

FACEBOOK CHANGES & YOUR CHURCH

Live Q&A Webinar

Presented by Jerod Clark
February 27, 2013



WHY SHOULD I CARE?

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- People in your congregation are already there

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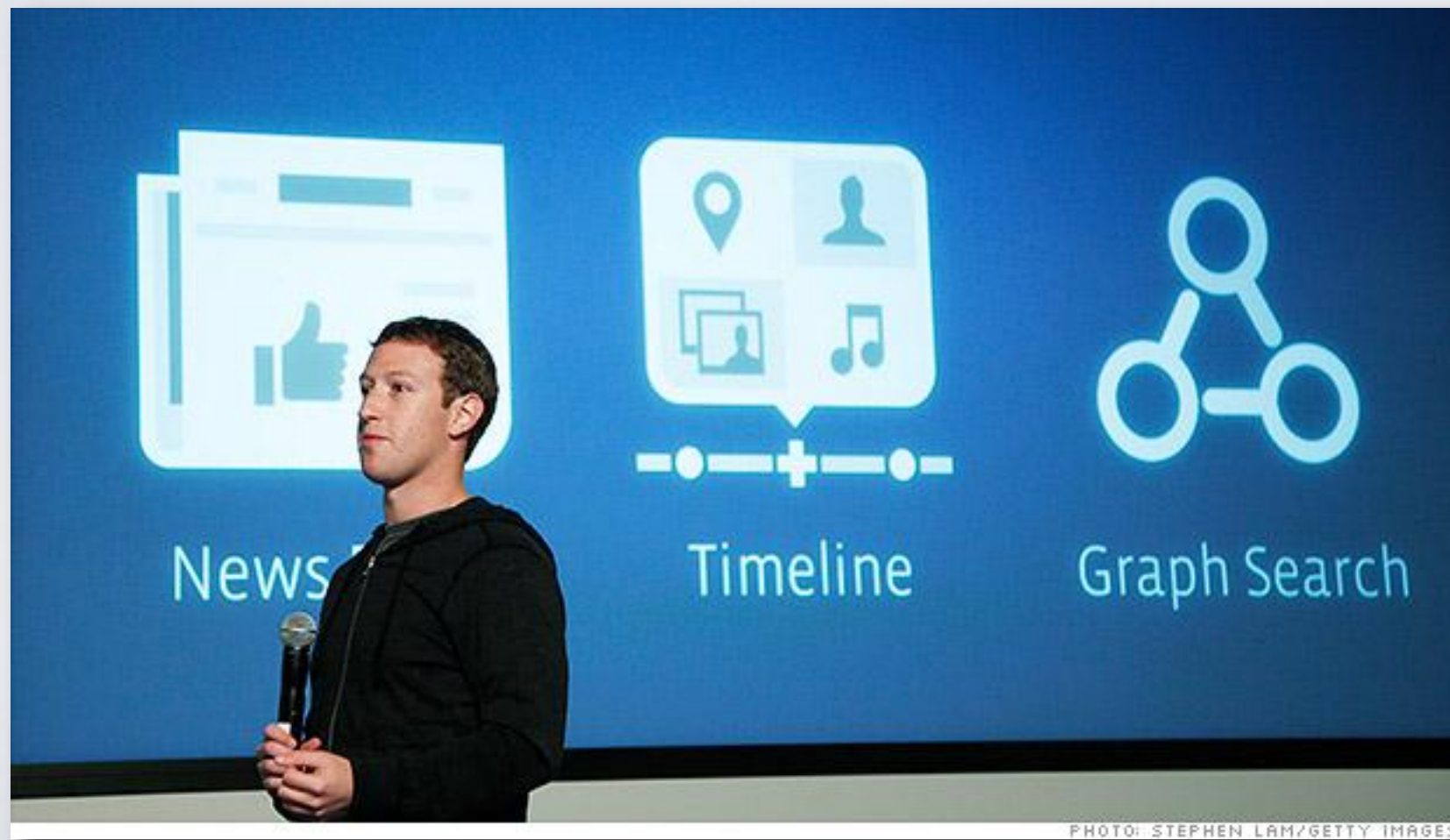


“What’s the best way to utilize the social network as a tool for reaching potential members?”

- Los Angeles, CA

WHY SHOULD I CARE?

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- Opting out says something about who you are as a church.

WHY SHOULD I CARE?

- People in your congregation are already there
- It makes it easier for people to share your church with their friends.
- Opting out says something about who you are as a church.
- Social media is here to stay even if Facebook fades.



PAGES VS. GROUPS

PAGES VS. GROUPS

PAGES

- Official spot on Facebook
- Works like a personal profile page
- Your posts show up in followers News Feeds
- Use Facebook as your church to comment and send messages
- fb.com/about/pages

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GROUPS

- Not good for your general presence on Facebook
- Private, walled off area for smaller groups
- Post updates, pics & videos that show up in users News Feeds. You can also share documents.
- fb.com/about/groups



SETTING UP YOUR PAGE

**LCBC Church**

6,471 likes · 363 talking about this · 108 were here

Like

Subscribe

Message



Religious Organization
LCBC (Lives Changed By Christ) is one church with multiple locations throughout central Pennsylvania. www.LCBCchurch.com

About



Photos



Likes



Map



Vimeo

Create Page

Now

September

2012

2011

2010

2007

Founded

Highlights

Post

Photo / Video

Write something...

**LCBC Church** asked a question.
about an hour ago

How many of you have ever been to more then one LCBC Campus? Let us know below!

- ☐ Only 1 campus ...
- ☐ I've been to 2 campuses. ...
- ☐ I've been to 3 or more! ...

**LCBC Church**
3 hours ago via NetworkedBlogs**Barn Bash 2012**

The mechanical bulls have been returned, the cotton candy aroma is a faint memory and the giant inflatables have been unceremoniously deflated. The 2012 LCBC Middle School Barn Bash is over. What an incredible party. What remains are beautiful pictures and hundreds of stories.

Recent Posts by Others on LCBC Church

See All

**Denise Snader**

Been to three of the LCBC's goal is to get t...
29 minutes ago

**Bill Havens**

My son is coming to your church from Wat...
4 1 · 4 hours ago

**Nancy Harvest**

I just read Brandi's post and feel the same ...
5 3 · 18 hours ago

**Michelle McFerran**

Hi there.... How can I get a copy of this wee...
1 · Yesterday at 10:32am

**Nikki Reynolds Hamilton**

Update on Cameron- Our grandson is two ...
7 7 · Monday at 8:44am

Recommendations

Write a recommendation...

Likes

See All

COVER PHOTO

- What do I choose?

2% of people will go back to
your timeline after their first
visit

Source: EdgeRank Checker

COVER PHOTO

- What do I choose?

2% of people will go back to
your timeline after their first
visit

Source: EdgeRank Checker

- Visitors or friends of your followers

COVER PHOTO

Search for people, places and things

Under The Radar

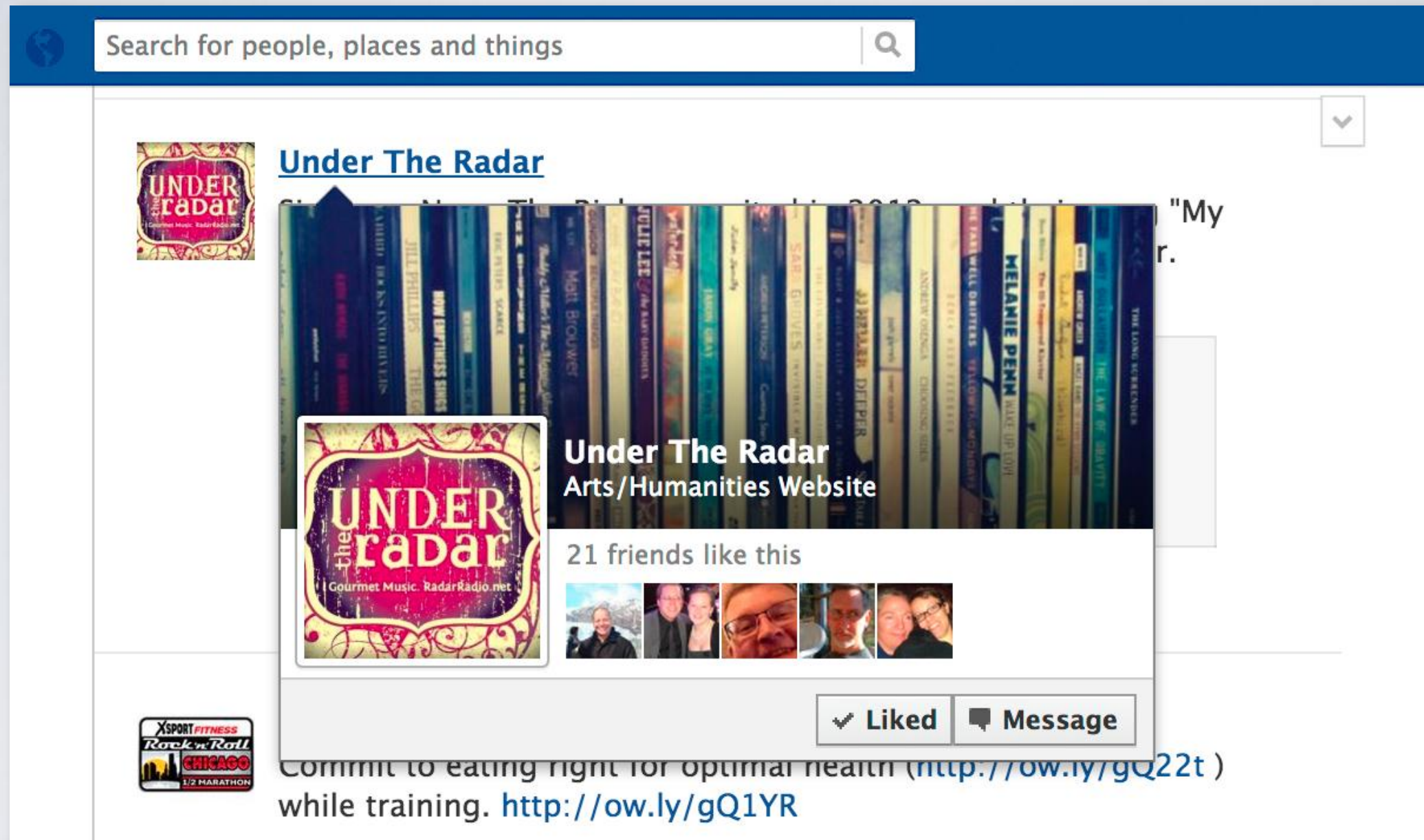
"My r.

Under The Radar
Arts/Humanities Website

21 friends like this

✓ Liked Message

Commit to eating right for optimal health (<http://ow.ly/gQ22t>) while training. <http://ow.ly/gQ1YR>



COVER PHOTO RULES

- No contact information like websites, address, phone numbers, etc.

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COVER PHOTO RULES

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- No calls to action like “get it now” or “tell your friends”
- No Facebook interaction elements including “like” or “share”
- No purchase information like “40% off” or “download at our website”

Sermon Series/Event

EVERY SUNDAY AT 10AM



GATEWAY PRESENTS

CHANGE YOUR THINKING
YOUR LIFE

FALL SEASON 2012

Gateway Alliance Church

231 likes · 19 talking about this · 398 were here

Like

⚙️ ▼

Artsy



The River Church

489 likes · 8 talking about this · 143 were here

Like



Artsy



New Westminster Christian Reformed Church

116 likes · 74 talking about this · 39 were here

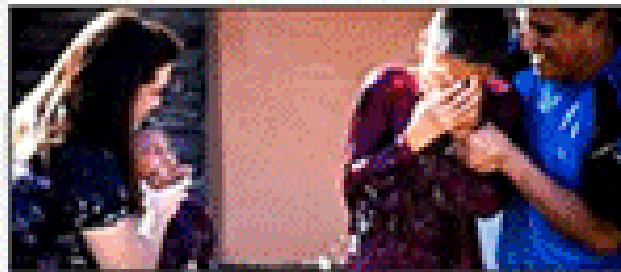
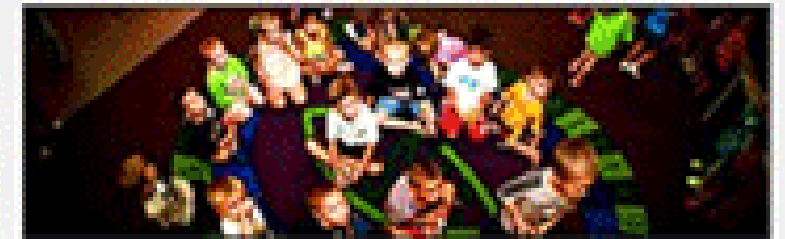
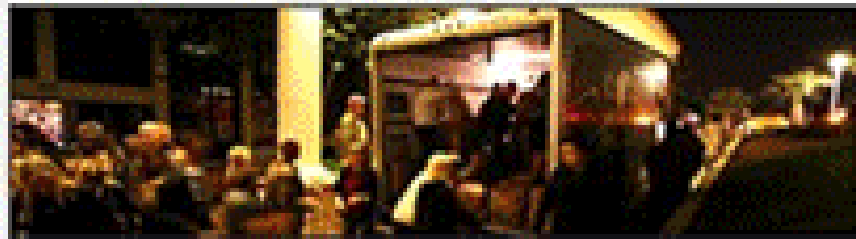
Like

Subscribe

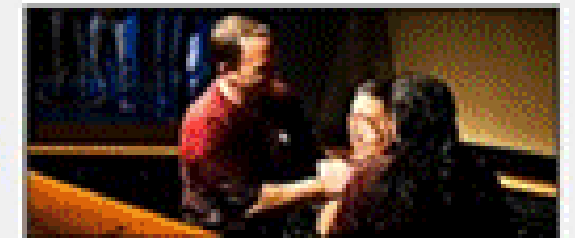
Message



Sampling



— WELCOME TO —
**CENTRAL CHRISTIAN
CHURCH OF ARIZONA**



Central Christian Church | Arizona

2,194 likes · 165 talking about this

Like

Subscribe



Sampling



Show Your Passion



A photograph of a smiling woman with long dark hair interacting with two young children in front of a building. The image is overlaid with a large, semi-transparent graphic that reads "EXPANDING GOD'S KINGDOM".

EXPANDING
GOD'S KINGDOM



The logo features a stylized mountain peak in brown and white, with the text "FOOTHILLS" in bold and "CHRISTIAN CHURCH" in smaller letters below it.

Foothills Christian Church
2,118 likes · 133 talking about this · 3,937 were here

Like Subscribe Message ⚙

Show Your Passion



Live. Learn. Love. Lead.
Join us in loving this city.



HOUSTON NW CHURCH

Houston Northwest Church

518 likes · 16 talking about this · 1 was here

Like

Subscribe

Message

⚙️ ▼

Show Your Passion



The Rock Church

1,337 likes · 95 talking about this · 1,132 were here

 Like

 Subscribe

 Message

Show Your Church



OasisLA

2,506 likes · 119 talking about this · 4,978 were here

Like

Subscribe

Message




Show Your Church



Church of the Holy Redeemer

416 likes · 9 talking about this · 92 were here

 Like

 Subscribe

 Message

Show Your Church



The Woodlands United Methodist Church

1,388 likes · 58 talking about this · 3,588 were here

 Like

 Subscribe

Message



Show Your Church

Equip. Experience. Everyday



Freedom House Church




1,813 likes · 89 talking about this · 1,381 were here






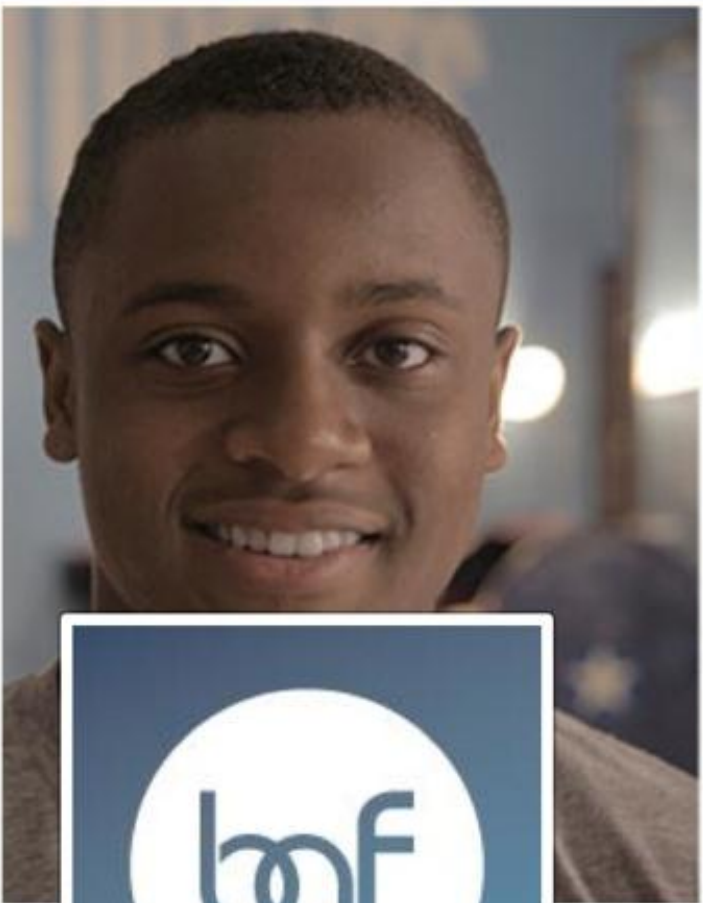
 Like


 Subscribe







How is it Complimented?

facebook    Jero









Bay Area Fellowship
8,145 likes · 1,425 talking about this · 10,655 were here

 Like  Subscribe  Message 

Religious Center · Nondenominational Church
A new life starts today! Come to one of our services on Saturdays at 6 p.m. or Sundays at 10 a.m., 11:30 a.m. & 1 p.m!

About



5 ▾

Photos

Welcome to BAF

BAF Online

BAF Videos



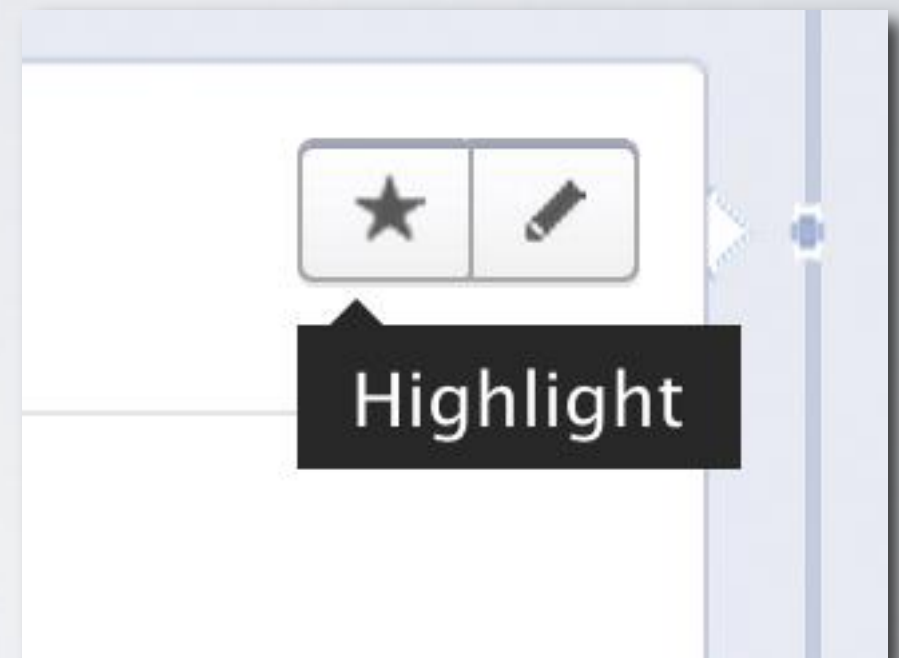
"How do you handle pictures on Facebook - especially pictures of minors?"

- Abbotsford, BC

NEW TIMELINE FEATURES

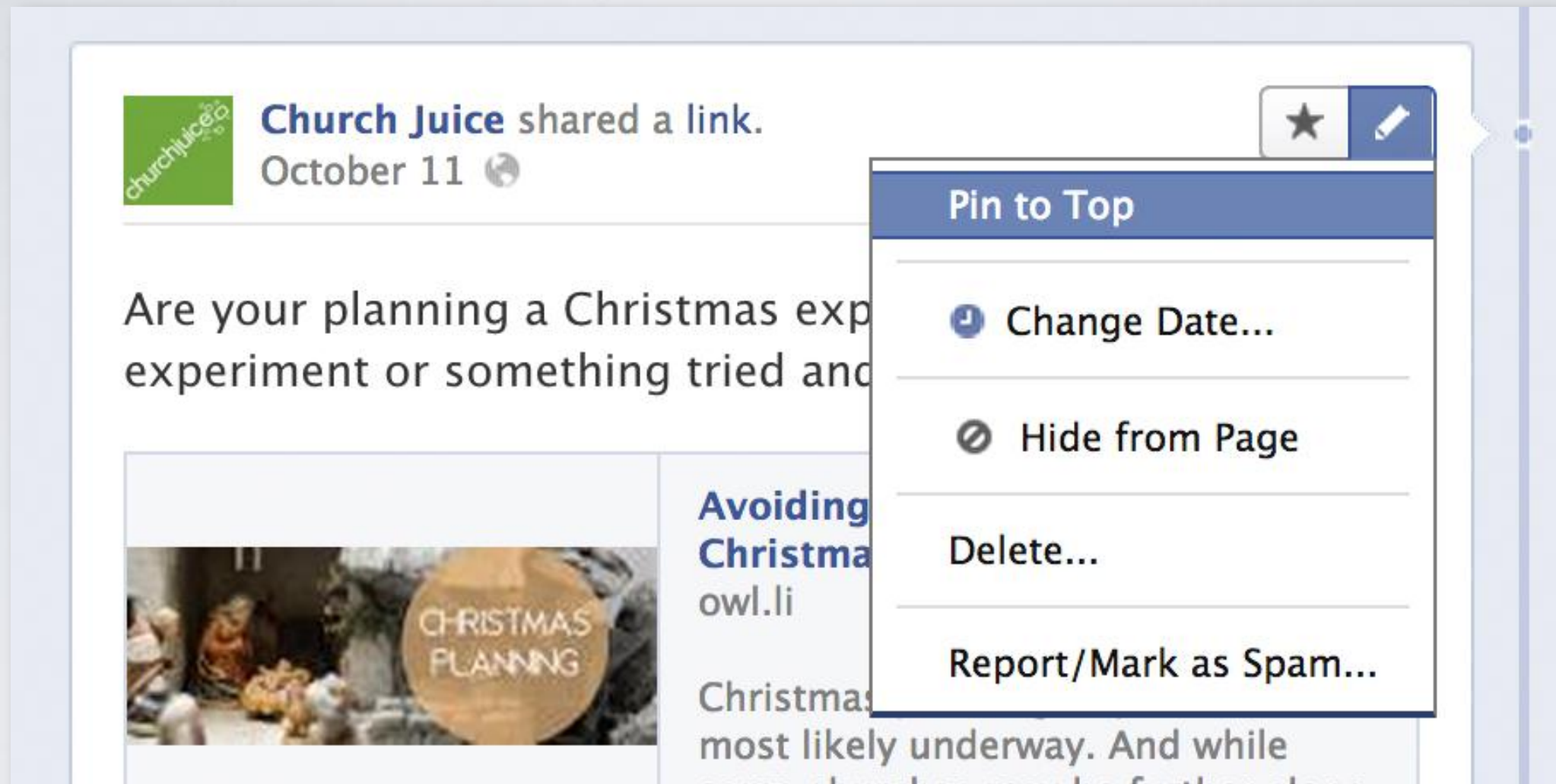
NEW TIMELINE FEATURES

Highlight Post



NEW TIMELINE FEATURES

Pin to Top



The screenshot shows a Facebook post from the page "Church Juice", which was shared on October 11. The post text reads: "Are your planning a Christmas exp... experiment or something tried and...". Below the text is a thumbnail image of a nativity scene with a sign that says "CHRISTMAS PLANNING". To the right of the image, the article title "Avoiding Christmas..." is visible, along with the URL "owl.li" and the beginning of the article text: "Christmas... most likely underway. And while...". A context menu is open over the post, showing the "Pin to Top" option at the top, followed by "Change Date...", "Hide from Page", "Delete...", and "Report/Mark as Spam...". The menu is triggered by a star icon in the top right corner of the post.

Church Juice shared a link.
October 11

Are your planning a Christmas exp...
experiment or something tried and...

Avoiding Christmas...
owl.li

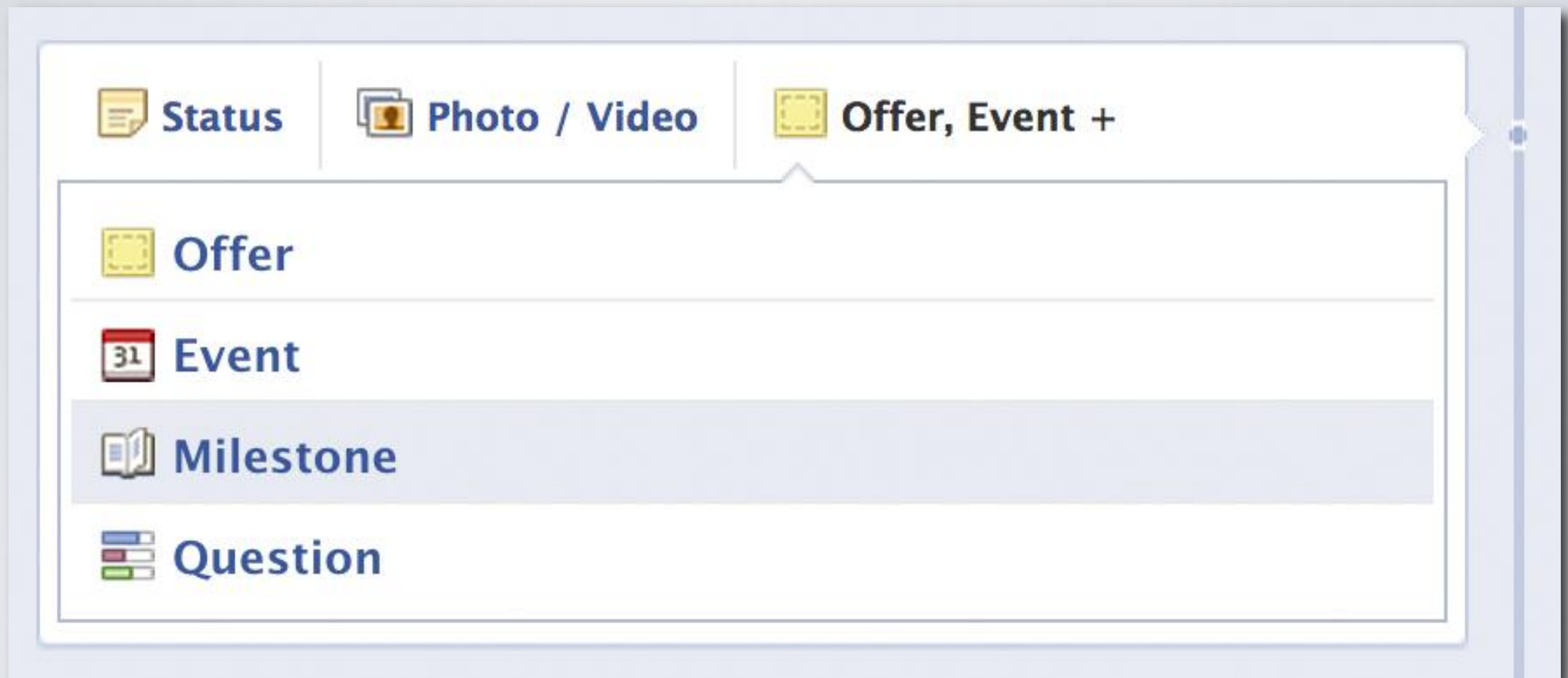
Christmas...
most likely underway. And while...

Pin to Top

- Change Date...
- Hide from Page
- Delete...
- Report/Mark as Spam...

NEW TIMELINE FEATURES

Milestone





Starbucks

Timeline

1982

Like

Create Page

1982

**Howard Schultz joins Starbucks**

1982 in Seattle, Washington

He started as the director of retail operations and marketing.

Like · Comment

52 5

Opened

**Opened in 1971**

We opened our first store in Seattle's Pike Place Market.



Like · Comment

782 46

Now

December

2012

2011

2010

2009

2008

2007

2006

2004

2003

2001

2000

1998

1997

1996

1995

1992

1991

1990

1988

1987

1986

1984

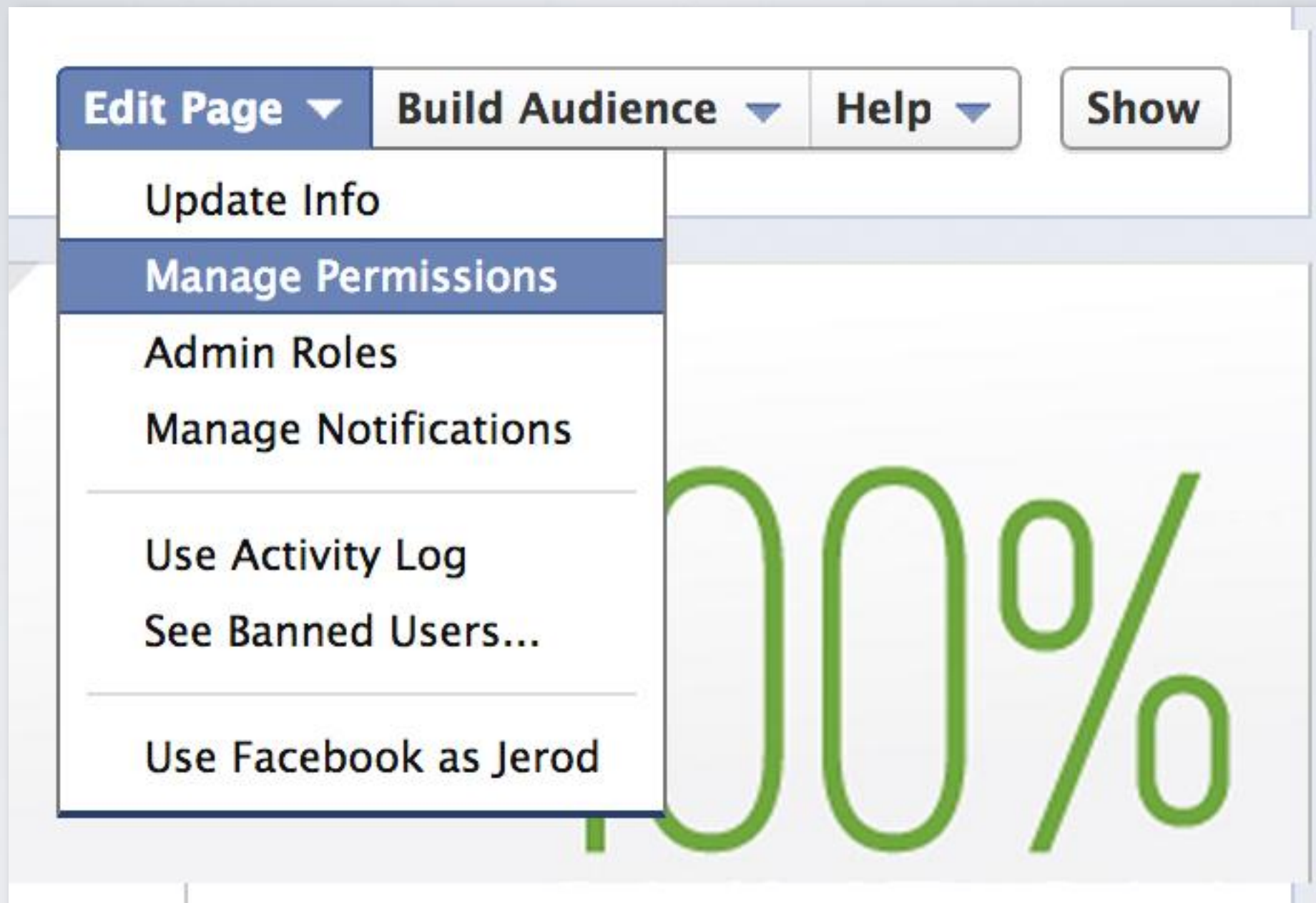
1983

1982



Opened


PERMISSION SETTINGS

PERMISSION SETTINGS



PERMISSION SETTINGS

facebook  

Church Juice Home 

Your Settings

Manage Permissions

Basic Information

Profile Picture

Featured

Resources

Admin Roles

Apps


Mobile

Insights

Help


Deals

Church Juice




Page Visibility: ☐ Unpublish page (only admins can see this page)
[What is this?](#)

Country Restrictions: [What is this?](#)
☐ Only show this page to viewers in these countries
☒ Hide this page from viewers in these countries

Age Restrictions:  [What is this?](#)


Posting Ability: ☒ Everyone can post to Church Juice's timeline
☒ Everyone can add photos and videos to Church Juice's timeline

Post Visibility: ☒ Show the box for "Recent Posts by Others" on the top of Church Juice
Default visibility of posts by others on Church Juice's timeline:  [\[?\]](#)

Tagging Ability: ☒ People can tag photos posted by Church Juice

Messages: ☒ Show "Message" button on Church Juice

Moderation Blocklist: [\[?\]](#)

Profanity Blocklist:  [\[?\]](#)

Post privacy gating: ☐ Enable the privacy switcher for new page posts inside composer

Delete Page: [Delete Church Juice](#)

Save Changes

Cancel

Facebook © 2012 · English (US)

[About](#) · [Create an Ad](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Cookies](#) · [Terms](#) · [Help](#)

ADMIN PANEL

ADMIN PANEL

Church Juice

Home

You are posting, commenting, and liking as Church Juice — [Change to Jerod Clark](#)

Admin Panel

Edit Page

Build Audience

Help

Hide

Create Page

Notifications

See All

Andrea Kloet DeVries, Christ Follower and **Michael Silverman** like **Church Juice's** link: "A defense of the font Comic Sans (and..." on Friday

Jonathan Assink commented on **Church Juice's** link: "I wouldn't say it changes my opinion in the end,..." on Friday

Benson John, Ben Verkaik and 12 others commented on **Church Juice's** status. on Thursday

Steven Hargreaves, Alison Kennedy and 3 other people like **Church Juice's** status: "The best church websites are the ones..." on Wednesday

Get More Likes

See Likes

Create an ad to get more people to like your Page.

Daily Budget [?]

\$10.00

per day

Promote Page

Insights

See All

Your Posts

Talking About This

Reach

Messages

See All

Rccg Huddersfield
Hi, Blessings! Just found out your sit...

Shawn Cherian
That's cool; thanks for your help.

Glenn Pendarvis
yes

James Whyte
are you praying for my needs?

Eugene Russl Wright
How can I get more christian friends ...

Invite Friends

See All

Sherrie Lynn Bonarigo

Invite

Benjamin Moore

Invite

Jim Dahlin

Invite

Joel Carlson

Invite

Now

January

2012

2011

2010

Founded

INSIGHTS

INSIGHTS



Church Juice

Timeline

✓ Liked

Overview

Likes

Reach

Talking About This

All dates and times are in Pacific Time

Export Data



Total Likes?

3,826 ↓ -0.03%

Friends of Fans?

2,080,676 ↑ 0.25%

People Talking About This?

31 ↓ -64.77%

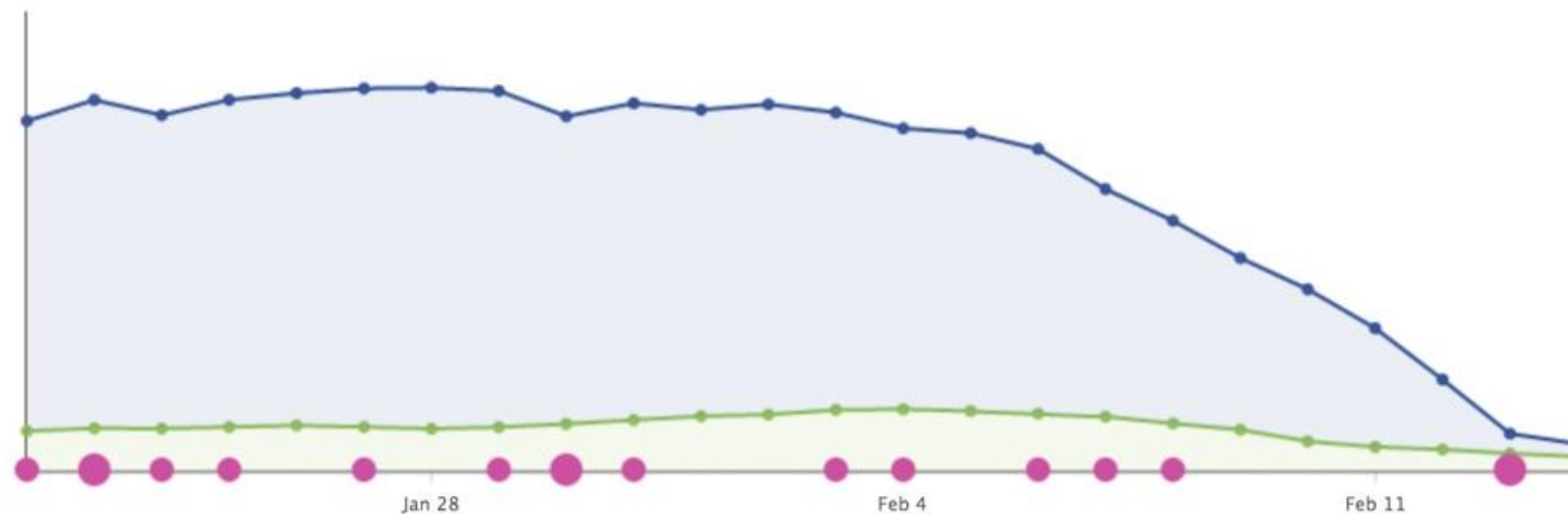
Weekly Total Reach?

1,520 ↓ -95.8%

Posts?

People Talking About This?

Weekly Total Reach?



Page Posts (Updated 6 minutes ago)

All Post Types

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?	
2/15/13	A defense of the font Comic Sans (an...	388	26	8	2.06%	
2/13/13	The best church websites are the one...	742	43	17	2.29%	
2/8/13	"Good communication does not mea...	630	24	17	2.7%	

INSIGHTS

Overview Likes Reach Talking About This

04/08/2012 - 05/05/2012

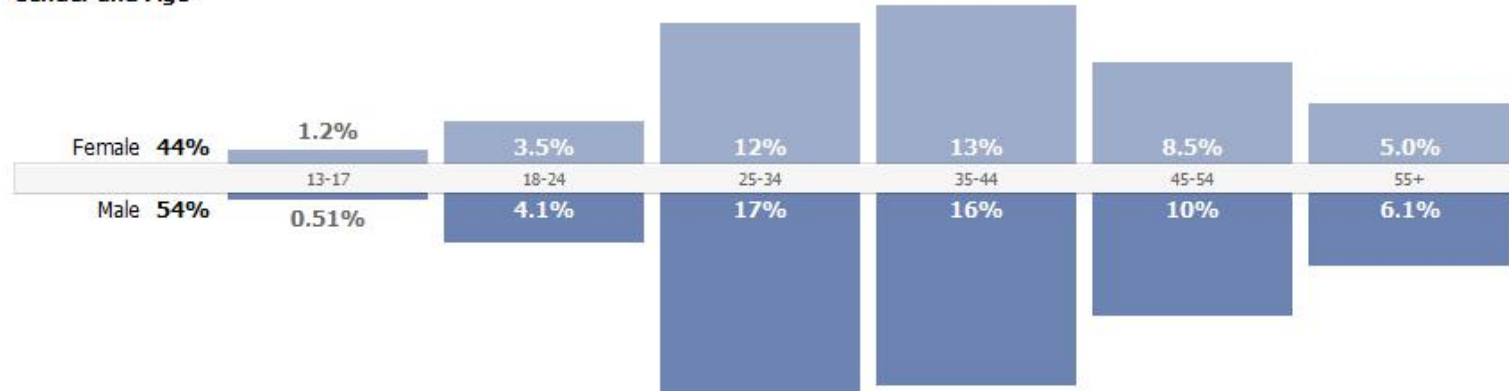
Export Data



People Who Like Your Page (Demographics and Location)

See Likes

Gender and Age?



Countries?

803 United States of America
58 Canada
20 Australia
16 United Kingdom
8 Indonesia
7 Philippines
5 Kenya
[More](#)

Cities?

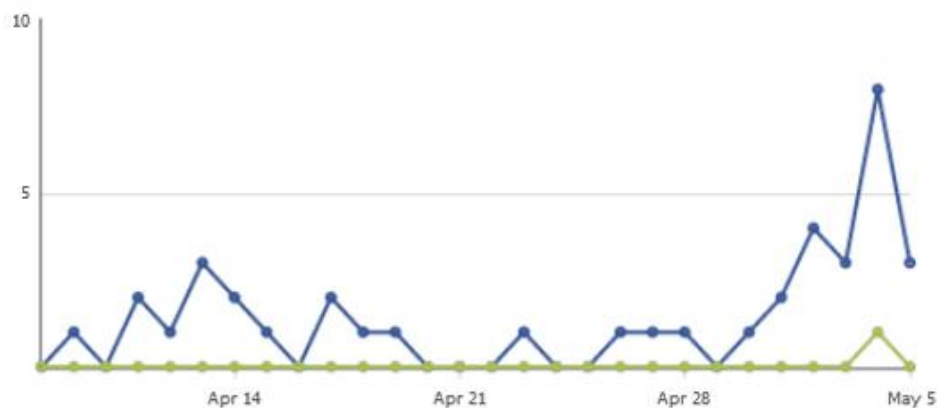
27 Grand Rapids, MI
18 Chicago, IL
12 Houston, TX
8 Tinley Park, IL
7 Los Angeles, CA
7 San Diego, CA
7 Austin, TX
[More](#)

Languages?

888 English (US)
60 English (UK)
8 Spanish
6 Indonesian
2 French (France)
1 German
1 Japanese
[More](#)

Where Your Likes Came From

☒ New Likes? ☒ Unlikes?



Like Sources?

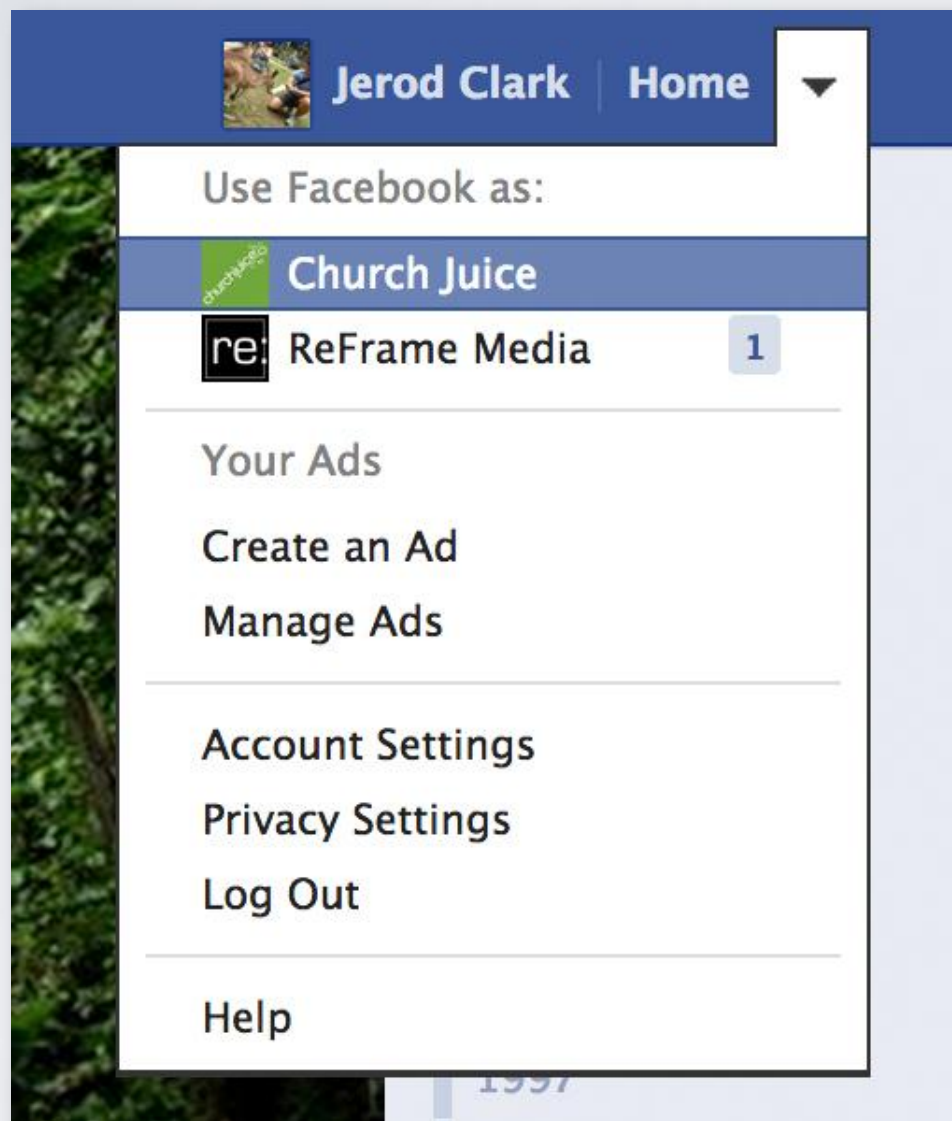
18 On Page?
9 Ads and Sponsored Stories?
5 Facebook Recommendations?
3 Mobile?
1 Admin Invite?

A FEW MORE THINGS

- Use Facebook as your church

A FEW MORE THINGS

- Use Facebook as your church



A FEW MORE THINGS

- Use Facebook as your church
- Claim your custom URL

A FEW MORE THINGS

- Use Facebook as your church
- Claim your custom URL
 - fb.com/username

A FEW MORE THINGS

- Use Facebook as your church
- Claim your custom URL
 - fb.com/username
- Manage your admins



POSTING CONTENT

AFFINITY

What's your past relationship with the user?

AFFINITY

What's your past relationship with the user?

+

CONTENT WEIGHT

How many people are interacting with a post?

AFFINITY

What's your past relationship with the user?

+

CONTENT WEIGHT

How many people are interacting with a post?

+

TIME DECAY

How recent is the post?

AFFINITY

What's your past relationship with the user?

+

CONTENT WEIGHT

How many people are interacting with a post?

+

TIME DECAY

How recent is the post?

EDGERANK SCORE

Why is edgerank important?

Why is edgerank important?

16%

of people will see the average
post

Source: Facebook

Why is edgerank important?

16%

of people will see the average
post

Source: Facebook

TIMELY INTERACTION IS KEY

POSTING STRATEGIES

POSTING STRATEGIES

- Be visual
 - Posts with a picture get 120% more interaction

POSTING STRATEGIES

- Be visual
 - Posts with a picture get 120% more interaction
- Keep it short
 - Posts less than 3 sentences get 60% more likes

POSTING STRATEGIES

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- Be relevant

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- Ask questions and encourage interaction

POSTING STRATEGIES

- Be visual
 - Posts with a picture get 120% more interaction
- Keep it short
 - Posts less than 3 sentences get 60% more likes
- Be relevant
- Ask questions and encourage interaction
- Post regularly and find a rhythm

WHEN IS THE BEST TIME TO POST?



WHEN IS THE BEST TIME TO POST?



Most interaction
happens
between
9pm - 10pm

WHEN IS THE BEST TIME TO POST?



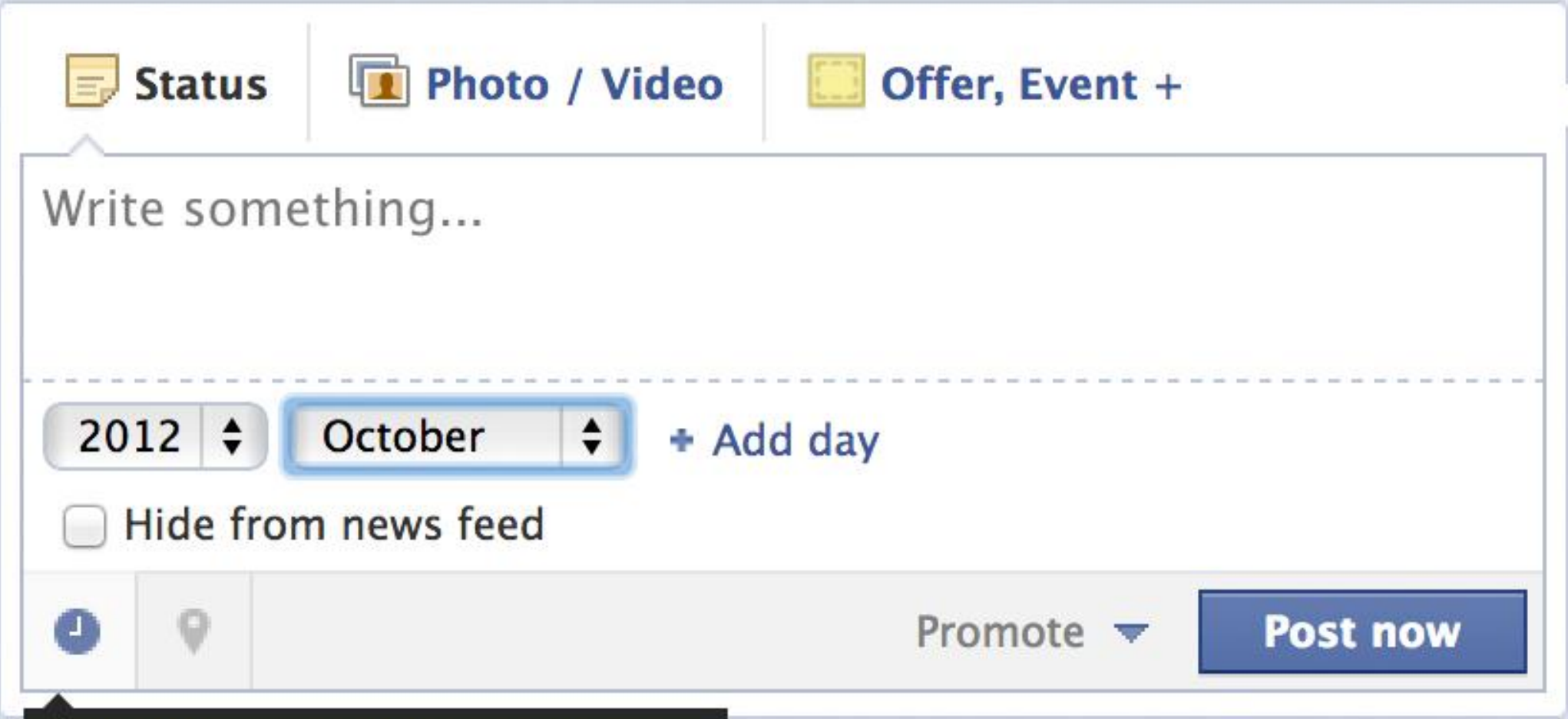
Most interaction
happens
between
9pm - 10pm



Most interaction
happens on
SAT. & SUN.

TOOLS TO HELP

- Schedule a post



The screenshot shows the Facebook post creation interface. At the top, there are three tabs: 'Status' (selected), 'Photo / Video', and 'Offer, Event +'. Below the tabs is a text input area with the placeholder 'Write something...'. Underneath the text area, there is a date and time selector showing '2012' and 'October' with dropdown arrows, and a '+ Add day' link. Below the date selector is a checkbox labeled 'Hide from news feed'. At the bottom right, there is a 'Promote' button with a dropdown arrow and a 'Post now' button. A black callout box with white text points to the date selector area, stating 'Schedule or backdate your post'.

Schedule or backdate your post

TOOLS TO HELP

- Schedule a post
- Promote a post

The screenshot shows a Facebook interface with a modal dialog box for promoting a post. The dialog box is titled "An easier way to get more people to see your posts in news feed". It includes an "Audience" section with two radio button options: "People who like your Page" (selected) and "People who like your Page and their friends". Below this is a "Maximum Budget" section with a text input field containing "\$10" and a dropdown menu showing "Est. Reach 1.26k - 2.34k". There is a "More Options" link with a downward arrow. At the bottom of the dialog are two buttons: "Promote Post" and "Cancel". Below the dialog, a footer bar shows "742 people saw this post" and a "Promote" button with a downward arrow. The background shows the "Church Juice" Facebook page with a post about "The best..." and a "Like · Comment" button.

Church Juice

An easier way to get more people to see your posts in news feed

Audience

- ☒ People who like your Page
- ☐ People who like your Page and their friends

Maximum Budget Est. Reach 1.26k - 2.34k

[More Options](#)

By clicking "Promote Post," I agree to Facebook's [Terms and Advertising Guidelines](#).

742 people saw this post

TOOLS TO HELP

- Schedule a post
- Promote a post
- Pages smartphone app

TOOLS TO HELP

- Schedule a post
- Promote a post
- Pages smartphone app
- Pages Feed/Show in News Feed



Jerod Clark

FAVORITES



News Feed



Messages



Events

1



Photos

ADS



Ads Manager

PAGES



Church Juice



ReFrame Media

3



Pages Feed



Like Pages

15

APPS



App Center



Jerod Clark

FAVORITES

 News Feed Messages Events

1

 Photos

ADS

 Ads Manager

PAGES

 Church Juice ReFrame Media

3

 Pages Feed Like Pages

15

APPS

 App Center

Rock 'n' Roll Chicago Half Marathon

Rock 'n' Roll Chicago Half Marathon
Sports/Recreation/Activities

1 friend likes this

☒ Liked ☐ Message Like ·  Comment ·  Share ·  9  1 · 4

Get Notifications

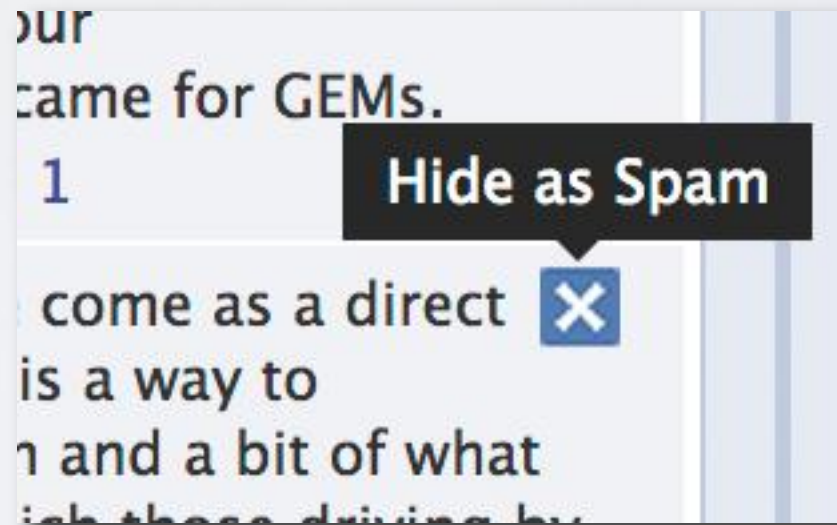
☒ Show in News Feed

Add to Interest Lists...

Unlike

TOOLS TO HELP

- Schedule a post
- Promote a post
- Pages smartphone app
- Pages Feed/Show in News Feed
- Hide Comment



FREE EBOOK



churchjuice.com/training

QUESTIONS?