

Sharing our stories

St. Mark's, Good Shepherd, St. Thomas'

Sharing our
faith stories

Inviting others



Share a story about when you
felt really connected **through**
your church to God, the
community, or the world.

How does being a member of your church make you feel? Share a story about that.

How does the faith as
you practice it at your
church help you make
sense of your life and
your world?

An underwater scene with blue water, bubbles, and light rays filtering down from the surface. The text 'SHARK TANK' is centered in the middle of the image.

SHARK TANK

With a partner

Repeat until you both feel you have a concise, authentic, and captivating 90-second story

Partner A

- Try to be as clear and concise as possible.

Partner B

- Act as if you are not a member of your church and hearing this information for the first time. Don't try to judge what is being said, but listen to what captures your attention.
- Before switching, Partner B will say what was impressionable and caught their attention. *Write these points down.*

Recording your story



Things to keep in mind

- Stabilizing and framing
- Lighting
- Audio
- Trimming



Things to keep in mind

- Stabilizing
and framing
- Lighting
- Audio
- Trimming



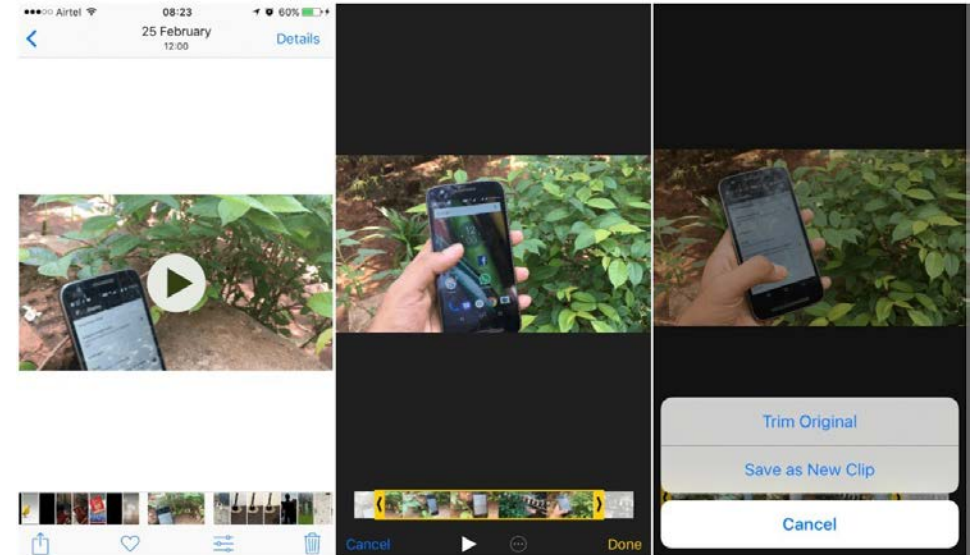
Things to keep in mind

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Get the word out

Using online evangelism to communicate with your communities

“We know what we’re doing. Why do we need to tell anyone?”



You may
experience
information
overload today.
That's fine.



Why?

- Sharing your message
- Building an image in your community
- Helping people “find” the church
- Sharing your gifts with people who might need them
- You know your story better than anyone else. Who better to tell it?

Social media

- This is about communicating with people where **they** are, not where **you** are.
- Facebook – More popular than Google for searches
- Instagram – Fastest-growing platform
- YouTube – Playlists, Live Streams, Longer videos
- Podcasts – Making a comeback
- Most platforms let you target your audience for a few dollars

I have something to say. How do I say it?

- “People pictures” of your people and not stock photos
- Videos
- Graphics – go easy if you plan to “boost a Facebook post”
- Testimonials
- Links – Your website?
- Share a story that’s in the local press

What do you have to say?

- You need a story. It doesn't have to be a "big story." It just needs to be a story.
- People respond best to authentic stories that they connect with.
- End with a call to action: "See you Sunday at 10 a.m." "Go to our website" "Please pray"
- Think like a reader. If I'm thumbing through my feed will I stop at your post and read it? Share it?

Maybe the
choir sounds
really good
today.



What did I miss today?



trinitywallst • Follow
St. Paul's Chapel



trinitywallst "One of the things we celebrate is that we can bring our problems here to God— we don't have to pretend we're perfect," said the Rev. Dr. William Lupfer at today's Celebration Sunday 9:15am sermon. He reminded us of our shared commitment to our core value of stewardship, especially in tackling #Homelessness in New York City: "Together we can make a difference."

6d



36 likes

6 DAYS AGO

Add a comment...

Post

Share a picture or meme that says something about you

 **Episcopal Church of the Good Shepherd Webster City Iowa** · July 31 · 🌐



EPISCOPALIANS LOVE THE BIBLE
AND TAKE SCRIPTURE TOO SERIOUSLY TO TAKE IT ALL LITERALLY

Episcopal Church Memes
July 30 · 🌐

Episcopal theology and liturgy are both firmly grounded in the Holy Scriptures.

  4

 Like  Comment  Share 

 Write a comment...    

Create an event that will send reminders

 **St. Mark's Episcopal Church** added an event. September 4 at 3:18 PM · 🌐

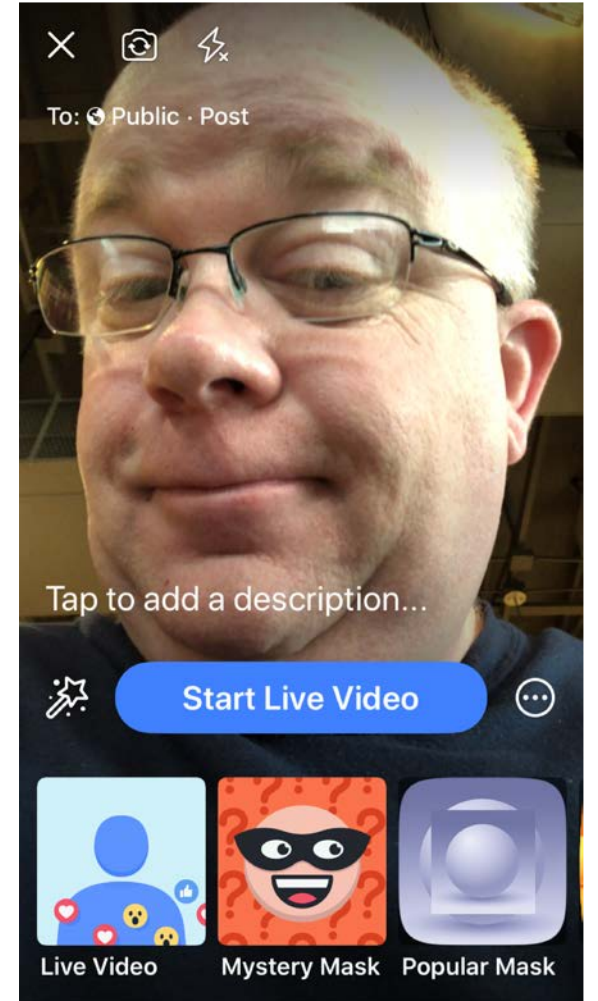
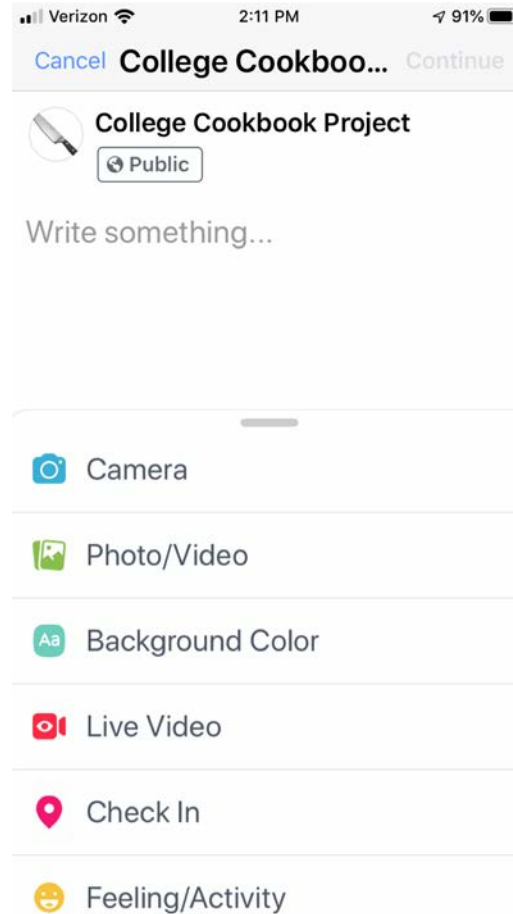
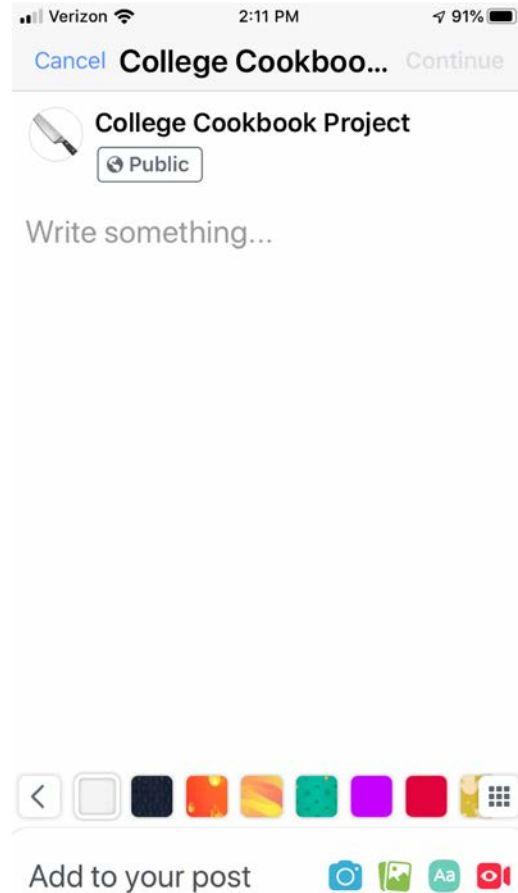


Bible Study
St. Mark's Episcopal Church · Fort Dodge

WED, OCT 2
10:00 AM – 11:30 AM ★ Interested

WED, OCT 9
10:00 AM – >

Live stream –
Don't forget to
tell people
about it!



Live stream



Morning Prayer: Rite II April 16

10 views · April 16



Evening Prayer, Rite II Monday in Holy Week.

26 views · April 15



Evening Prayer, Rite II. Friday, April 12.

8 views · April 12



Morning Prayer, Friday April 12th

13 views · April 12

Boosting

Boost Post

OBJECTIVE

What results would you like from this post?

- Send people to your website**
Link clicks - From \$1 a day
- Get more people to react, comment and share**
Post engagements - From \$1 a day

All Options ▾

POST BUTTON (Optional)

Add a button to your post ⓘ

- No Button ▾
 - ✓ No Button
 - Shop Now
 - Book Now
 - Learn More
 - Sign Up
 - Send Message
 - Send WhatsApp Message


People who like your Page and their friends

E. Iowa - W Illinois

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center


Cancel Boost

Preview: Desktop News Feed ▾

 **College Cookbook Project**
Sponsored · 🌐

I'm typically not a fan of sweet potatoes. I have flashbacks of the "Thanksgiving Yams" that created flavor and texture issues for me as a 10-year-old. As an adult, I'm finding that I like them more and more. There's a soul food place near our house and their sweet potato fries will make you never want to eat a regular potato again. [341 more words]

<https://collegecookbookproject.wordpress.com/.../sweet-potat.../>



COLLEGECOOKBOOKPROJECT.WORDPRESS.COM

Sweet Potato Avocado Breakfast Toast

I'm typically not a fan of sweet potatoes. I have flashbacks of the...

Boosting

Create Audience

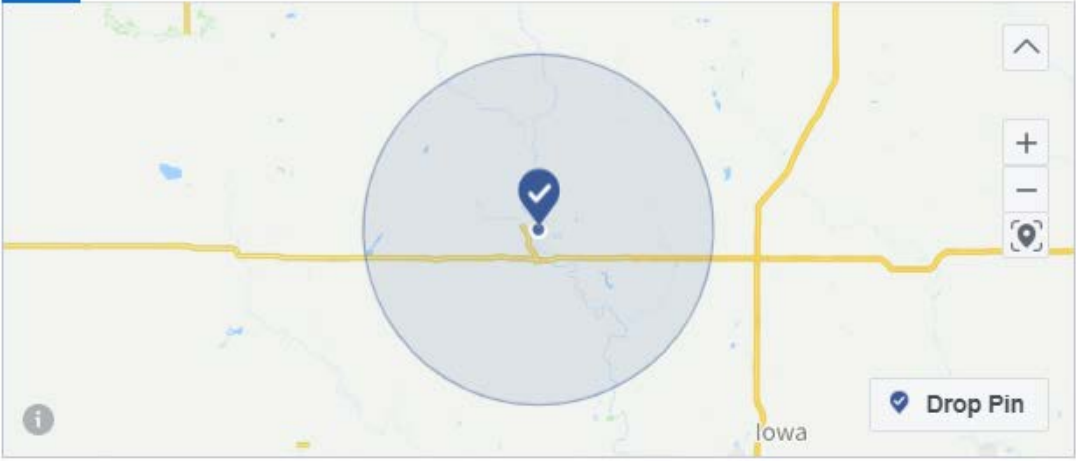
All Men Women

Age ⓘ
18 ▼ - 65+ ▼

Locations ⓘ
United States
📍 Fort Dodge, Iowa + 25mi ▼

Add locations

📘 Your audience location has been changed from Iowa to Fort Dodge. Undo Change ✕



Drop Pin

Specific Broad

Your audience size is **defined**. Good job!

Potential Audience Size: 45,000 people ⓘ

Cancel Save

Boosting

DURATION AND BUDGET

Duration ?

Days 4

End date  Oct 2, 2019

Total budget ?

\$15.00 USD

Estimated People Reached ?

360 - 1,000 people per day

of 40,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$3.75** per day. This ad will run for **4** days, ending on Oct 2, 2019.

PAYMENT

Account

Michael J. Wagner (69037817, USD) ▼

Scheduling

Create Post

Write a post...

Photo/Video Get Messages Feeling/Activ...

News Feed
Posts are public and show up on your Page and in search results.
Share Now Boost Post

Preview Share Schedule Post

Publishing Schedule

Publication
Select a date and time in the future to publish your post.

9/28/2019 6:55 PM CDT

Distribution Schedule

Stop News Feed Distribution
Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

Cancel Schedule

You have more options to tell your story

- Social media
- Email/Newsletters – Emails from guest book
- Print, radio and TV
- Letters to the Editor and Guest Columns – in print/online
- Radio spots: “Let’s talk about Jesus with Fr. Mike”
- Live Streams

To do list

- Build a calendar
- Determine if you have a social media budget
- Try to post 2-3 times a week
- Encourage congregation to share your posts
- Give 2-3 people access to post content
- If you have a page, give it an update
 - Correct info – service schedule?

Maybe your
"story" is
something
cool.

3.2m views



Press releases

- Some newspapers will run them like an article
 - Send a photo if you have one!
- Lose some control over the story
- Develop a relationship with a reporter/editor
- What are their deadlines?
- Don't limit yourself to just the local paper
 - Radio? TV?
- Can you do a better job of telling your own story?