

Journey of

# Positive Online Presence

Begin





# MINISTER IN THE SOCIAL MEDIA

- Ministering in the age of Social Media can be bewildering
- It has opportunities and perils as well
  - we can encourage numerous people with a single tweet
  - We can also pick up fights we don't mean to pick
  - We can stir up controversies
  - We may lose our faith communities



# MINISTER IN THE SOCIAL MEDIA

- So, the primary attitude of a Minister regarding Social Media would be that of CAUTION.
- You have two communities to cater to – your church / your community and the online community.
- But you can be accountable only to one – what is required is to your church / community.



# MINISTER IN THE SOCIAL MEDIA

- You shouldn't feel pressured into addressing everything and everyone on social media.
- You do have a responsibility as a Christian to speak up, particularly for those who cannot speak for themselves (again, see Prov. 31:8–9).
- But silence on social media doesn't mean silence on an issue.



# MINISTER IN THE SOCIAL MEDIA

- On the flip side, Speak what you believe God would have you speak, and
- Let the hurricane winds of opposition blow.
- If you're trusting and following God, those winds can cause your roots to grow ever deeper into the fear of God.



# SET UP YOUR RULE FOR SOCIAL MEDIA

- Stay within your area of competence
- Avoid controversial topics – you don't have space to explain yourself
- Avoid moment-by-moment commentary on current events
- Speak positively and not critically
- Speak to edify, not to promote self
- Review resources before retweeting or reposting
- Remember your faith community is watching you
- Build a presence and form a community



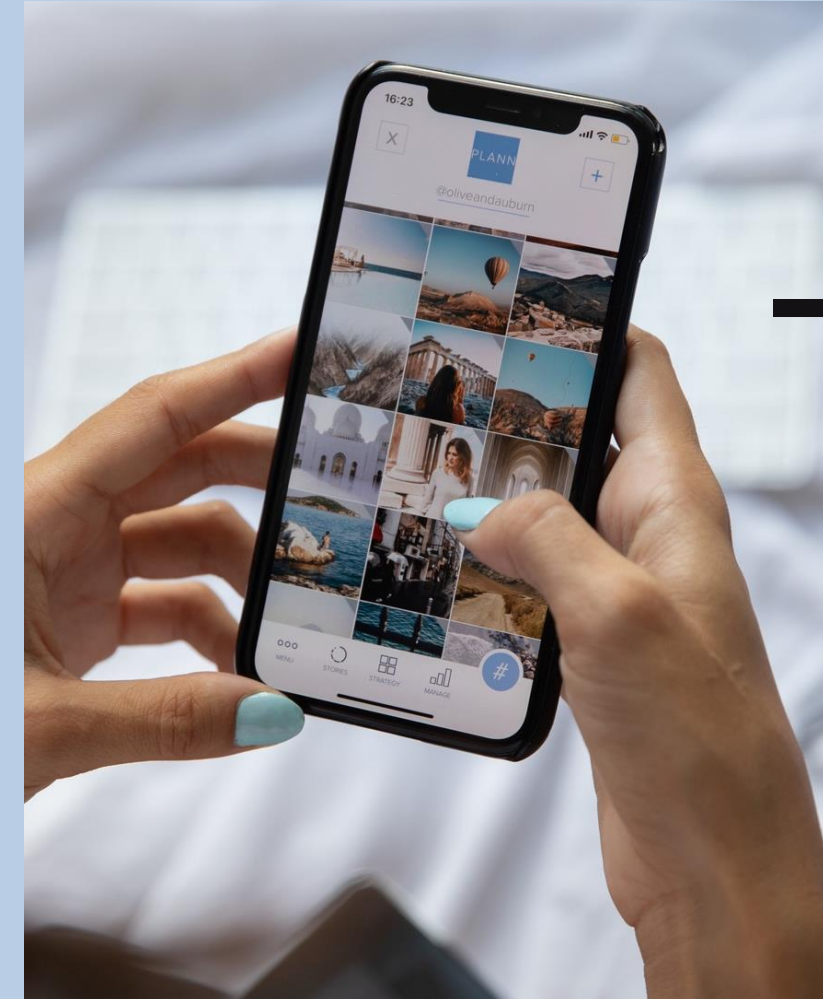
Who is a

# CONTENT CREATOR

- creates information
  - shares it with target audience
  - emphasis on audience' interests
  - content captivating and valuable
  - in the digital sphere - influencers
-

FOR A CAREER IN

# CONTENT CREATION



01

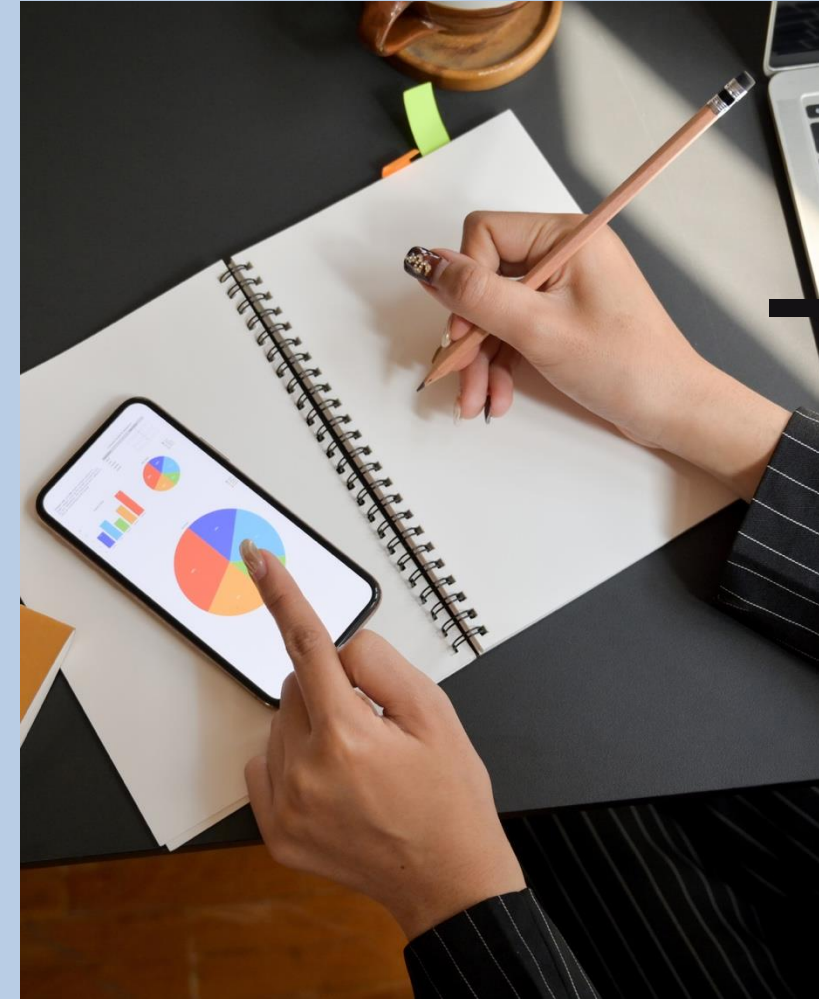
## Know your Audience

- at the mercy of audience
- study the audience
- learn their interests
- find creative opportunities
- know their tastes, preferences, problems
- consider age, gender, location, etc



FOR A CAREER IN

# CONTENT CREATION



02

## Stay Up to Date

- Content Sustainability
- need for relevance
- understand the industry - what's happening now?
- helps creating content in context

FOR A CAREER IN

# CONTENT CREATION



03

## Unique Vantage Point

- Never Copy - Stand out
- audience crave for authenticity
- preparing original content is challenging
- a tight competition, so have a personal voice
- your personality attracts more than content

FOR A CAREER IN

# CONTENT CREATION



04

## Refresh Content Regularly

- Upload content constantly and consistently
- need a plan for content schedule
- due diligence is needed for success
- requires hardwork, dedication and persistence

FOR A CAREER IN

# CONTENT CREATION



05

## Grow your Network

- focus on growth metrics
- network with other content creators
- exchange ideas, refine knowledge
- track your key performance indicators (KPI)
- optimise content to be found by audience



What is

# DIGITAL STORYTELLING

- storytelling through computer generated text or multimedia
  - visual using photographs or scanned artworks
  - auditory and has dialogues, music and sfx
-

# Understanding the Algorithm



## Relevance

Relevance is the key factor

The more one interacts with a particular content, similar content will be shown in the feeds

Based on relevancy, the content is ranked in the users' feeds



## Filter

A strong emphasis is placed on content from friends, followings and connections

If the user does not interact it is filtered out from the users' feeds



## Targeted Promotion

Sponsored content, aka paid advertisements target a specific audience

Reflects the users' tastes and interests

Primary part of the online activity

# VIDEO FORMATS

01



## Vlogs

- Video blog is an affordable way to establish personal image and branding.
- Performs well as landing pages and social media posts

02



## Webinar

- Virtual seminars are a great way to educate and offer practical tips
- Can be used for product reviews and even panel discussions of experts

03



## Tutorials

- You can find a tutorial on anything on YouTube
- They are a hit especially with the millennial generation
- It is practical in nature

# VIDEO FORMATS

04



## Interviews

- Q&A sessions are popular for building brand loyalty
- Easily link with a person in high regard
- Can get the inner scoop of trending topics
- Exclusive stories of achievers and people of fame

05



## Presentations

- TED Talks are a great example
- Topics and the presenters are intriguing
- Creates interest and expectations for the next
- The charisma of the person comes out strongly

06



## Live Streams

- People like to consume content as it is created
- As breaking news is a hit, live streams have also become a hit
- It makes engagement possible right at the happening of the event
- It becomes interesting as it is unedited



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# Thank You

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