

THE  
*Episcopal*  
CHURCH



# SOCIAL MEDIA, EVANGELISM AND CONNECTING WITH EMERGING CULTURES





**Anthony Guillén**  
**Missioner for Latino/Hispanic Ministries**  
**The Episcopal Church**



**@misionerolatino**  
**@latinoepiscopal**



**Anthony Guillen**  
**Latinos Episcopales**



**Latinos Episcopales**





**we  
are.  
social**



**JAN  
2016**

# UNITED STATES OF AMERICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



we  
are  
social

**322.9  
MILLION**

URBANISATION: 82%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**282.1  
MILLION**

PENETRATION: 87%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**192.0  
MILLION**

PENETRATION: 59%

FIGURE BASED ON ACTIVE USER  
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE  
CONNECTIONS



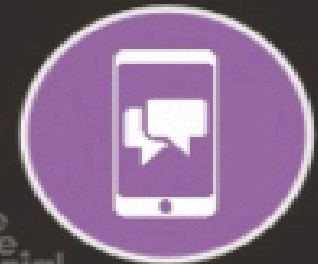
we  
are  
social

**342.4  
MILLION**

vs POPULATION: 106%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**169.0  
MILLION**

PENETRATION: 52%

FIGURE BASED ON ACTIVE USER  
ACCOUNTS, NOT UNIQUE INDIVIDUALS





Luca Bruno / AP



Michael Sohn / AP



nbcnews

FOLLOW

9,959 likes

120w

**nbcnews** What a difference 8 years makes. St. Peter's Square in 2005 vs. 2013. #NBCPope

[view all 235 comments](#)

**barbiepila** So true.

**krukau** Thanks for Steve Jobs

**karia\_iv** Haha.. good one

**horaciooooh** Ohhh!!!

**d374n3y** Thanks for iPhones !

**young\_bati** Electronics become an indispensable part of our lives !

**\_arianneeee\_** Lol

**alpc84** I love your stories

**lexamartens** I think it's so true :)

**mochessey** That's a big difference

**andybiersackforlife1313** Omg

**azure\_knick333** No, that's a

**mc.santi** that's how much electronics changed :)



Add a comment...

...



**Snapchat videos received more than 7 billion daily video views in January 2016. In September 2015, that number was 4 billion.**





**By late 2015, 47%  
of Facebook's 1.59  
billion monthly active  
users were mobile-  
only, meaning they've  
never used Facebook  
on a desktop computer.**

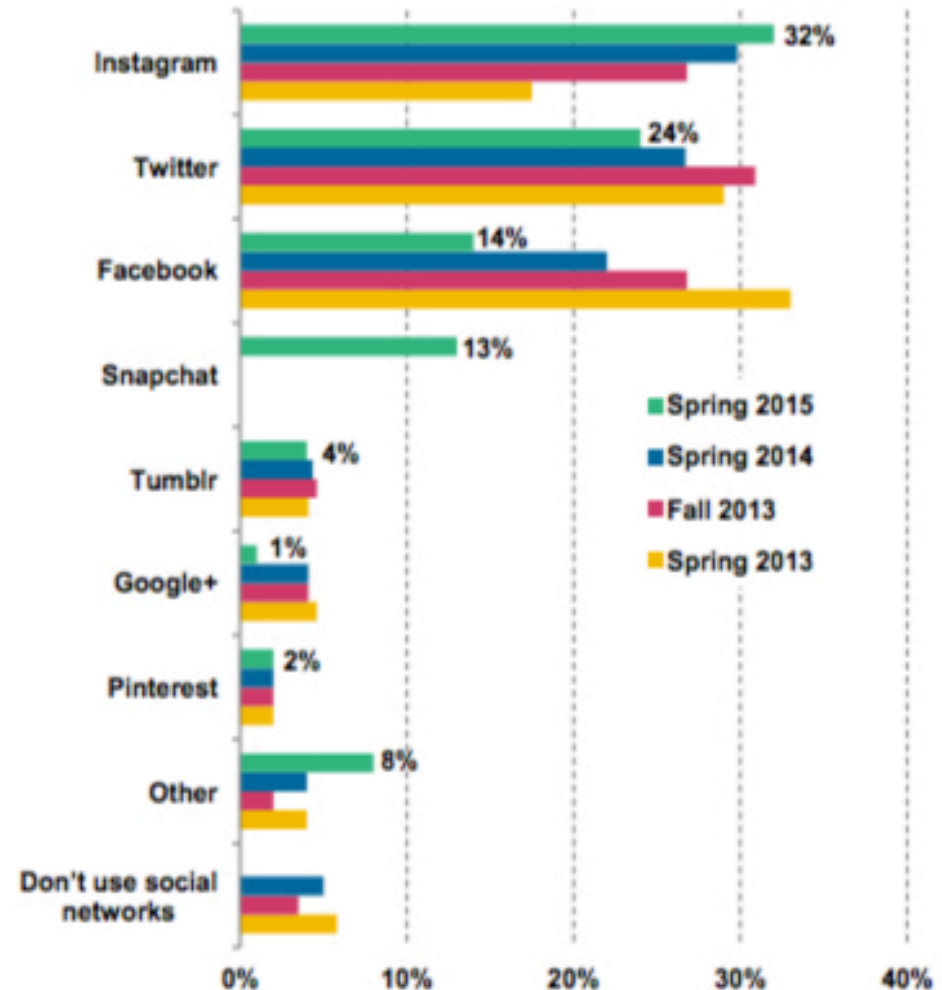


18. Instagram is the most important social network for teens and young adults (32%).

Instagram is followed by Twitter (24%), Facebook (14%), Snapchat (13%) and Tumblr (4%).

Source: [Mary Meeker Internet Trends](#)

Teens' Most Important Social Network<sup>2</sup>, USA, 4/15







**1 hour 43 minutes is  
the average daily use  
of social media on any  
device among people  
in the U.S.**



**Mothers with children under  
the age of 5 are the most active  
demographic on social media.**





leCurator, @SocialQC, @ReturnOnEmployee  
te, @ThisDadWontQuit

com  
Relationship.com



JUNE 8 - 12

Leading Social Media Strategist, Keynote Speaker, Brand Evangelist and Acting CMO for Brand Innovators.

In March 2009, Ted started using and evangelizing the term ROR, Return on Relationship, hashtag #RonR, and released the book of the same name on January 29, 2013. Former Chief Social Marketing Officer at Collective Bias and Open Sky, and Chief Marketing Officer for e.l.f. Cosmetics, EyesLipsFace.com. Many people in the social media world know Ted for his enthusiastic, energetic and undeniable personal connection to people. Ted is the most followed CMO on Twitter according to Social Media Marketing Magazine; one of the most interesting CMOs on Twitter according to Say Media, #13 on Forbes Top 50 Social Media Power Influencers list, 2013, and number #2 on the Leadtail August 2013 list of Top 25 People Most Mentioned by digital marketers.

TWEETS  
209K

FOLLOWING  
355K

FOLLOWERS  
354K

LIKES  
6,680

LISTS  
13



Following

Tweets

Tweets & replies

Media

Pinned Tweet



**Ted Rubin** @TedRubin · Feb 22

Stop worrying about what's next & execute on what's now! #RonR... #NoLetUp!  
[tedrub.in/21kDgJD](http://tedrub.in/21kDgJD)

Who to follow · Refresh · View all



**Visit California** @VisitCA

Follow



**Caroline Beteta** @cbeteta

Follow



**Tom and Sandy** @TomAndS...





Ted Rubin @TedRubin · Apr 20

Heading into NYC #tedsockie... looking forward to seeing  
@AndyEisner @MHJohnston & @Tamicann 😊

#RonR... #NoLetUp! 🙏



Dynamic Advocate @DynamicAdvocate · May 24

What would a visit to @Gogo and Scott Carmichael be, without a #tedsockie 🙏

#RonR... #NoLetUp! 🙏

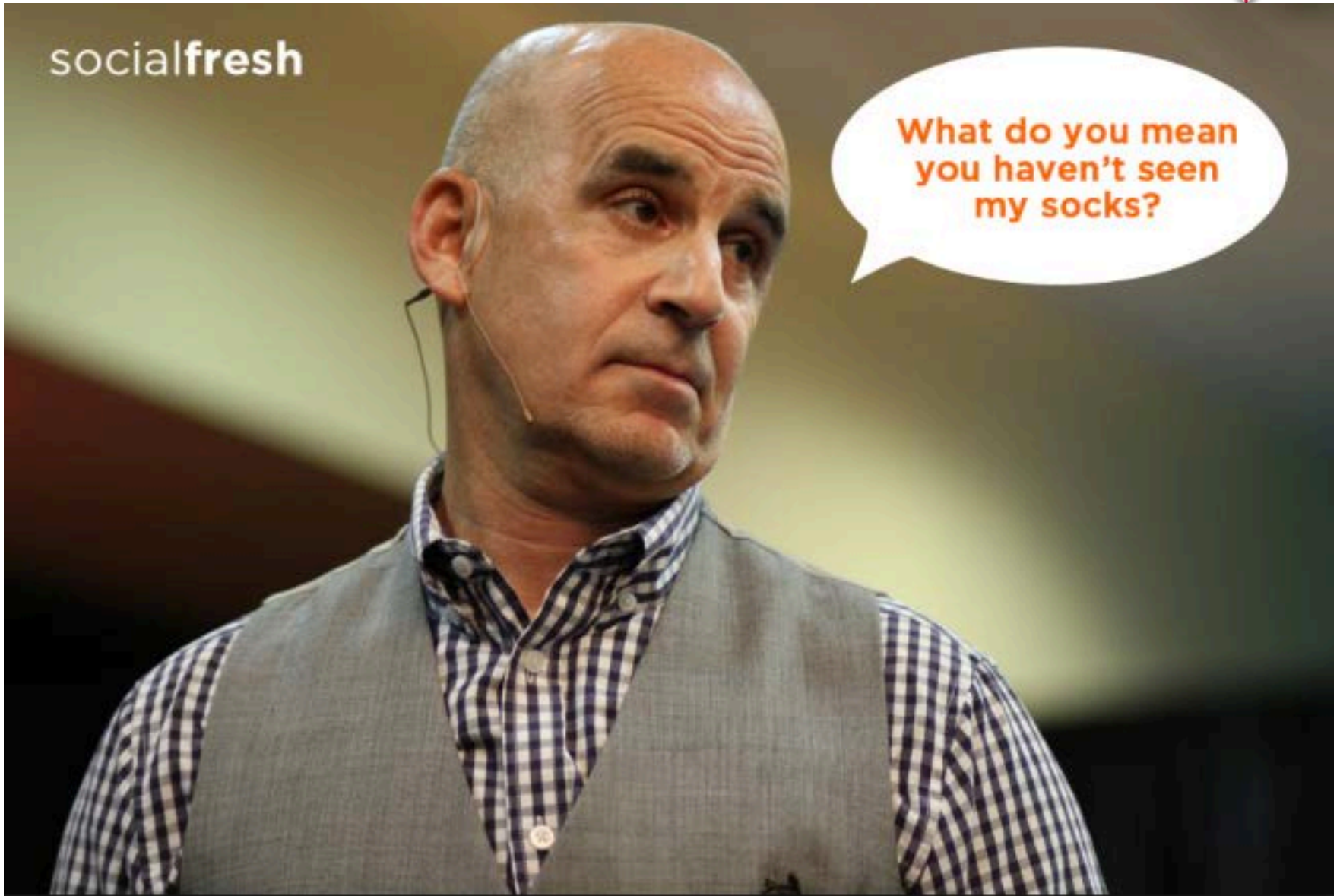






social**fresh**

What do you mean  
you haven't seen  
my socks?





**Ted Rubin** @TedRubin · Jun 3

Are you? RT @eClincher: Are u looking people in the eye digitally? [bit.ly/1m1F2j2](https://bit.ly/1m1F2j2)  
#RonR #NoLetUp ~@TedRubin



For me the marketing superpower, the most important skill that makes you a great marketer, social or otherwise, is all about Looking People in the Eye Digitally... truly doing your best to connect, be responsive, and care.

T E D R U B I N





# ***WHY IS VISUAL CONTENT IMPORTANT?***



***90% OF INFORMATION  
TRANSMITTED TO THE BRAIN IS  
VISUAL, AND VISUALS ARE  
PROCESSED 60,000X FASTER IN  
THE BRAIN THAN TEXT.***



***40% OF PEOPLE  
WILL RESPOND BETTER TO  
VISUAL INFORMATION THAN  
PLAIN TEXT.***





***POSTS WITH VIDEOS  
ATTRACT 3X MORE  
INBOUND LINKS THAN PLAIN TEXT POSTS.***



***VISUAL CONTENT IS  
SOCIAL MEDIA-READY.  
IT'S EASILY SHAREABLE AND  
EASILY PALATABLE.***



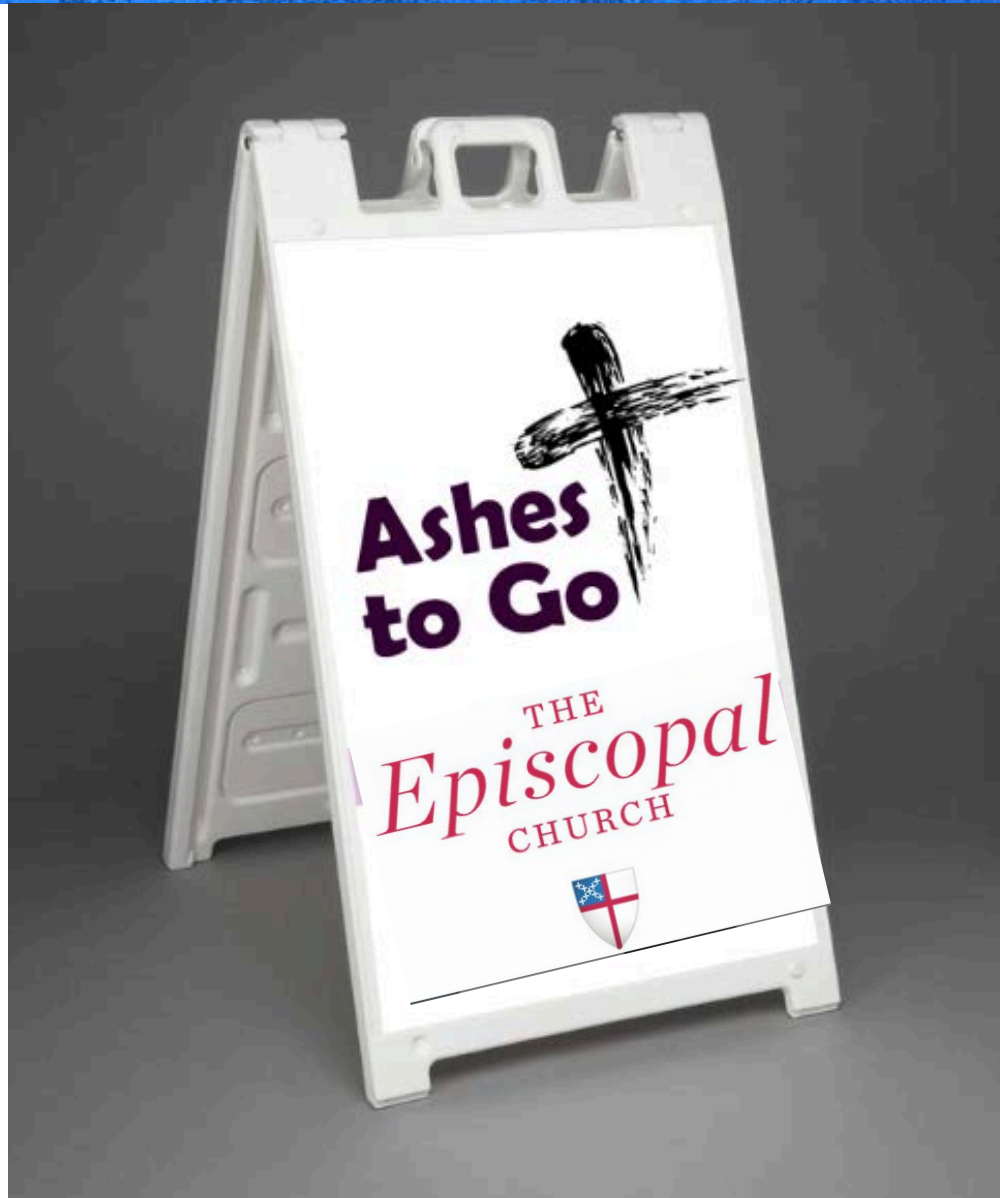
***VISUAL STORIES HELP PEOPLE  
IDENTIFY WITH YOUR  
ORGANIZATION.***



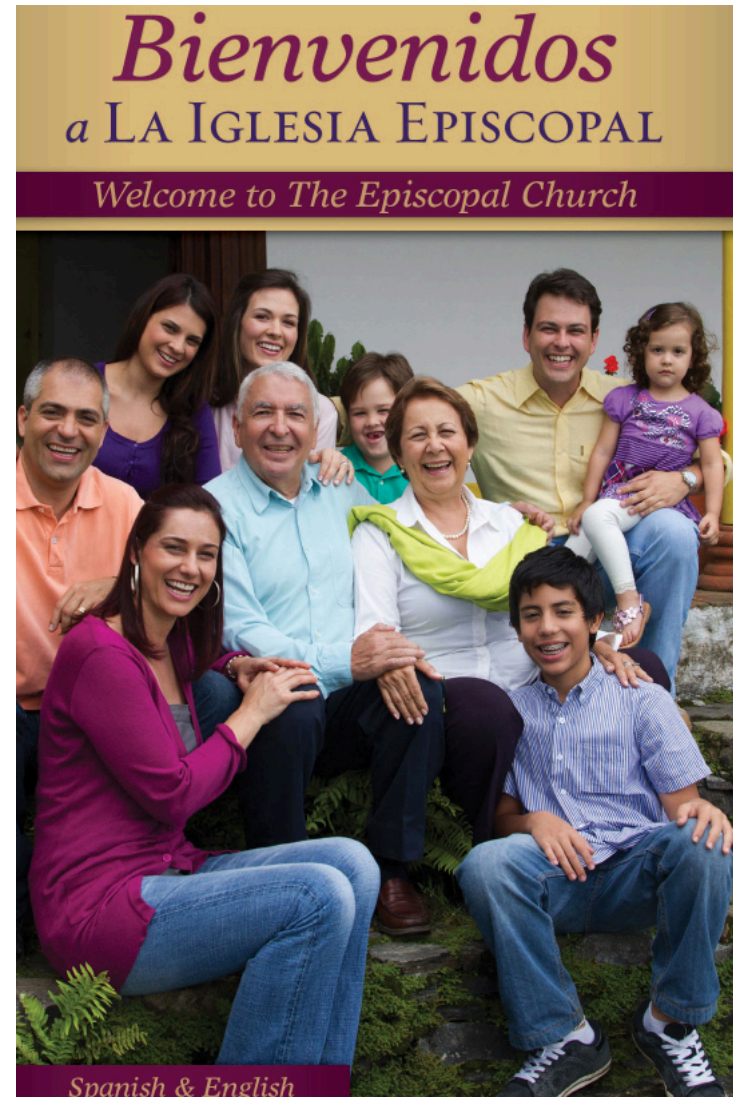
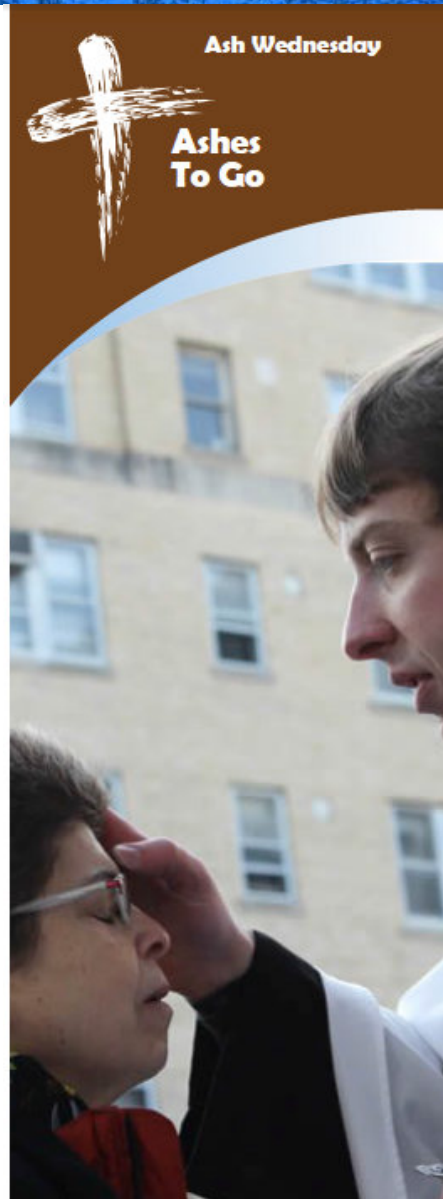














Take a Selfie on Ash Wednesday...



...and tag it  
**#ashtag**

churchmojo.com

MARK ALVES / AP





## This is the result of the campaign

<input checked="" type="checkbox"/>	Latino/Hispanic Ministries-INGLES	● Completed	164 Page Likes	6,684	\$0.30 Per Page Like	\$50.00 of \$50.00 <div></div>
<input checked="" type="checkbox"/>	Latino/Hispanic Ministries- ESPANOL	● Completed	330 Page Likes	9,756	\$0.15 Per Page Like	\$50.00 of \$50.00 <div></div>

### Campaign for English friends (\$50 investment)

164 new Likes, with 6.684 views, for a cost of \$0.30 per like

### Campaign for Spanish friends (\$50 investment)

330 new Likes, with 9.756 views, for a cost of \$0.15 per like

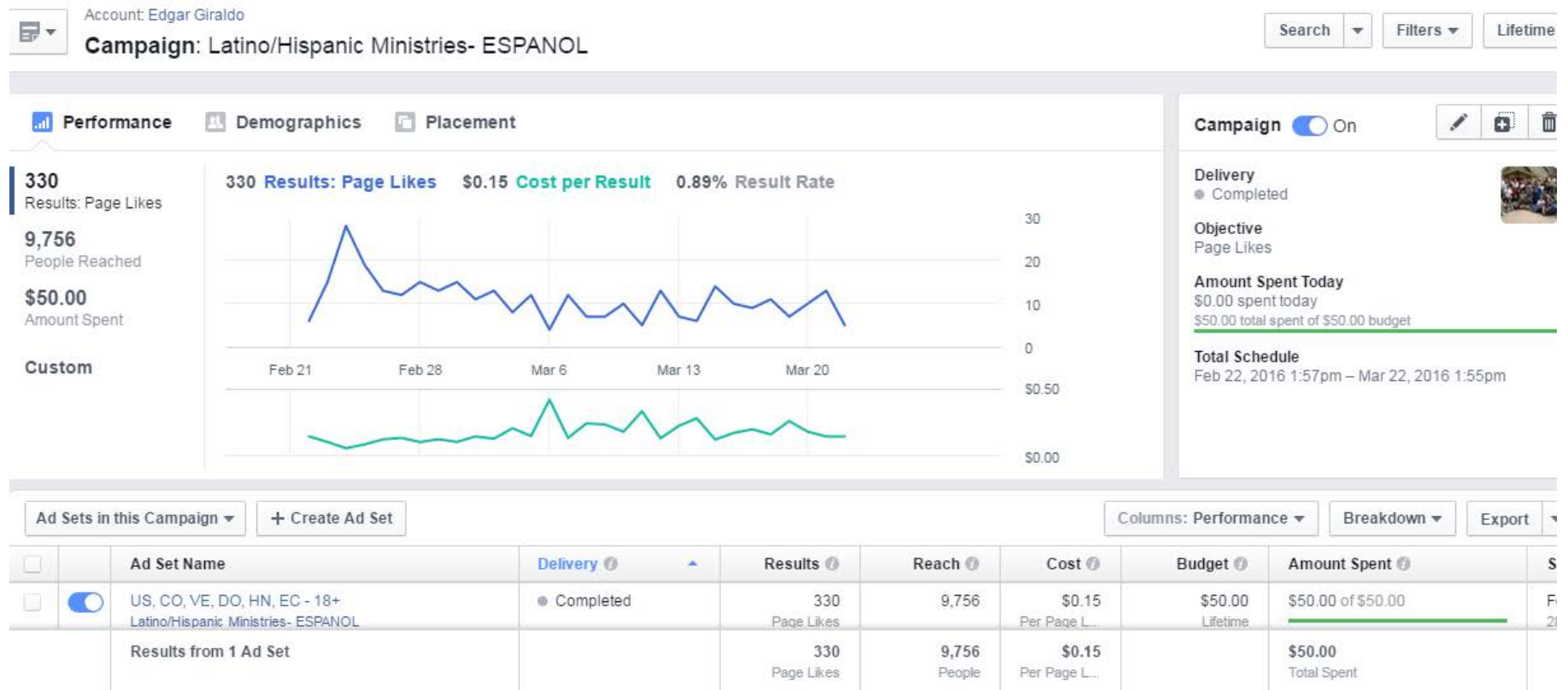
The campaign lasted one month (February 22 to March 22)

Before we invested \$100 we had **7978** friends that we had accumulated over 3 years since the creation of the page and at the end of the campaign we had **8472** friends [Likes]





## Details of the campaign in Spanish



The Campaign lasted one month (February 22 to March 22)



# Defining the Audience

**Edit Ad Set:** US, CO, VE, DO, HN, EC - 18+

**AUDIENCE DETAILS**

Location: Colombia, Dominican Republic, Ecuador, Honduras, United States, Venezuela

Excluded Connections: Exclude people who like Latino/Hispanic Ministries of the Episcopal Church

Age: 18 - 65+

Language: Spanish or Spanish (Spain)

People Who Match: Interests: Episcopal Diocese of Spokane, Episcopal Diocese of Missouri, Episcopal Diocese of Massachusetts, General Convention of the Episcopal Church in the United States of America, Episcopal Diocese of Rhode Island, Episcopal Diocese of Washington, Episcopal Diocese of Central Florida, Episcopal Diocese of Nevada, Episcopal Diocese of Upper South Carolina, The Episcopal Church in Alabama, Episcopal Church of the Ascension (Sierra Madre, California), Episcopal Diocese of Olympia, Episcopal Diocese of New York, Episcopal Diocese of Texas, Episcopal Diocese of Southwest Florida, Episcopal Diocese of Newark, Episcopal Diocese of Maine, Episcopal Diocese of Chicago, Episcopal Diocese of Lexington, Episcopal Diocese of California, Episcopal Diocese of Virginia, Episcopal Relief and Development, The Episcopal Cafe, Episcopal Diocese of El Camino Real, Episcopal Diocese of Los Angeles, Episcopal Diocese of Georgia, Episcopal Diocese of Louisiana, Episcopal Diocese of Kansas, Episcopal Diocese of Kentucky, Episcopal Diocese of West Texas, Episcopal Diocese of North Carolina, Episcopal Diocese of Southeast Florida, episcopal church, Episcopal Diocese of Vermont, Episcopal Church (United States), Episcopal Diocese of Long Island, Episcopal Diocese of Arizona, Seminary of the Southwest, Episcopal Diocese of Mississippi, Grace Episcopal Church (Chicago), Episcopal Church in South Carolina or Episcopal Church Foundation, Episcopium, The Episcopal Church

**Audience Definition**

Your audience selection is fairly broad.

Potential Reach: 210,000 people

**Estimated Daily Reach**

 260 - 700 people on Facebook



0 of 190,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

- The United States and countries of Province IX
- We selected all personas who were connected to any page on Facebook with the word episcopal or with an Episcopal diocese

We chose a very particular segment to optimize our funds





# Planning your own campaign

Promote Page

Gender ⓘ  

AllMenWomen

Age ⓘ  

18 ▾ - 65+ ▾

Locations ⓘ  


United States  
United States

Add locations


You can add a country, state/region, city, postal code, address or congressional district.

DESKTOP NEWS FEEDMOBILE NEWS FEEDRIGHT COLUMN

Suggested Page

Latino/Hispanic Ministries of the Episcopal Church  
Sponsored

El Ministerio Latino/Hispano de la Iglesia Episcopal desea mantener informada y en...



Latino/Hispanic Ministries of the Episcopal Church  
Episcopal Church  
8,582 people like this.


Like Page

⚙️Terms & Conditions | Help Center

CancelPromote

Take into account that you can promote your page or ad by gender, age, geographic area, interests, etc . And you can define the length of time and the budget.

You can also define where you want to promote it: mobile phones, laptops or on a column on the page

The logo features the word "latino" in a white, lowercase, sans-serif font. It is positioned on a dark, rectangular background that is part of a larger graphic consisting of several overlapping squares in shades of red, orange, and teal.

# We determined how we wanted our ad to appear:

## Desktop News Feed

**Latino/Hispanic Ministries of the Episcopal Church**  
Publicidad

Producimos recursos, desarrollamos redes y ofrecemos oportunidades formativas. Así...



**Latino/Hispanic Ministries of the Episcopal Church**  
Organización religiosa  
A 8253 personas les gusta esto.

 Me gusta esta página

## Mobile News Feed

**Latino/Hispanic Ministries of the...**  
Publicidad

Producimos recursos, desarrollamos redes y ofrecemos oportunidades formativas. Así apoyamos a las diócesis y congregaciones de



**Latino/Hispanic Ministries of the Episcopal Church**  
A 8253 personas les gusta esto.



## Right Column



**Latino/Hispanic Ministries of the Episcopal...**  
Latino/Hispanic  
Producimos recursos, desarrollamos redes y ofrecemos oportunidades formativas. Así apoyamo...  

Me gusta esta página





## Campaign statistics

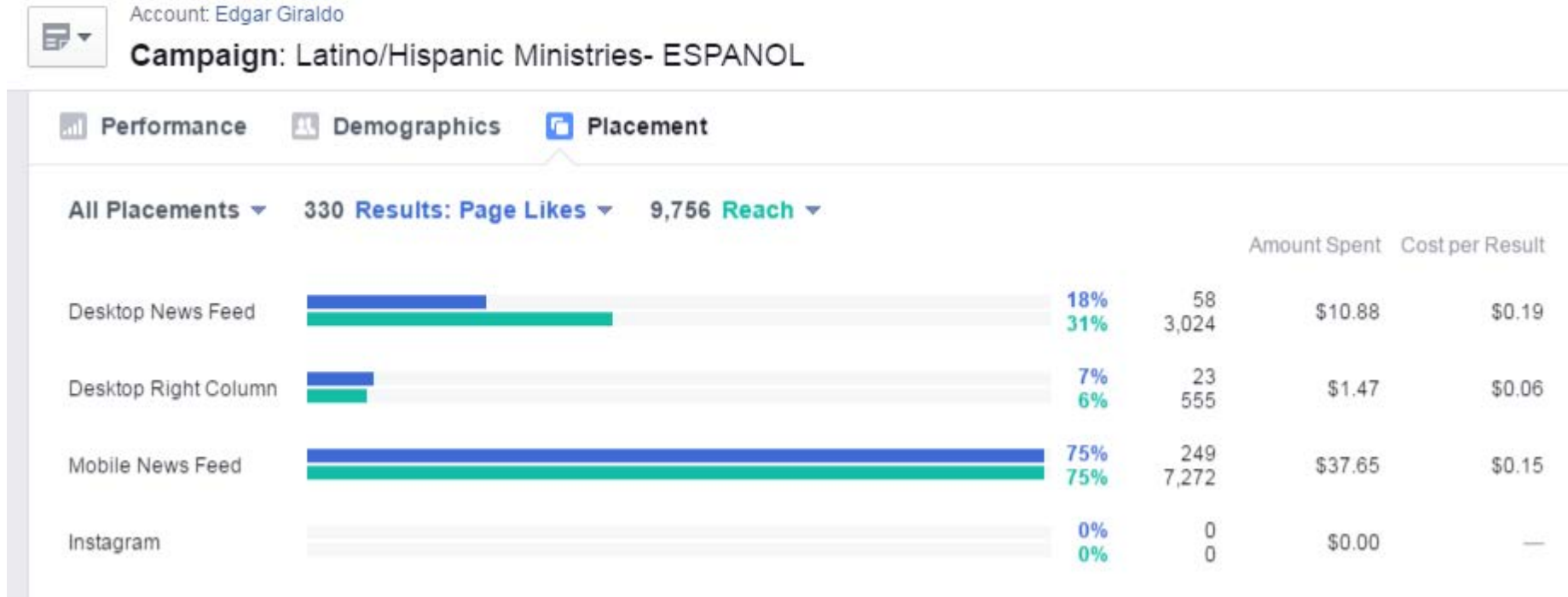


Women represented 52% of the views of our ad and 51% of the total Likes (for a total of 330)

The largest group of followers were between 18 and 34 year olds



Here is where people connected with us in the Spanish campaign



**75% of the persons who connected with us did so via their mobile phones**







**St. John's Episcopal Church, San Bernardino**

Written by Lorenzo Lebrija [?] · Just now ·

Iglesia Episcopal Progresiva.  
Con Cristo en nuestro centro. LGBT bienvenidos.  
¡Ven!

[See Translation](#)



**San Bernardino, ¡feliz mes del orgullo!**

Si estás buscando una iglesia que le da la bienvenida a lesbianas, gays, bisexuales, transgéneros, los que están cuestionando, los, intersexuales, o un aliado, la Iglesia Episcopal de San Juan te...

[WWW.STJOHNSWEB.ORG](http://WWW.STJOHNSWEB.ORG)

[Learn More](#)



# TAKE AWAYS

- 1.** We are all now media companies and need to think like journalists.
- 2.** We need to know each channel and what works best.
- 3.** We need to dedicate resources to creating visuals, micro-videos and collecting stories.
- 4.** The shift to mobile has already happened. It's time to embrace that shift.
- 5.** The only constant is change.





## **Christ Has No Online Presence but Yours**

Christ has no online presence but yours,  
No blog, no Facebook page but yours,  
Yours are the tweets through which love touches this world,  
Yours are the posts through which the Gospel is shared,  
Yours are the updates through which hope is revealed.  
Christ has no online presence but yours,  
No blog, no Facebook page but yours.

Saint Teresa of Avila (adapted by Meredith  
Gould, 2010)



Produced by  
The Rev. Canon Anthony Guillén  
Missioner for Latino/Hispanic Ministries

[aguillen@episcopalchurch.org](mailto:aguillen@episcopalchurch.org)