

There is no “should” in social media

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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

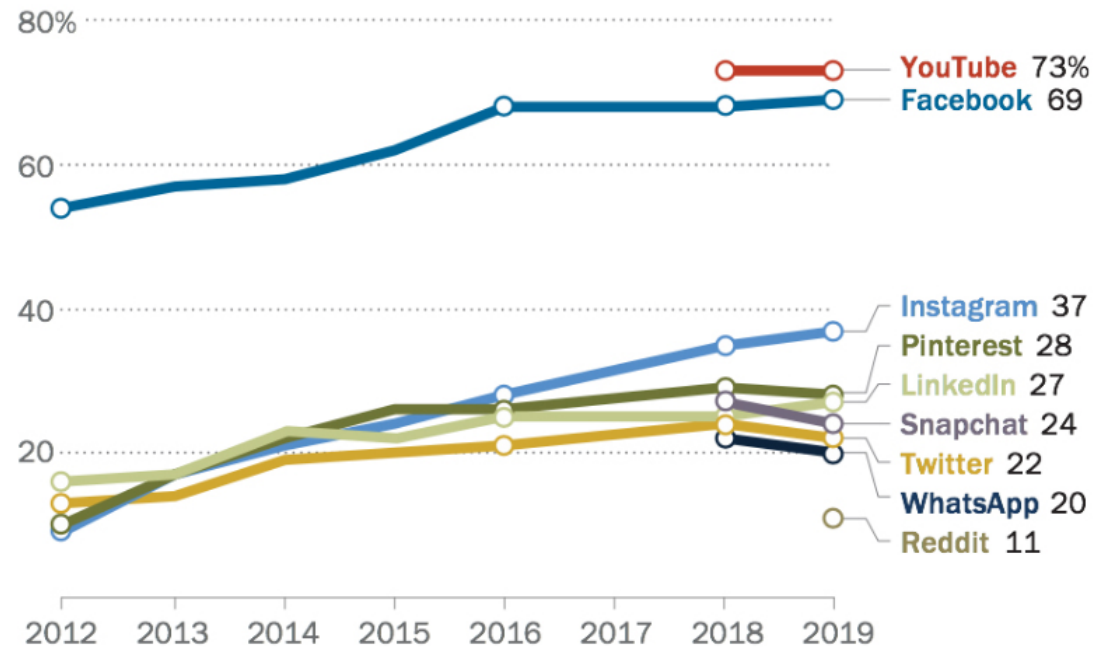
Snapchat: Ephemeral photos, video, etc.
(saved via screenshot)

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



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp.

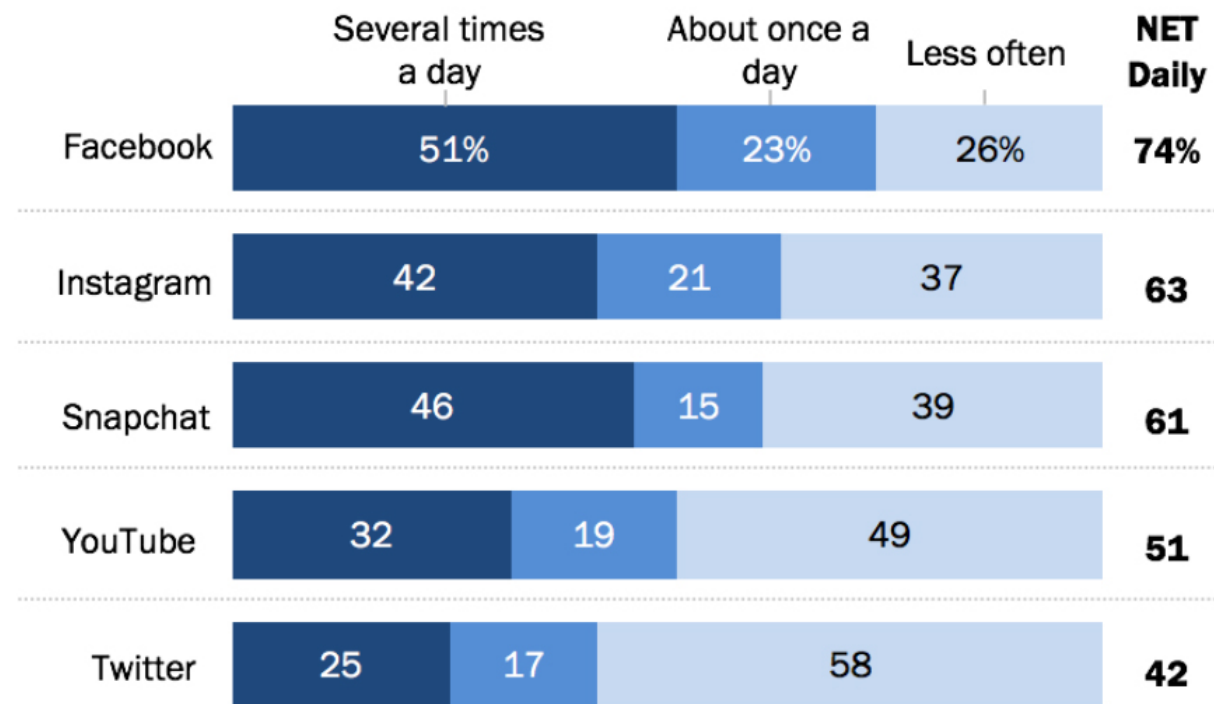
Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

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Frequency of social media site use (U.S.)

Among U.S. adults who say they use ____, % who use each site ...

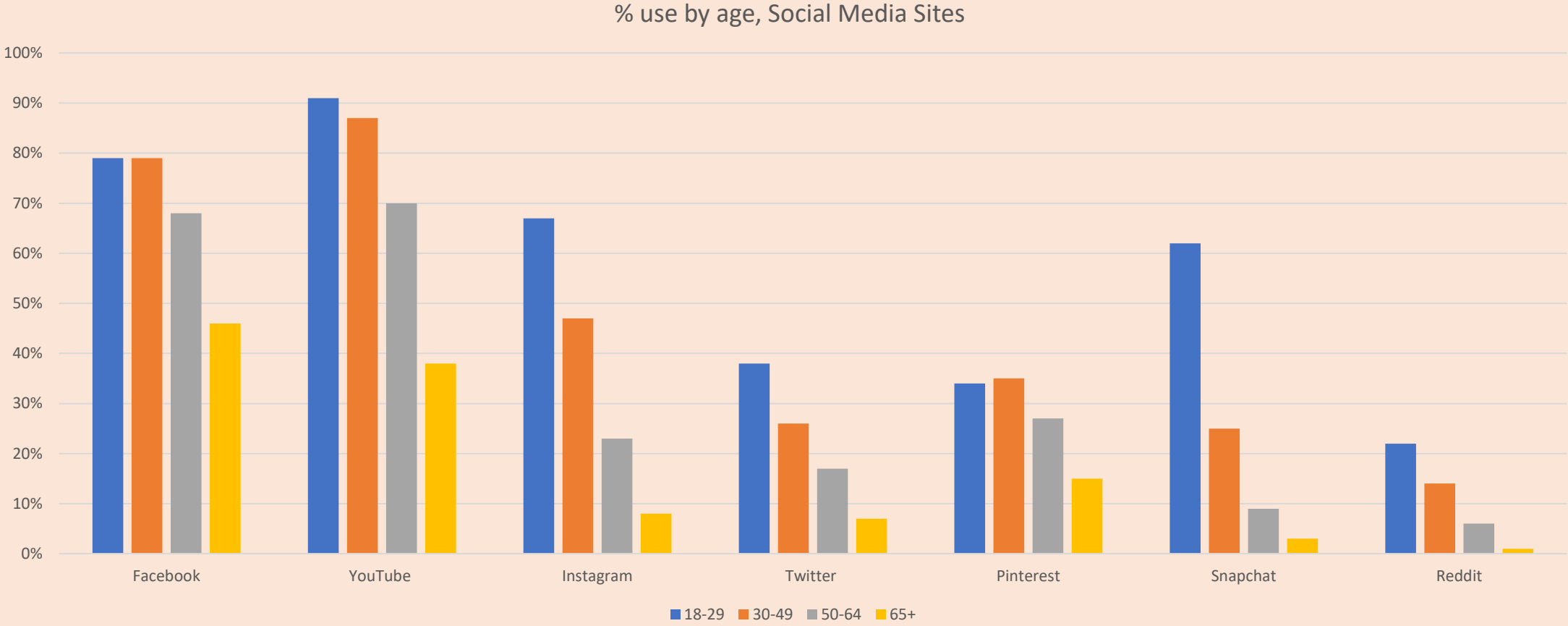


Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

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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)

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

<https://www.statista.com/statistics/1095186/tiktok-us-users-age/>

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](#))