

Worksheet #4: Your Personal Social Media Profile

Ministers do the exercises!

Lay leaders and church members do it too!

Sum up your findings and discuss them.

How old are you?

Choices:

- 18 -24
- 25-35
- 36-55
- 46-55
- 56-65
- Over 65

Where do you live?

Choices:

- City or town
- Suburb
- County/rural

What social media do you *participate* in?

I have accounts on and actively share or create content that appears on:

Choices:

- Facebook
- Twitter
- Pinterest
- Foursquare
- Yelp
- YouTube
- LinkedIn
- Google+
- Blogs
- I do not actively participate in any of these

I buy goods and services online, donate, or pay bills online:

Choices:

- Amazon
- eBay
- Major retail companies
- I pay my church pledge online
- Charities and non profits
- Pay bills and do online banking

Are digital devices and services present in your working lives?

Choices:

- I work remotely and through digital platforms
- I have a digital business
- my work requires me to use a digital device(s) (include smart phones)
- I don't need anything digital for my work

What is the age demographic breakdown of your congregation? What percentage is under age 13? What % is 14-18? 19-34? 35-55? 55+? Note your answers below:

Do you know for sure or assume you know the extent of digital usage by those groups?

Conduct the following survey online with a free service such as [Poll Daddy](#) or [Survey Monkey](#) AND canvas members during Sunday coffee hour. Also do a phone campaign to reach as many people as you can. Do not assume you know how members will respond.

Put all of the questions on pages 1 and 2 of the worksheet in the survey and then add the following ones:

- **How often do you look at the church's official website now?**
- **Does it enrich your relationships to people at your church?**
- **Do you contribute content to the site or its various *official presence* on Twitter, Facebook etc.?**
- **Would you be interested in working on a social ministry or digital ministry strategy team?**
- **Would you be interested in working on the development and growth of digital ministry at our church?**