There is no “should” in social media

Jan Fischer Bachman, Web producer, Church of the Brethren
Brief descriptions of social media sites

• **Facebook** – private groups or public pages. Facebook Live. No limit to post length. Announcements. Messenger and Messenger video rooms.

• **YouTube** – Video. Can broadcast live.

• **Instagram** – All posts have images. No live links on posts. No length limit. Hashtags very important.

• **Twitter** – 280-character length but can create several linked posts. Hashtags important. Platform for writers, “thought leaders,” breaking news
**Pinterest**: Visual collections – recipes, design ideas, worship ideas, etc.

**LinkedIn**: Work-related site with resumes, recommendations, contacts

**Tiktok**: Short videos

**Snapchat**: Ephemeral photos, video, etc. (saved via screenshot)

**Reddit**: Anonymous discussions
Top social media sites for adults

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

- YouTube 73%
- Facebook 69%
- Instagram 37%
- Pinterest 28%
- LinkedIn 27%
- Snapchat 24%
- Twitter 22%
- WhatsApp 20%
- Reddit 11%

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.
PEW RESEARCH CENTER
### Frequency of Social Media Site Use (U.S.)

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Several Times a Day</th>
<th>About Once a Day</th>
<th>Less Often</th>
<th>NET Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>51%</td>
<td>23%</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>Instagram</td>
<td>42%</td>
<td>21%</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>46%</td>
<td>15%</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>YouTube</td>
<td>32%</td>
<td>19%</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Twitter</td>
<td>25%</td>
<td>17%</td>
<td>58%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Note: Respondents who did not give an answer are not shown. “Less often” category includes users who visit these sites a few times a week, every few weeks or less often. Source: Survey conducted Jan. 8-Feb. 7, 2019.
Social media site use by age (U.S. adults)

Data from PEW RESEARCH CENTER
Other interesting numbers

- **Facebook**: 63% of men use it & 75% of women

- **YouTube**: 78% of men use it & 68% of women

- **Instagram**: 31% of men use it & 43% of women
  51% of Hispanic people use it (compared to 33% of white adults)

Data from PEW RESEARCH CENTER
Pinterest: 15% of men use it & 42% of women

Tiktok was not included in Pew Research
37% of Tiktok users are ages 10-19
26% are 20-29
17% are 30-39
14% are 40-49
5% are over 50
Best practice for congregational social media

• Set accounts up with a generic (shared) email address
• Make sure at least 3 people know how to log in as an admin (Just be careful that admins don’t mess up “watch parties”, live broadcasts, etc)
• Be social. Respond, comment, “like”, ask questions, invite participation
• Periodically assess whether social media is accomplishing what you hoped
Potential benefits

• Reach more people
• Learn from people outside your usual circles
• Provide a place for discussion
• Offer support and connection
• Privacy concerns
• Child protection
• Fake profiles/bots
• Arguments
• Inaccurate information, faked images
• Sharing from bad sources
• Posts “lost”
• Public spirituality “Performative”
• Appearances, envy
How to figure out if a profile is real

• Ask (via Messenger or offline) if anyone knows the person
• Right click photo and “search on Google”
• Check profile to see if there are oddities such as having no friends or posting many images from another country (e.g., Ukraine)
• It is okay to block someone, even if there is doubt
• If you are sure it’s a fake profile, report it
Random information

• 70% of YouTube viewers watch videos for "help with a problem" they're having in their hobby, studies, or job. (Think With Google)

• 85% of Facebook and Instagram users watch video on the platforms with the sound off. (Digiday)

• Tweets with images receive 150% more retweets than tweets without images. (Buffer)

• Facebook posts with images see 2.3X more engagement than those without images. (Buzzsumo)

• YouTube reaches more 18+-year-olds during prime-time viewing hours than any cable TV network. (Think With Google)