

GUIDELINES | SOCIAL MEDIA TEAM

As part of the Social Media Team of Granger Community Church, you will play an important role with the Church Communications Department. Your serving role will be determined by what you are passionate about and how we might best serve the church together. The following is a basic outline or description of our team. As you review this, we feel that you will become more confident in serving as we grow together.

The Social Media Team serves as Customer Care for Church Communications. We try to be diverse in as many ways as we could possibly hope for.

Reporters

As a reporter, you have two functions. One is to help spread the word about different opportunities happening around and through Granger Community Church. It could include any item of interest...big all-church events like the annual Baptism, recurring events such as First Wednesday, links to articles/blog posts/YouVersion links of interest to the GCC Community.

The other function of the reporter is to be an active listener in the community scouting for common trends, questions and conversations happening that would be helpful for the church to pay attention to, as well as to help identify other active “socials” to invite on the team.

Guest Services

We act as greeters, welcoming and inviting newcomers to get familiar with what we do, and how to best explore and utilize our resources. The Social Media Team is meant to encourage others to grow with the various tools and resources available through Granger by providing safe, social environments in *virtual* spaces that inspire people to be real/honest about life and Christ's role in their *physical* spaces.

At the end of the day, we are responsible for creating connection points for our guest. The benefit others feel through this ministry is a person who hears/sees/feels their need and responds accordingly. People matter. If we didn't serve in this role, people would notice because they would not feel valued, heard, or respected.

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Advocate

The Social Media Team acts as encouragers for people taking steps at Granger Community Church and the community around us by celebrating stewardship, identifying enthusiastic people and using them to usher into areas we have not yet reached. As our team continues to grow, each member will serve out of the area(s) that suits them best and into their own spheres of interest and influence.

The Guidelines

- Stick to your area of expertise and provide unique, individual perspectives on what's going on in your sphere.
- Post meaningful, respectful comments—no spam and no arguing. Attitudes that reflect acceptance not tolerance.
- Pause and think (THINK: True, Helpful, Important, Necessary, Kind) before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- Respect proprietary information and content, and confidentiality.
- The frequency depends on the flow of each individual. But, to make an impact as a member of the social media team, ask yourself these questions on a weekly basis:
 - Have I connected one new person with Granger this week?
 - How did I promote a next step at Granger in a unique and conversational way this week?(blog posts, Twitter or RT, Facebook)
 - How do I demonstrate faith fueling my in normal, everyday life in a particular way this week?

What we use:

- You Version
- Mobile GCCwired.com
- Online church
- Facebook
- Twitter
- YouTube
- Vimeo