



Welcome to

Leveraging Social Media

Leading the Narrative. Building Community

Presenters:

Yolanda and Michael

Miracle Hill Ministries

*Against
All Odds*

1 John 5:4





LEVERAGING SOCIAL MEDIA:

Leading the narrative. Impacting community.



Michael
Livingston
Digital Storyteller



Yolanda Campusano-Pilarte
Public Relations Manager

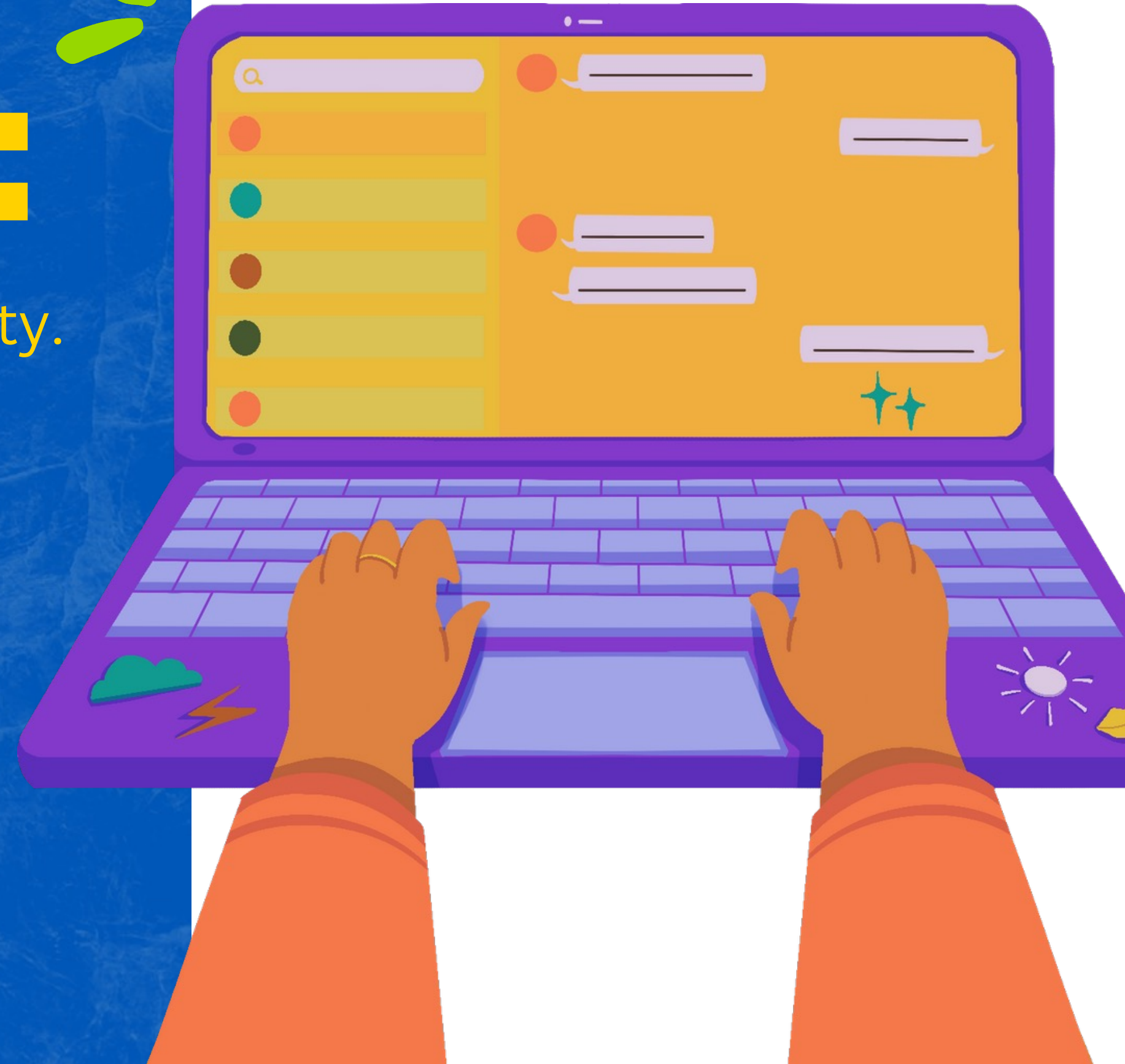


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SOCIAL MEDIA IS...?

*Gateway to a
friend groups*





Guiding Principle:

What's in it for your friend?



ALMOST EVERY

IS THE ERA OF FREE SOCIAL MEDIA COMING TO AN END?

- The commodity is the people in front of the screen.
- Research shows that by 2035* we're going to fight for attention, fight for engagement, and fight for sales.





AUTHENTICITY

The degree to which a person's actions are congruent with their values and desires, despite external pressures to social conformity.



FINDING YOUR VOICE



- **Persona versus reality**
- **Sharing your world**
- **Share each other's burdens, and in this way obey the law of Christ.**
 - **Gal 6:2**

Know your

People

Know your

Craft





New Episode of the Miracles From The Hill Podcast is now available! <https://miraclesfromthehillpodcast.buzzsprout.com/>

Reels · Published on: Wed May 15, 7:31am



Boost

Overview

Reach ⓘ

136

Lower than typical

Impressions ⓘ

143

Typical

Interactions ⓘ

14

Typical

Plays and watch time

Plays ⓘ

219

Typical

Initial Plays 162

Replays 57

Average watch time ⓘ

10s

Typical

Watch time ⓘ

25m 43s

Typical

Interactions ⓘ

Likes ⓘ

12

Typical

Comments ⓘ

0

Typical

Shares ⓘ

2

Higher than typical

Saves ⓘ

0

Typical

Audience

Age & gender ⓘ



Feed preview





In the state of South Carolina, we are 1,900+ foster families short. Help us close this gap! If just one family from each church in the Upstate would ...

Post · Published on: Thu May 9, 7:51am



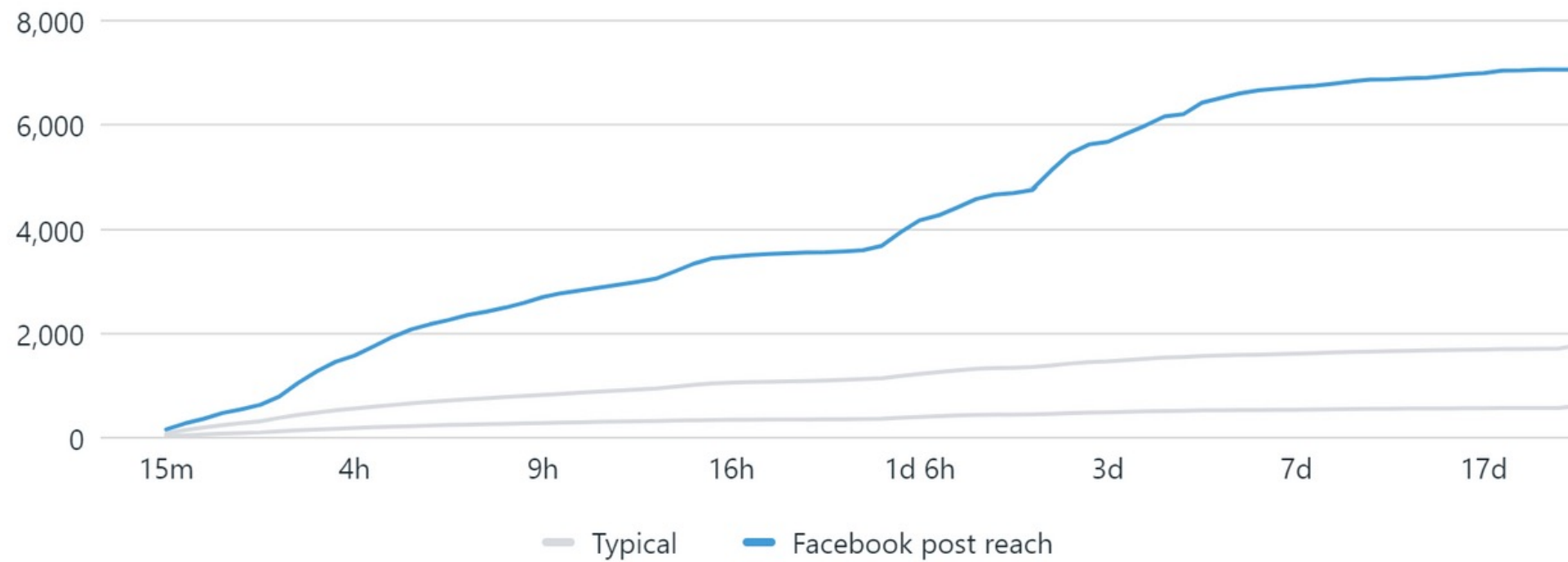
Boost



Overview

Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Link clicks ⓘ
7,057	7,182	153	--
Higher than typical	Higher than typical	Higher than typical	

Reach



Interactions ⓘ

Reactions ⓘ	Comments ⓘ	Shares ⓘ	Saves ⓘ
88	4	61	0
Higher than typical	Higher than typical	Higher than typical	Typical

Feed preview



Miracle Hill Ministries

Published by Yolanda Campusano-Pilarte · May 9 at 7:51 AM ·

In the state of South Carolina, we are 1,900+ foster families short. Help us close this gap!

If just one family from each church in the Upstate would come forward, the problem would be solved. Let that sink in.

#miraclehillministries





CHASE STORIES NOT WATERFALLS

FOLLOW YOUR STORY, NOT ~~TRENDS~~

Find Your People Target Persona

age

gender

geographical location

interests

lifestyle

relationships

income

ministry involvement





JANE MIRACLES

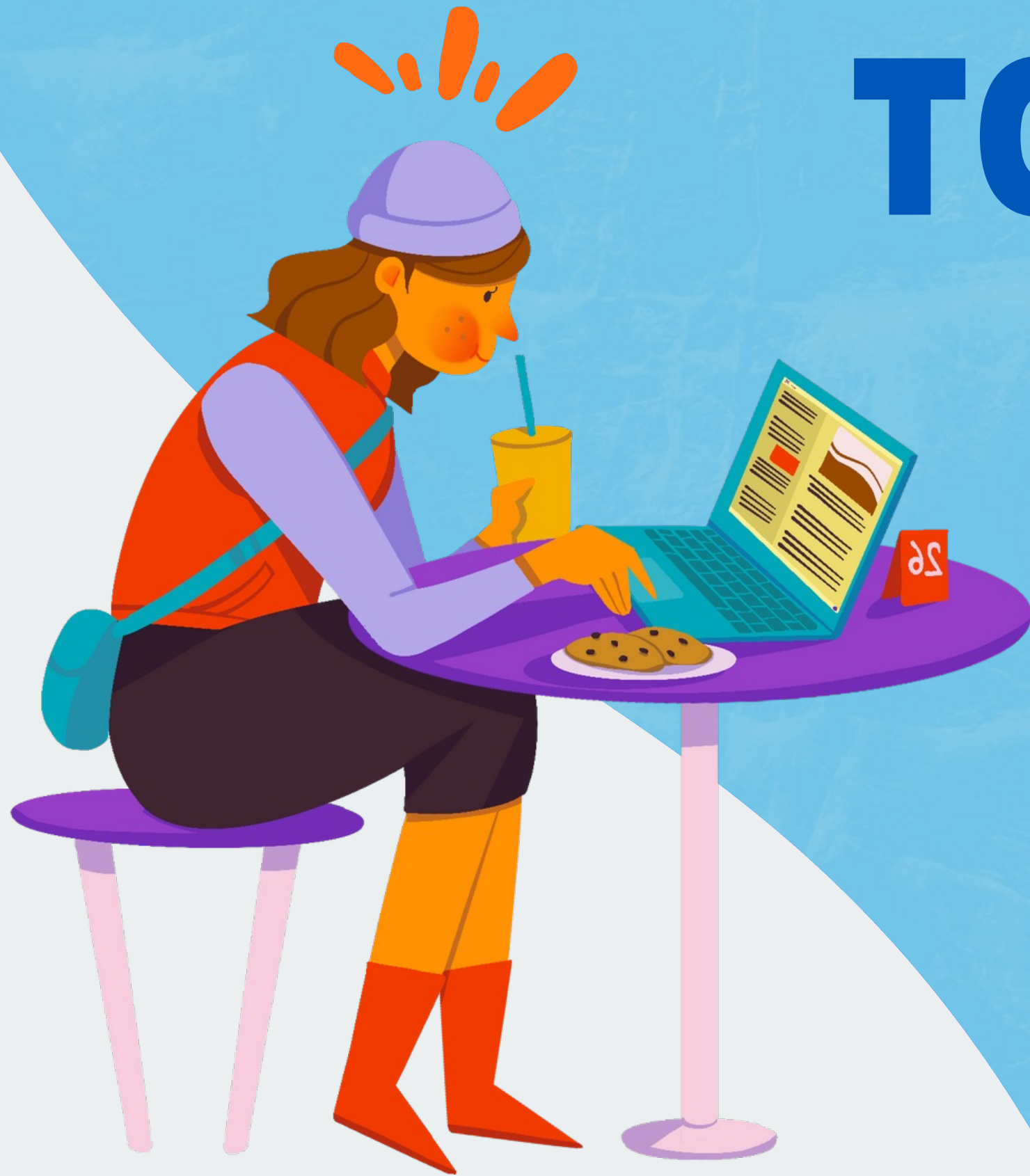
NAME Jane S
AGE +65
LOCATION Greenville
OCCUPATION Retired Banker
MARITAL STATUS Widow
KIDS 1
ANNUAL INCOME \$70,000

INTERESTS	God, traveling, cooking, reading books, fashion, fitness.
LIFE STYLE	She lives by herself and enjoys walking at the mall. Has enough time to hang out with friends. She enjoys pampering herself doing her nails, and getting massages. She is a grandma.
RELATIONSHIPS	Lost her husband 7 years ago. Empty nester. Only son and grandkids live out of state.
MINISTRY INVOLVEMENT	Active in her church and small group (Presbyterian). Volunteers weekly with multiple ministries. Attends bible studies during the week.
SOURCES OF INFO	Social media, magazines, word of mouth.

TARGET PERSONA EXERCISE



tone and voice



Point of view

Professional

Humourous

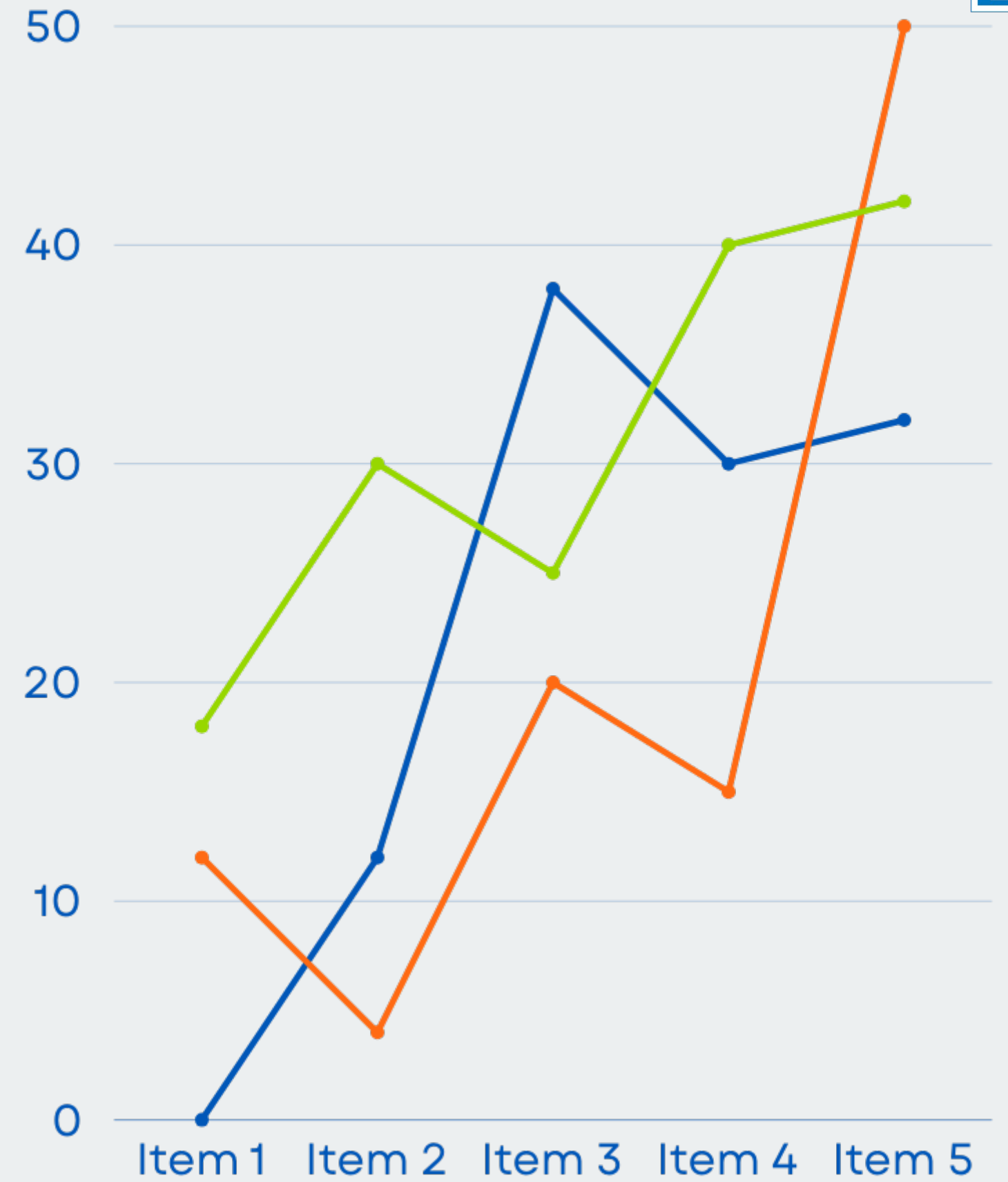
Casual/Formal

Emojis/Slang



DEFINING

metrics



Key Performance Indicators



Number of people who saw your post. Unique interactions. Not necessarily the number of times it was seen.

Number of times your post/profile was seen. Example: a person can see your post 5x. This will count as 1 reach and 5 impressions.



This includes likes, comments, shares, retweets, reactions, and clicks. High engagement indicates that your content is resonating with your audience.

This is a metric that also helps you create content. Many times the questions received should be your next posts



These are self-explanatory: link clicks, profile visits, new followers, and page reviews.





TYPES OF GOALS



AWARENESS

How many people saw my post? (reach metric)
How many times was it seen (impressions metric), mentions, followers?



ENGAGEMENT

Interactions with your post (likes, shares, comments) 5% is a good engagement rate, for reference.



CONVERSIONS

Donations

Ways to measure

Social Media Goal (MAY)	Content pillars	Frequency	Metric
Raise awareness for Foster Care	Info videos with staff members	Every Monday (4)	Engagement
	Image with stats (children served, FMC, Families needed)	3x a month	Impressions/ engagement
	FC Story (reel)	1 x month	
	Inspirational quote/ Bible Verse	Every Sunday (4)	Reach
	FC Event image (Pop-Up)	1x month	Engagement
	Staff Spotlight	1x month	Impressions



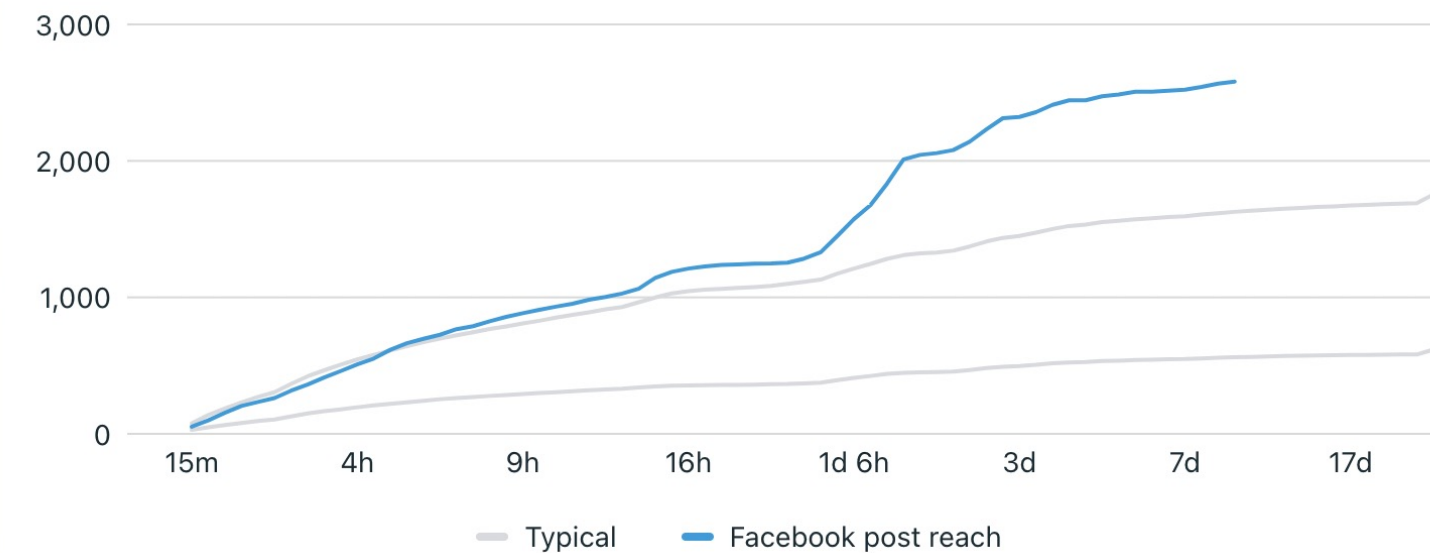
Story Time: Kids Ninja Challenge



Overview

Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Link clicks ⓘ
2,580	2,746	48	4
Higher than typical	Higher than typical	Typical	Typical

Reach



Interactions ⓘ

Reactions ⓘ	Comments ⓘ	Shares ⓘ	Saves ⓘ
18	2	27	1
Lower than typical	Typical	Higher than typical	Higher than typical



Story Time: Kids Ninja Challenge

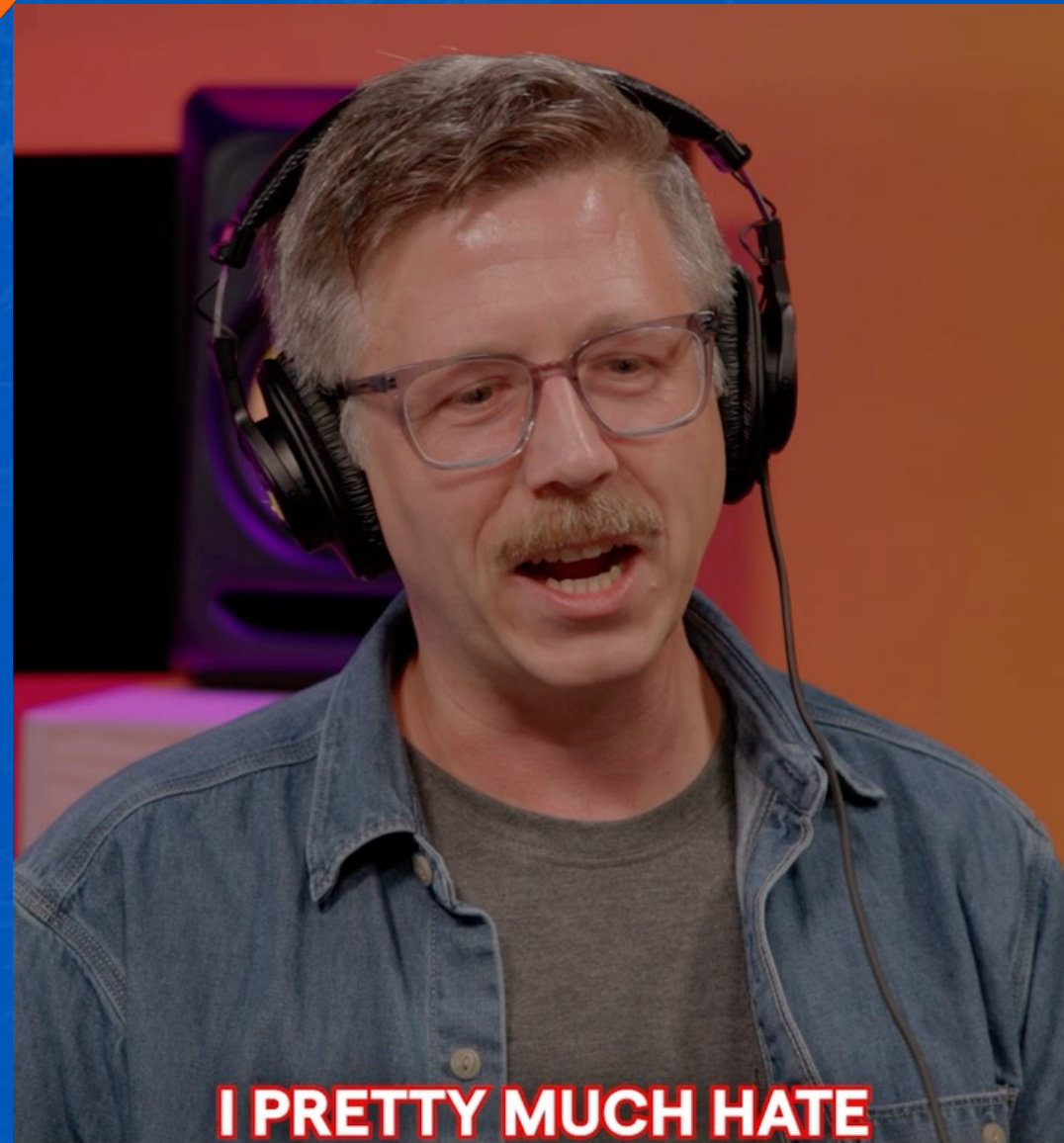


HOW WE FEEL ABOUT
KIDS NINJA CHALLENGE
REGISTRATION!





CONSISTENCY IS KEY



How We Tell Stories



The Art of Ethical Storytelling



Practices

Include guests in planning and review
Do what's best for them

Obtain consent and be transparent

Be accurate and tell the truth

Vet stories and use anonymity as needed to protect others connected to guest

Advance awareness of ministry by including staff perspective

If situation changes to detriment of guest, do not release video

Interview guests on current mental/physical health & safety

How We Tell Stories



Best Practices

Create a team

Consistency is better than perfection.

Weekly schedule

Use real images and videos

Experiment/Fail/Do it again

Use AI as a tool

Assess metrics periodically



STEVE LEITCH



TO RAISE MONEY FOR MIRACLE HILL
FOR THE FOSTER

A screenshot of a Facebook post from the page 'miraclehillministries'. The post includes an audio player, a text description of a documentary film premiere, a link, and two comments from users 'margielee789' and 'theupstatetrailtalks'. The post is dated February 6.

miraclehillministries • Follow
Original audio

miraclehillministries Get your tickets for the documentary film premiere of Beyond The Shoreline: The Channel of Beyond. This film follows the story of Steve "Moby" Leitch as he prepared and swam across the harrowing 28 mile Ka'iwi Molokai Channel to support Miracle Hill Ministries.

The Premiere is at 3:30 PM on February 11th at Camelot Cinemas in Greenville, SC.

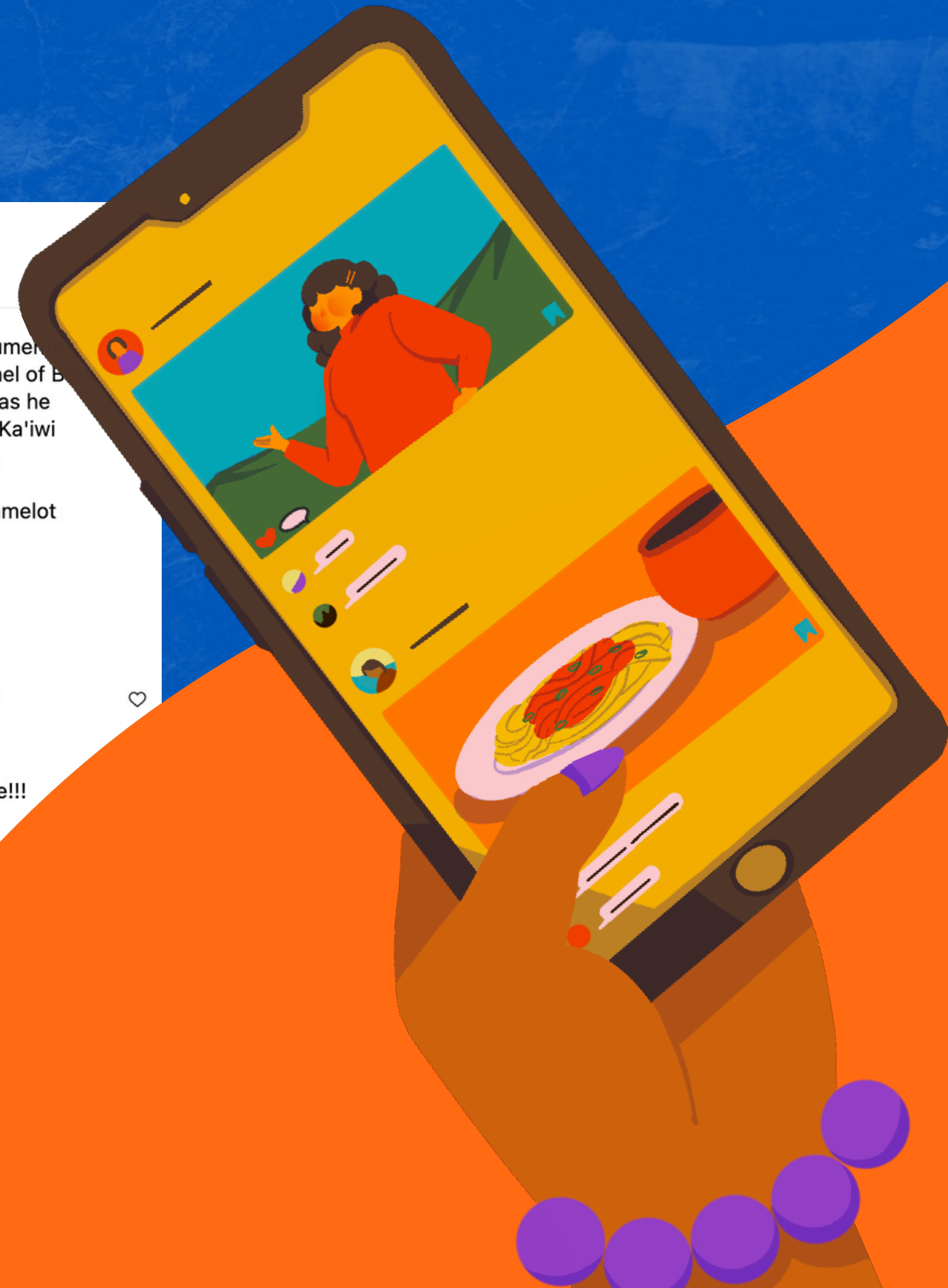
<https://bit.ly/mhmswim>
Edited · 16w

margielee789 Awesome story. Thanks be to God!
16w 1 like Reply

theupstatetrailtalks Go Steve!!!👏 this is awesome!!!
16w 1 like Reply

Liked by michaelwlivingston and 1 other
February 6

Add a comment...





**Got Any
Questions?**



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Thanks for your time!!