



Inviting Students

Bible Study & Events

Madeleine Min, Berkeley UBF



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*Go into all the world and
preach the gospel to all
creation.*

John 15:15

Fun Facts about Facebook

2.7

With over 2.7 billion monthly active users as of the second quarter of 2020, Facebook is the biggest social network worldwide.

101

Facebook is available in 101 languages with over 300,000 users helping in translation..

90%

Almost 90% of Facebook's Daily Active Users Come from Outside the US/Canada.

69%

Around seven-in-ten U.S. adults (69%) use Facebook.

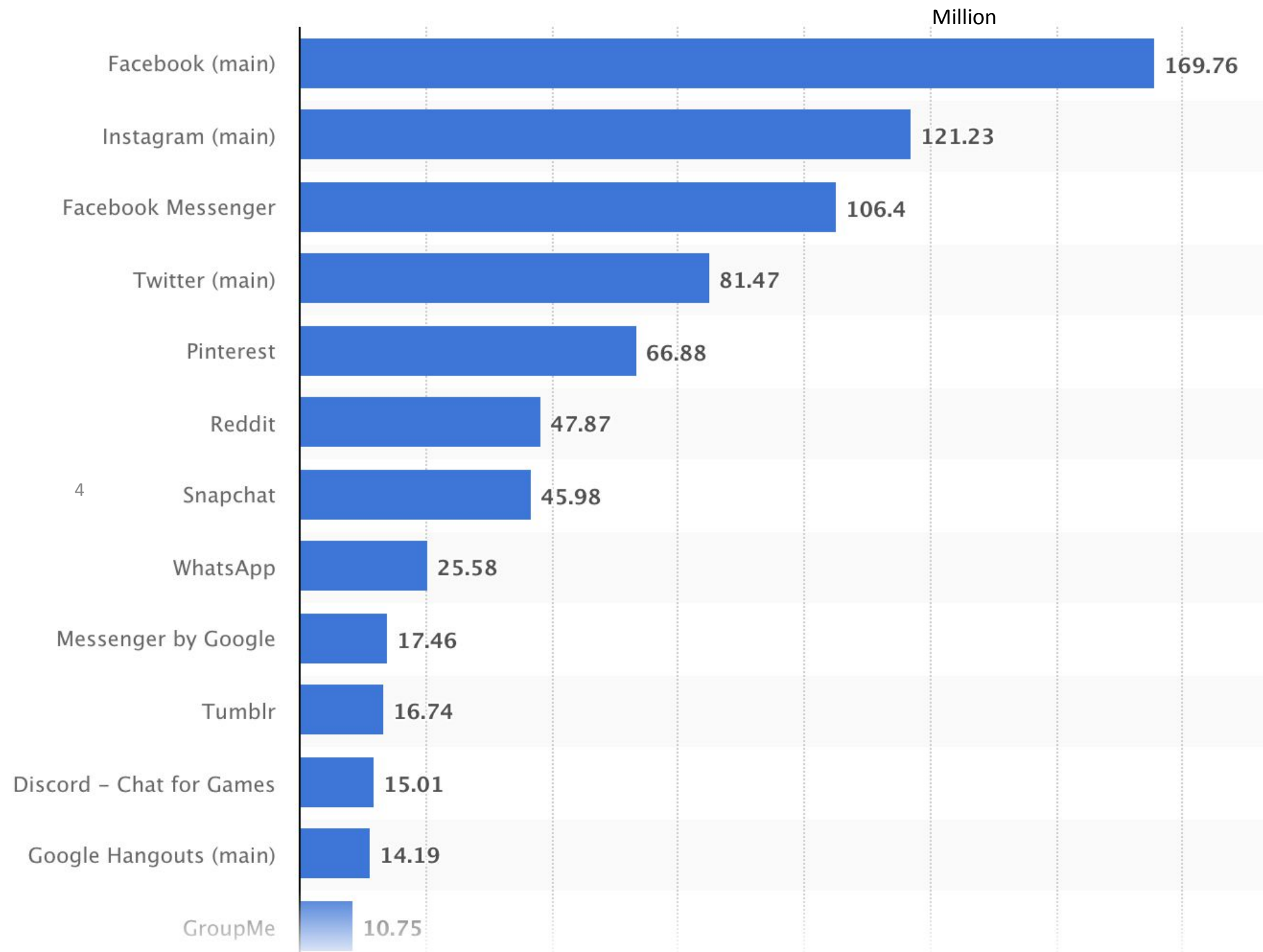


Do you have a Facebook Account?

74%

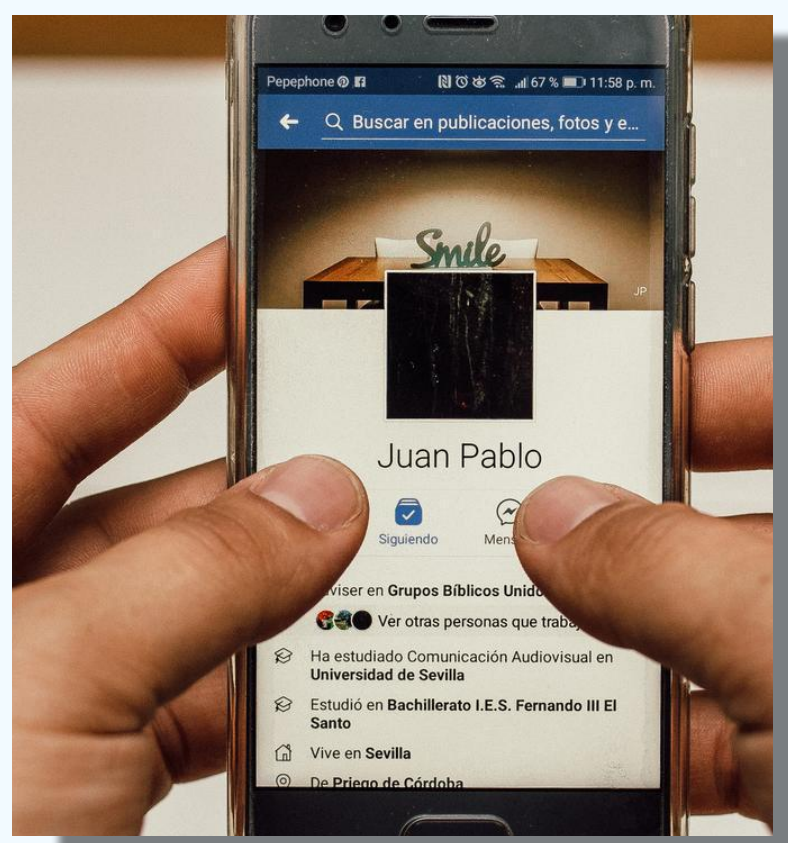
Percentage of US college students using Facebook as of February 2019

From Statista.com. Published by J. Clement, Jul 22, 2020





Some Core Products



Profile

Anyone with a Facebook account can create a Page



Page

A space that connects business and non-profit organizations with fans or customers



Group

A space where you can share opinions about common interests with specific people.

f PAGE Core Features

About: Who We Are, What We Do

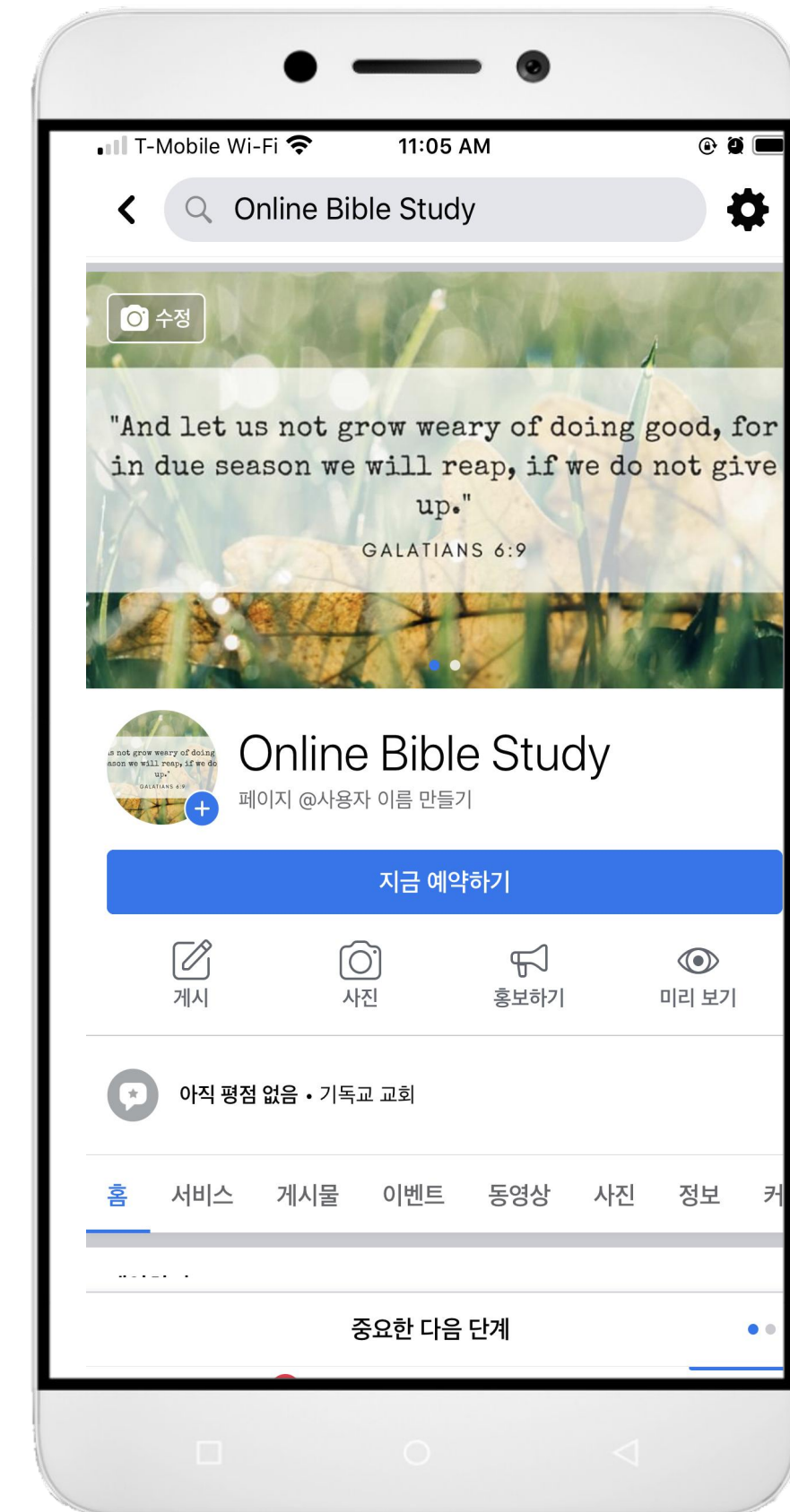
Book Now: Time, Contact Information

Live, Watch: Worship Service Live Stream

Boost: 1:1 Bible Study, Event

Connect: Chat with students on Messenger

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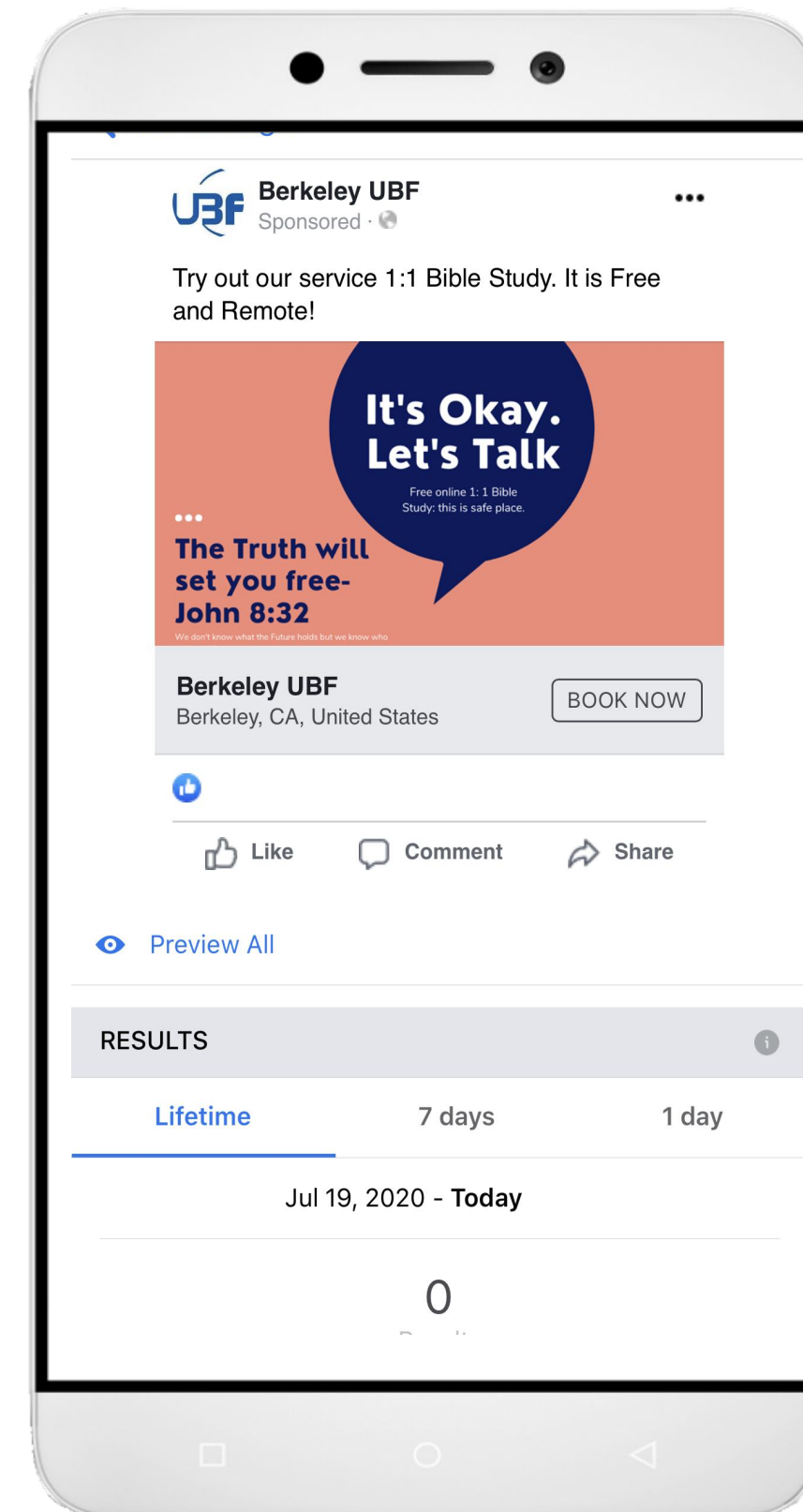
Book Now for Bible Study

Find Page: Book Now button on the Page

Book: Choose the available time provided by Admin

Connect: Zoom or Messenger Room

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Create **Book Now** on Page

Ways to Boost

Free : Ask friends to *Like* and *Share*

Featured: Run Facebook Ad and Boost Event

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Bible Study on Room or Zoom?

Messenger Room

- ❑ Connect via Facebook or the Messenger app
- ❑ Invite up to 50 people to join a video call
- ❑ Free, and there's no time limit on calls

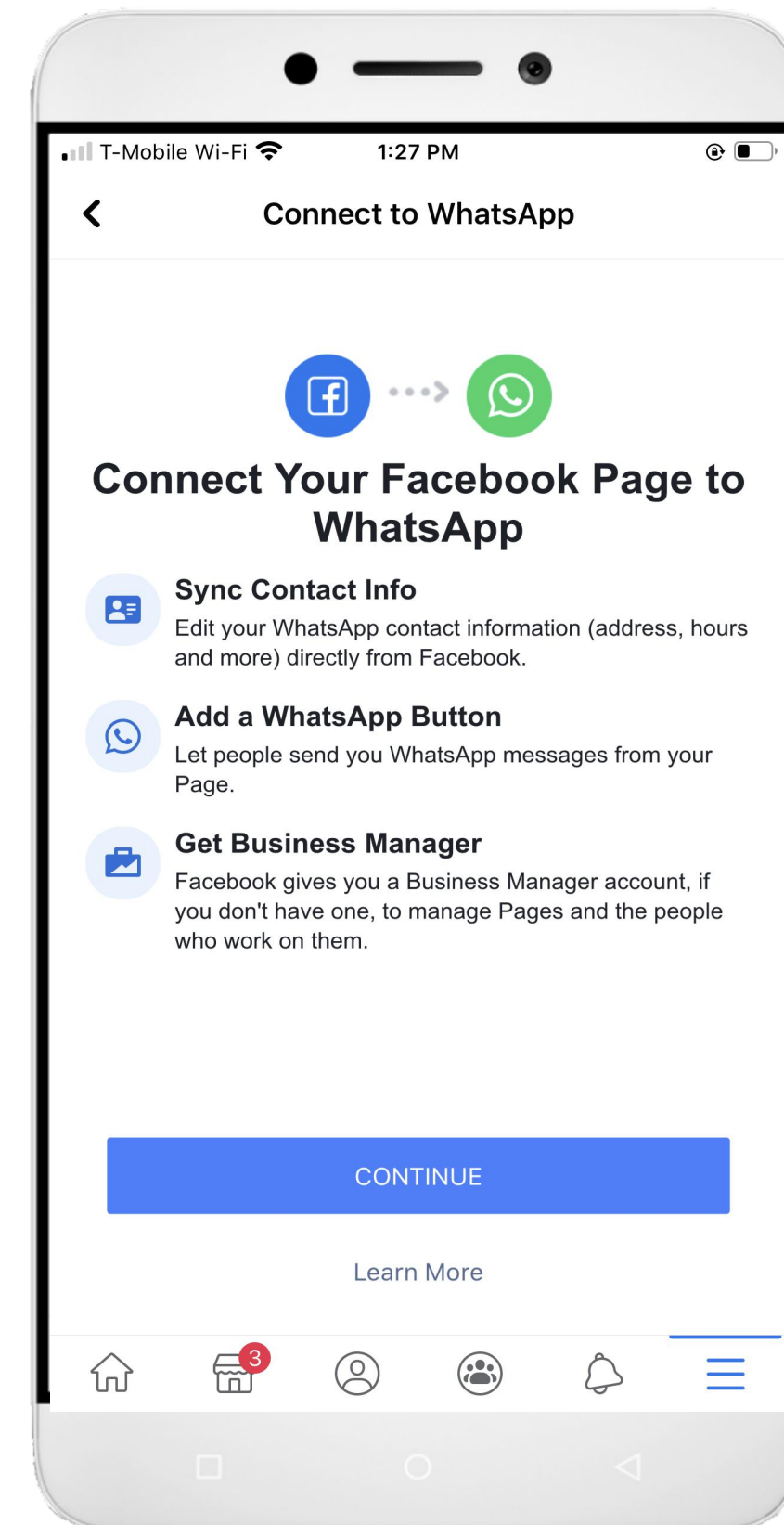
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Bible Study on WhatsApp

- **End to end encryption:** only the sender and receiver can read them.
- **2 billion people in over 180 countries :** the app dominates in India, Germany, Russia, and the U.K
- **Connect** with Facebook Page: Setting> Connect WhatsApp



Boost on Page

Affordability: Minimum \$1per day, Family church

Flexibility: Pause and cancel anytime

Target: Age, Location, Interest and etc.

Predictability: Numbers of *Like, Going*

Connectivity: Follow up on Facebook

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f Page Boost Examples

Event Boost

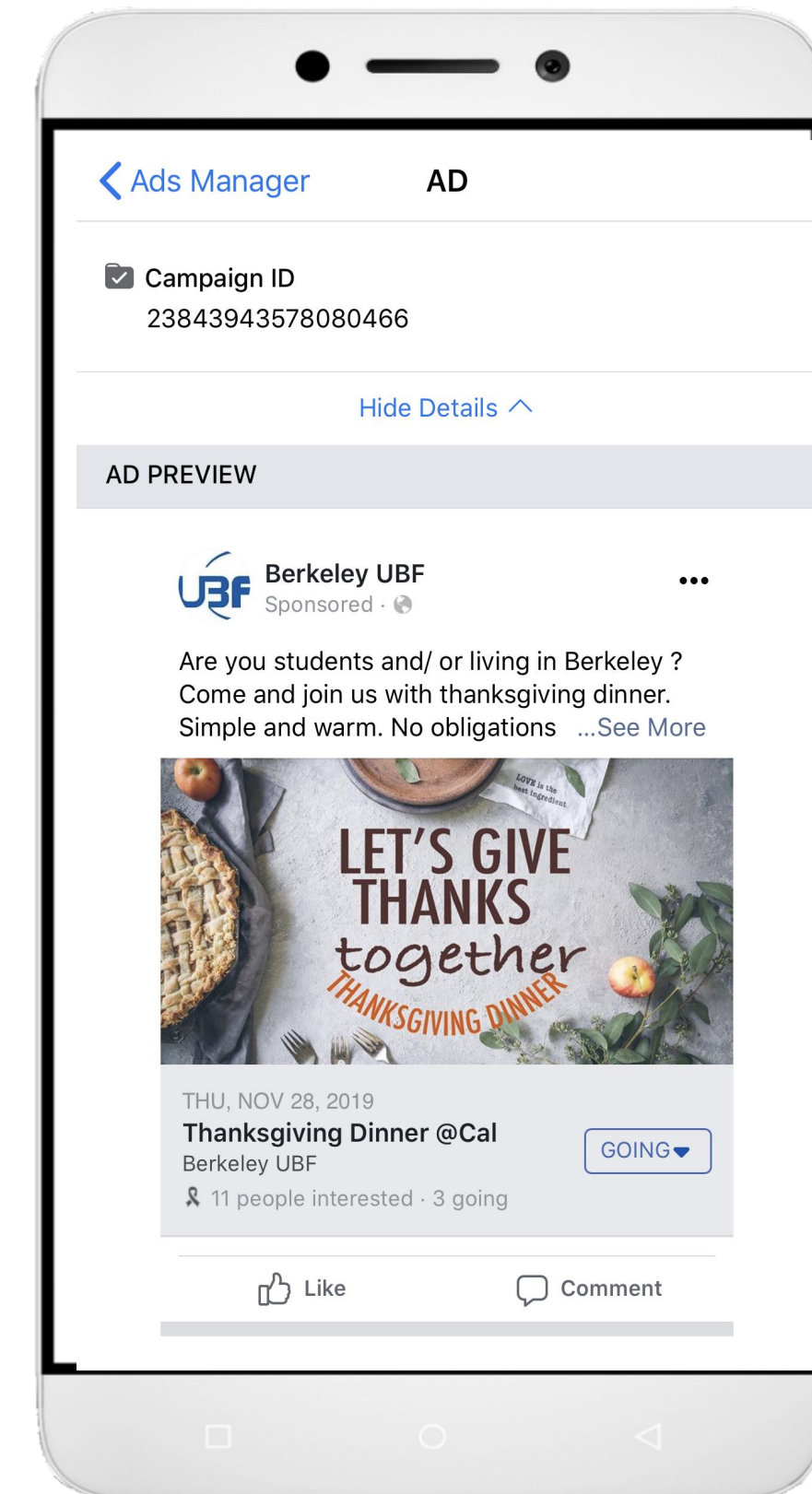
Easter, Thanksgiving and Christmas

Examples

Thanksgiving Dinner: 6 attendants (3 freshmen)

Pizza Party, Christmas: No response

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f Takeaways

Timing & Contents

Create student friendly and timely digital contents

Communication

Use the common social media to keep all in the loop

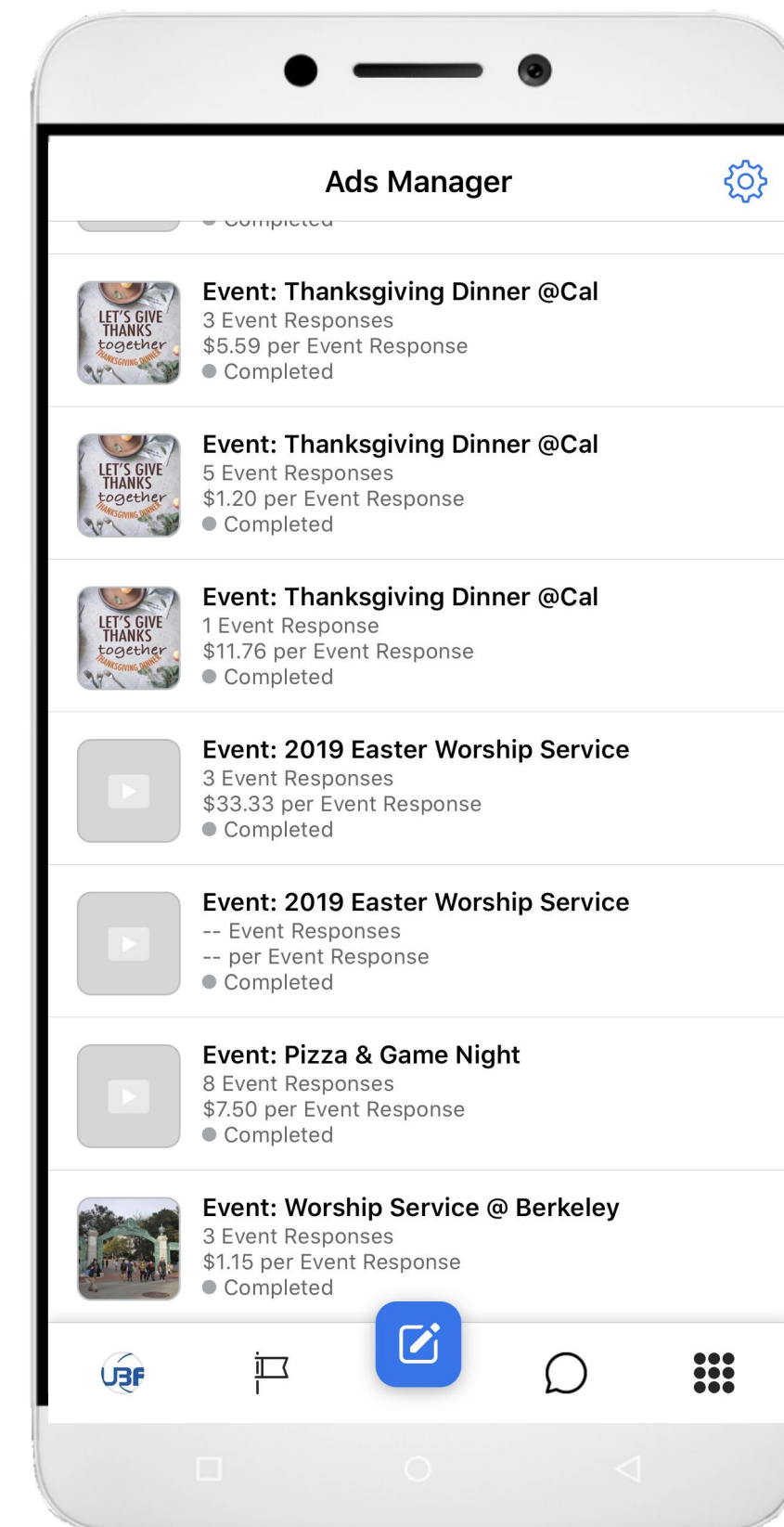
Followup

Connect and invite students for the future events

BS Questions

Customize questions for Online Bible Study (30- 45 min)

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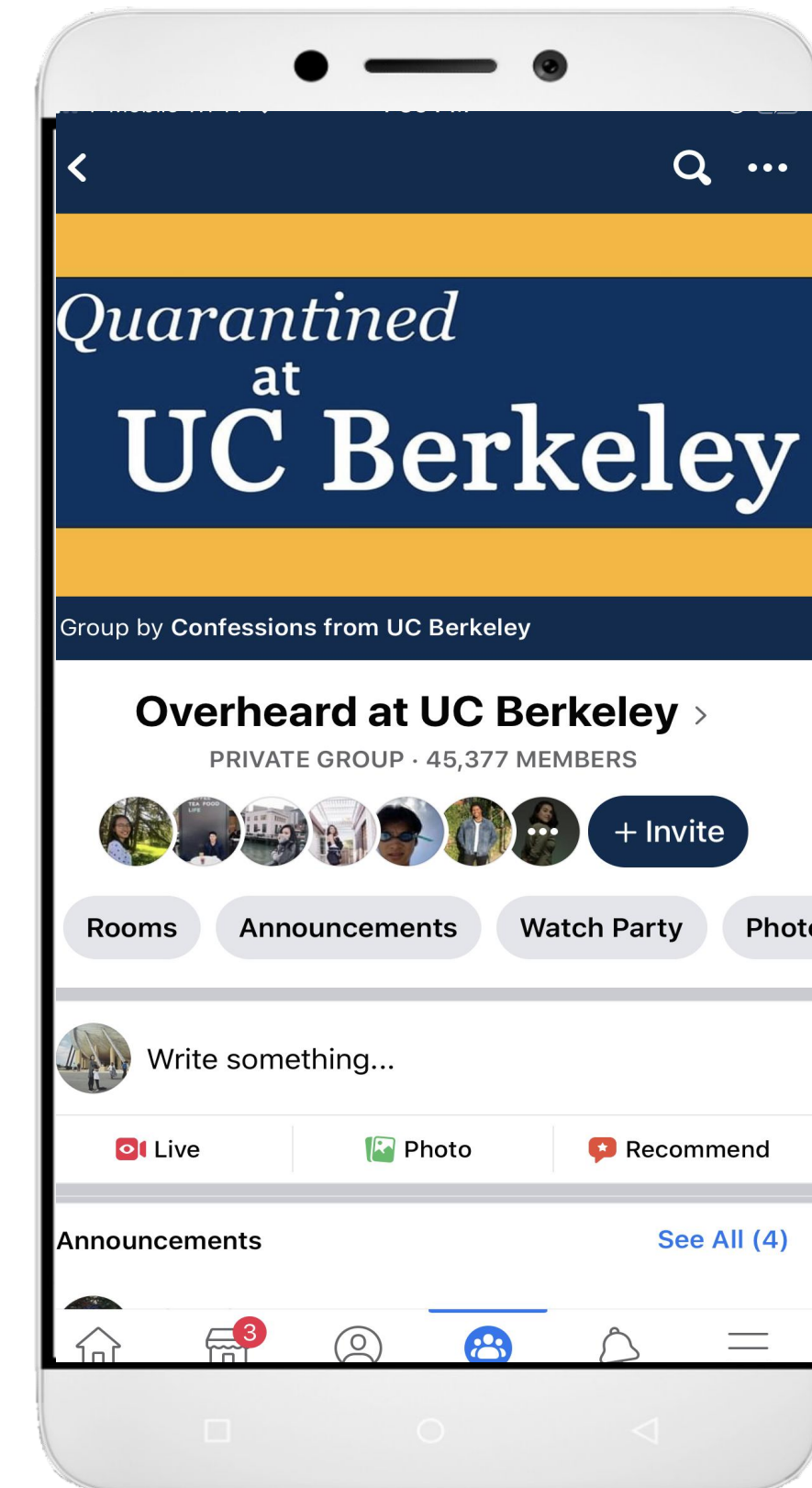


f Tip 1 Group for Local Campus

Group to outreach

- **Online club:** Students share the common interest
- **Private setting:** Request to join and invite
- **Current issues:** Understand students, their concerns

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f Tip 2 Settings & Privacy

Account Settings

Personal Information: Identity Confirmation

Translation for Posts: Automatic translation options

Security

Security and Login: Get alerts setting

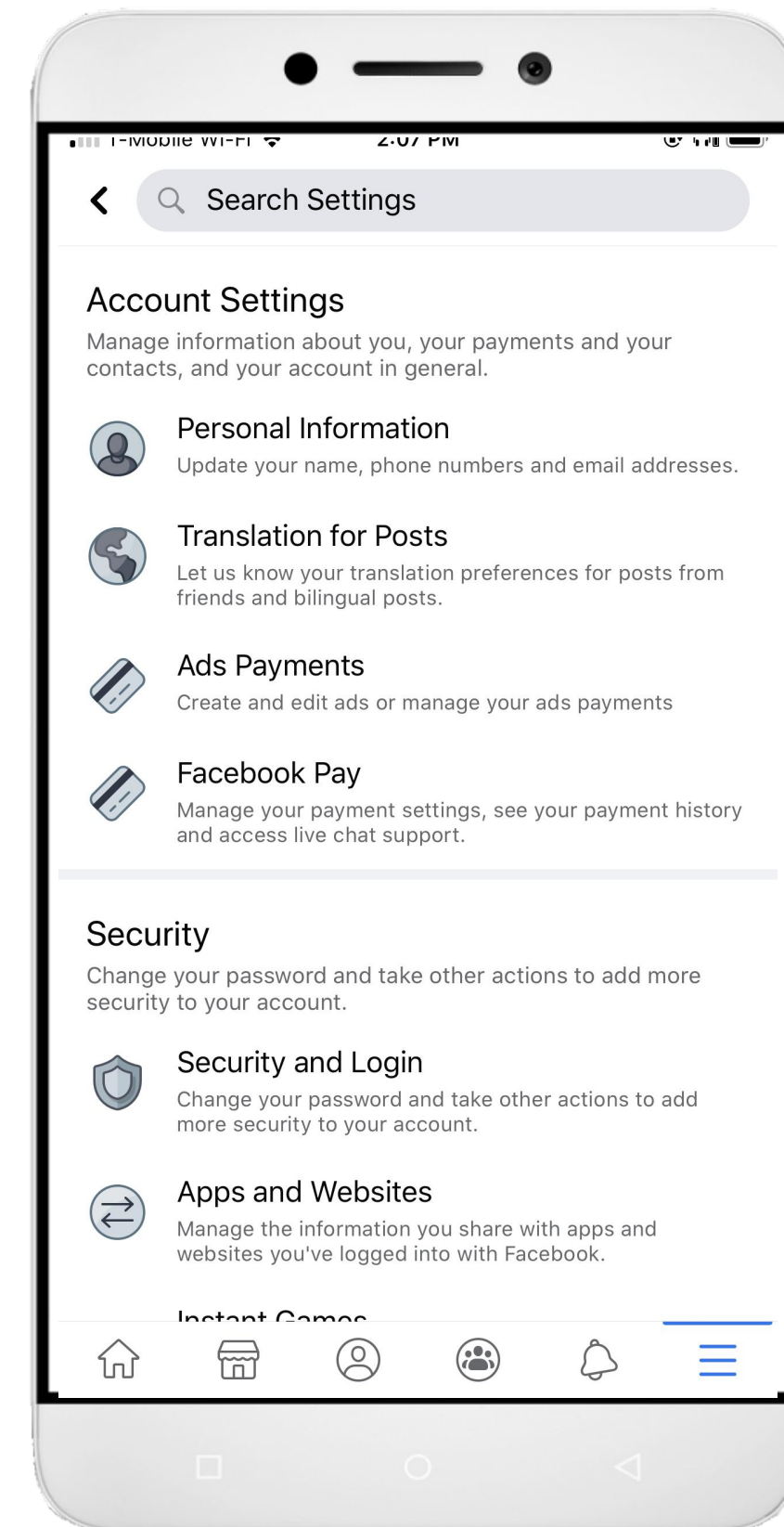
Apps and Website: Logged in with Facebook

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Privacy

Privacy Settings: Control who can see

Face Recognition: Turn face recognition on/off



f Tip 3 Design for Post

Free & Paid

Google Images: Setting > Liability check

Canva: Social Media Post, Brochure Templates

Unsplash: Photo and Images

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Thank you!

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References

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- **Facebook Help Center:**
<https://www.facebook.com/help/104002523024878>
 - **Statista:**
<https://www.statista.com/statistics/248074/most-popular-us-social-networking-apps-ranked-by-audience/>
 - **Omnicoagency:** <https://www.omnicoreagency.com/>
 - **Cnet:** <https://www.cnet.com/>
 - **Digital trend:** <https://www.digitaltrends.com/>
 - <https://later.com/blog/facebook-messenger-rooms/>