



USING SOCIAL MEDIA

40 MILLION UK ADULTS USE YOUTUBE REGULARLY. EFFECTIVELY OVER HALF THE UK POPULATION HAVE A FACEBOOK ACCOUNT WITH 35.1 MILLION UK ADULTS USING FACEBOOK ON A REGULAR BASIS. 11.9 MILLION UK ADULTS ARE ON TWITTER.

Social media is completely free and highly effective if you use it well.

Here are some pointers that will help you to advertise your event using social media.

1. Ask someone who is familiar with social networking.
2. Using social media well has a lot to do with practice and there will be someone you know who is well practiced!
3. Remember to be clear and honest in your social networking. Make sure the person who is in control of it has a good grasp of the event. Make sure you use the same language as you use in your other promotional material and take care to use good grammar and punctuation as it adds to the legitimacy of your event. Make sure you give all the exact details such as location, start time, price etc. and update any changes to the event immediately as they occur.
4. Ask the person who makes your flyer to also provide a picture you can upload to Facebook and twitter that matches the printed promotion.
5. The easiest way to use social networking for your event is to set up an event page on Facebook and invite everyone in your church. Ask your church members to use it to invite their friends to the event. Look for Facebook pages about your area and let people on those pages know about your event.
6. Using Twitter is a little more difficult as it is not very contained to local areas. However if you already have a twitter feed for your church use it to tweet information about the event. Follow local organisations and send them tweets about your event too. Create a hashtag for your event so that other people can refer to it and conversations can happen about your event on Twitter.
7. Don't forget to keep updating your social networks with new information. You could even consider running a competition or posting fun videos or pictures. The more you use these mediums, the more people will respond.
8. Consider putting your Facebook/Twitter details on your flyer or even a QR code that takes people straight to your social networks.
9. Consider creating a short promo video about your event that your congregation can post on their personal Facebook pages. It doesn't have to be amazingly produced, it's more important that it is entertaining and catches peoples imagination. Make sure it does include the basic details about your event.

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