

**MAY 14-15, 2011**



## **Publicizing your Event/Ministry thru Social Media**

Anticipate, as much as possible, that your advocates engage their friends, followers, fellow-members across all these online places:

Youtube Channel (video)

Flickr channel (photos)

Facebook group

RSS Feed (news subscription)

Email group

Mobile Texting

Now that you know their channels of communication, help your advocates support you by preparing appropriate resources for easy distribution to these digital outlets. Remember to ensure that all these resources meet the specifications of the digital places your advocates will post to:

- > Provide a 140-character call-to-action for use on Twitter (use bit.ly to help shorten a long link URL)
- > YouTube and Flickr will both need titles, descriptions, and keywords
- > Encourage your advocates to create a circle of support, such as posting in Facebook, then link to it in emails and/or RSS feeds
- > The most effect information you can provide should explain “why and the “what”

You can use social media sites like Facebook and Twitter to publicize your event. Consider creating an event on Facebook and invite people to attend. Remember to give follow-up information on these sites, too. Your fans and followers will want to know how the event went. You can post status updates or “tweet” several days ahead as well as from the event itself.

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