Title: Social Networking For Your Church Web Site
Subtitle: Web Technologies
Second Subtitle: #0 What Churches Need to Know About Social Networ

Author: Steve

Date: 2009/4/19

URL: https://www.christianwebresources.net/modules/article/view.article.

Summary: What do you know about Facebook, Twitter, MySpace, Orkut, M
networking sites? Do you know how to leverage these sites in your minist
at what they are, why they are significant to your church web presence a
others using these Internet applications.

You may have heard of them, you may even have tried out 1 or 2, but do
impact social networking sites have? Maybe the Facebook will give you a better
perspective:

  More than **100 million** users log on to Facebook at least once each day
  More than **3.5 billion** minutes are spent on Facebook each day (worldwide)
  More than **20 million** users update their statuses at least once each day
  More than **1 billion** pieces of content (web links, news stories, blog posts, not
shared each week
  More than **850 million** photos uploaded to the site each month
  About **70%** of Facebook users are outside the United States
  More than **40 translations** available on the site, with more than 50 in developmer

Get the picture?

Making the move to the Internet was probably difficult enough, but now y
extending your web presence to social networking sites will be much less
First, let's go over the basics - social networking sites have very little s
committee deciding what to publish online or to moderate what someone
any hierarchy, everyone has an equal voice. Social networking sites are
school reunions or a church potluck - lots of conversations and connectio
can seem chaotic and insignificant to a casual observer, but to the partic

How it works:

  People create personal accounts
  They begin posting about themselves
  They connect with other people they already know, or share common int
  They interact with each other
  And, they continue to post about themselves and interact with each oth

What it isn't

  A substitute for your church web site
  Something to be done as an afterthought

Something to be ignored or approached casually

You've gotten this far, why not take it a little farther?