

Social Media Tips for Churches

PLATFORM AGE REQUIREMENTS

13 MINIMUM AGE

Twitter
Facebook
Instagram
Pinterest
Tumblr
Snapchat
TikTok
Musical.ly
YouTube With Parental
Permission

16 MINIMUM AGE

Linked In
What'sApp
GroupMe
Vimeo

18 MINIMUM AGE

YouTube, without parental
permission

ADVICE FOR PARENTS & CHURCH LEADERS

- Parents need to be where their children are on social media
- Teenagers and young adults say they hate Facebook, but they are there
- Facebook will hide your stuff from your "friends"
- Photo filters are dependent on the subject and the audience
- Use privacy settings based on your church's needs
- There is power in the hashtag # on Twitter and Instagram
- People who seem like they're on social media all day, may not be
- Your church needs to have a policy on featuring children & youth

MUST HAVES FOR CHURCHES

- A solid and comprehensive social media plan
- At least 3 people who are named as admins on each platform
- Training for youth & children's ministries on the church's social media policy
- A plan for the supervision of rogue accounts
- Knowledge on copyright infringement laws, especially for YouTube

