

social media guide.

 LiquidChurch.com

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Text

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Facebook.

It's our primary social tool.

Why?

We have +500 million reasons.

Here's a few more:

Global Reach

Facebook has a Global Reach far beyond what Liquid can achieve on its own.

At December 2010, we have 2,500 fans.

That's great! But those 2,500 fans are connected to over 780,000 other people.

Estimated reach

783,980 people

- who live in one of the countries: **United States, Australia, Canada, United Kingdom, Mexico, France, Japan** or **Brazil**
- whose friends are already connected to **Liquid Church**

Local Popularity

Almost 90% of our fans are based 'locally' within the USA. Facebook is one of the fastest ways to communicate with those nearest Liquid.

Countries

2,190 United States
64 Australia
49 United Kingdom
33 Canada
14 Brazil
8 Venezuela
6 Puerto Rico
More

Engagement

50% of Facebook's active users log-in to the site daily! That means we can quickly communicate to 1,200 people every day with the latest news or questions.

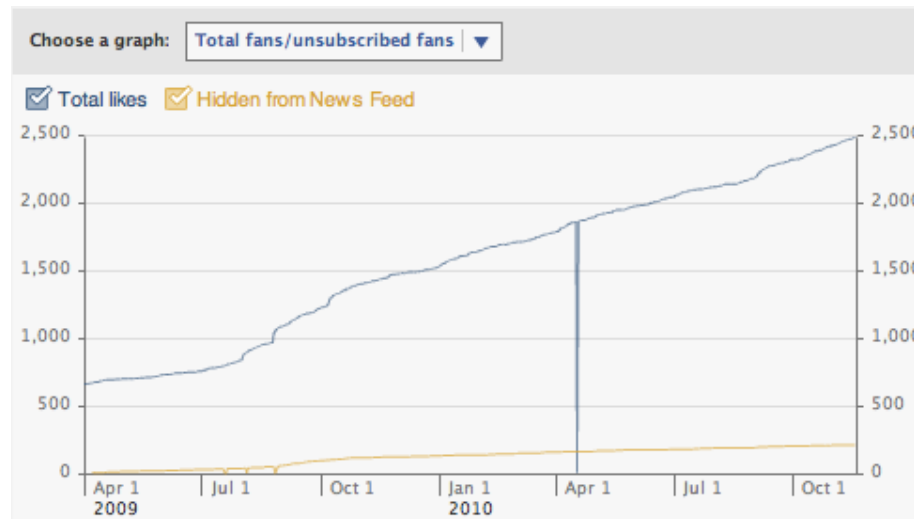
Future Potential

Facebook is constantly developing new products that we can leverage for the Church. This generation will grow up with Social Media; as the Church, we should too!

Our fans.

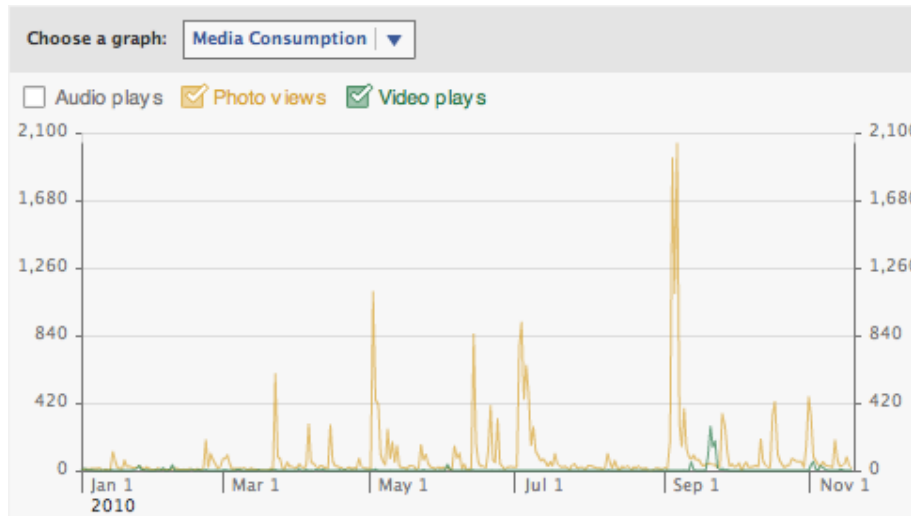
User growth

Establishing a strong fan base does not happen overnight. You can see that it took 18 months to reach 2,500 people. We need to maintain that user group and help introduce others to the page.



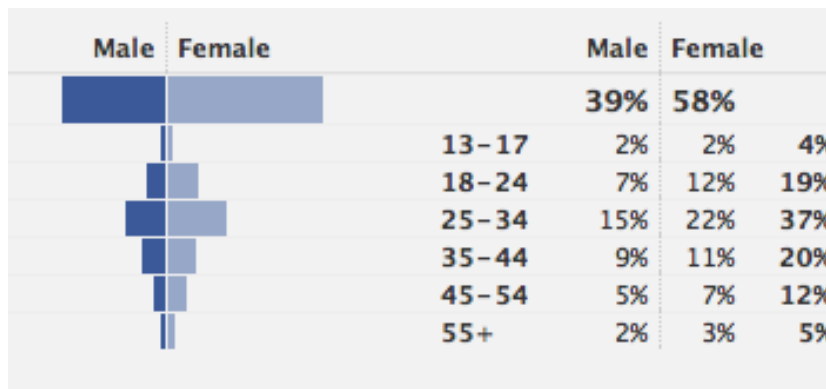
Usage

It's important to know what your users like on Facebook... our fans like looking at photos much more than watching videos.
Check out the spikes after our Liquid Outreaches and Events!



Demographics

60% of our fan base is under 34.
60% of our fan base is female.



Posting Updates.

Global Voice

Write with a Global Voice.
Updates reach our entire community
so they should be relevant to ALL fans.

Local Voice

A Local Voice can be used occasionally
when communicating to our NJ fans,
ie: snow days, outreach days.

Frequency

Users do not like spam.
One post a day is usually enough.
Twice if there are several upcoming
Liquid events to promote.

Positivity

Always put a positive spin on updates.
Nobody wants to know that the service
had technical problems... tell them how
amazing worship was, or how awesome
our volunteers are!
But please be genuine.

Neutrality

Your opinion is not Liquid's opinion...
or anyone else's. Remember to use the
Global Voice! Our Facebook Page
represents Liquid Church!

Ask a neutral question and start discussion
rather than state a defined opinion.

Calls to Action

Always encourage user interactions.
Start discussions, encourage sign-ups,
promote events, ask for opinions.
People love expressing themselves online;
help them by starting conversation!

Posting Photos.

Purpose

People love looking at photos on Facebook, particularly of themselves. We upload photos to showcase both our events, and our community.

Photo choice

All photos should be chosen and approved by Liquid's Designer before being uploaded.

Tagging

Never tag anyone in a Liquid photo. While you may know the person, you don't know their online circumstances. Instead, encourage users to Tag their friends on their own!

Mobile uploads

Treat them as special 'back-stage' photos where you offer an inside peek into Liquid operations and events.

Posting Videos.

Purpose

People also like watching videos. We upload videos to help promote what's happening at Liquid.

Video choice

All videos should be created and approved by Liquid's Video Producer. Never upload your own video or mobile video.

Uploading

All videos are uploaded to Vimeo.com by the Video Producer. You simply need to place the video's URL into a Facebook Update.

Design and Moderation.

Page design

Do not edit the layout, tabs, or page design at all.

Liquid's Creative Team will handle these components as needed.

User deletion

Never delete a user without approval from the Church Online Pastor.

Deletion is a last resort.

Notify the pastor of disruptive users so they can attempt to resolve the issue.

Post deletion

We encourage discussion and opinion, and will tolerate most negative comments towards Liquid as a church.

We do not tolerate, and will delete, cursing, spam, or personal attacks on fans, volunteers and staff.

When in doubt, ask a Pastor.

Twitter.

We don't spend much time on
Twitter as our user base isn't high.
But it is still a powerful tool.

Here's how we use it.

Global Reach

Twitter has a Global Reach far beyond what Liquid can achieve on its own. We only have a small following of 500 people but Twitter is built on networks, and Updates can travel quickly through the power of the Retweet.

Ease of use

Twitter auto-updates according to the Liquid Facebook Page. This keeps posting consistent and easy for all.

Design and Moderation.

Page design

Do not edit the profile or page design at all.

Liquid's Creative Team will handle these components as needed.

Follower deletion

Never delete a follower without approval from the Church Online Pastor.

Notify the pastor of disruptive users so they can attempt to resolve the issue.

Post deletion

You do not have control of what followers post on Twitter - we cannot delete a negative tweet.

Vimeo.

We upload a lot to Vimeo.
It allows easy embedding
to websites and blogs.

You don't need to do much.

Ease of use

Vimeo is very easy to use and allows us to upload many illustration and marketing videos.
The Liquid Video Producer controls all content on Vimeo.

Sharing

When a new video is posted, simply place the URL into your text.
Note that videos can be posted up to one week early, so be sure to not share them until they are needed.

Non-Liquid videos

Never share a video not created by Liquid. You may be violating copyright, or presenting the wrong message.



Remember...

Point of contact

You may be the first and only contact someone has with Liquid.
Lead with grace, and have fun!

Grace wins, Truth is relevant, and Church is fun.

