



# ONLINE NEW STUDENT OUTREACH

social media training 101

# What to expect

*Today* | Social Media 101

## POWER OF SOCIAL

Know your mission

Know your message

Know your medium

*Aug 5* | Social Media 201

## HERE FOR YOU

Aesthetic + Contextualization

Grow your audience

Work the algorithm

# Your SeeSpark.Go Team



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*Content Specialist*



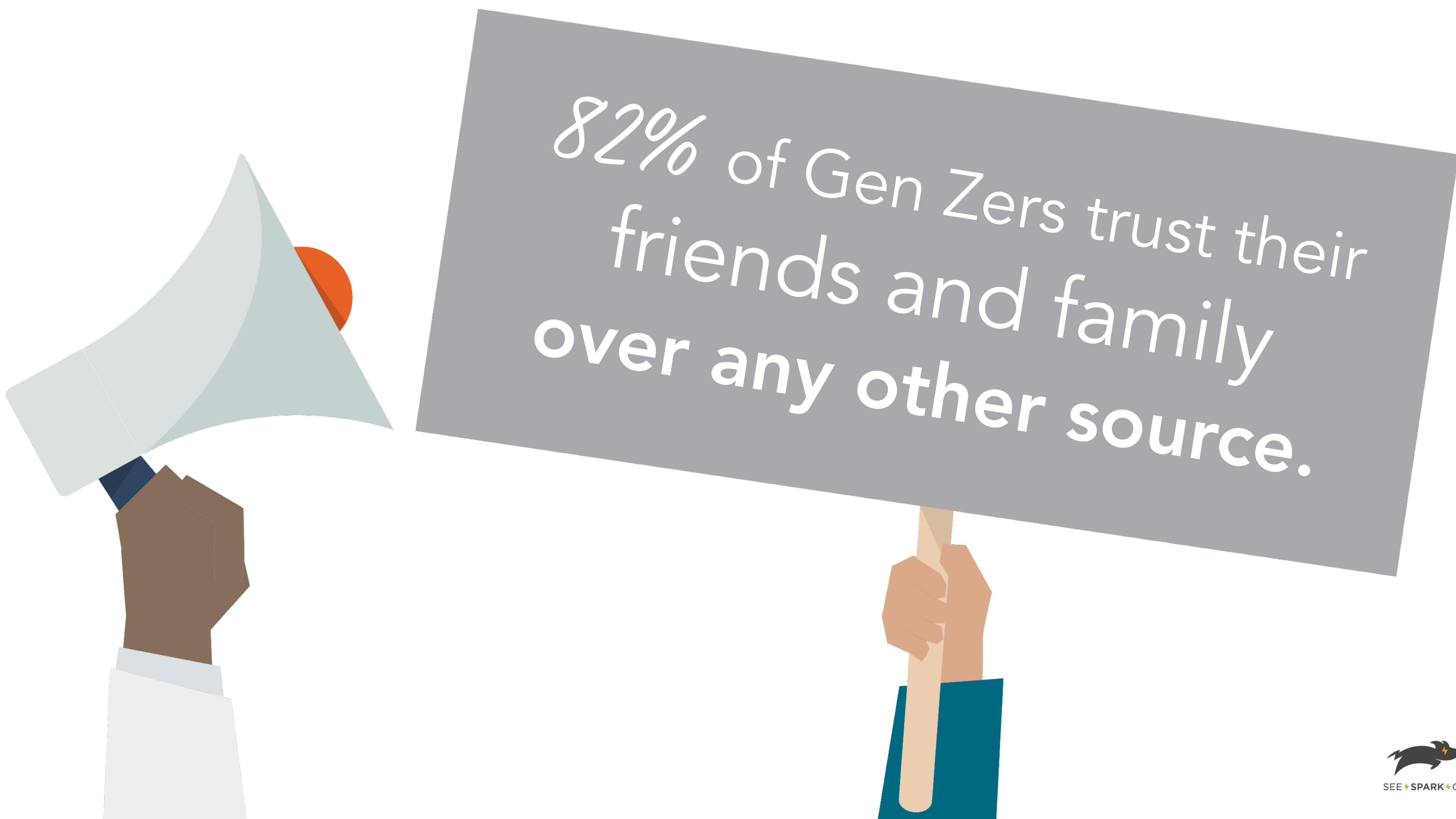
*The Power of Social*



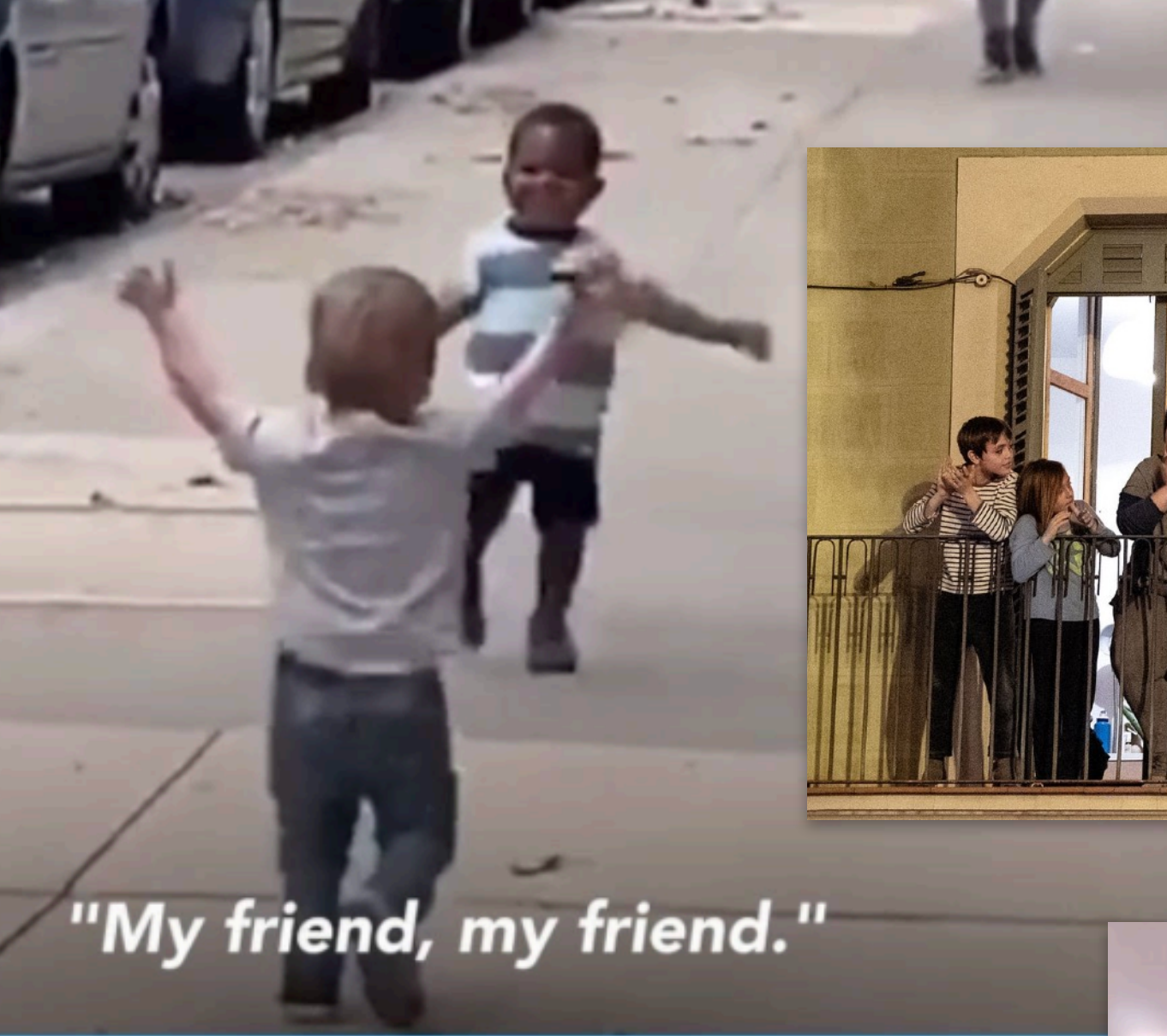
90% of 18 to 29-year-olds  
use social media



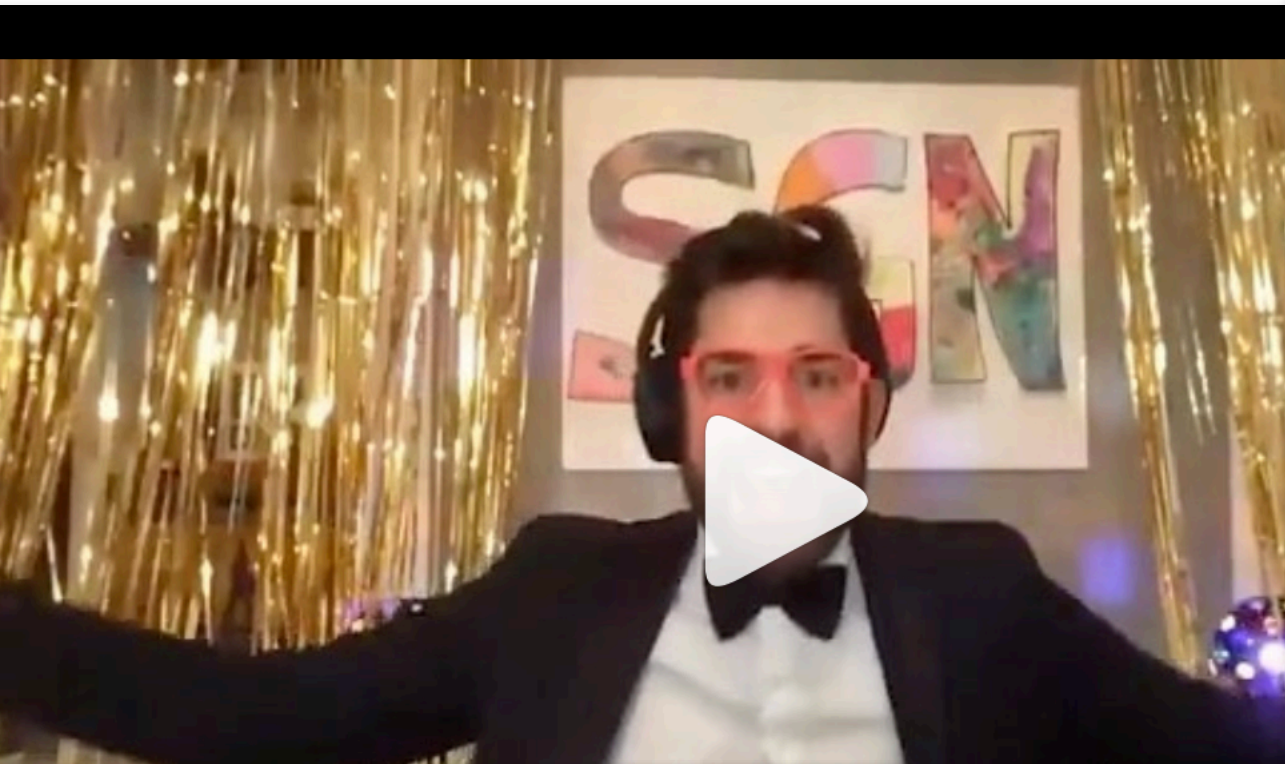
# Word of Mouth

An illustration featuring a hand holding a megaphone on the left and a hand holding a sign on the right. The megaphone is light blue with a dark blue handle. The sign is grey and tilted, containing white text. The background is white.

82% of Gen Zers trust their  
friends and family  
over any other source.



**99-Year-Old British Veteran has Raised over £7.5 Million (over \$9 Million USD) for Health Service by Walking Laps in his Garden**



# The Power of Story

# Why Stories Work

## Connection

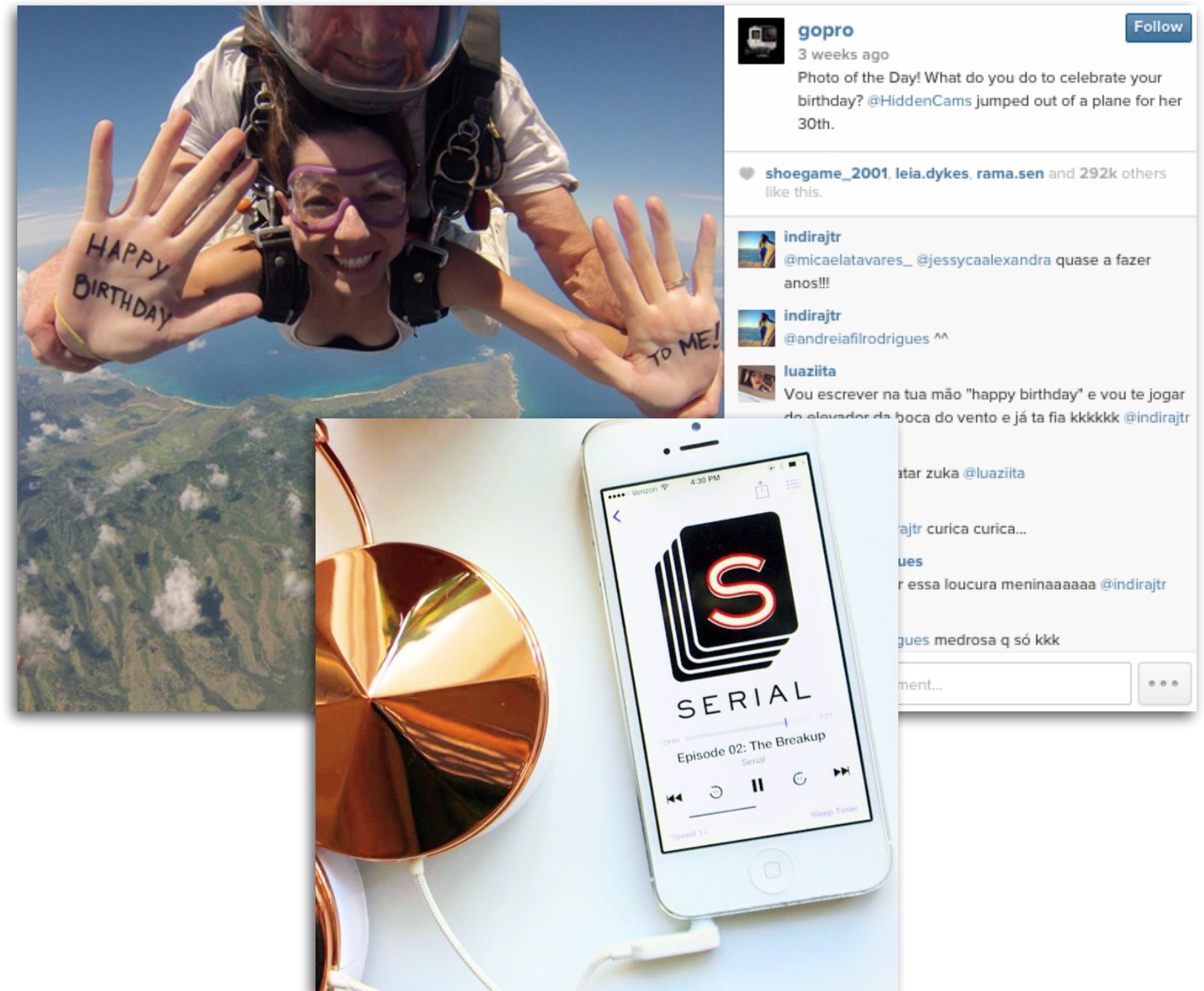
It's scientific – brain to heart

## Relationship

Create empathy, stir memories

## Value

Add authenticity, transparency and personalization



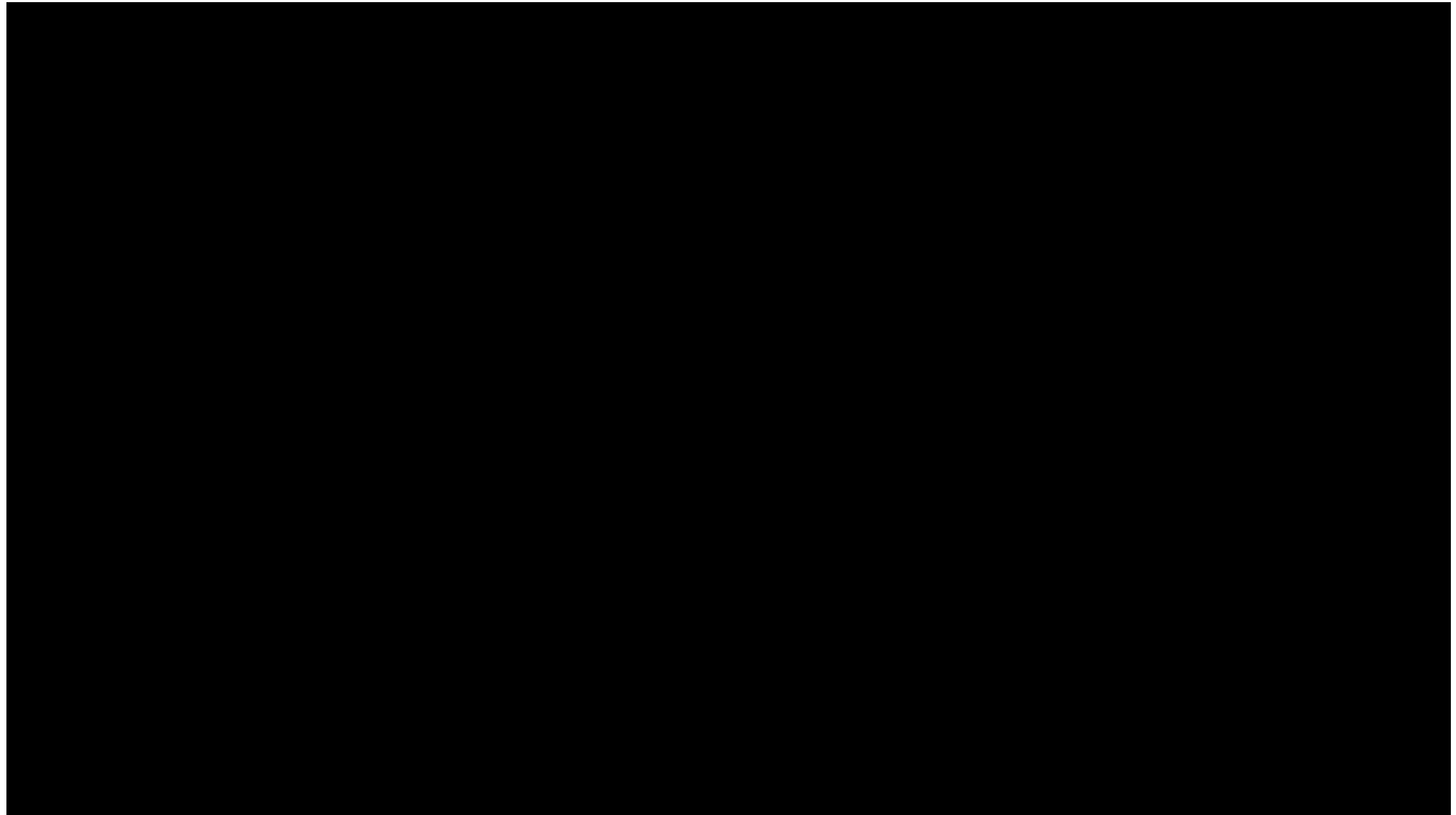
# *A Great Story...*

- Is repeatable and shareable



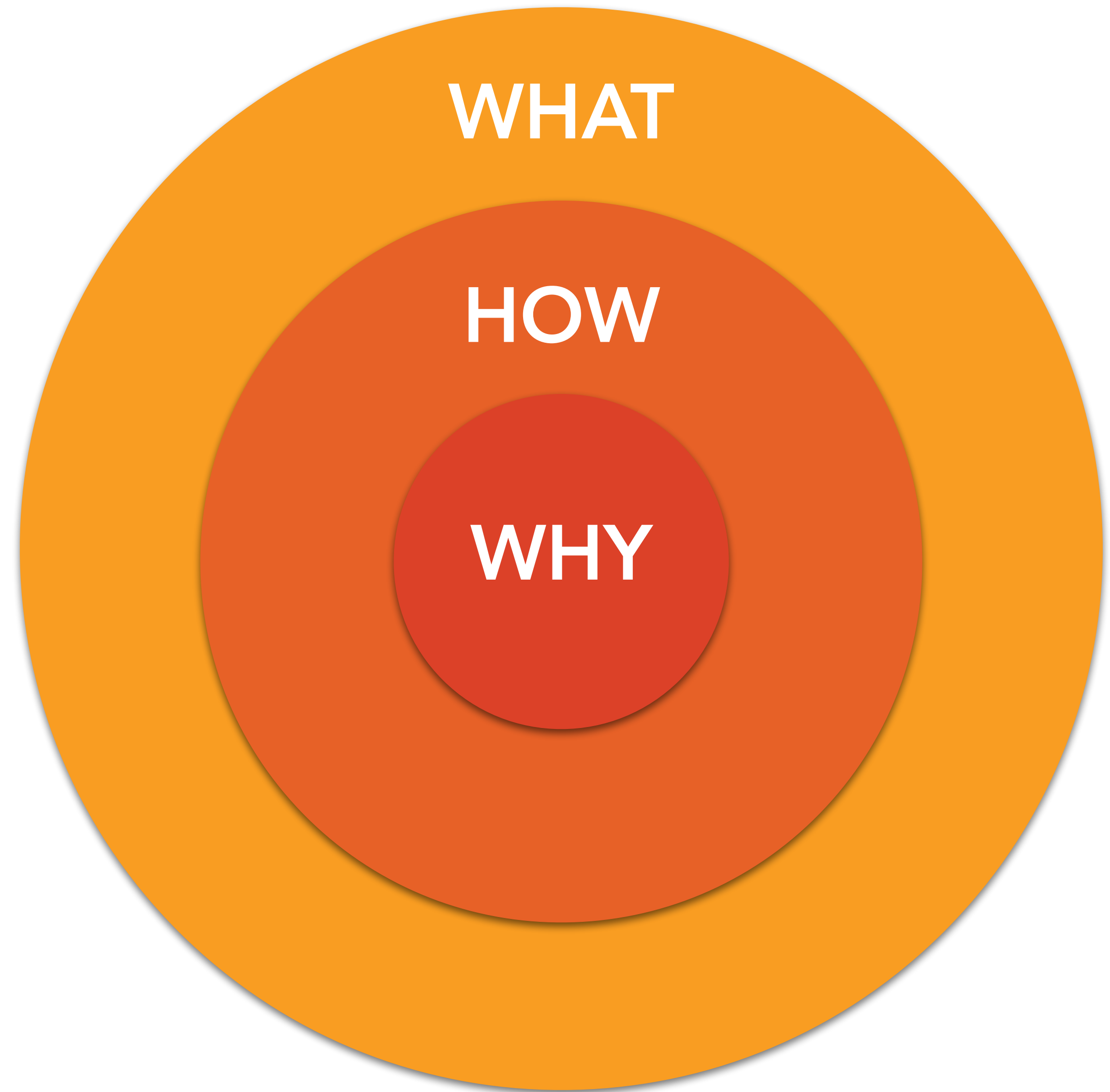
# *A Great Story...*

- Is repeatable and shareable
- **Compels action**



# *A Great Story...*

- Is repeatable and shareable
- Compels action
- Describes your **WHY**

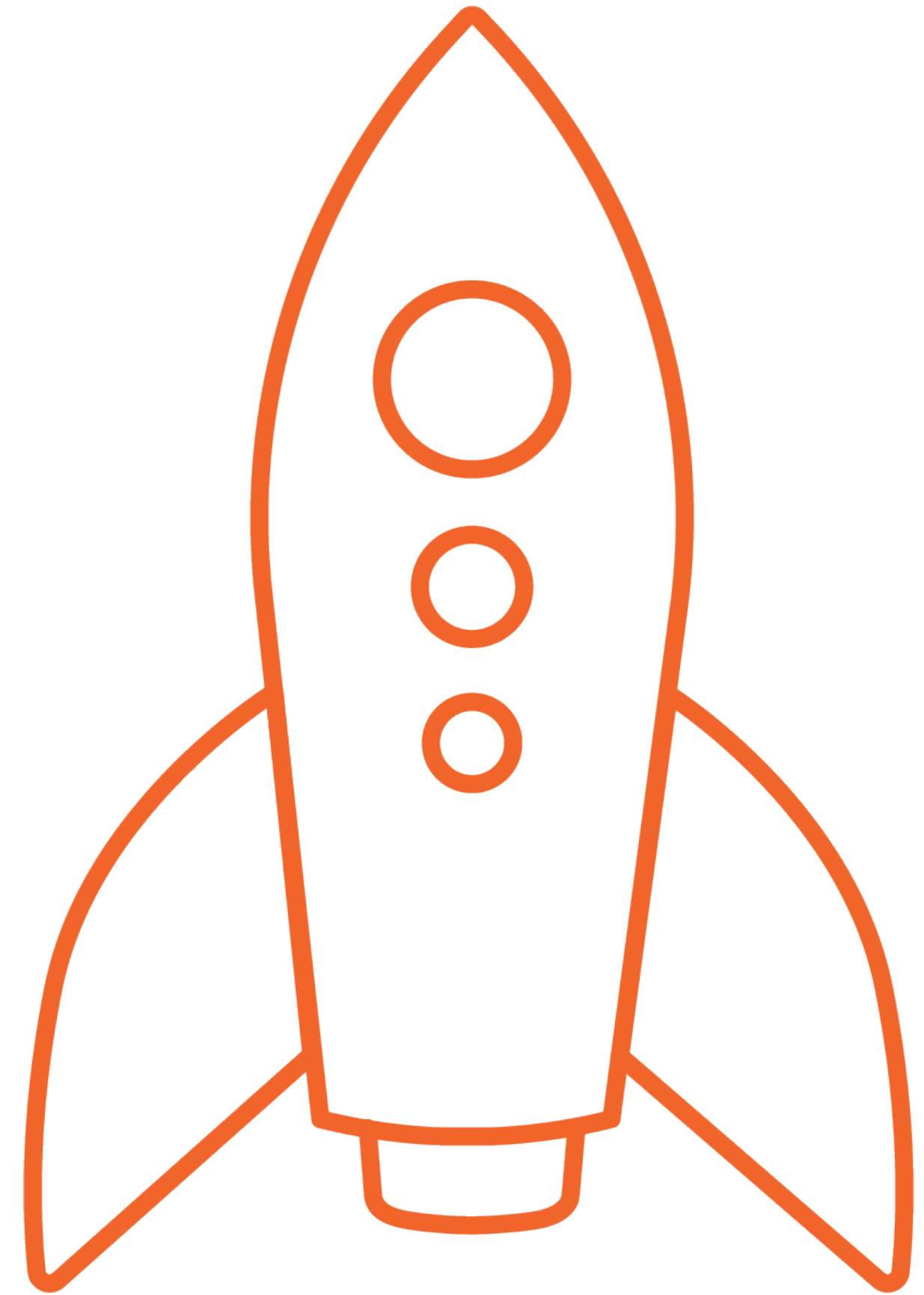


*Know your mission*



# Your Mission

To establish and advance  
at colleges and universities  
witnessing communities of students and faculty  
who follow Jesus as Savior and Lord:  
growing in love for God,  
God's Word, God's people of every  
ethnicity and culture,  
and God's purposes in the world.



# Your Mission in Communication

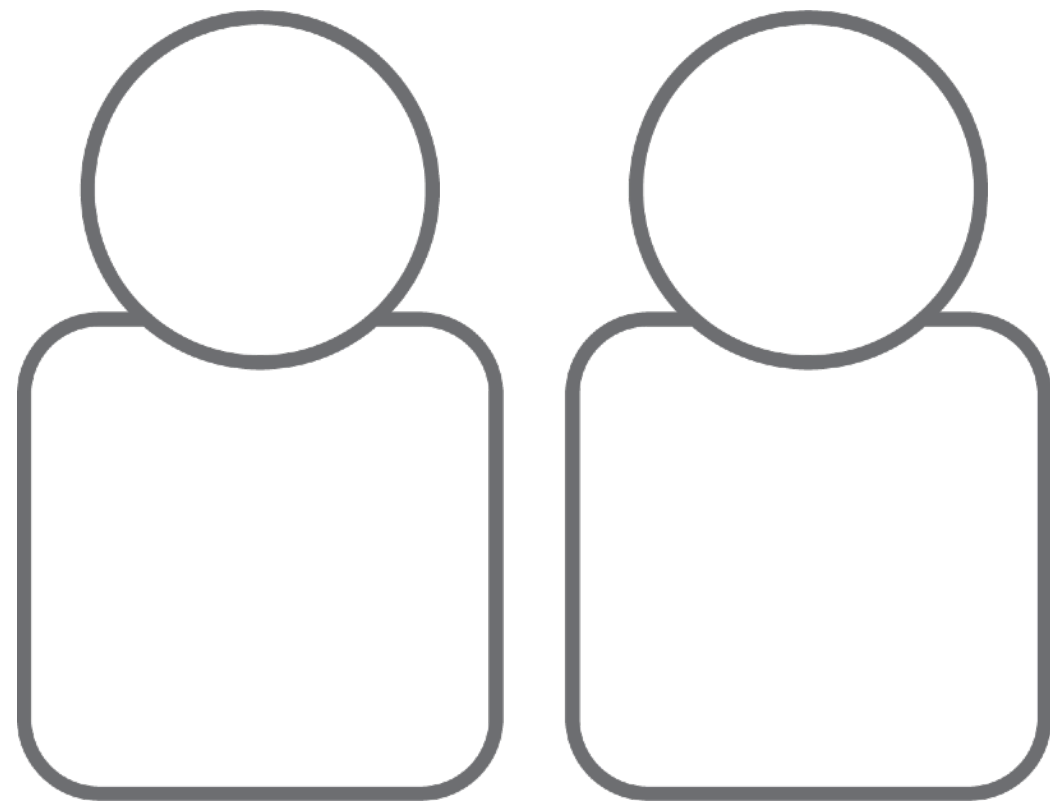
My desire is that whenever someone interacts with one of us, sees the InterVarsity logo, reads our letters, or attends one of our events, they more fully experience the hope found in Jesus. That's the power of us all communicating effectively—we **build a reputation** that goes ahead of us and paves the way for more of our ministry.

Tom Lin  
InterVarsity President

# *Your Mission on Social Media*

Build a reputation that goes ahead of us and paves the way for more of our ministry by using best practices, tools and authentic stories to ...

## GROW



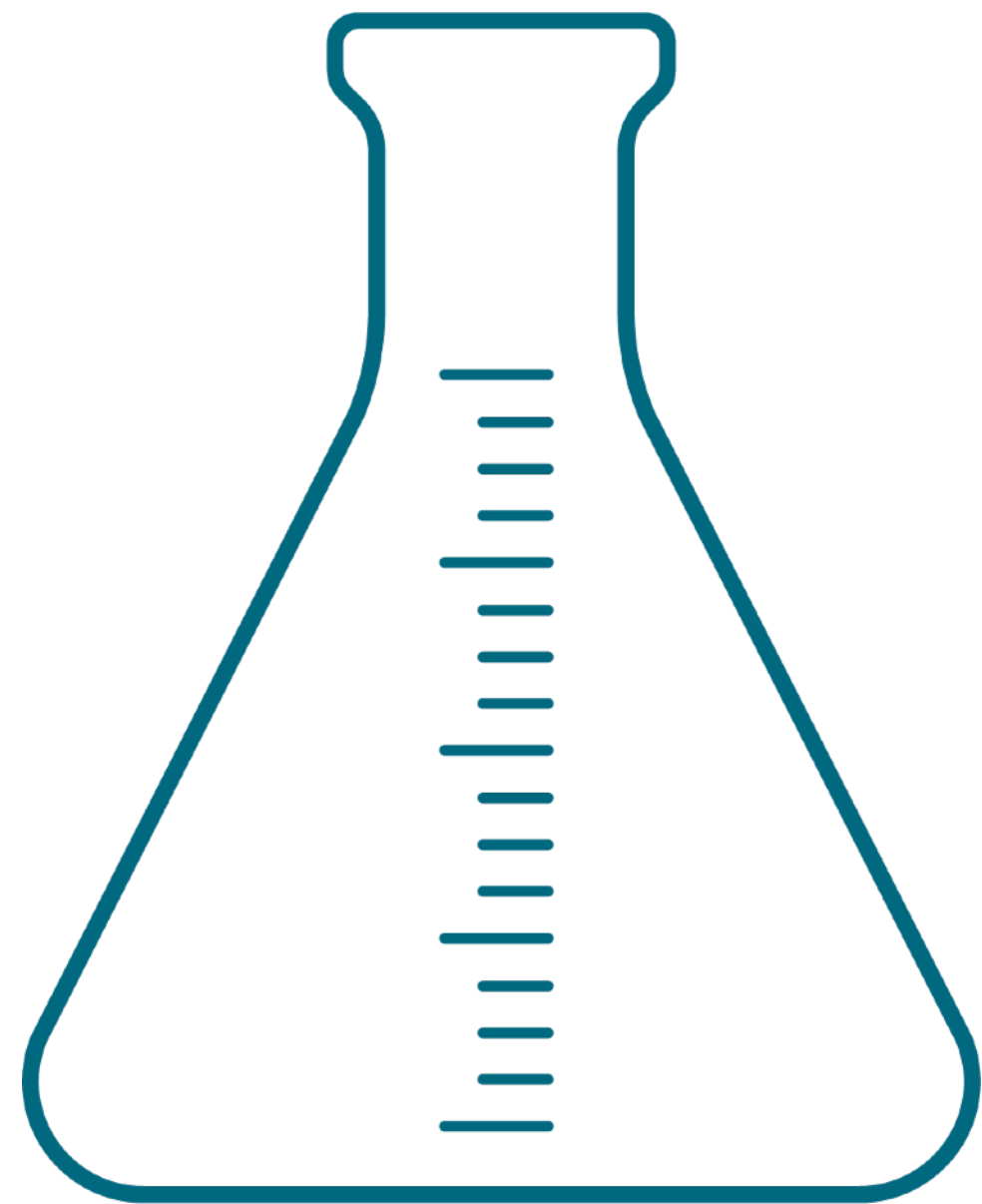
## ENGAGE



## CONNECT



# Know your message



**VOICE**

Who you are, all the time

**tone**

Emphasis for the situation, audience, desired results

**PILLARS**

Cornerstone messaging for your organization

**GOALS**

Desired outcomes (*Engage, Share, Click, Act*)

# *Voice vs. Tone*

Son

Neighbor

Teammate

Dad

Employee

Coach

Friend

Brother

Bible study leader

Researcher



# Content Strategy

## Content Pillars

Key messages or categories that all content falls into, all initiatives are covered and balances engagement, inspiration, resourcing and calls to action.

## Goals

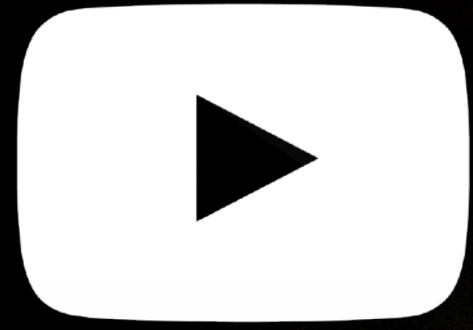
Purpose of every post: Engagement, Share, Respond,  
Act: Click, Give, Register

## Cadence

Orchestrate the above + how often, when and where

*Know your media*





*90%* of 18- to 24-year-olds



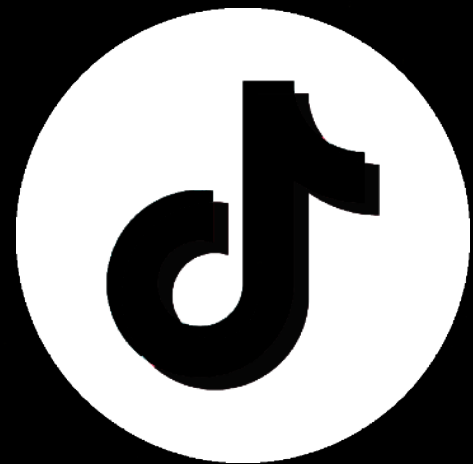
*75%* of 18- to 24-year-olds

*76%* visit daily

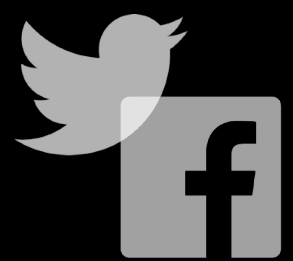


*73%* of 18- to 24-year-olds

*80%* visit daily



*41%* of 800 million global active users are 16-24 years old



The average member of Gen Z spends about **3.4 hours/day** watching videos on their phone.



## PURPOSE

The visual platform heavily emphasizes aesthetic, engagement and connection. Use it to cast vision through story, engagement and inspiration.

## CONTENT TYPES

### Feed: Curated, organized brand look/feel

- Images (Carousel pops up again in the feed!)
- Videos (1 minute max)
- Tag users + Hashtags
- Saves + Comments drive the algorithm

### Stories: Last 24 hours (unless saved to highlights)

- 15-second images or videos
- Plan your highlights
- Use GIFs/Stickers, Engagement tools

### IG LIVE

- Film vertical!
- Invite a guest to join
- Audibly respond to comments
- SAVE to IGTV

### IGTV: Long-form video

- 1 to 60 minutes
- Preview in-feed (or not)
- Create a cover and give consistent titles

### PRO TIP

Take advantage of the high reach and engagement of IG stories by using the stickers, questions, polls and music features. Watch your students' stories for inspiration!

# CONTENT IDEAS

## In-Feed Posts

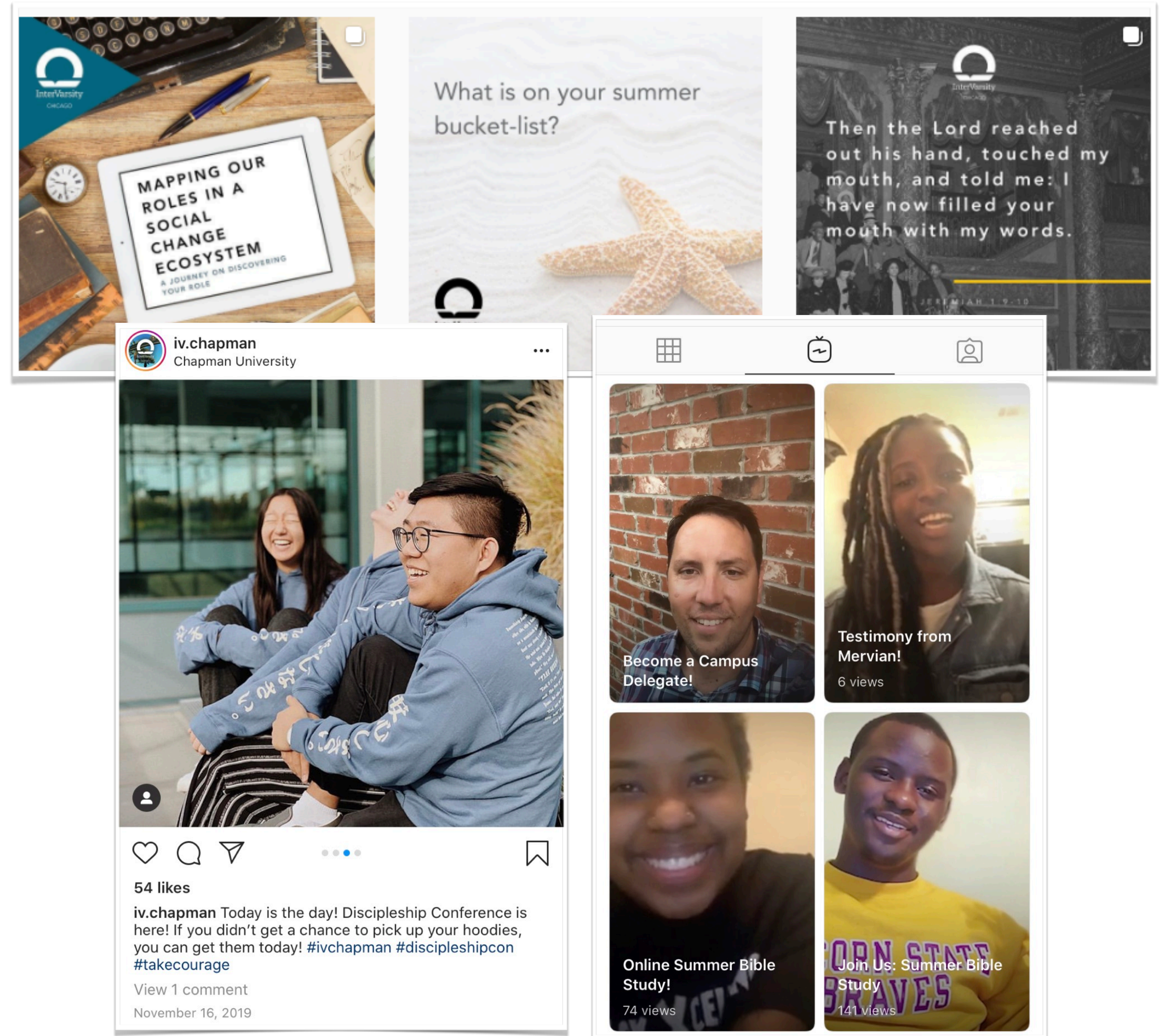
- Inspiration
- Student stories
- Tips for Bible study + application
- Calls to action (events, response)

## Stories

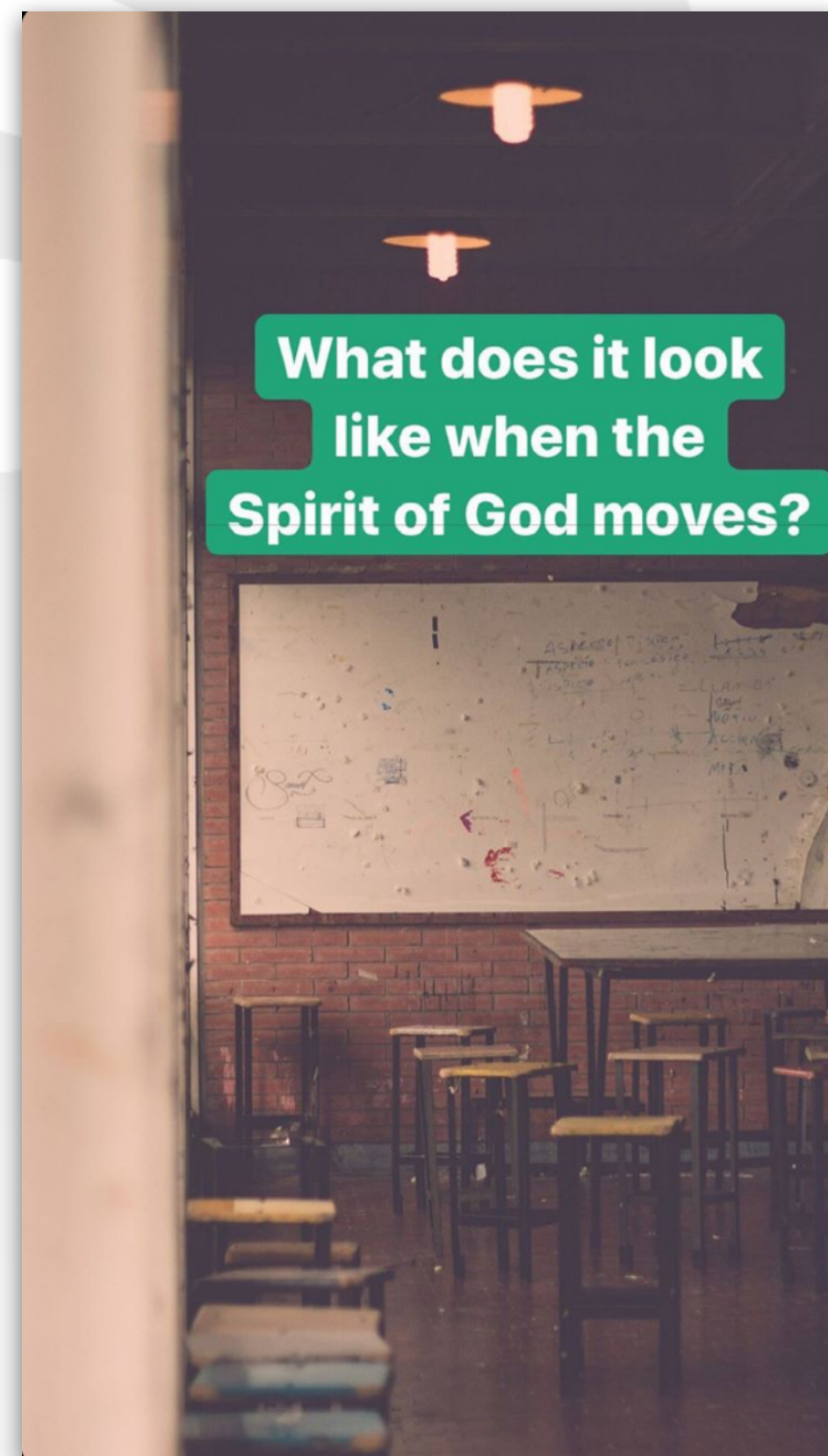
- Highlight “Live” events, studies,
- Personality / Behind-the-Scenes
- Questions, Polls
- Day-of reminders of events, news
- Share students’ and other accounts’ posts to your Stories

## IG LIVE // IGTV

- Group gatherings / Talks
- Interview with a student
- Live Worship
- Save longer videos and repurpose clips on other platforms



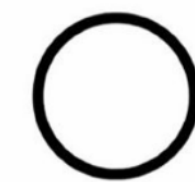
# NURTURE >>> INSPIRE >>> CALL TO ACTION



***Pray***



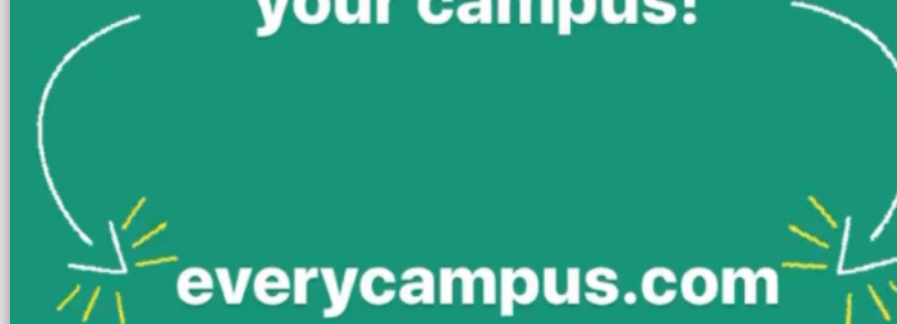
***Prayer Walk***



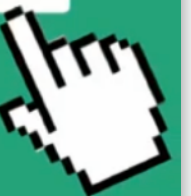
***LAUNCH A MINISTRY***

**INTRIGUED?**

Launch a ministry on your campus!



***Find resources at  
everycampus.com***



# F

## PURPOSE

A hub-like, mini-website for many organizations, it's best to keep updated information, events, meeting information and posts even if students do not engage regularly.

## CONTENT TYPES

### Page Information

- About and profile information
- Hours, location, meeting information

### Tools

- **Events:** Drive RSVPs and attract new students
- **LIVE:** Stream weekly gatherings or Bible studies
- **Video:** Video is highly prioritized by the algorithm, especially longer video (but our target audience likes shorter)

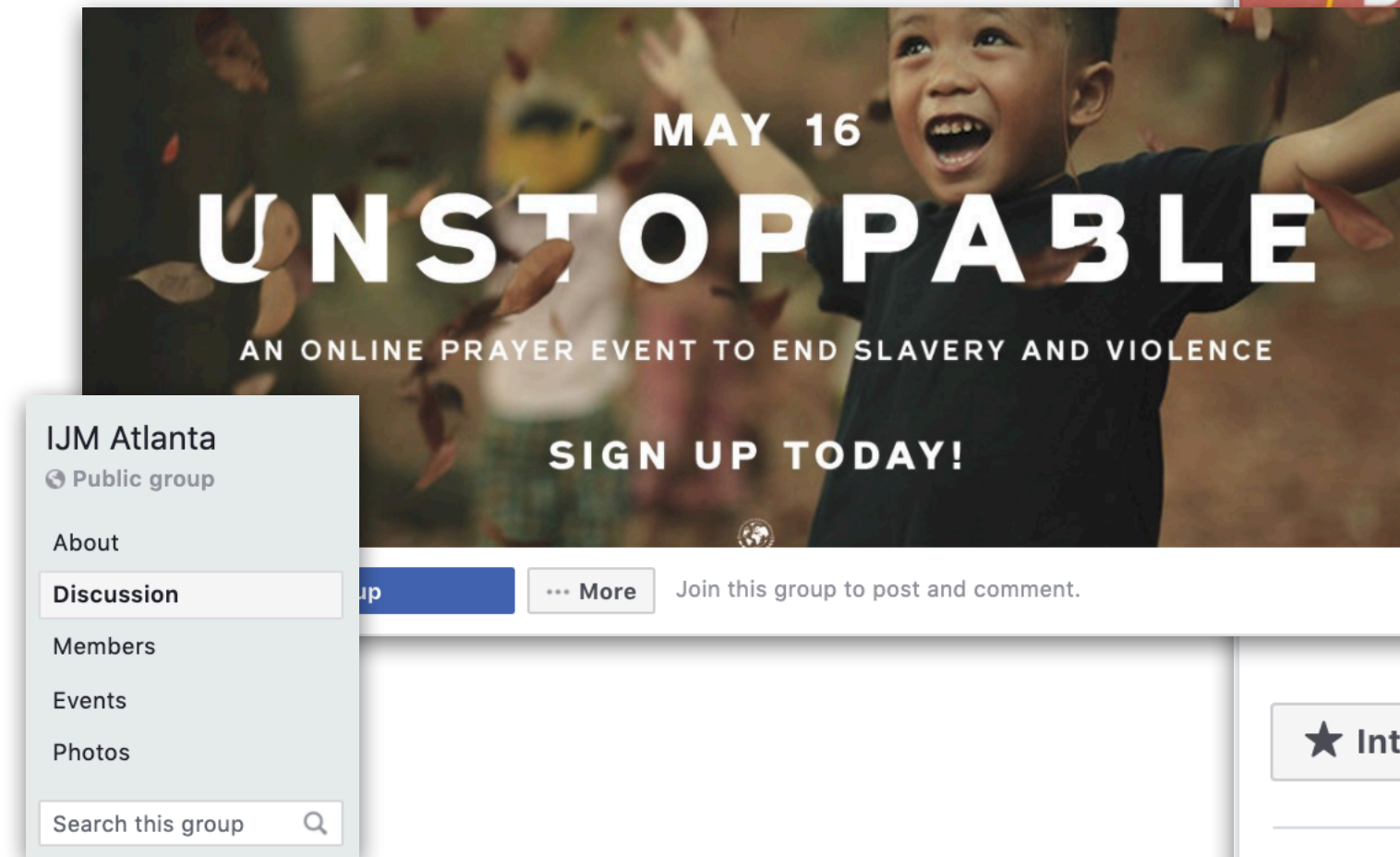
- **Groups:** Very high priority, preferred by younger generations, allows more intimacy, privacy and segmentation
- **Stories:** Similar to IG but used less by GenZ

### PRO TIP

While Facebook gets a bad rap for not attracting younger demos, groups, messenger rooms and events, still draw them to the platform for their utility, especially in this “virtual” season.

## CONTENT IDEAS

- Glimpse into ministry for parents and donors
- Student + Staff Spotlights
- Bible Study Resources
- **EVENTS**
  - RSVPs
  - Recruitment
  - Conversation
- **VIDEOS**
  - Livestream gatherings
  - Life-Transforming Stories
  - Interviews
- **GROUPS**
  - Community / Connection
  - Small groups



### What is Cybersex Trafficking? · 4

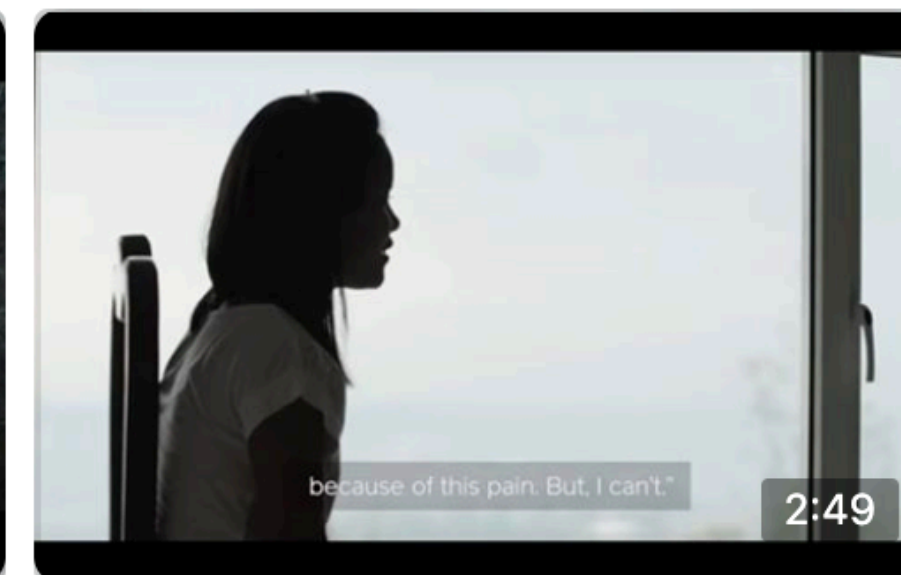
Help us shut this down at [ijm.org/sendrescue](http://ijm.org/sendrescue)



#### What is Cybersex Trafficking?

3 years ago · 132K Views

👍👎👤 Jyoti Conley and 1.1K others



#### Cassie's Story

3 years ago · 50.6K Views

👍👎👤 873



#### Intro To Cybersex Trafficking and How to Shut It Down

3 years ago · 53.1K Views

👍👎👤 918

## PURPOSE

280-character, trending topics, current events and commentary drive this bite-sized, real-time conversation.

## CONTENT TYPES

### Posts

- Visuals (images and videos) are still important
- Videos: 140 seconds max
- Average lifespan of a tweet is 18-24 minutes: be timely!
- Tools: Quote tweet, Thread tweet

## CONTENT IDEAS

- Newsworthy content
- Event announcements
- Answer Questions
- Conversation / Questions
- Live event coverage
- Articles, blogs and resources
- Use school hashtags or reply to threads about welcome fairs / welcome week



InterVarsity@UNC @IVUNC · Aug 21, 2017

check out these events during Week of Welcome!! hope to see you there!  
#WOW #UNC19 #UNC20 #UNC21



## PRO TIP

Trending topics and who your students follow drives visibility. Join trending conversations and reply to your students for your Tweets to be seen more.

## PURPOSE

The video platform has soared to capture this generation's attention with everything from everyday prank videos to full movies, TV shows and music videos, as well as live sports and TV.

## CONTENT TYPES

### Your Channel

- 33-second minimum videos
- Organized playlists
- Featured video or trailer for new + returning visitors

### Video Descriptions + Details

- Clear, keyword-driven headlines
- Make an eye-catching thumbnail (with people!)
- Drive to your other social media in description of each video
- Use end card to encourage viewers to subscribe + watch related videos

### YouTube LIVE

- 1 to 60 minutes
- Moderate Chat

### PRO TIP

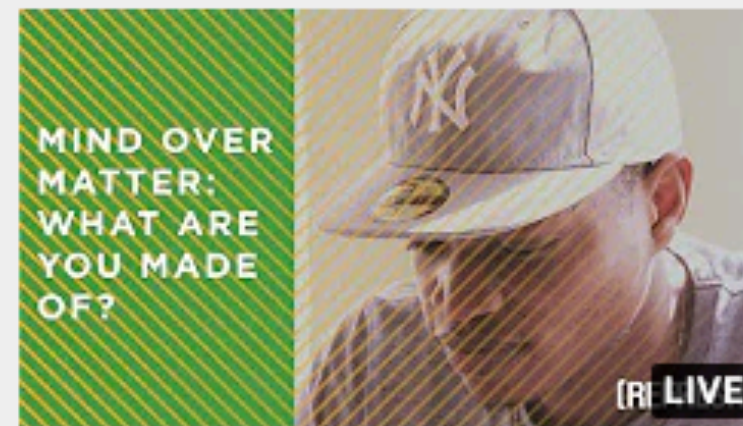
YouTube is driven by similar rules as Google search: Use keywords in your title, description and videos to drive impressions.



## CONTENT IDEAS

- Updates and News
- How to connect
- Weekly gathering talks
- Panels / Interviews
- Worship
- Bible study tips and ideas

### Upcoming live streams ▶ PLAY ALL



#### Mind Over Matter: What Are You Made Of?

Scheduled for 7/22/20, 6:55 PM

The Biblical view of humanity is that we are unique among creation in our capacities, our value, and our destinies. Clarity on what we are provides the foundation for answering many of life's big q...

SET REMINDER

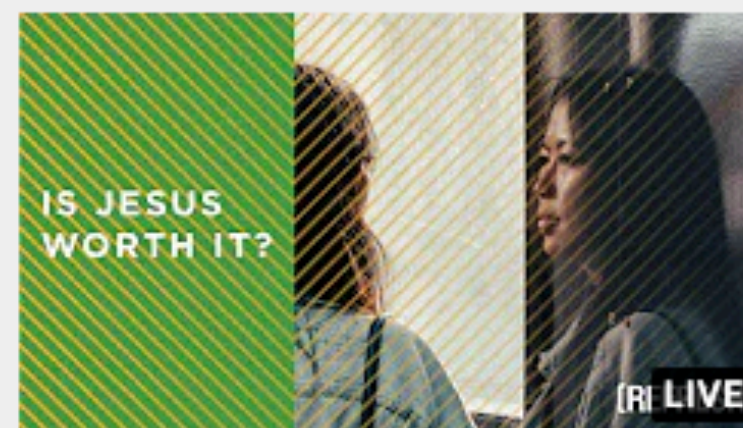


#### How Can You Still Believe When...?

Scheduled for 7/23/20, 6:55 PM

Looking the current state of the world, along with how the Church can often be a poor example of Christ and the recent de-conversion stories, why still believe in Christ? Is he really who he says h...

SET REMINDER

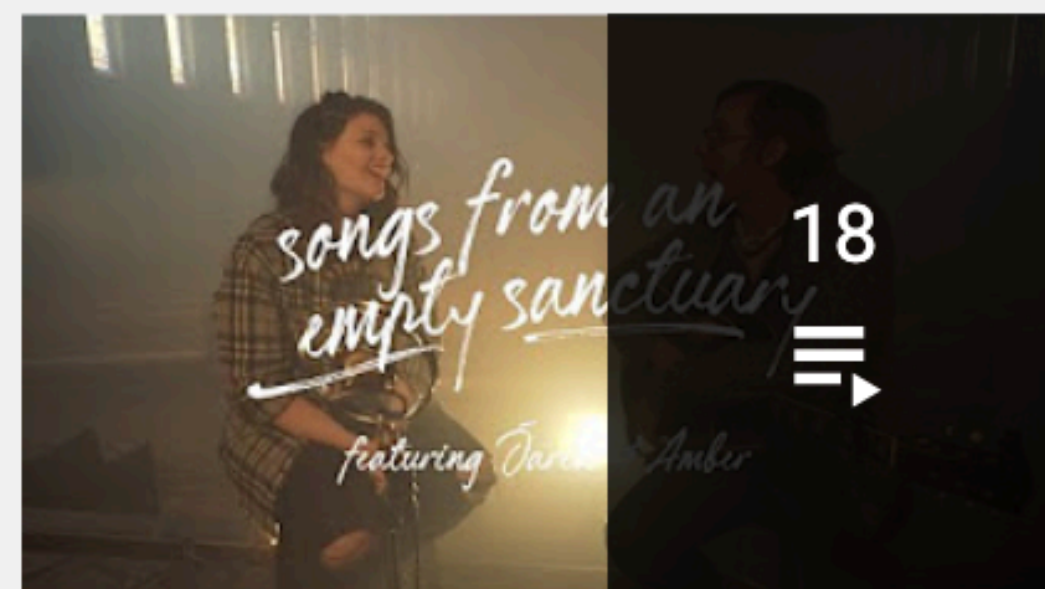


#### Is Jesus Worth It?

Scheduled for 7/24/20, 6:55 PM

On the shores of the Sea of Tiberias, the biblical character Peter has a breakfast conversation with Jesus that changes his life forever. Here he learns that true love can't be turned away; death i...

SET REMINDER



#### Songs from an Empty Sanctuary

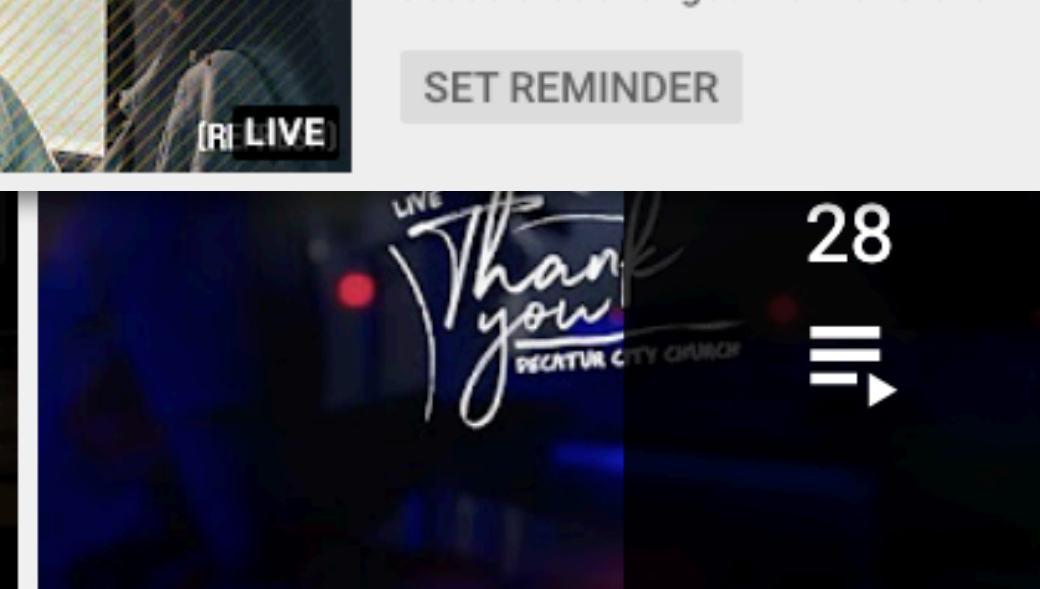
Updated 6 days ago

[VIEW FULL PLAYLIST](#)



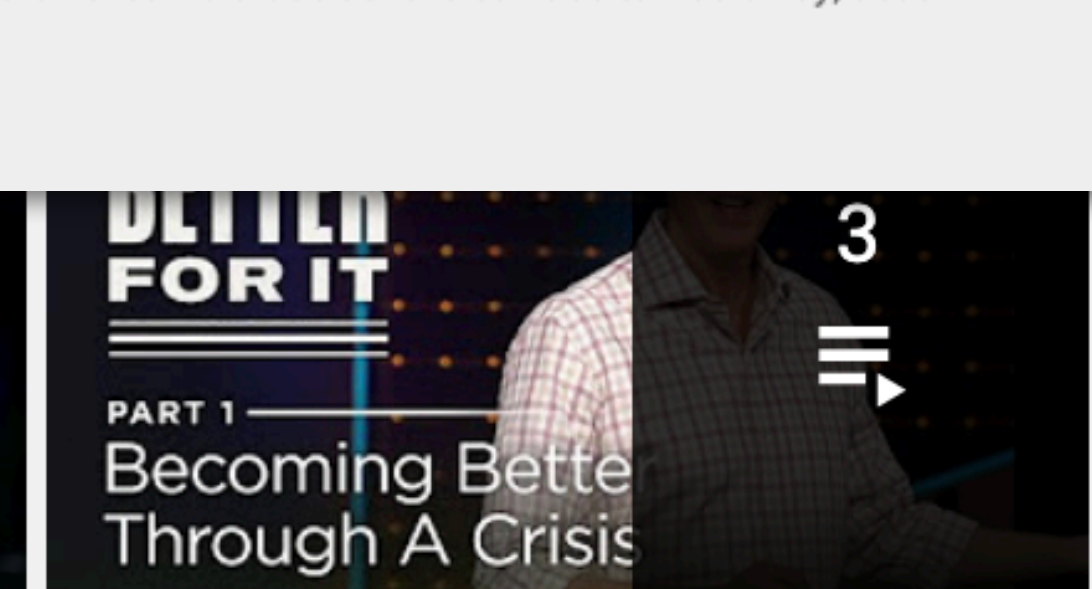
#### Latest news | CHECK THIS OUT

[VIEW FULL PLAYLIST](#)



#### Decatur City MUSIC

[VIEW FULL PLAYLIST](#)



#### Message Series | BETTER FOR IT

[VIEW FULL PLAYLIST](#)

## PURPOSE

These primarily peer-to-peer networks dominate the conversation, content uploads and time for Gen Z. Whether you join as a ministry or not, can you **empower and equip students to use them to connect with others for the glory of God?**

### TIKTOK

#### Content Types

- 1- to 60-second videos
- Lip Sync // Dance Videos
- Influencer Opportunities
- Challenges / Duets

#### Ideas

- Personal Stories
- TikTok #Testimony
- Create a challenge using a hashtag for students to share
- Event clips
- Use text on images to share lessons, tips, stories

### SNAPCHAT

#### Content Types

- Images/Videos + text, Bitmojis, locations, filters, effects
- Send privately, to groups or add to a Story

#### Ideas

- Inspiration / Scripture
- Recap gathering or Bible study
- Engaging questions, polls or surveys
- Promote events
- Geofilters for your ministry, themes or studies

# Tips, Tools and Resources

- Create strategies that balance and plan your content and help you sustain a cadence
- **Scheduling tools:**  
Hootsuite, Buffer, Later, Planoly, CoScheduler
- **Free graphic design:**  
Canva or Adobe Spark
- **Free images and vectors:**  
Unsplash, Rawpixel, Creative Market, Flaticon and Iconfinder



DATE	PILLAR	CAPTION	IMAGE	LINK
7/16/2020	Inspiration			
7/23/2020	Resource			
7/20/2020	Student Spotlight			

## Additional Resources

- Sprout Social Blog
- Later Blog
- Social Media Examiner
- Pew + Barna Research
- Creative Influencers on Instagram

*questions?*

intervarsity@seesparkgo.com

Don't Forget!

*Aug 5* | Social Media 201