


3 SIMPLE TIPS TO *Level Up Your Ministry* WITH SOCIAL MEDIA

rachel risner
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Now more than ever, your local ministry needs to be online.

Jesus met people where they were. We can do the same.



Don't know where to start? No worries! I'm Rachel Risner (nice to meet you!). I've used Facebook for local ministry for years, and I'm here to help! Check out my 3 easy tips to get started! 



Why learn about doing ministry online?

Sure, most of us already have an online presence—we plaster our puppies, our view at the beach (including our manicured toes), and our on-point cup of coffee all over our social platforms—but are we making the most of this unprecedented ministry opportunity?

Here are 3 simple tips to maximize your online ministry:

1. Be real. But hopeful.

In our effort to be authentic, our online interactions can miss the mark. Yes, as followers of Christ we can acknowledge our failures, faults, discouragements, and disappointments. But if you're wanting to reach others for Christ, please (please!) end your authentic posts with authentic hope.

Take your cues from Biblical greats like King David or Job who were real about their suffering and their complaints against God, yet they chose to praise Him all the same.

2. Be kind. Be unifying.

Divisive issues on social media are a dime a dozen. Whether it's politics, theology, lifestyle, parenting, health—you name it, and it can divide us.

It's tempting to enter into debates and conversations that draw a line in the sand and position us opposed to fellow followers Christ. Don't do it.

3. Be friendly. Reach Out.

If you want to make the most of your reach on social media, you've got to socialize! Pull out that church directory and friend each person in it. As you meet people in your community, find their profiles right away, and connect with them.

Take note of what's happening in people's lives so that the next real-life interaction can include some of the tidbits they posted online. By doing this, you are not only connecting with them online, but fast-tracking your in-person relationships. It's a win-win.

*Start with these three simple tips and you'll notice quickly what an effective ministry tool Facebook and other social media platforms are. Focusing on **being real, but hopeful; being kind; and being friendly** will take your Facebook ministry game to the next level. A little intentionality goes a long way.*

Need even more easy-to-implement ministry strategies for Facebook? For pointers on how to use Facebook Pages, Groups, Posts, Events, and more to reach others for Christ, go to <http://www.rachelrisner.com/facebookforministry>. There you can instantly nab my eBook, *Level Up Your Ministry With Social Media*. It's packed with ideas, and it's complimentary for ministry leaders like you! After all, God's too good not to share.

