 Votes

134 People Reached 20 Engagements

2 Comments 1 Share

[Like](#) [Comment](#) [Share](#)

Most Relevant ▾

Write a comment...

Kim Johnson There needs to be a spot for "Some of us"

Haymarket Church
Published by Kim Johnson [?] · October 22 at 10:47 AM · 🌐

176 People Reached **44** Engagements Boost Unavailable

👍 2 13 Comments

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

Write a comment...

Haymarket Church What great songs! Thanks for sharing, everyone!
Like · Reply · Commented on by Kim Johnson [?] · 1w

Alison Poff Burkholder That Old rugged cross

Post Details [Close]

Haymarket Church
Published by Kim Johnson [?] · October 22 at 10:47 AM · 🌐

176 People Reached **44** Engagements Boost Unavailable

👍 Kathy Elder and Jovonne Williams 13 Comments

👍 Like 💬 Comment ➦ Share ⌵

Performance for Your Post

176 People Reached

16 Likes, Comments & Shares ⓘ

2 Likes	2 On Post	0 On Shares
14 Comments	13 On Post	1 On Shares
0 Shares	0 On Post	0 On Shares

28 Post Clicks

0 Photo Views	0 Link Clicks ⓘ	28 Other Clicks ⓘ
---------------	-----------------	-------------------

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts



Haymarket Church

Published by Brian Johnson [?] · October 28 at 9:11 AM · 🌐



Last week we asked you to tell us your favorite worship songs. We've put all those songs into a Spotify playlist. We hope this playlist will help you worship God this week!



OPEN.SPOTIFY.COM

Haymarket Church Favorite Worship Songs (From Facebook), a playlist by haymarketchurch on Spotify

175
People Reached

53
Engagements

Boost Post

Linda Luttrell, Stephanie Lykins-Harvey and 12 others

1 Comment

Like

Comment

Share



Performance for Your Post

175 People Reached

15 Reactions, Comments & Shares *i*

12 Like	12 On Post	0 On Shares
-------------------	----------------------	-----------------------

2 Love	2 On Post	0 On Shares
------------------	---------------------	-----------------------

1 Comments	1 On Post	0 On Shares
----------------------	---------------------	-----------------------

0 Shares	0 On Post	0 On Shares
--------------------	---------------------	-----------------------

38 Post Clicks

0 Photo Views	22 Link Clicks <i>i</i>	16 Other Clicks <i>i</i>
-------------------------	-----------------------------------	------------------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Haymarket Church

Published by Kim Johnson [?] · October 4 · 🌐



Today is #nacionaltacoday (one of Pastor Brian's favorite days!) so we are curious: What topping is essential for a proper taco?

WE HAVE A
QUESTION:



218
People Reached

96
Engagements

[Boost Post](#)

👍😂 David Townsend, Susan Ransom Klemmer and 6 others

17 Comments

👍 Like

💬 Comment

➦ Share



Performance for Your Post

218 People Reached

49 Reactions, Comments & Shares ⓘ

6 👍 Like	6 On Post	0 On Shares
--------------------	---------------------	-----------------------

2 😂 Haha	2 On Post	0 On Shares
--------------------	---------------------	-----------------------

41 Comments	37 On Post	4 On Shares
-----------------------	----------------------	-----------------------

0 Shares	0 On Post	0 On Shares
--------------------	---------------------	-----------------------

47 Post Clicks

1 Photo Views	0 Link Clicks ⓘ	46 Other Clicks ⓘ
-------------------------	---------------------------	-----------------------------

NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Know Your Voice



Trinity United Methodist Church Richmond VA
Published by Kim Johnson · February 24 at 9:04 AM ·

Prayer of Saint Francis of Assisi
Lord, make me an instrument of your peace.
Where there is hatred let me sow love;
Where there is injury, pardon;
Where there is doubt, faith;
Where there is despair, hope;
Where there is darkness, light;
Where there is sadness, joy.

O Divine Master, grant that I may not so much seek
To be consoled as to console;
To be understood as to understand;
To be loved as to love.

For it is in giving that we receive;
It is in pardoning that we are pardoned;
And it is in dying that we are born to eternal life.

Let us all be in urgent prayer for our brothers and sisters in Ukraine under attack, for our leaders and all world leaders, for our service people and those of other nations and most of all let us pray that the Prince of Peace may reign over the earth.

1,221 People reached 249 Engagements - Distribution score [Boost post](#)

39 1 Comment 7 Shares

Like Comment Share

- Comment as Trinity United Methodist Chur...
- Marcia Edmonds
Amen! 🙏
[Like](#) [Reply](#) [Hide](#) 2w

Trinity United Methodist Church Richmond VA is at Trinity ...
United Methodist Church Richmond VA.
Published by Kim Johnson · March 10 at 5:55 PM · Richmond, VA ·

The church around the world lifts up prayers for the people of Ukraine and peace. Trinity wants to invite you to join a prayer vigil on Wednesday, March 16. The sanctuary will be open for the solitude of prayer from 7 AM to 6 PM There will be some collective prayers written by others to be used for your prayer time.

Also, pastor Hung Su will offer a prayer gathering at noon. Let us come and join in praying for peace and millions of men, women, and children in Ukraine.

[https...](#) [See more](#)



The Sanctuary will be open
Wednesday, March 16
from 7 AM - 6 PM

Prayer service at **NOON**

A prayer vigil for Ukraine

TRINITYUMC.NET
A prayer vigil for Ukraine | Trinity United Methodist Church
A prayer vigil for Ukraine The church around the world lifts up pray...

38 People reached 53 Engagements - Distribution score [Boost post](#)

13 4 Shares

Like Comment Share

- Comment as Trinity United Methodist Chur...



Know Your Voice



Haymarket Church posted a video to playlist **Tuesday Thoughts**.
Published by Brian Johnson · March 1 at 10:30 AM · 🌐

In response to the violence we are seeing in Ukraine (and the darkness many of us are feeling), Pastor Brian offers some thoughts on what it means for Christians to pray for peace and work for peace in the midst of a world of violence and war. He also points to what it means that, in Jesus, our God has suffered and died for us - which means that God is in solidarity with those who suffer and die.

112 People reached 17 Engagements [Boost post](#)

👍❤️👎 4 2 Comments 1 Share

[Like](#) [Comment](#) [Share](#)

Most relevant ▾

Comment as Haymarket Church 🗨️ 📷 📺 📹

Andrea Burrows 🙏🙏
Like Reply Hide 2w

[View 1 more comment](#)

Haymarket Church
Published by Brian Johnson · March 1 at 1:18 PM · 🌐

Kate Bowler · February 25 at 3:30 PM · 🌐

A blessing for Ukraine
God, the unthinkable has happened.
Swiftly, relentlessly... [See more](#)

68 People reached 3 Engagements — Distribution score [Boost unavailable](#)

👍 1

[Like](#) [Comment](#) [Share](#)

Comment as Haymarket Church 🗨️ 📷 📺 📹



When to post?



- No fewer than 3 times per week
- Better to have 5/week
- Busy days can have 2 or 3 different posts
- Should be different content and should be spread out (not 3 Youth posts in a row)
- Should be different kinds of posts (photo, video, question, share, link...)
- Should have some kind of regular schedule—certain times/types when people can count on seeing your posts
- Thursday Prayer, Sunday Scripture on Friday

*****Schedule some of these — you can spend time once a month and schedule all your ‘regular posts’ and be done — then only have to fill in 1 or 2 a week.**



Samples

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
BREAKFAST	SHARE SERMON	MID WEEK GROUPS ANNOUNCEMENTS	WEEKLY ANNOUNCEMENTS	COMING UP THIS WEEKEND	HIGHLIGHT A MINISTRY OR VOLUNTEER	HIGHLIGHT A SPECIFIC EVENT	SERVICE STARTS AT _____, ENCOURAGE PEOPLE LOCALLY TO SHARE.
LUNCH	WEEKLY ANNOUNCEMENTS	SHARE SERMON	MID WEEK GROUPS ANNOUNCEMENTS	HIGHLIGHT A SPECIFIC EVENT	COMING UP THIS WEEKEND	HIGHLIGHT A MINISTRY OR VOLUNTEER	SHARE PREPARED IMAGE AND QUOTE FROM SERMON
DINNER	MID WEEK GROUPS ANNOUNCEMENTS	WEEKLY ANNOUNCEMENTS	SHARE SERMON	HIGHLIGHT A MINISTRY OR VOLUNTEER	HIGHLIGHT A SPECIFIC EVENT	COMING UP THIS WEEKEND	SHARE PREPARED IMAGE AND QUOTE FROM SERMON WITH LINK TO SERMON ARCHIVE OR NEW UPLOADED MESSAGE



Samples

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
AM	<u>#SundaySermon</u>	Photo	Question	Youth	Sunday's Scripture	Don't Forget	
PM	Question	Partner Link or Prayer Focus	Celebration/ Email focus	Coming this Weekend	Children's		

Remember that there is always room for 'breaking news' or celebration or 'in the moment'



Pages vs Groups



- Facebook has made moves to elevate **GROUPS** over **PAGES**
- Facebook is prioritizing **CONNECTION** and connection comes with **COMMUNITY**
- In 2019 Groups rose even higher in Facebook's algorithm and have **GREATER** use and functionality.
- But Groups and Pages are different



Pages

- Your social ‘front door.’
- What folks can look for, ‘drive past’, SEE.





Groups

- Your living room.
- A place for deeper, personal connection.
- A place to be **KNOWN.**



Haymarket Youth Parents

Private group

Interacting as Haymarket Church

- About
- Discussion
- Members
- Videos
- Photos
- Moderate Group
- Group Quality

Search this group

- Shortcuts
- Villages of Piedmon... 14
 - Church Communic... 20+
 - The Middle Matters Boo...
 - Haymarket Youth Parents
 - Friday Haymarket Fello...
 - VAUMC Church Comm...
 - Haymarket Church 13
 - Virginia Methodists f... 7
 - Trinity United Method... 4
 - United Methodist Churc...
 - NoVaUMC Church Com...
 - Divi Theme Users 20+
 - Trinity Kids
 - Virginia Methodists f... 6
 - Virginia Church Commu...



Joined ▾ Notifications Share ... More

Write Post Photo/Video Live Video More

Write something...

Photo/Video Watch Party Ask for Reco... ***

NEW ACTIVITY

- Heidi Suydam** October 30 at 2:53 PM
Hi everyone! Do any of you have any driving school/driving teachers you would recommend? Abbie needs to do her behind the wheel hours.
2 Comments Seen by 14
- Like Comment
- Karen Heckendorn Thom** Sorry mine is still too young thank goodness.
Like · Reply · 6d
- Kristin Kales Luetkenhaus** Kelly did hers through the school. We were happy with them.

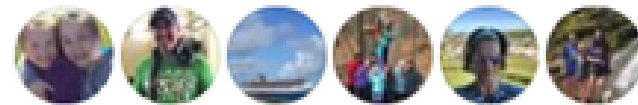
GROUP BY

Haymarket Church
503 like this
[Learn More](#)

INVITE MEMBERS

+ Enter the name of a person or Page...

MEMBERS 21 Members



SUGGESTED MEMBERS Hide

- UMCOR - United Methodist Committee On Relief [Invite Member](#)
- Hulafrog Centreville-Manassas, VA [Invite Member](#)
- Tammy Stone [Invite Member](#)
- Jovonne Williams [Invite Member](#)
- Amanda Slyper [Invite Member](#)

See More

Haymarket Church
Admin · March 13 at 3:46 PM · 🌟

Student Service Hours Opportunity!

On **Saturday, April 9** from **6:30-8 pm** the Haymarket Church Kids are hosting an **Easter Flashlight Scavenger Hunt** and they would love some youth to help.

Setup starts at **5:30 pm**.

We need youth to be egg "hidiers".... to put eggs out to before the event and then also to restock them as needed during the night and help the kids on their search.

LET US KNOW IF YOU THINK YOUR YOUTH CAN HELP.

[See more](#)

STUDENT SERVICE HOURS:

SAT. APRIL 9TH, 5:30-8 PM

EASTER FLASHLIGHT SCAVENGER HUNT

- Hide Eggs
- Restock Eggs
- Help Tiny Humans Gather Eggs

1 ❤️ Seen by 13

Like Comment

Comment as Haymarket Church

We received the following prayer requests this weekend:

██████████ requests prayer for her mother in California and her family, who is helping her recover from illness.

██████████ request prayers for her friend's son, ██████████. Last year we prayed for ██████████ when he was in need of a new liver due to PSC (a liver disease that destroys the bile ducts). ██████████ got the liver transplant and had been doing well for the last year. Unfortunately, things have turned. Just a... [See more](#)

🥰 10

3 Comments Seen by 33

 Like

 Comment

View 1 more comment



Joy Pritchard

Praying for ██████████ mother and for ██████████

Care Reply 5w



Haymarket Church [Author](#) [Admin](#)

An update on ██████████ the procedure went well, they found some possible reasons for the organ rejection he's experiencing, and they are hopeful that the treatment plan they have will reverse/put an end to the rejection. We received an updated prayer r... [See more](#)

Like Reply Commented on by [Brian Johnson](#) 5w



Comment as Haymarket Church



██████████
November 3, 2021 · 🌐

Requesting prayers of hope and peace and clarity for my father in law ██████████ and our family. He is currently waiting to receive a diagnosis on the mass in his pancreas and lesions on his femur.

🥰👍 You and 9 others

6 Comments Seen by 31

 Care

 Comment

View 3 previous comments



Brian Johnson [Admin](#)

I'm just seeing this - praying for your father-in-law and for the whole family (and all who love him).

Like Reply 18w



██████████ replied · 1 Reply



Jovonne Williams

Prayers for your father-in-law and your family. 🙏

Like Reply 18w



Comment as Haymarket Church



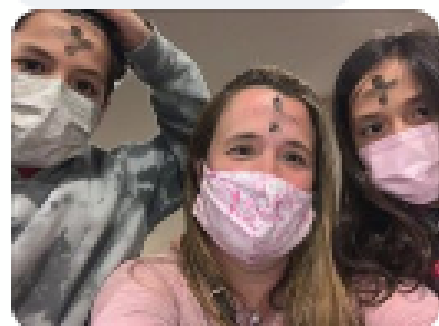
Any other Youtube Ash Wednesday participants out there?



You and 7 others 1 Comment Seen by 29

Love Comment

Dawn Attumall
We did the in-person ashes!



Love Reply 1w 3

Write an answer...

Brian Johnson created a poll.
Admin - February 2

Hey, y'all, looking for some random feedback. I'm trying to figure out what to do for Ash Wednesday (March 2). We don't rent the school for weeknight worship services (other than Christmas). If we were to do a smallish, simple, in-person worship service at the Ministry Center and then also do an online service (with ashes distributed ahead of time so that you can apply them yourself as part of the online service) - would you participate in either? If so, which one? If you... See more

- Added by Brian Johnson
Online Ash Wednesday 10 votes
- Added by Brian Johnson
In-Person Ash Wednesday, no childcare needed 5 votes
- Added by Brian Johnson
In-Person Ash Wednesday, childcare needed
- Added by Brian Johnson
I won't participate in worship on Ash Wednesday
- Add an option

1 3 Comments Seen by 33

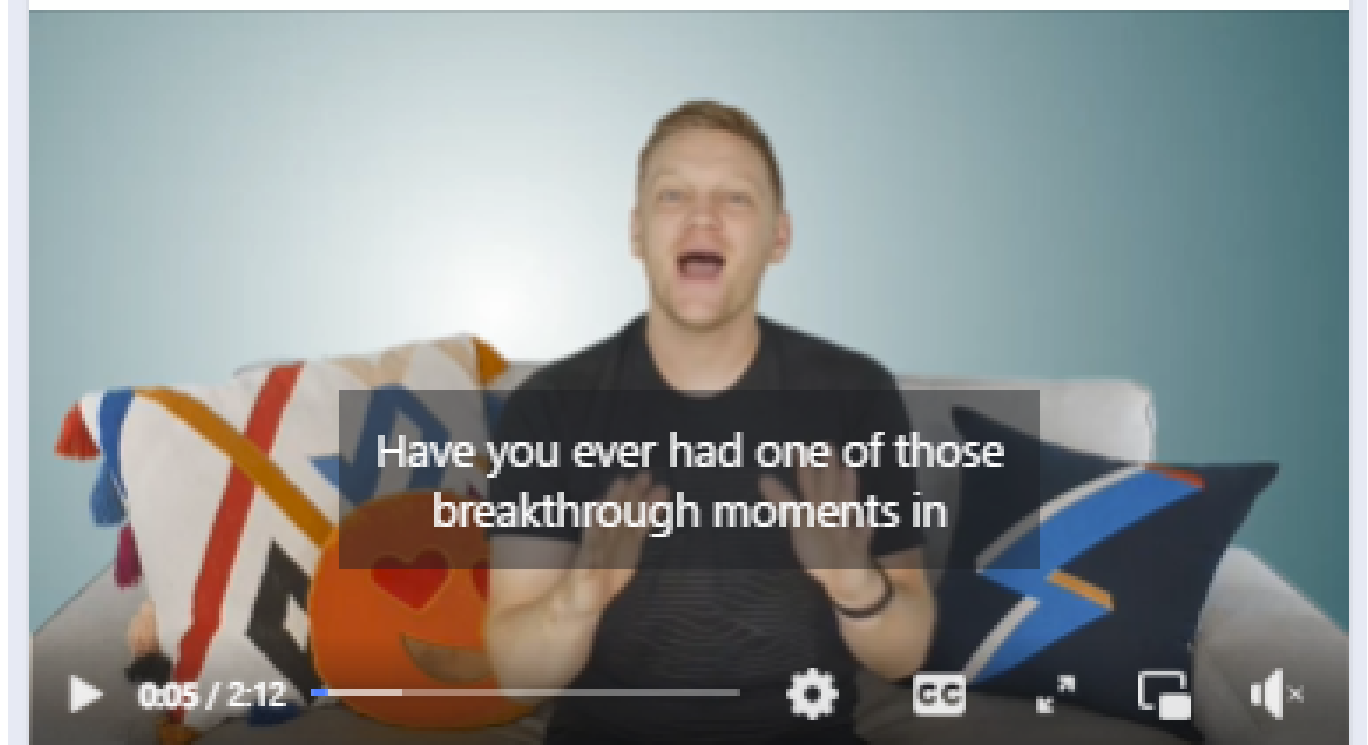
Like Comment

Haymarket Church
Admin - March 10 at 10:59 AM

MARCH'S PARENT TIP - HOW TO GET YOUR KIDS TO OPEN UP

Have you ever had one of those breakthrough moments in parenting where a conversation suddenly goes way deeper than you expected and your kid actually opens up? Those are the best. But figuring out how to get your kid talking and sharing like this is tricky! So here are some things to try:

1. Ask unexpected questions. There are only so many times you and your kid can tolerate the question, "So . . . how was your day?" So try a... See more



Seen by 22

Like Comment

Write an answer...



Facebook Events



The screenshot shows a Facebook event page for 'Spring Fest' organized by Trinity United Methodist Church Richmond VA. The event is scheduled for Sunday, March 27, 2022, at 3 PM. The main image features a child playing on a colorful inflatable structure. The event description reads: 'an outdoor community-wide festival with food, fun for the whole family, and great fellowship'. The page includes a sidebar with navigation options like Home, Your Events, Birthdays, and Notifications, as well as a list of event categories such as Classics, Comedy, Crafts, Dance, Drinks, Fitness & Workouts, Foods, Games, Puzzles, & Play, Gardening, Health & Medical, and Healthy Living & Self-Care. The event details section shows that 78 people have responded and provides information about the location and public access. A 'Details' section includes a description of the event and a 'Meet Your Host' section. A 'Add a Few Final Details' panel is also visible, showing 0 of 3 steps completed and options to share the event, start a discussion, or link a group.

Use Events!!!

They show up in calendars and feeds

People can indicate interest

Can have their own discussions, ask questions, etc.

Post details

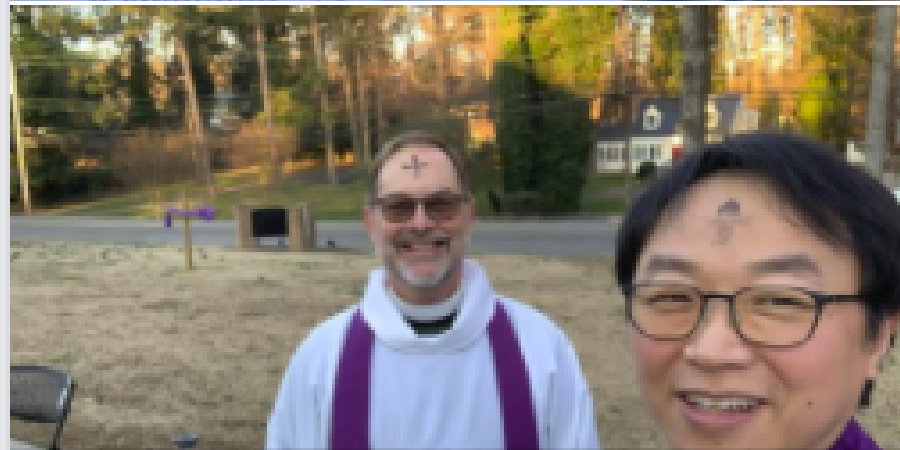
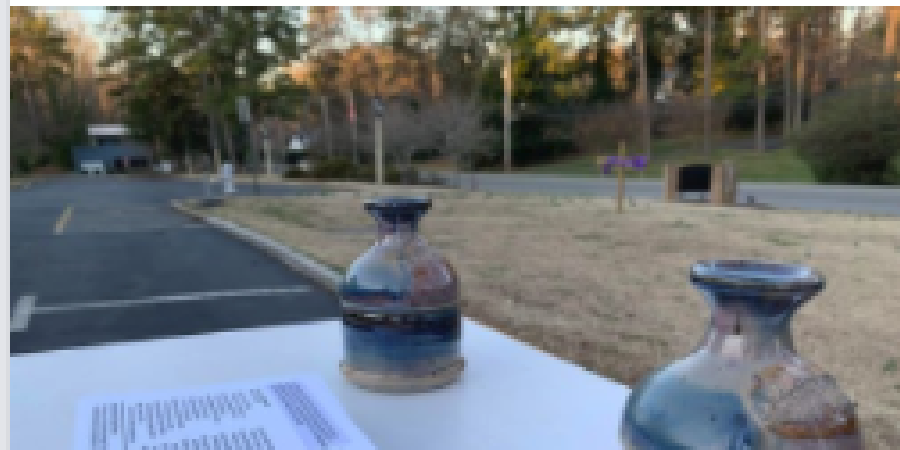


Trinity United Methodist Church
Richmond VA



Published by Hungsu Lim ·
March 2 at 7:11 AM ·

Remember that you are dust! To dust you shall return. Join us and mark this holy season of Lent. We're here until 8 am.



28

3 Shares

Like Comment Share



Comment as Trinity Unit...



Performance for your post

689 People reached

61 Likes, comments & shares

27 Post clicks

14	0	13
Photo views	Link clicks	Other clicks

View more details

Negative feedback

0	0
Hide all posts	Hide post
0	0
Report as spam	Unlike Page

61 Likes, comments & shares

Branded content distribution

View breakdown

689	689	0
Total reach	Organic reach	Paid reach

724	724	0
Total impressions	Organic impressions	Paid impressions



Trinity United Methodist Church Richmond VA added an event.



February 21 at 3:00 PM ·



SUN, MAR 27 AT 3 PM

Spring Fest

Trinity United Methodist Church Richmond VA
16 Going · 61 Interested

179
People reached

27
Engagements

Boost event

Boosted on March 14 at 9:56 AM Finishes in 11 days

By Kim Johnson

People reached	519	Event Responses	21
----------------	-----	-----------------	----

View results

5

3 Comments

Like Comment Share



Jennifer Cantrell
Laura Barnes, Ginny Johnston and Alexis Shannon y'all should join us!

Like Reply 3w

Jennifer Cantrell replied · 2 Replies



Comment as Trinity United Methodist Chur...



Facebook Ads



Ad Status	Date	Created by	Reach	Event Responses	Spent of
Active	Mar 14	Kim Johnson	550	22	\$5.36 (Spent of \$26.00)
Completed	Dec 17, 2021	Kim Johnson	1,192	21	\$25.00 (Spent of \$25.00)
Completed	Dec 17, 2021	Kim Johnson	1,422	16	\$25.00 (Spent of \$25.00)

- Budget for Ads
- Can get a GREAT amount of reach for a small amount of money
- Can target a radius 5-10 [or more] miles around you
- Start with \$35 for Easter and see where it takes you!
- Great data and analytics available