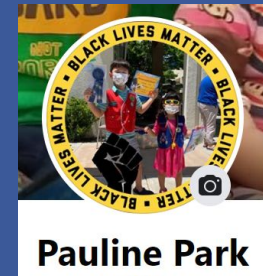


Ultimate Facebook Guide for Fall Ministry

How to use this guide:

- We recommend that each chapter designate a Social Media person or team to lead your online ministry efforts.
- Please have that person/team instruct chapter members who need help with how to use facebook and its functions.
- This guide is very long, do not try to do everything in one sitting. Instead go through it step by step as you figure out one feature at a time.
- For any questions, please feel free to contact Pauline Park (Jr.) through facebook – friend request & then facebook messenger for any facebook related questions.



Let's get started!

Table of Contents

Why facebook.....	4	Booking appointments.....	26-27
Creating a facbook account.....	5	Boosting/Advertisements.....	28-32
How to create a facebook page.....	6-13	Chapter Unity.....	33
Posting & Creating content.....	14 – 20	Example UBF chapters.....	34-42
Facebook messenger.....	21-22	Next Steps.....	43
Facebook events.....	23-25	Conclusion.....	44

Why facebook?

- Facebook is still the most widely used social media platform.
- Over 1 billion people use facebook everyday.
- Students may be more active on trendier platforms (Instagram, snapchat, tiktok) but they will still check-in to facebook specifically to connect with their schools, school organizations and events.
- If your chapter is just starting out, and most members are already on facebook, this is a good place to start out.
- BUT this is just the beginning.
 - Focus on creating deep content on one platform and once you've created a solid base, we encourage you to then widen your scope to include other social platforms.

FIRST! If you do not have an account, please create a personal facebook account

- Go to: www.facebook.com and create a new account.
- If possible, download the **facebook app onto your phone** to receive notifications (i.e. messages from students)
 - Download from your app store

Think of going on facebook like going on campus

- **At LEAST once a day**

facebook

Recent Logins
Click your picture or add an account.

Create a New Account
It's quick and easy.

First name Last name

Mobile number or email

New password

Birthday
Jul 30 2020

Gender
 Female Male Custom

By clicking Sign Up, you agree to our Terms, Data Policy and Cookies Policy. You may receive SMS Notifications from us and can opt out any time.

Sign Up

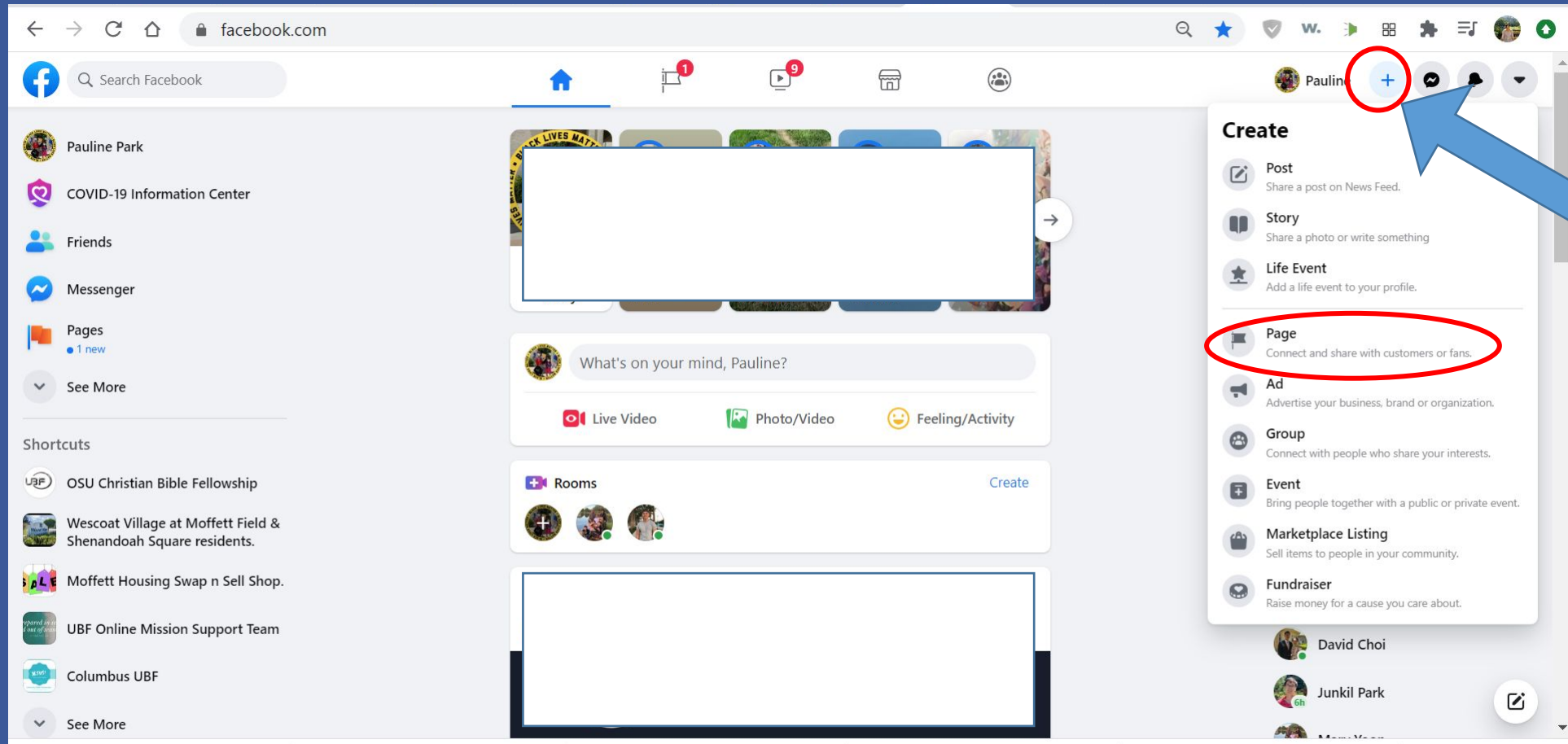
Create a Page for a celebrity, band or business.

Create a facebook PAGE for your chapter

Why a **page** vs a facebook **group**?

- Pages are used by organization that want to announce and post content.
- It's easier for students to like a page than join a group
- Pages have more features than groups do:
 - ****booking appointments, creating events and advertising opportunities**** (all addressed later on)

Create a facebook PAGE for your chapter



From your personal page

Create a facebook PAGE for your chapter

Pages > Create a Page

Create a Page

Page Information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Description

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview

Page Name

Category

Home About Photos Videos More

Like Message

Fill out the page information:

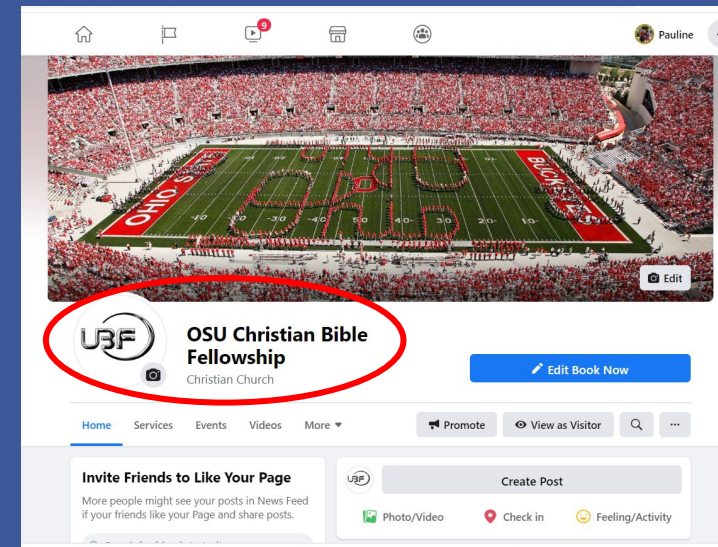
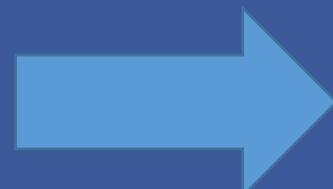
- Decide on a page name
- Select the correct category
- Write your description about your page

For chapters with multiple campuses

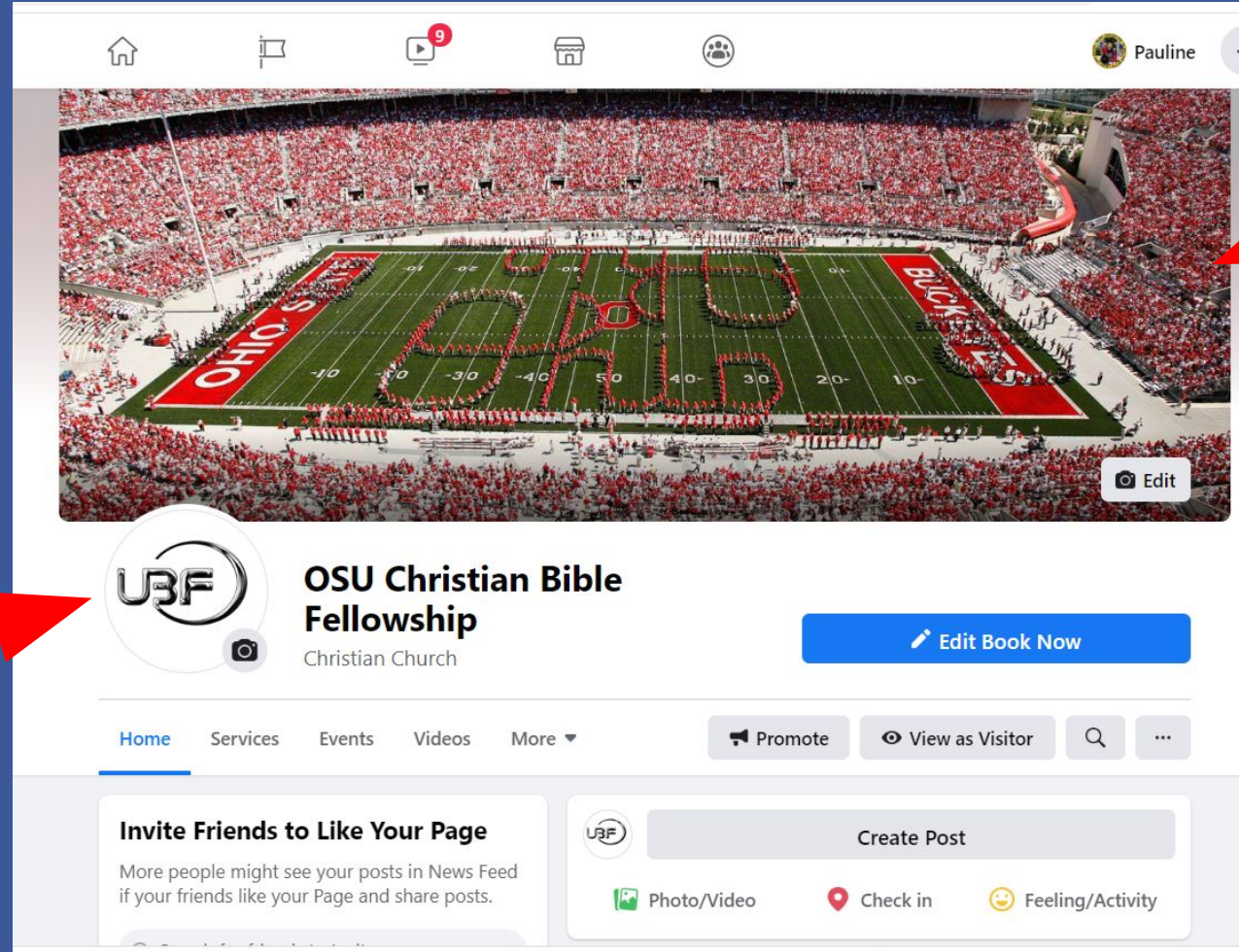
- If possible, have a separate facebook page for each campus so that the information and content can be specific for those students and that campus.
- If this is difficult, start with one main campus, develop a strong page and then branch out once that is strongly established.

Create a **searchable** name for your page

- Create your chapter's facebook page using a name that is searchable so that students can find it.
 - i.e. OSU students would have a hard time finding Columbus UBF*
 - We changed the fb page name to something that students would be able to find more easily – including the university name, along with tag words we thought would be popular (Christian, Bible, Fellowship.....)



Personalize your page for your campus



But to keep our identity we kept our logo to be UBF

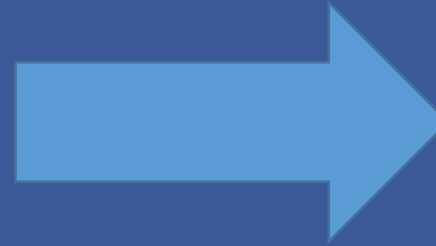
We changed the picture to one students would identify with: for OSU students that's football
*Personalize your fb page to be unique to your campus

Completing your Page's About information

- We began with a more official about description from the Ubf.org website.
- It didn't exactly describe our specific chapter.
- We tailored the description to be more simple &
- easier for students to relate to.

Mission Statement

University Bible Fellowship (UBF) is an international evangelical church (non-denominational) and network of house churches dedicated to Christ and his kingdom. Our main focus is to study the Bible, grow in the grace and knowledge of our Lord and Savior Jesus Christ, and live according to his teachings. We especially pray to reach college students and help them grow as his lifelong disciples. Our goal is to obey our Lord's commands to love one another and to go and make disciples of all nations (Jn 13:34; Mt 28:18-20). We pray that God may continue to call and raise lay missionaries through us and send them to the ends of the earth (Ac 1:8).



Promote your business locally to lead people directly to 49 W 10th Avenue 43201.

[Promote Local Business](#)

We are Columbus UBF: Christians and Buckeyes who love God and worship here on campus (for the past 15 years)! We have alumni & current students in our family-like ministry. We'd love to connect with new & returning students! Go Bucks!

58 people like this

58 people follow this

<http://gocolumbusubf.org/>

[Promote Website](#)

Very responsive to messages
[Send Message](#)

Make sure to Edit Page Info:

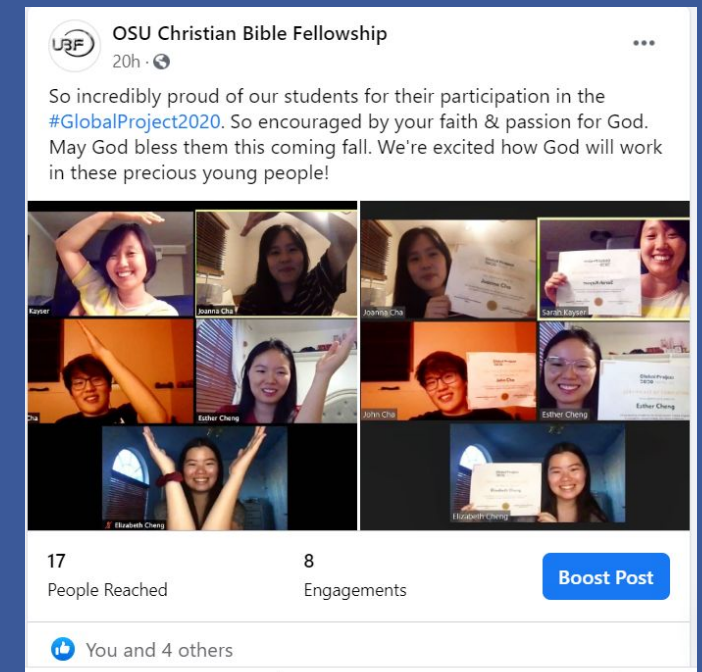
- Here you can add your chapter's description, website, contact information, address, general location & hours.

The screenshot displays the Facebook 'Manage Page' interface for the OSU Christian Bible Fellowship. On the left-hand side, a vertical menu lists various management options: Home, Ad Center, Inbox, Appointments, Notifications, Insights, Publishing Tools, Page Quality, and **Edit Page Info** (circled in red). Below this menu is the 'Page Settings' option. The main content area shows the 'About' section of the page, which includes a map of the location at 49 W 10th Avenue 43201, a promotional message for local business, and a detailed description of the fellowship's mission. At the bottom of the 'About' section, there is another **Edit Page Info** button (also circled in red). The right-hand side of the page shows a video post with a 'Boost Post' button and engagement metrics.

Posts & creating content

- Once you finish setting up your page, you are ready to post content
- Think about how you would like to present your ministry to students and set up your page with content that shows your unique qualities as a ministry and appeal to students
- Examples of things to post:
 - ****PICTURES**** – **PICTURE POSTS GET THE MOST LIKES & MOST ENGAGEMENT.**
 - Post pictures of past events (Sunday service, conferences), of students in different settings (group Bible study, fellowship), lots of happy, smiling faces get the best responses.
 - Picture posts are also more likely to be shared by members to their personal page
 - Your **Sunday worship service & group Bible study information**
 - Links, day & times

*These are the two basics, but this is just the beginning....



Posts & creating content

Here are a few more helpful tips when beginning to post to your page:

- **Post often – everyday if possible.**
 - The more you post, the more active a page is, the more people see your content often and interact with it.
 - A page that is regularly updated is also more appealing to students and shows that your ministry is alive and active.
- Your goal in creating content is to “**STOP THE SCROLL**”
 - **Catch students’ attention**
 - Posts should not be repetitive, same style, same information, same layout.
 - Think creatively to create interesting/unique posts that will catch students’ attention so that they don’t just scroll past your posts.

Posts & creating content

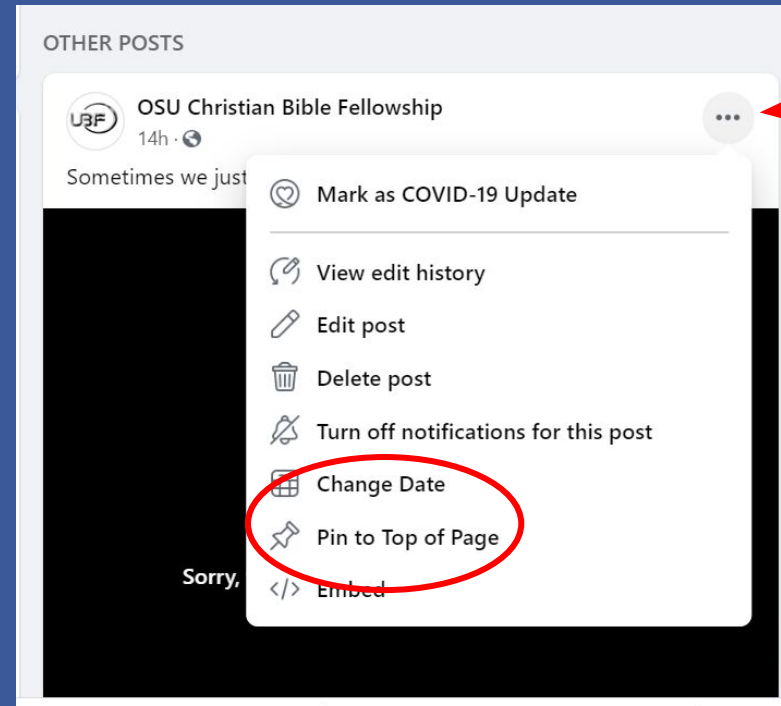
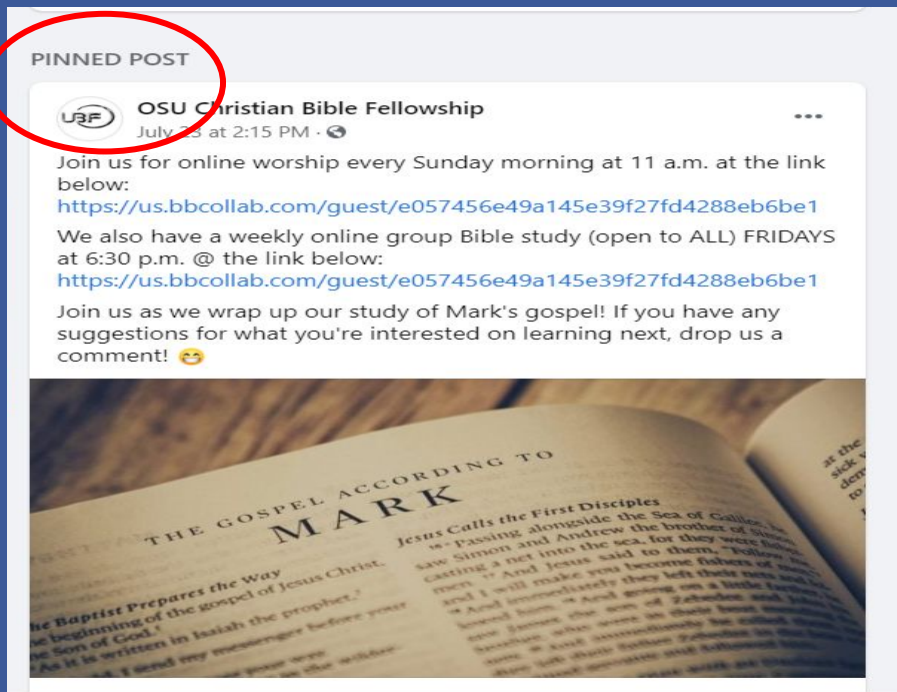
- **Promotional posts should be limited to 1 in 5!!!!!!!!!!!!!!**

****BIGGEST MISTAKE MINISTRIES MAKE****

- **ONLY every 1 in 5 posts should be promotional announcements**
 - i.e. join our worship service, come to this Bible study.
- Too many announcements and students/members will stop paying attention to your posts.
 - Don't BLEED THE FEED – don't overwhelm your members/students with repetitive content
 - Most likely your links won't change so if they want to join, they will look for the info or ask for it.
- Only posting promotional material also facilitates a unidirectional relationship.
 - Don't treat Facebook like a digital billboard.
 - Facebook is meant to be interactive.
- **Suggestion: Post invitational posts for Sunday service on Saturdays ONLY so it's fresh in their minds when they see it and for you to limit your promotional posts to 1x a week.**

Pinning your post

- You can pin your promotional post to the top of the page so that it is always the first thing that students see. We kept our post general so that we don't have to update each week (cutting down promotional posts) but having it easy for students to find if they want it.



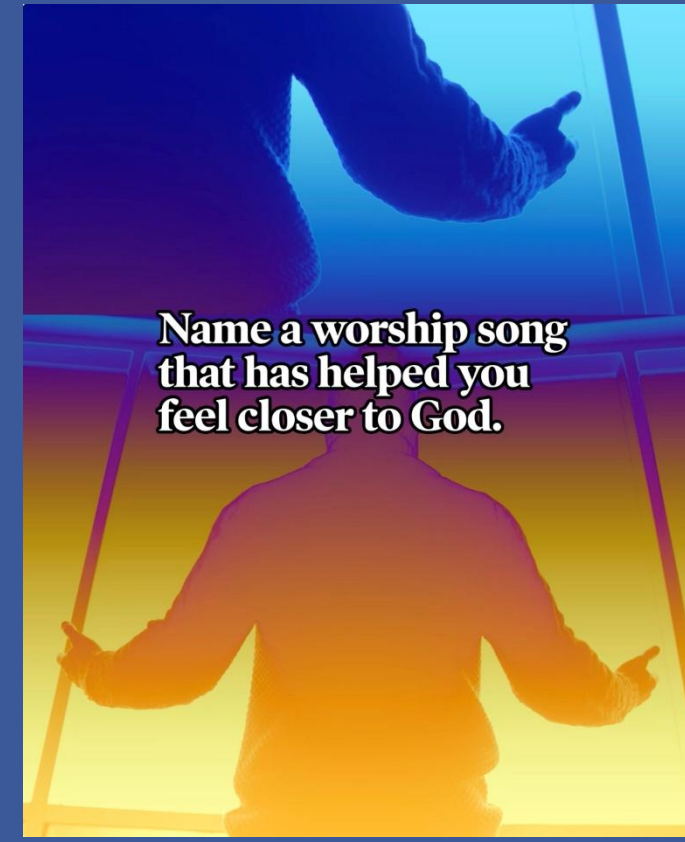
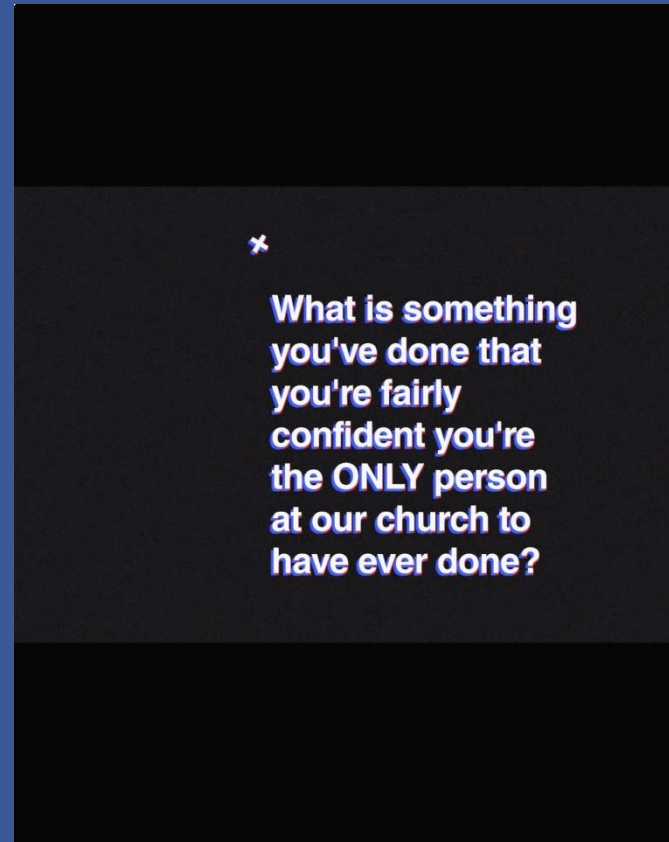
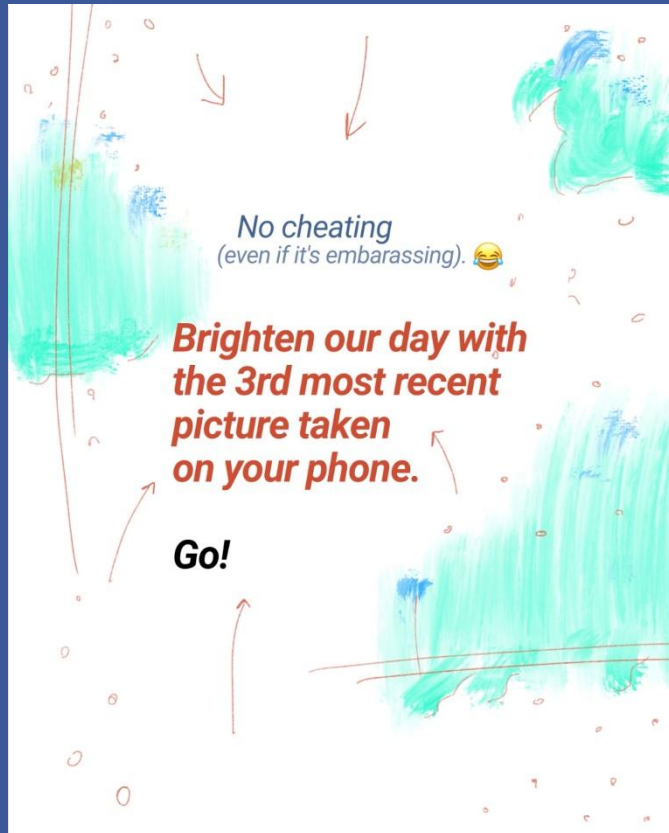
Once you create your post, click on the upper right-hand corner to find the Pin to Top of Page. You can only pin one post at a time and can change at any time by pinning your new post.

Posts & creating content

- Don't always try to get students to come to a service, a Bible study.
Bring the content to them. Put it directly on facebook.
 - A Bible verse, a facebook live message, or a testimony
- Also not all content has to be spiritually related
 - Appeal to students with tips and pointers from alumni or upperclassmen
 - Give life advice or show that you're interested in your members' lives other than church.
 - *Kwanak 3 has students giving campus tours of the best places to study and advice from upperclassmen on how to be successful in school.
- Ask a question for members to comment on. Start a discussion or a debate on your facebook page
 - Interactive leads to comments □ opening doors for conversation □ building deeper relationships.

Posts & creating content

- Here are some fun examples of posts:



Sample posts from UBF chapter pages

Springfield University Bible Fellowship added 19 new photos — with **Alexa Lopez** and 2 others. 9h · 🌐

We're so proud of all our Global Project D Group leaders & members. They spent the past eight weeks of their summer in our virtual training program. Through it they learned about evangelism, disciple-making & mission mobilization. We're so excited to see what God has in store for them & how they will change the world for Christ!



👍❤️🥰 You, Faith Grady, Anna Toh and 20 others 1 Share

👍 Like 💬 Comment ➦ Share

*Different types of posts show pictures of people, Bible verses, music, prayer & Bible study


University Bible Fellowship (UBF) 14h · 🌐

"for which I am suffering even to the point of being chained like a criminal. But God's word is not chained." - 2 Timothy 2:9



Berkeley UBF July 23 at 8:25 AM · 🌐

Found out this music today- Sharing grace with friends. Have a blessed day all! ❤️



KLOVE.COM

Lyrics: **Point To You** by **We Are Messengers**
How can I forgive when I can't forgive myself How can I move on w...


👍 1

👍 Like 💬 Comment ➦ Share

OSU Christian Bible Fellowship 1d · 🌐

Sometimes we just need to STOP and PRAY.

Wish you had more time to pray?



Spend the next 45 seconds actively thanking God for every good thing in your life.

19 People Reached 2 Engagements Boost Post

👍 2

Philadelphia UBF October 15, 2016 · Wynnewood · 🌐

Join us for student Bible study every Friday 7 pm! Good food, fellowship and God's word. At least one person is happy to be at the church! >>



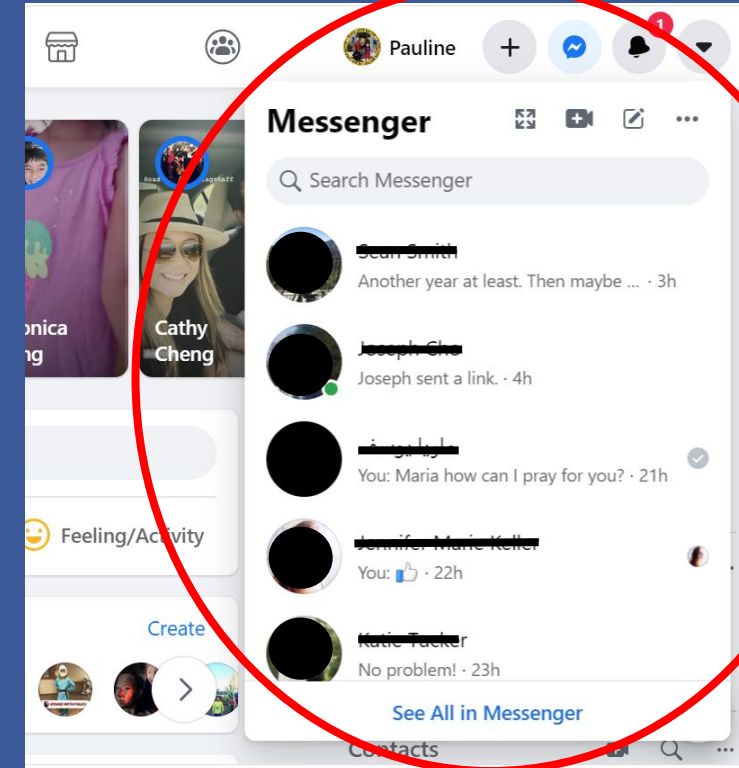
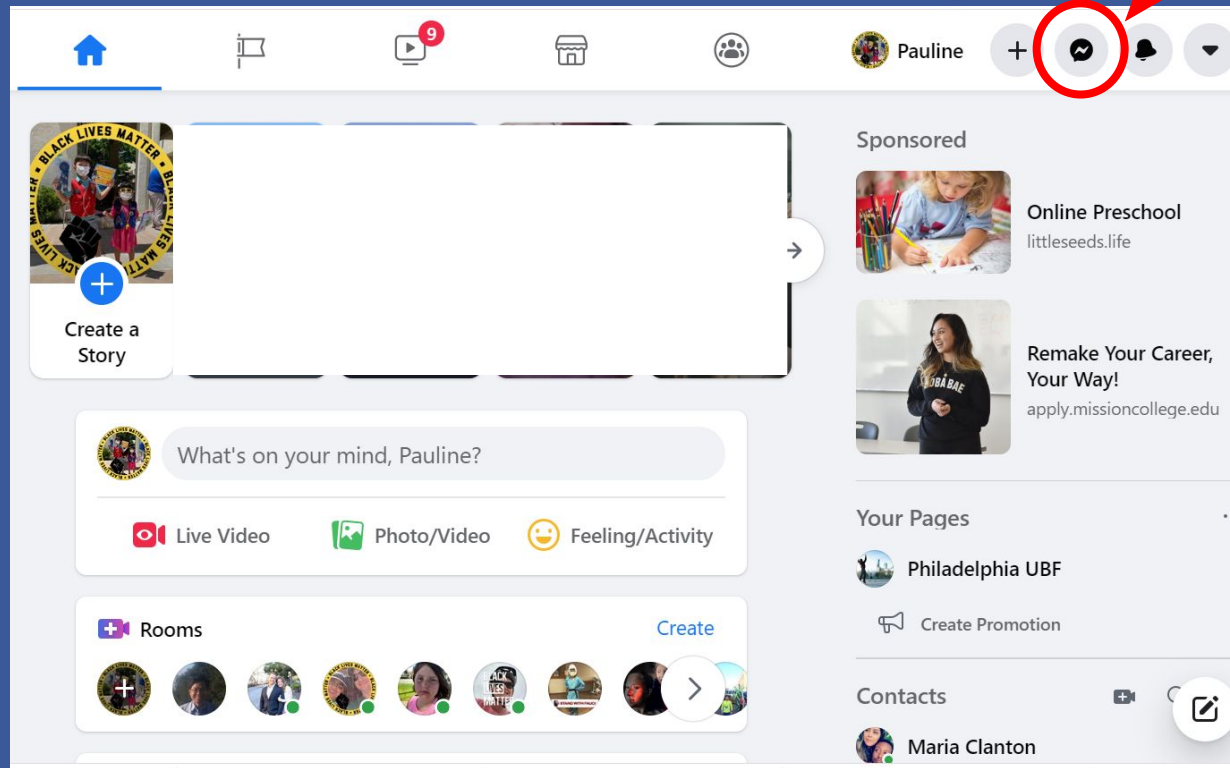
Public to Personal



- Online ministry can seem impersonal and more about the social media aspect
- However, the purpose of Facebook is to make **PERSONAL connections**.
- Posts allow chapters to draw students/members in and open up opportunities to make deeper connections.
- Interested students come for the posts, and stay when personal relationships are fostered.
- Utilize facebook messenger for personal messaging.
 - Facebook messenger is a separate app downloadable to your phone so you can receive messages from students

Public to Personal – Facebook messenger

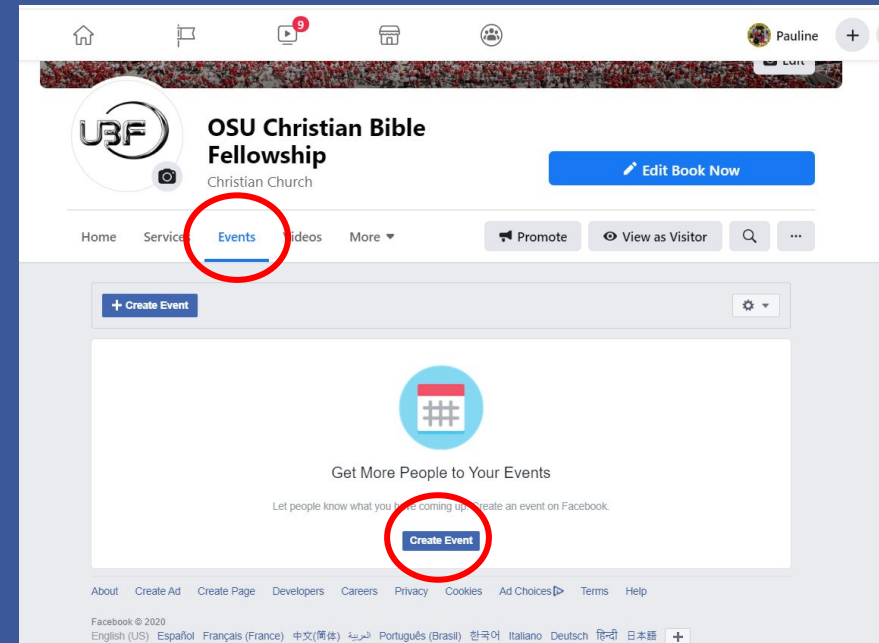
- Message students directly using facebook messenger



Another feature of Facebook: Events

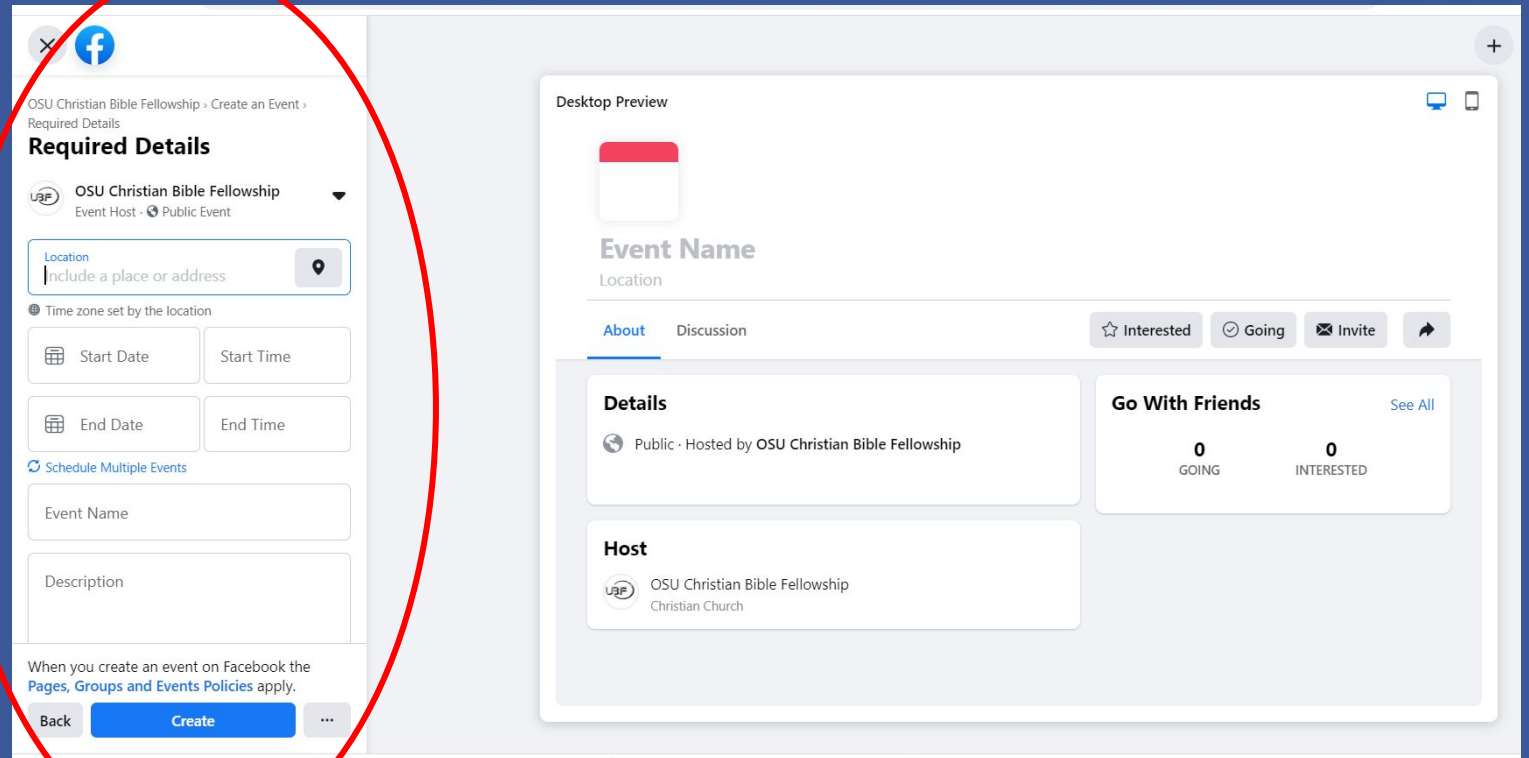
- Create events on facebook within your page.
- These can be special events throughout the school year other than your Sunday service & Bible studies.
- Many organizations create events for students and this is one of the main reasons why students keep coming back to facebook.

Students click if they are interested or going and then you can post messages specifically to those interested in your event.



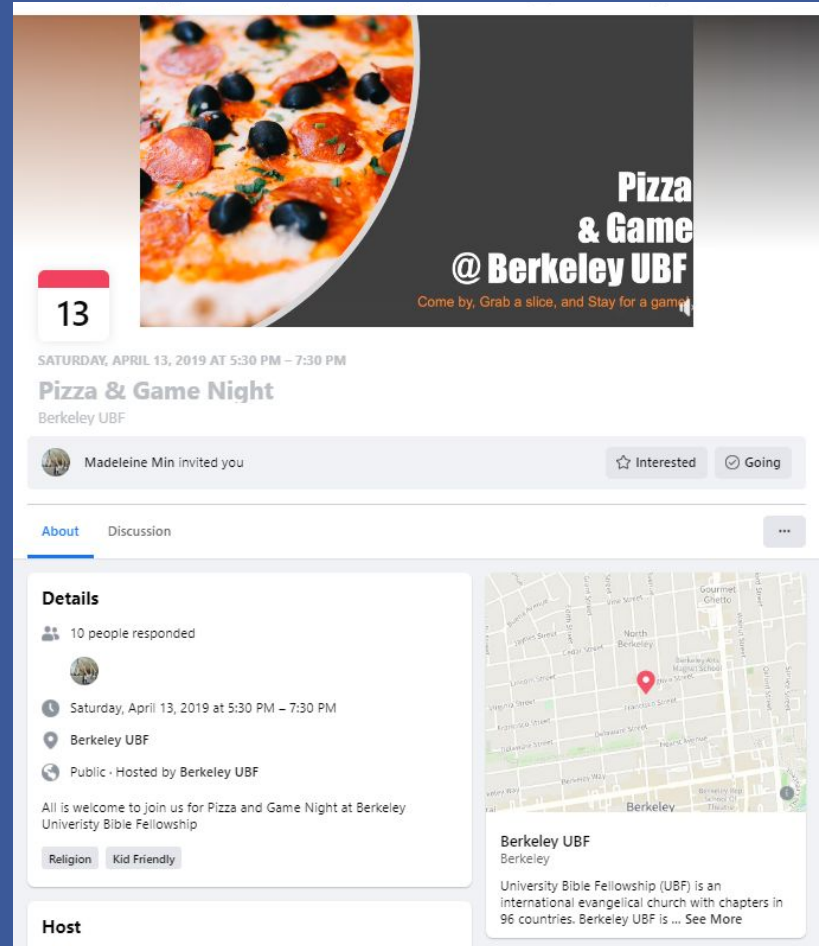
Creating Facebook Events

- Once you click create event, you can enter your event details:
 - Name of event
 - Location
 - Date & time
 - Event description
 - Picture

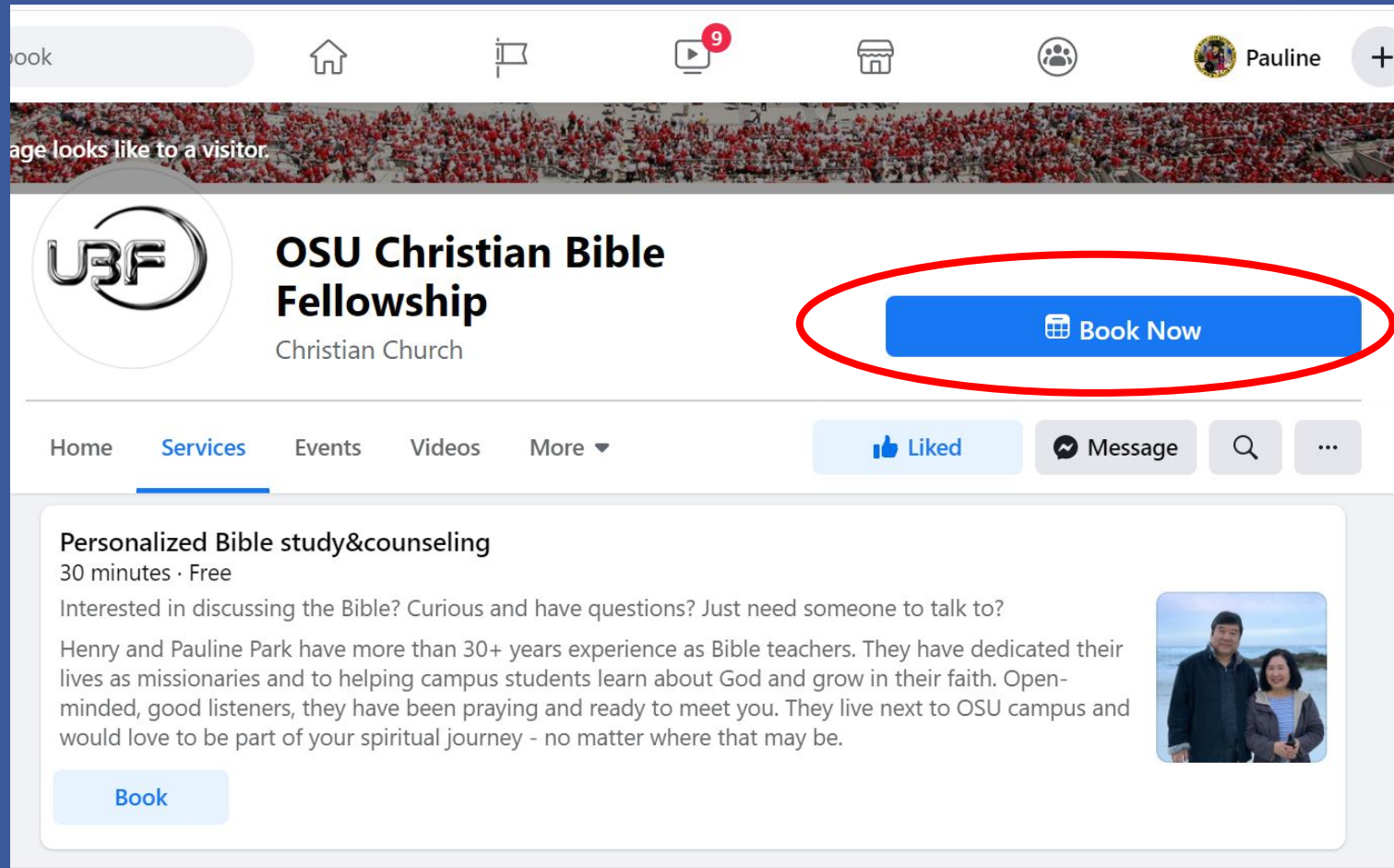


Creating Facebook Events

- Sample of facebook event taken from Berkeley UBF:
 - Pizza & Game night
- Includes picture and details.
- Saturday 5:30-7:30 p.m.
- 10 people responded.
- Events are good opportunities for members to share to their page and have a reason to invite friends.
- You can also advertise events for further reach.



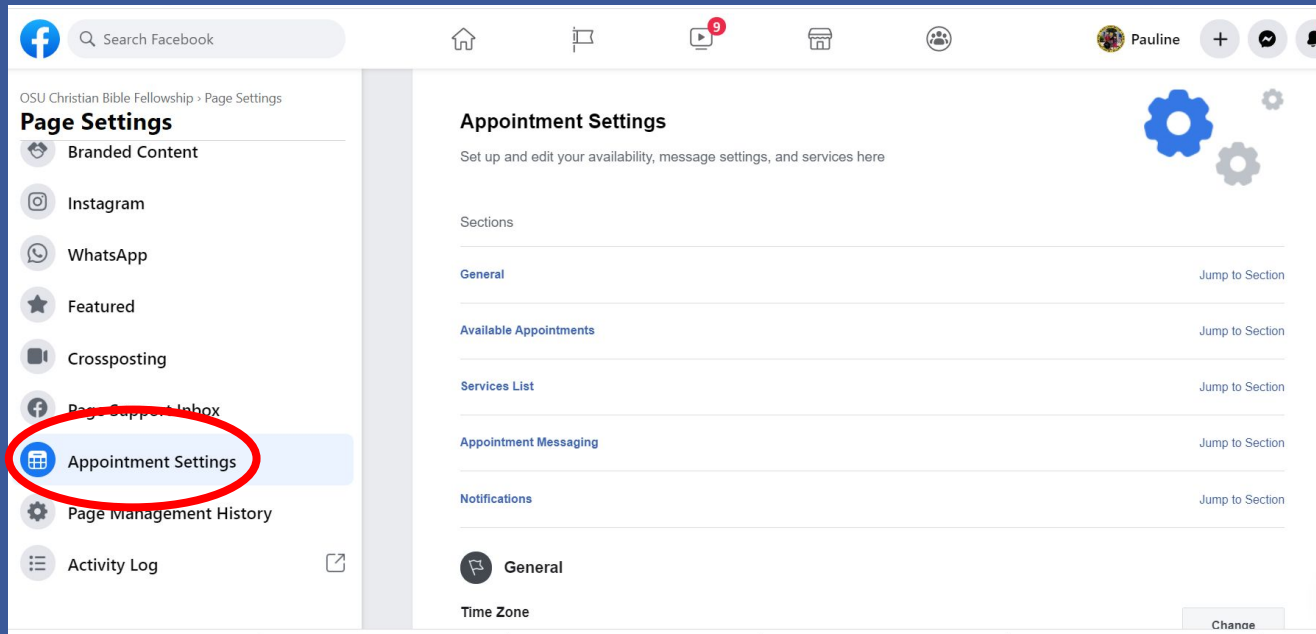
Booking Appointments



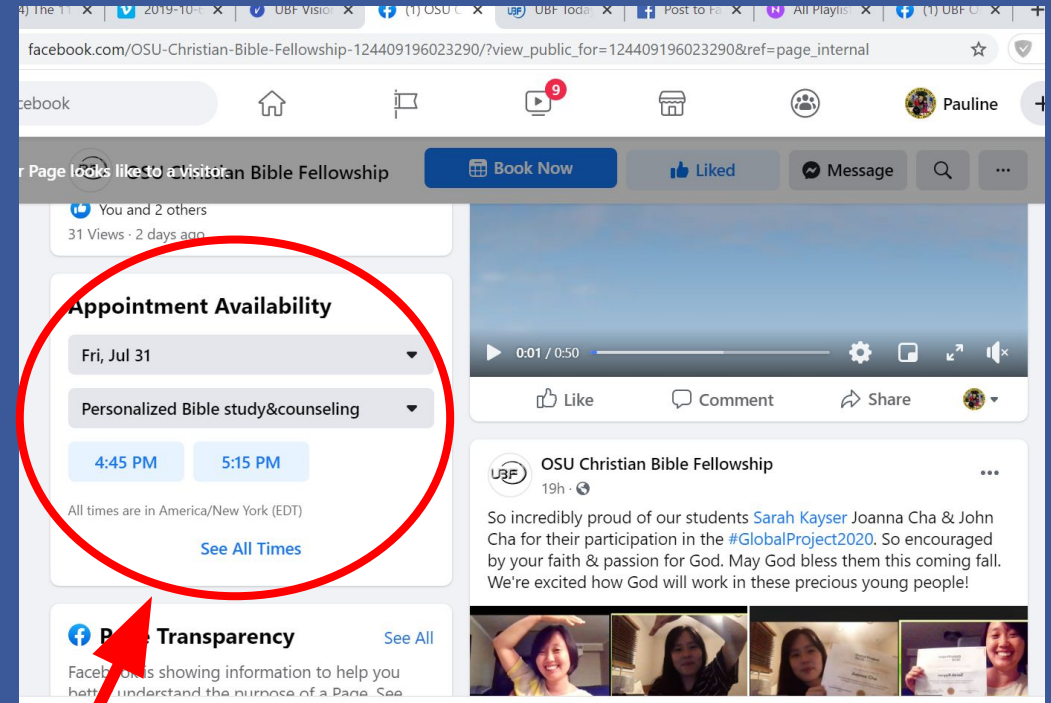
The screenshot shows the Facebook profile for OSU Christian Bible Fellowship. The profile picture is the UBF logo. The name is "OSU Christian Bible Fellowship" and the category is "Christian Church". A blue button with a calendar icon and the text "Book Now" is circled in red. Below the profile, there is a post titled "Personalized Bible study&counseling" with a "Book" button.

- Used first by Berkeley UBF with a new student starting Bible study through this feature
- **Book now** feature allows you to create your Bible study as a service
- Interested students can book Bible study appointments directly through your facebook page

Booking Appointments



- Under page settings, go to appointment settings and set time zone, available days and times and other messaging details.
- Once you set these, Appointment Availability tab will appear on left-hand side of your page.



Students can now select the date and time based on your set availability. If a student books through the webpage, you will receive a message through facebook messenger.

Boosting!

- Boosting will be a very powerful tool for your ministry.
- Boosting is creating facebook ads out of your posts.
- This is the what separates a facebook page from a group.
- Chapters should create a budget for online ads and use funds to support online ministry.

The screenshot shows the Facebook Ad Center interface for the page 'OSU Christian Bible Fellowship'. The left sidebar contains navigation options: Home, Ad Center (highlighted with a red circle and a red arrow pointing to the 'Create Ad' button), Audiences, Inbox, Appointments, Notifications, Insights, Publishing Tools, and Page Settings. The main content area is titled 'Ad Center' and includes a 'Summary' section with a 'Last 60 days' filter, showing 'Reach' of 204, 'Post Engagements' of --, and 'Link Clicks' of --. Below this is the 'Recent Ads' section, which is currently active and shows a 'Messages' ad with a reach of 205 and a cost of \$3.36. The right sidebar contains 'Tools' with sections for 'Audiences', 'Payment settings', and 'Tips', including a tip to 'Reach More People With This Post' by boosting a post for \$10.

Boosting!

- You can boost anything on your facebook page:
 - The page itself, a post, the Book Now service, an event
- Facebook will track how many people are viewing and/or engaging in your posts.


The screenshot displays the Facebook Boosting interface. At the top, there is a banner for 'Automatically Boost Your Best Posts' with a 'Get Started' button. Below this, three posts are listed, each with a 'Boost Post' button highlighted by a red arrow. The first post is titled 'Published on Jul 31' by 'OSU Christian Bible Fellowship' and features a video thumbnail with the text 'LET US DO GOOD TO ALL PEOPLE'. The second post is also titled 'Published on Jul 31' by 'OSU Christian Bible Fellowship' and features a thumbnail with the text 'Wish you had more time to pray?'. The third post is titled 'Published on Jul 30' by 'OSU Christian Bible Fellowship' and features a thumbnail with a photo of two people.

Boosting!

- Promoting your page:
 - on the left you can edit what content you want to be included in your ad.
 - On the right is the preview of what the ad would look like.


Promote Your Page

Ad Creative
How do you want your ad to look?



Description 

Columbus UBF has been serving OSU students for the past 15+ years. We love God, we love the Buckeyes and we love our students! We have alumni & current students in our family-like ministry. We'd love to connect with new & returning students! Go Bucks!


251 / 90 Characters. Your full message may not appear on smaller screens.







Ad Preview [See All Previews](#)

 **OSU Christian Bible Fellowship** Sponsored · 

Columbus UBF has been serving OSU students for the past 15+ years. We love God, we love the Buckeyes and we love our students! We have alumni & current students in our family-like ministry. We'd love to connect with new & returning students! Go Bucks!



OSU Christian Bible Fellowship
Columbus UBF has been serving OSU stude... 

 Like  Comment  Share

Special Ad Category [Learn More](#)

Estimated Daily Results

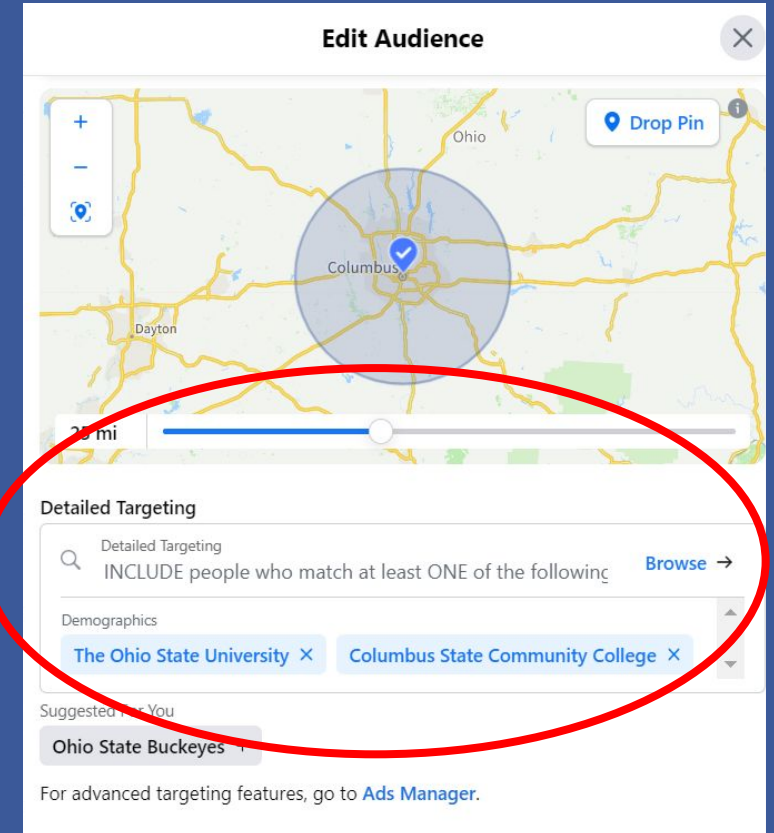
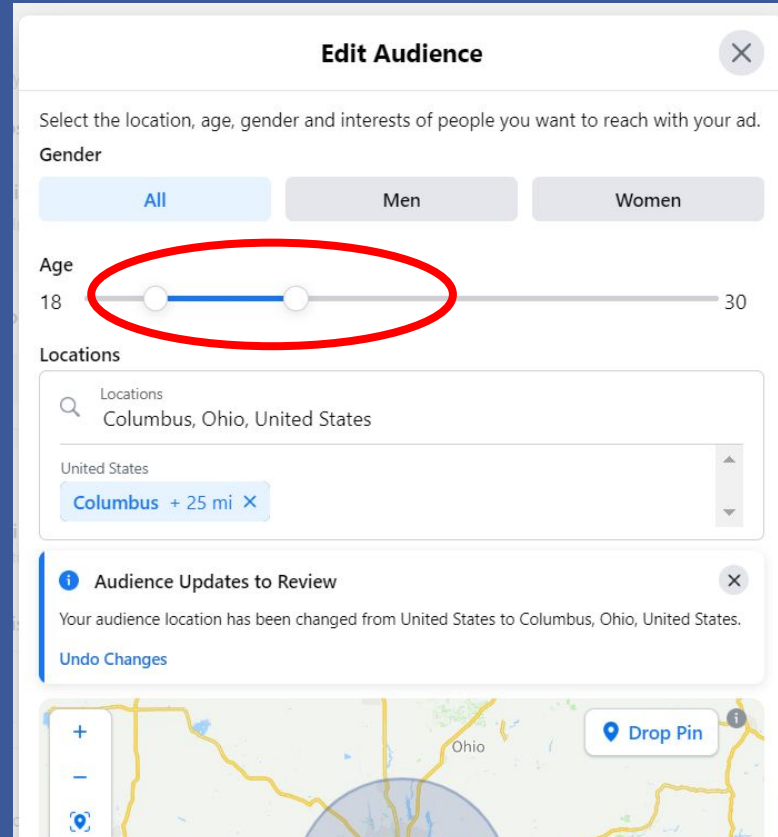
By clicking Promote Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Promote Now

Boosting!

Most exciting feature:

- You can *target your audience* in your boost
- On the section for audience, here is where you can target your ad specifically to be seen by:
 - Location
 - Age range
 - Campus students who included their university on their facebook profiles



Boosting!

- At the very bottom you can determine the amount you want to pay and how long you want your ad to run.
- You can run your ad continuously or choose for a set time frame.
- Minimum is \$1 a day.
- And facebook gives you estimates on how many people your ad will reach (but not a guarantee).

The screenshot displays the Facebook ad boosting configuration interface. On the left, the 'Duration' section is active, showing 'Run this ad continuously' selected and 'Choose when this ad will end' with a duration of 5 days and an end date of Aug 5, 2020. Below this, the 'Daily Budget' is set to \$1.00. On the right, the 'Estimated Daily Results' section is circled in red, showing 'People Reached' as 171 - 495 and 'Page Likes' as 5 - 20. The 'Payment Summary' section indicates a total budget of \$5.00 USD for 5 days at \$1.00 per day.

Estimated Daily Results	
People Reached	171 - 495
Page Likes	5 - 20

Payment Summary	
Your ad will run for 5 days.	
Total budget	\$5.00 USD
\$1.00 a day x 5 days.	

Chapter Unity

- All of this works ONLY if everyone in your chapter is fully on board to support online ministry and is willing to participate and be active online.
- If the only ones who are doing the work is the social media team, all their work will not bear much fruit.
- Members need to actively go onto facebook, like your page and posts, comment on the posts, and share posts to their own newsfeeds
 - This spreads the reach of your chapters' page and gets your content in front of the eyes of many more people.
- Think of participating online as participating in the ministry.
 - Sometimes, instead of members sharing during zoom meetings, ask those who are willing to post their comments on your page.
 - Direct traffic towards your facebook page on Sundays during announcement.
- The more people who interact, the more people you reach and create a **stronger online presence.**

FEW SAMPLES OF ACTIVE UBF FACEBOOK PAGES:

- HQ UBF
- SPRINGFIELD UBF
- TOLEDO UBF
- BERKELEY UBF
- RYERSON UBF
- WASHINGTON UBF

UBF FB page

- Page created Dec 21, 2010
- 2,017 followers
- Posts almost daily
- Connects members to HQ information, announcements from UBF.org and UBFTV.
- If more UBF members followed this page & UBFTV we could strengthen our online presence.

University Bible Fellowship (UBF)
@universitybiblefellowship · Religious Organization

Home About Photos Events More

Liked

About See All

University Bible Fellowship is an international Christian campus ministry that is dedicated to spreading the gospel and raising disciples around the world.

1,997 people like this including 82 of your friends

2,017 people follow this

<http://www.ubf.org/>

(773) 338-1155

Send Message

socialmediaubf@gmail.com

Religious Organization · Christian Church · Evangelical Church

University Bible Fellowship (UBF) 9h ·

KOREAN

2 UBF ONLINE FORUM
FOR MISSIONARIES & LEADERS

CAMPUS EVANGELISM & DISCIPLESHIP STRATEGY IN THE POST COVID-19 ERA

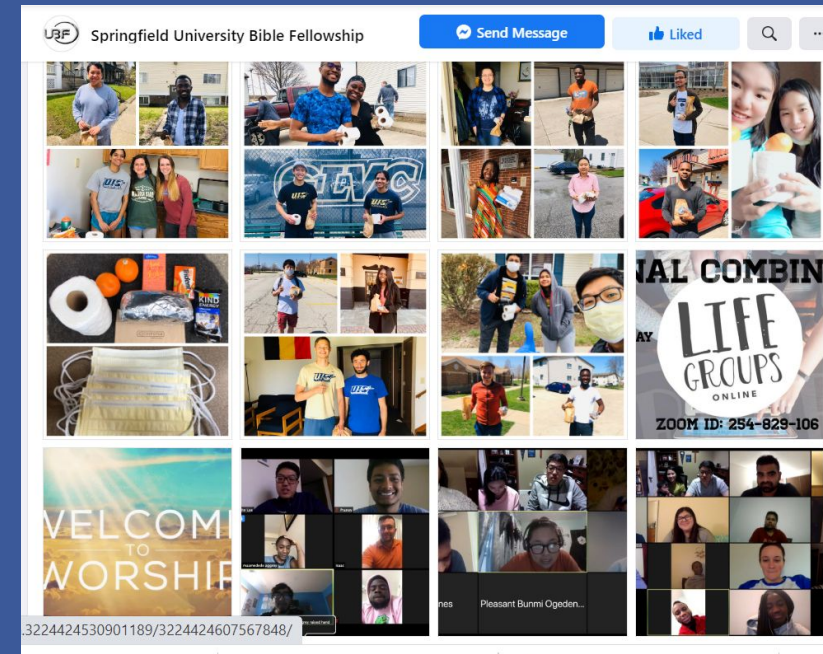
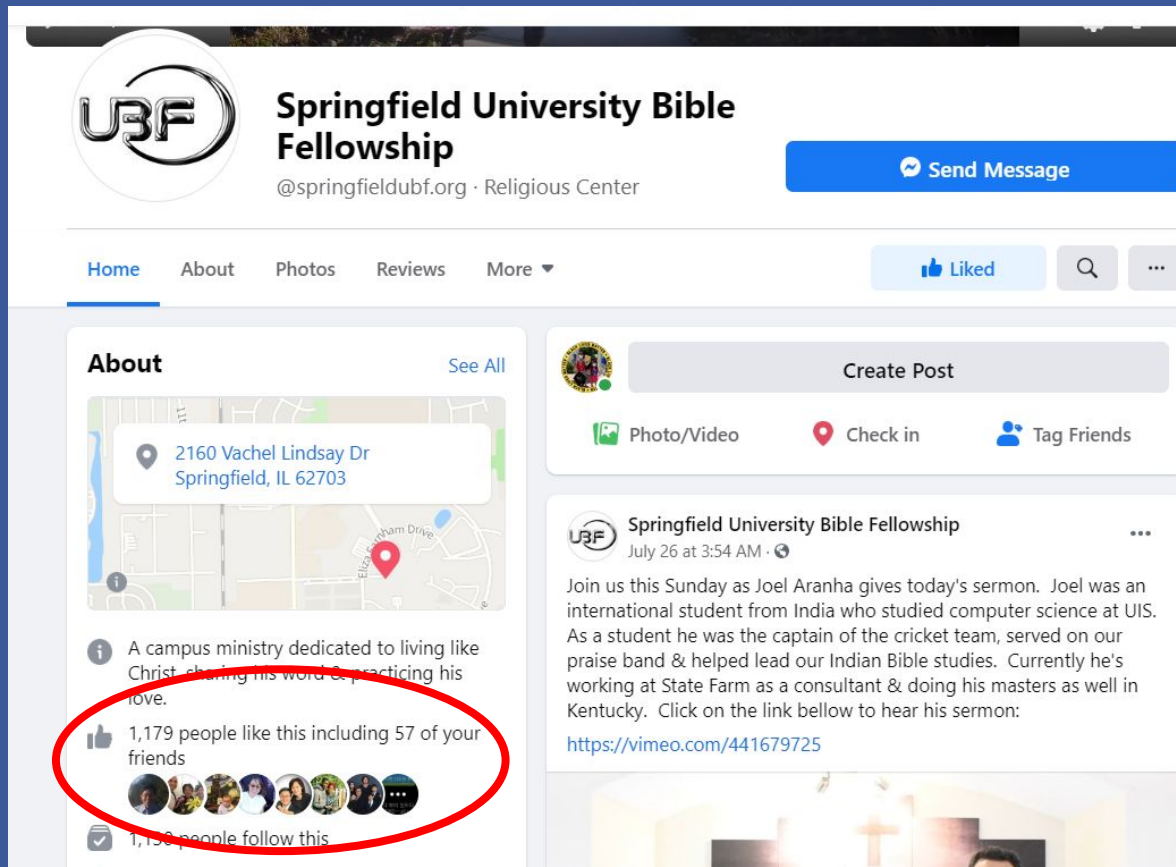
WHEN? Saturday, August 1, 2020

HOW TO ATTEND? Register first and receive a zoom code (For the registration, please go to registration site)

TIME: 9am (EDT NewYork, USA), 8am (CDT Chicago, USA), 3pm (CEST Berlin, Germany), 10pm (KST Korea)

Springfield UBF

- Page created July 31, 2011 – early adapters
- 1,179 followers
- Posting every few days, sometimes once a day
- Very active
- Lots of member pictures



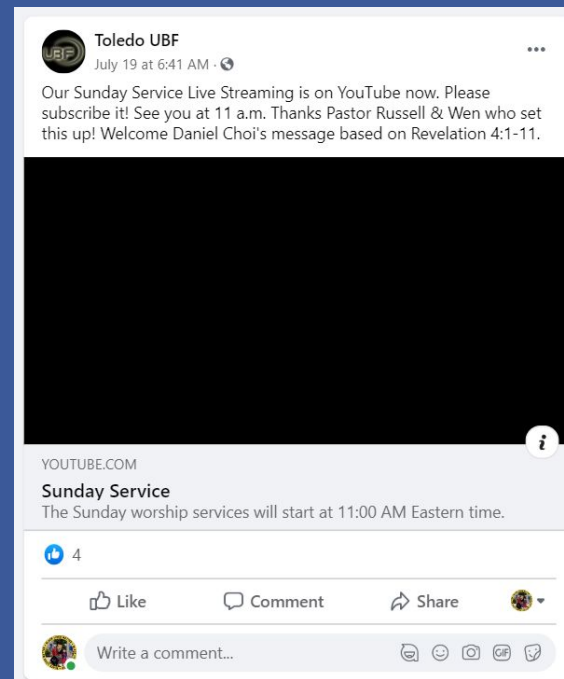
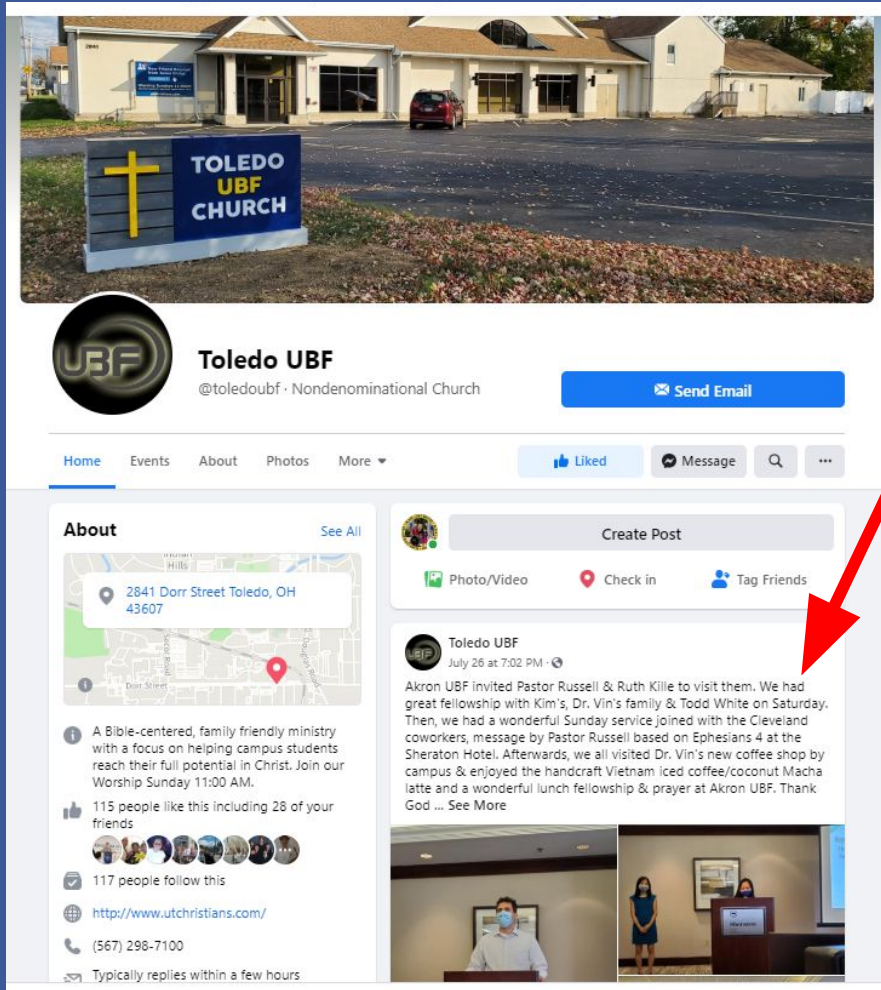
Springfield UBF

- This post is an example of a good post:
- It's about a member of their church.
- It includes pictures which is more likely to be liked and shared.
- It asks members to leave a comment and congratulate him – interactive.
- This post received 100 likes, 23 comments and 3 shares – successful post.
- Members were willing to share this post which furthers the reach of Springfield UBF and posts like these.



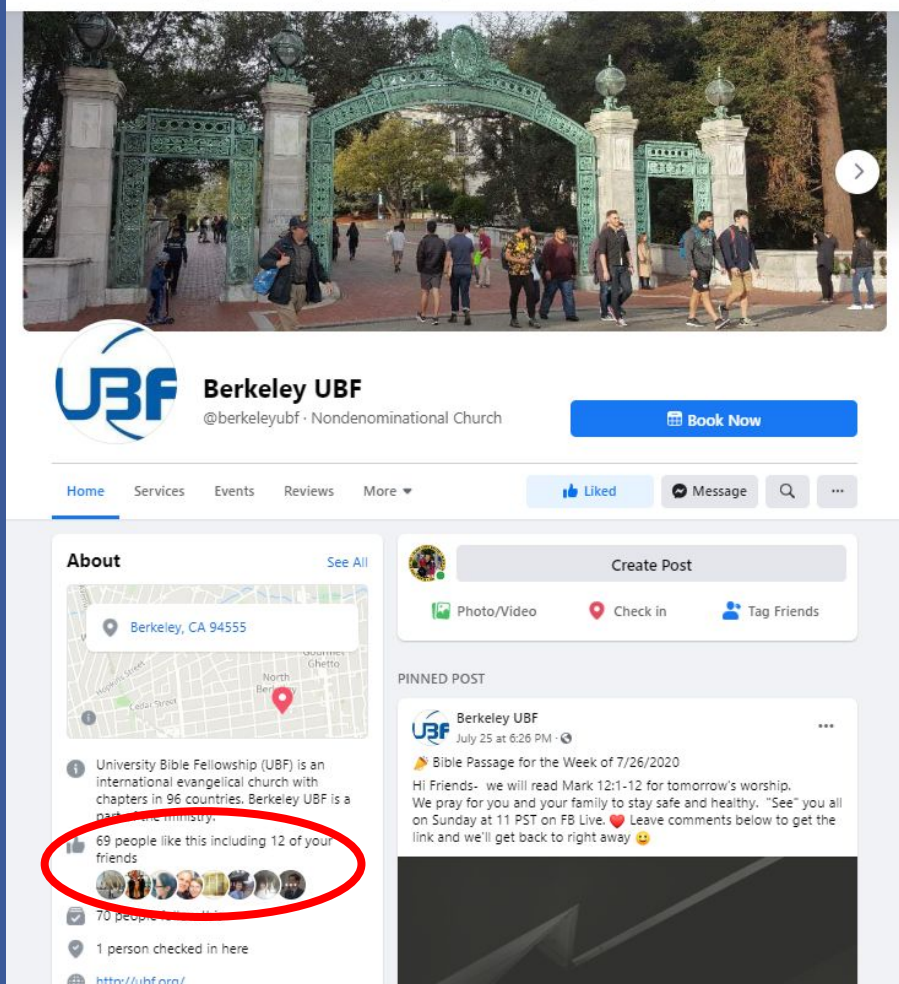
Toledo UBF

- Page created May 24, 2017
- 117 followers
- Updates page regularly
- Posts lots of member pictures
- Recently had a social distanced worship service with other surrounding UBF chapters.
- Also connected with local churches in their area.
- Posts youtube live worship services on facebook



Berkeley UBF

- Page created Nov 26, 2018
- 70 followers
- Updates page regularly
- Pinned important announcement post to the top of the page
- Recently added Book Now feature & through the boost option has started 1:1 Bible study with a new student through this.
- Has used facebook ads to boost previous events and had several students attend through them.



- Also cross-posts from the UBF facebook page to share announcement from HQ to Berkeley chapter members

Ryerson UBF




Ryerson UBF

Public group · 531 members

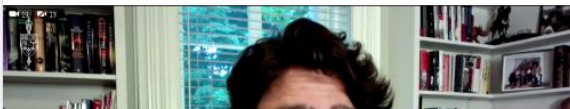
Join Group

About Discussion Members Events Media

New Activity


 **Ruth Shaw** shared a live video.
Yesterday at 1:19 PM · 🌐


haha Trudeau stated today there was not a conflict of interest, just a perception. we experienced it differently, I guess.



About

University Bible Fellowship Ryerson Chapter

 **Public**
Anyone can see who's in the group and what they post

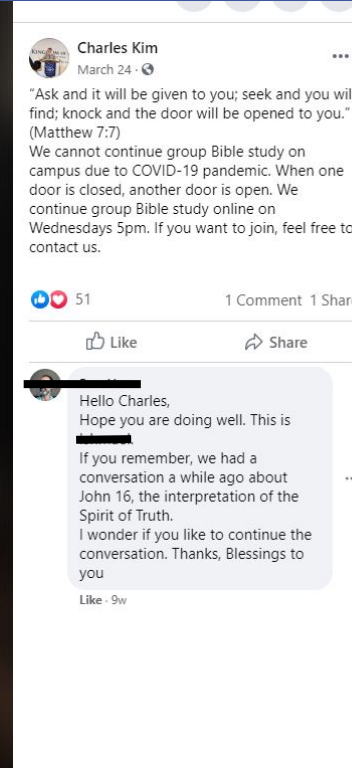
 **Visible**
Anyone can find this group.

 **General Group**



- Facebook group created on March 7, 2019
- 531 members
- Regular posts every few days
- Posts from more than one poster – members also post to group

Ryerson UBF



- Msn Charles Kim posted a picture of his group Bible study
- Announced that because of COVID they would be meeting online
- Opened invitation to contact
- One person responded to the post and asked to continue their conversation.
- Example of how a public post can lead to a personal connection.

Washington UBF

- Page created July 23, 2019
- 88 followers
- Lots of member pictures
- Consistently updated

The screenshot shows the Facebook profile for Washington UBF, a Christian Church. The profile picture is a group of people. The name is "Washington UBF" and the category is "Christian Church". There is a "Send Message" button and a note that says "Typically replies within a day". The page has tabs for Home, Reviews, Photos, About, and More. The "About" section is expanded, showing a map of the church's location at 3604 Metzertott Road College Park, MD 20740. Below the map is a description: "We are a Bible believing, Bible teaching and Bible preaching church committed to raising disciples of Jesus in this generation. We invite you to come and worship and learn God's Word together. All are welcome." At the bottom of the "About" section, it says "88 people like this including 26 of your friends" and shows a row of profile pictures. A red circle highlights this text and the profile pictures.

The screenshot shows a Facebook post from Washington UBF dated January 14. The post text reads: "Ephesians 2:10 'For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do.'" "Thank God for the 2020 YDJ Winter Retreat last weekend! The theme was holy living, and the messages and fellowship with brothers and sisters from places all over (New York, New Jersey, etc.) was very encouraging!" "Twaambo from NY, Keagan from Washington, and Joshua Jeon from Austin Texas gave encouraging and God glorifying messages to spur us on to desire holy living!" "There were also life testimonies from Sam Choi and from Joseph Han, as well as illuminating interest groups from Abraham Bae and Yvette Shin, and Aug and Sarah Park." "Thank God for the time of fellowship, and may we all desire to follow Him and live lives blameless before Him! Psalm 119:1 'Blessed are those whose ways are blameless, who walk according to the law of the Lord.'" Below the text are several photos of people speaking at a podium and a group photo. The post has 15 likes and is liked by Rebekah Yang, Madeleine Min and 17 others.

The screenshot shows a Facebook post from Washington UBF. The post features a grid of 15 photos showing various scenes from a retreat, including people speaking at a podium, people in prayer, and group photos. The post has 15 likes and is liked by Rebekah Yang, Madeleine Min and 17 others.

Next steps:

- Do your own research on using social media & content to post
- See what other Christian groups on your campus are posting and what they have success with
- Shape your page to be unique and different
- Start with facebook – go deep into one platform and then branch out to others
 - Instagram – most young people are on Instagram
 - Youtube – most people watch youtube videos
 - Tiktok – younger, GenZ are here and the field is wide open.

CONCLUSION

EXPERIMENT
BE BOLD
MAKE MISTAKES
BE CREATIVE
BE SINCERE AND HONEST
SHOW YOUR HEART
and GIVE YOUR BEST TO GOD
PRAY. A LOT.
and LET GOD DO THE REST