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Trending Up: Social Media Strategies For Today's Church



Synopsis

Every church has a story that can change the course of people's lives but how do you share that story beyond your four walls? Throughout these pages, you'll find simple strategies for creating powerful content that can connect your church to the people who need the life-changing story of Christ. Leading church communications specialists break down complex social media themes, providing accessible, practical answers to questions that all churches face, such as: What should I be posting based on my goals? How do I use social media as a tool to foster community? How do I get the people I'm trying to reach with social media? With this book, your church will be ready to reach one of the biggest missions fields today: the billions of active users on social media. Topics include: Why Social Media? Content Strategy Story: Your Church's Story & God's Story Connecting with Your Church Reaching Your Community Includes recommended books, websites, blogs, and other tools to help you develop your social media presence.

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About the General Editor Mark Forrester is the senior director of public relations and communications for The General Council of the Assemblies of God, USA (AG). He is charged with finding and telling the stories of the AG across multiple teams and platforms. Mark is cochair, along with Matt Brown and Haley Veturis, of an annual summit for social media directors of Christian denominations and international faith-based nonprofit organizations. Mark is kept in line by his principal-wife, Janine, and his witty and rascally kids, Greyson and Charlotte. Connect with Mark on

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