

DUCKWORTH 1

FIRST UNITED METHODIST CHURCH
NEW WEBSITE AND #askFUMC CAMPAIGN

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TABLE OF CONTENTS

Acknowledgements.....3

Executive Summary.....4

Situation Analysis.....5

Research Plan.....9

Campaign Plan.....13

Bibliography.....20

Appendix A: Press Release.....21

Appendix B: Media Kit.....23

Appendix C: Crisis Communication Plan.....27

Appendix D: Storify Article.....30

Appendix E: Crisis Plan.....36

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EXECUTIVE SUMMARY

First United Methodist Church has been in the Crestview area for over a century. It is a well-known, well-respected church in the community and has several ministries that cater to different ages and demographics. One of these ministries is a contemporary service. In contrast to the other services that the church offers, the contemporary service is geared toward young adults and young families. While this service still has many of the traditional aspects that are familiar to many Methodists (with activities such as declaration of faith by reciting The Apostles Creed,), it has been revamped with a more modern flare. The attire is casual and the music during the worship service gives way to guitars and drums instead of organs and choirs. Even with these changes, First United Methodist understands that this is just the beginning. With the rise of social media and the ease of access through cell phones and mobile devices, the demographic that FUMC are attempting to reach through this service communicates differently. Thus, First United Methodist will have to adopt new strategies and tactics to achieve its goals with this service. With this demographic, which is more “plugged in” than any other generation before them, it is important that the church have a strong online and social media presence. This thesis paper describes the strategies that will be implemented, how the church can make the community aware of its efforts, and the budget that will be needed for a successful public relations strategy to be accomplished.

SITUATION ANALYSIS

Client Organization Background, Mission, and Values

For over one hundred years, First United Methodist Church (FUMC) of Crestview has been an integral part of the northwest Florida community. By staying involved in service, missions, and local ministries, FUMC has earned the respect of those in the community and continued their mission to lead people to Jesus Christ, involve them in caring for one another, and equip them to go into the world to create disciples. With three different services (one is contemporary and the other two are traditional), FUMC has done its best to serve everyone. When the economic downturn hit the United States and “68% of congregations took a financial hit due to the recession” (Miles and Proeschold-Bell, 2011), the church continued with its mission and even built another facility for the contemporary service.

Communication Analysis: Current Situation

As of the last few years, it has been the church’s goal to attract a younger community. One way that the church has been doing this recently is through the increased usage of social media. Inspired by Mark Driscoll’s usage of the hashtag #boldjames in his sermon on “Jesus’ little brother” (Boone & Maynard, 2014) and Roman Catholics who organized flash mobs through social media to attend church services where the attendance was diminishing in New York churches (Thompson, 2014), First United Methodist is excited to increase its presence on various social media platforms.

To continue this progress, the church is planning an event that will begin in September entitled #askFUMC. Through this event, the church will begin to encourage the congregation to post their questions concerning the service on *Facebook* and *Twitter* with the “askFUMC” hash tag and the pastor will attempt to answer the question in real time. With this event, FUMC plans to bring the contemporary community together in an unprecedented way for the church.

There are variables – some controllable and others that are not – that may make this goal somewhat challenging to achieve. Mike Harding (2006) wrote, “Our industry is suffering a generation gap between the buyers--mostly twenty-something women who grew up with a computer mouse in one hand and a cell phone in another--and the sellers, 50-something executives who struggle to stop the VCR from flashing 12:00. Neither speaks the other's language or understands the other's technology” (p. 9). While this article was written about online trading, it still rings true for churches, including First United Methodist in Crestview. With a diverse age group in many congregations, churches like FUMC are facing a generational gap. This makes it difficult for pastors to reach everyone in every service, making many feel alienated and leaving the church.

First United Methodist has attempted to reach out to an audience that utilizes social media. The church has a website that is constantly updated. FUMC also has social media platforms such as *Facebook* and *Twitter*, and the *Facebook* page has constant posts and updates. The effectiveness of FUMC's social media outreach, however, has ample opportunity for improvement.

While FUMC's *Facebook* page may have constant updates, there is very little interaction on this site. The same is true for the church's *Twitter* profile, but is amplified by the fact that there are very few tweets. To make matters even more complicated, another church, Niceville United Methodist Church with "six worship services each weekend," ("New here? Worship with us," 2014) will be building a worship center less than a block away from FUMC. This center will be geared towards the same demographic that First United is targeting in their contemporary service. The lack of knowledge about this center's public relations and social media campaign is making some in the church leadership uneasy.

Needless to say, the current state of First United Methodist's social media usage is one that needs assistance. With the constant struggle of the generational gap and the anxiety of the unknown, it is very easy for the church to become ineffective. But with the initiation of the "#askFUMC" event, the church plans to see improvement by taken the church in a much needed new direction.

Problem and Opportunity Statement

At present, First United Methodist Church in Crestview has a small presence on *Facebook*. The church also has a presence on *Twitter* and a website. FUMC's social media presence is not as established as needed in a world dominated by social networks and online presence. The website is based in flash with programming that is outdated and their *Twitter* account has ten followers and twenty-five tweets.

The church is planning to remodel its online and social media campaign. The first task is to remodel the website and rename the domain name from welcomehome2crestview.com to crestviewfirst.com. The website will also go from being flash-based to a Wordpress site, thus achieving a faster loading time and easier viewing experience. The plan is to have the website up and running by the first of October, 2014. The other task that the church is planning to accomplish is to revitalize its social media presence. The goal is to develop new interest in the church and its ministries. The church believes that if it adapts its message to a generation that uses social media, it will find new and creative ways to get them involved.

RESEARCH PLAN

Secondary Research Report

Secondary research was conducted by examining the demographics in the Crestview area and by researching Lifepoint Church, a local competitor. Out of the 20,978 people who live in Crestview, Florida, approximately 3,599 are between the ages of 25 and 34 (U.S. Census Bureau, 2010). The median age of the city's residents is 31.7 (U.S. Census Bureau, 2010). Crestview has a high school graduation rate of 88.3% with 20.3% of the city's population having a bachelor's degree or higher (U.S. Census Bureau, 2010). Approximately 49.2% of the households in the city are married household (U.S. Census Bureau, 2010).

By looking at Lifepoint Church's website, one can see some interesting tactics being used to market to a similar demographic. While many of their ministries are the same, some differences may help FUMC in the future. While both have student ministries, Lifepoint also has a second college and career group that seeks to "develop (young adults) into responsible, productive, successful Christians" (Lifepoint Church, 2010). While First United may not have resources to start a college and career ministry (outside of a small group), it would be easy to begin an online community that can participate in forums, download podcasts, and plan activities with each other that can be done in real life from the church website.

Another interesting tactic that Lifepoint Church has is the ability to live stream their services. The link is conveniently located on their front page that will

also lead a visitor to recorded sermons from previous weeks. FUMC is not prepared for video streaming as of yet, but this model is something to keep in mind for the future.

SWOT Analysis

There are several strengths, weaknesses, opportunities, and threats that First United Methodist Church faces as it begins any public relations campaign. When looking at strengths, FUMC already has social media platforms established. FUMC also has a good location and is established with a good reputation in the community. Finally, seeing as the church would not have to hire any outside employees, a social media campaign would be cost effective.

Even with those strengths, there are some weaknesses as well. There is a perception in the community that FUMC is an old church and, there is a generational gap amongst church members. FUMC's website is somewhat outdated and there is a lack of experience in technology. Also, the community and church, like the rest of the nation, is recovering from an economic downturn.

FUMC also has some exciting opportunities. For example, the church will be building a new website. To go along with this website, the church will initiate the #askFUMC campaign. To get the congregation aware of both the new website and the campaign, the church will produce videos introducing them to the church.

Of course, FUMC is also facing some threats. The biggest threat is a new church that will soon be built less than a mile away from First United. This church will add to the over saturation of churches in the community.

Publics and Stakeholders

There are two main stakeholders at First United Methodist Church in Crestview. The first is the Alabama/West Florida Conference of the United Methodist Church. The second stakeholder would be the staff of FUMC. Along with these two stakeholders, the church has two publics. These publics are the community of Crestview, FL (and its surrounding areas) and First United's congregation.

Primary Research Plan

A poll of ten church members was conducted with five questions. These five questions were:

1. Do you use *Facebook*?
2. Do you use *Twitter*?
3. On either social media platform, do you use hash tags regularly?
4. Have you ever used either social media platform during a church service?
5. Would you participate in an online event promoted by your church that encouraged the use of social media platforms during a service?

Of the ten people surveyed, all ten used *Facebook* and seven used *Twitter*. Five respondents had used hash tags. Six of the respondents stated that they had used social media during a church service, and eight of them said they would use social media during the service if encouraged to do so by the church.

CAMPAIGN PLAN

Goals and Objectives

First United Methodist Church has three main goals for this campaign.

Goal Number 1: The church will bring awareness concerning the social media presence by reintroducing the community to both its *Facebook* and *Twitter* profiles. The church will also need to create a *YouTube* page so visitors can see portions of sermons and lessons.

Objective Number 1: The church will increase its *Twitter* presence to 50 followers by December, 2014.

Objective Number 2: The church will also increase its *Facebook* likes to 350 with at least 5 comments on each post by December, 2014.

Objective Number 3: The church will have at least 20 views for each video that they upload on to YouTube by December, 2014

Goal Number 2: The church will increase the number of those in attendance of the contemporary service by 15% by March, 2015.

Objective Number 1: The church will create a more welcoming website with a new domain name that will appeal to the demographic that the church is seeking.

Objective Number 2: The church will create blogs and forums on said website to increase interaction with their publics.

Goal Number 3: The church will reach out to those in their target audience who are unable to physically attend the contemporary worship service.

Objective Number 1: The church will see an increase of 10% of those who view the sermons and church information online by March, 2015 (this does not include high bounce rates or low visitation times).

Strategies and Tactics

The outcome for the first goal is to have engagement with the community. Thus, strategies include publishing quality content to each social media outlet. Once this content has been published, interaction with the publics will be encouraged. This will create loyalty and awareness for First United Methodist Church.

The number one tactic for this goal is the #askFUMC campaign. This campaign, which will start in September of 2014 in the contemporary service, will give the congregation an opportunity to ask questions about during the sermon using the #askFUMC hash tag on *Facebook* and *Twitter*. These questions will be answered on FUMC's website, on the church's social media pages, or immediately after the question is asked during the sermon itself.

The second tactic, which will lead into the #askFUMC events each week, will be to have the pastor or someone else who will be in charge of FUMC's social media to post teasers leading up to the sermons. This could include

scripture, videos, or quotes that would be used during the service. By doing so, this will allow the congregation to be prepared and engaged when they enter into the church on Sunday morning.

For the second goal, the strategy is to show the community that we are taking steps to be relevant – not only in our physical presence, but our online presence as well. The church is aware that creating a new website will not increase attendance alone. Even still, it should entice visitors to look into our other ministries.

The tactics that will be used for this goal include putting the new URL on all letterheads and social media pages. There will also be both print and video press releases produced. These press releases will promote both the new website and the #askFUMC campaign.

For the final goal, the strategy is to show the community that FUMC has a strong desire to meet people where they are, even if they are no where near the physical location of the church. By showing the community the church's outreach efforts, this will increase the interest they have in the church. The tactic that will be used is live streaming the services on the new website and on *Google Hangouts* by November, 2014.. This will also allow for the #askFUMC campaign to have a reach to the online audience as well.

Target Market and Audience

By looking at the demographics found in the secondary research, one can get an idea on who the target market and audience should be. For the contemporary service, FUMC should be targeting those in the 25-35 age range. They would be located in the Crestview area and many of them will be military personnel. A majority of them would be recently married and have a household income of \$50,000 to \$60,000. Their political stances will range from conservative to liberal, but the majority of them will be moderates who are able to see political and social issues from both sides and develop positive and engaging relationships with others.

Buyer Persona

To reach this target market, First United Methodist will need to hone in on a particular kind of individual. Thus, the church will need to develop a persona of the person they are trying to reach. While this tactic is widely used in other companies and organizations, it has been an unwelcomed idea in many churches. Many argue that it goes against the Biblical principle of going out into the world “to teach *all* nations” (Matthew 28:19, King James Version, emphasis mine).

Rick Warren (1995) states that “targeting specific kinds of people for evangelism is a biblical principle for ministry” (p. 157) and that Jesus himself targeted “the lost sheep of the house of Israel” (Matthew 14:24). Warren (1995)

also contends “Jesus targeted his ministry in order to be effective, not to be exclusive” (p. 158).

With this in mind, First United Methodist Church needs to focus on an individual such as “First United Fred.” Fred is a 32-year-old male who is happily married to his wife, Frieda. They have one child, Fred Jr., who is three years old. They would love to have another child in the next year. His goal is simple, to provide for his family (which he does by working as a contractor at Eglin Air Force Base).

Fred has an A.A. from the local college, Northwest Florida State College. He would love to complete a bachelor’s degree, but has never been able to decide on what exactly he wants to do with one if he ever got it. Seeing as he makes a comfortable 45,000 dollars a year on base, the thought of completing his bachelor’s seems less pressing as he gets older.

Fred has lived in Crestview almost all of his life with Frieda. While he at one time wanted to move, he has become content to stay. Growing up in church, he has recently begun to question certain aspects of his faith. As these questions continue, he has become frustrated and is seeking answers (usually, by discussing matters of faith with his friends). Fred has a *Facebook* and *Twitter* profile, but mainly posts of *Facebook*. When he is on *Twitter*, he mainly just reads the tweets on his feed and may retweet one or two of them. He would like to use

Twitter more, but he seems to have a hard time finding relevant conversations to engage in.

Timeline

August, 2014 – The church will create new website and increase social media activity on *Facebook* and *Twitter* (at least 1 post a day on *Twitter*, 2 posts a day on *Facebook*).

September 2014 – Begin the #askFUMC campaign. A commercial will be produced and distributed on Cox Cable for one month. A visual press release will be created for the TV news stations. A written press release will be produced for the local newspapers.

December, 2014 – The #askFUMC will be evaluated. The number of times the hash tag was used each month will be examined to see what the increase/decrease of usage is. Production material will be bought to begin livestreaming/video podcasting.

January, 2014 – Livestreaming/video podcasting will begin.

July, 2014 – The campaign will be evaluated for a final time.

Budget

Web domain registration – \$43.51 (three years)

Website hosting - \$214.20 (three years, \$5.95 per month)

Production of video – \$0.00 (I can produce)

Distribution of video - \$1,200 (on the Cox cable network for one month)

Total amount – \$1,457.70

Measurement Criteria and Evaluation Plan

Success of this campaign will be measured in engagement. FUMC will use Google Analytics and Facebook insights to make sure that the goals that are laid out are being met. They will also see the #askFUMC hash tag being used at least three times during a service as the campaign is being effective and of use to those in the congregation. These metrics will be tracked every Sunday and be evaluated every six weeks by the staff of the church.

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APPENDIX A:
PRESS RELEASE

NEWS RELEASE

August 14, 2014

FOR IMMEDIATE RELEASE

Contact Information:

Adam Duckworth

(850) 398-7745

adam@adamlduckworth.com

Local Church Seeks To Reach a Generation Online

CRESTVIEW, FL—In a time when everything is going online, First United Methodist Church in Crestview is truly meeting people where they are. Led by Reverend Michael Precht, the church is preparing to revamp their online presence to reach out to the younger generation. They intend on doing this by not only redesigning their website, but also by using Facebook and Twitter in a novel way.

Beginning in August, the church is planning on using the hash tag #askFUMC during the services. Whenever a member of the congregation has a question for the pastor during the sermon, they can pick up their tablet or smart phone, log in to Twitter or Facebook, and ask the question. By attaching the #askFUMC hash tag, the church staff can find the question and pass it along to the pastor who can answer it in real time during the sermon.

“The average age of the Crestview community is 32, and we really think its time to aggressively go after that demographic, ” said Paul Hinton, Outreach

Minister for the church. “When you see them, and others that are younger, in a worship service, it’s guaranteed that they will look at their cell phones at least once. Why not use that to our advantage?”

First United Methodist Church is a family driven congregation committed to bringing the heart of Christ to Crestview. With a ministry that has lasted for over 100 years, they have three services that reach out to all demographics in the community. For more information, you can contact them at (850) 682-2018.

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APPENDIX B:
MEDIA KIT



Shown is one of the four sanctuaries that First United Methodist Church uses in Crestview, Fla. on March 29, 2014. First United Methodist Church is one of the oldest churches in Crestview and is in the process of updating their outreach methods by using Facebook and Twitter in a unique way during sermons. Photo by: Adam Duckworth



Adam Powers leaving the sanctuary after the service at First United Methodist Church in Crestview, Fla. on March 30, 2014. Adam is one of the media specialists at the church who will be assisting in the #askFUMC campaign. Photo by: Adam Duckworth



Shown is the outside view of First United Methodist Church in Crestview, Fla. on March 30, 2014. First United Methodist Church is one of the largest churches in Crestview and in the process of reestablishing their online presence. Photo by: Adam Duckworth



Paul Hinton sitting in the sound booth at First United Methodist Church in Crestview, Fla. on March 30, 2014. Paul, both the contemporary worship pastor and outreach minister at FUMC, is in charge of the church's online presence. Photo by: Adam Duckworth

APPENDIX C: CRISIS COMMUNICATION PLAN

This document has been developed to be used during any crisis that might occur at First United Methodist Church in Crestview, FL. More specifically, it will contain information and instruction on a crisis communication plan for the church. It was written by Adam Duckworth with the assistance of Mark Clause (Facilities Superintendent) and Paul Hinton (Outreach Minister).

In the next few sections, we will discuss who will be apart of the crisis communication team, who will be the public groups and stakeholders, where the organization will meet after a crisis and what supplies will be needed. We will also discus who and how the organization will address the media and how the social media will be affected.

Crisis Communication Team

Team Member	Position	Role	Additional Training
Michael Precht	Lead Pastor	Committee Chair	None
Paul Hinton	Outreach Pastor	Assistant Pastor	None
Adam Duckworth	Parishioner	Public Relations Advisor	None
Mark Clause	Facilities Superintendent	Crisis Communication Facilitator	Public Speaking

As of right now, the two main players in this plan is Michael Precht and Paul Hinton. While the other two members can speak to the press and will be communicating to the congregation, Precht and Hinton will be the “face” of FUMC in a time of crisis. Adam will serve mainly in an advisor role while Mark will be in charge of any materials such as handbooks and news articles that may help the church or its two leaders during communication.

Public Groups and Stakeholders

Depending on the nature of the crisis, the public groups and stakeholders may change slightly (for example, if there is a moral failure in the church that causes an

emotional crisis, the local government may not need to be contacted). In general, though, the stakeholders include the local media, the city of Crestview, the Alabama/West Florida Conference of the United Methodist Church, and the congregation at FUMC.

- Local Media

Media Outlet	Telephone	Email	Primary Contact
Northwest Florida Daily News	850-863-1111 extension 1433	dstone@nwfdailynews.com	Del Stone
Crestview News Bulletin	850-682-2246	matthewb@crestviewbulletin.com	Matthew Brown
WEAR TV 3	850-456-3333	ldeflores@weartv.com	Lena DeFlores

- City Government

Agency	Telephone	Email	Primary Contact
Police	850-682-2055	taylort@crestviewpd.org	Tony Taylor
Fire	850-682-6121	n/a	n/a
Hospital	850-689-8100	n/a	n/a

Along with the local media and city government, FUMC should also stay in contact with the Alabama/West Florida Conference of the United Methodist Church. Their phone number is (334) 356-8014.

Finally, the church needs to keep the congregation itself in mind as a stakeholder. Members of the church give their time and money into the organization. It is only fitting to keep them informed.

Facilities and Survival Kit

During a crisis, the communication team will meet at the church office. If the church office is not available due to the crisis, the communication team will meet at Paul Hinton’s home.

Below are the essential items the team will need during a crisis.

Item	Currently Available	Person Responsible for Item
Crisis Manual	Yes	Mark Clause
Crisis Communications manual	Currently in Development	Adam Duckworth
Essential Telephone Numbers	Yes	Mark Clause
Media List	Yes	Adam Duckworth
Computer	Yes	Paul Hinton
General Office Supplies	Yes	Paul Hinton
Radio	Yes	Mark Clause
Batteries	Yes	Mark Clause

Employee Media Policy

Along with Reverend Precht, Paul Hinton, and Mark Clause, there are other employees of First United Methodist Church. No other employee of the church should speak on its behalf unless permitted otherwise by Reverend Precht. All press inquires should be forwarded to the pastor.

All employees will be instructed on this policy in a future staff meeting.

Messaging

During a crisis, we will have certain messaging available to the public and to the media. Below is an example of messaging the church will use.

1.

On ___(Date)___, ___(nature of crisis)___ happened on the First United Methodist campus.


FUMC has always maintained the safety and security of our campus as a top priority. We have enlisted the assistance of the local police and fire department in the time of this crisis and will continually update the public on our Facebook and Twitter profiles. If you are not able to access the internet, please contact us at (850) 682-2018.

We are deeply sorry about the impact this has had on our community and will keep everyone informed with the latest updates as soon as possible.

Social Media Management

The church's Facebook and Twitter profiles will be updated with the latest information on the crisis as quickly as possible. They will be monitored by Adam Duckworth and Paul Hinton. The #askFUMC hash tag, which is used for interactions between pastor and congregation, will be repurposed to answer any and all questions the public may have on the nature of the crisis.

APPENDIX D: STORIFY ARTICLE

 Storify by adamduckworth 2 months ago



First United Methodist Church in Crestview Goes Social

The leadership of First United Methodist Church in Crestview, Florida is revitalizing their social media presence in August with #askFUMC, a campaign that allows for social media interaction during a church service.



First United Methodist Church in Crestview, Florida is going through some changes. At the beginning of July, they will be led by Reverend Michael Precht, their new senior pastor that comes from Brantley, Alabama. With new leadership comes new ideas, and the church is planning a new campaign to reach the younger demographic in the Crestview community.

With the popularity of Facebook and Twitter, churches have found ways to be more social media conscious. Some have asked their congregation to "check in" online while others celebrate "social media Sunday."



A screenshot of a Twitter post. On the left is a profile picture of Jonathan Mickles, a man in a suit. To the right of the picture is the name "Jonathan Mickles" and the handle "@gr8fulbishop". In the top right corner of the tweet box is a "Follow" button with the Twitter bird icon. The main text of the tweet reads: "#Pastors, why not welcome social media by asking your congregation to 'check in' to #Facebook, #foursquare, #Twitter #church". Below the text is the timestamp "11:32 AM - 29 Jun 2014". At the bottom right of the tweet box are three icons: a reply arrow, a retweet icon, and a star icon.



A screenshot of a Twitter post. On the left is a profile picture of J. Campbell, a woman with blonde hair. To the right of the picture is the name "J. Campbell" and the handle "@jenn1872". In the top right corner of the tweet box is a "Follow" button with the Twitter bird icon. The main text of the tweet reads: "It's Social Media Sunday in the #Episcopal Church today". Below the text is the timestamp "10:55 AM - 29 Jun 2014". At the bottom right of the tweet box are three icons: a reply arrow, a retweet icon, and a star icon.

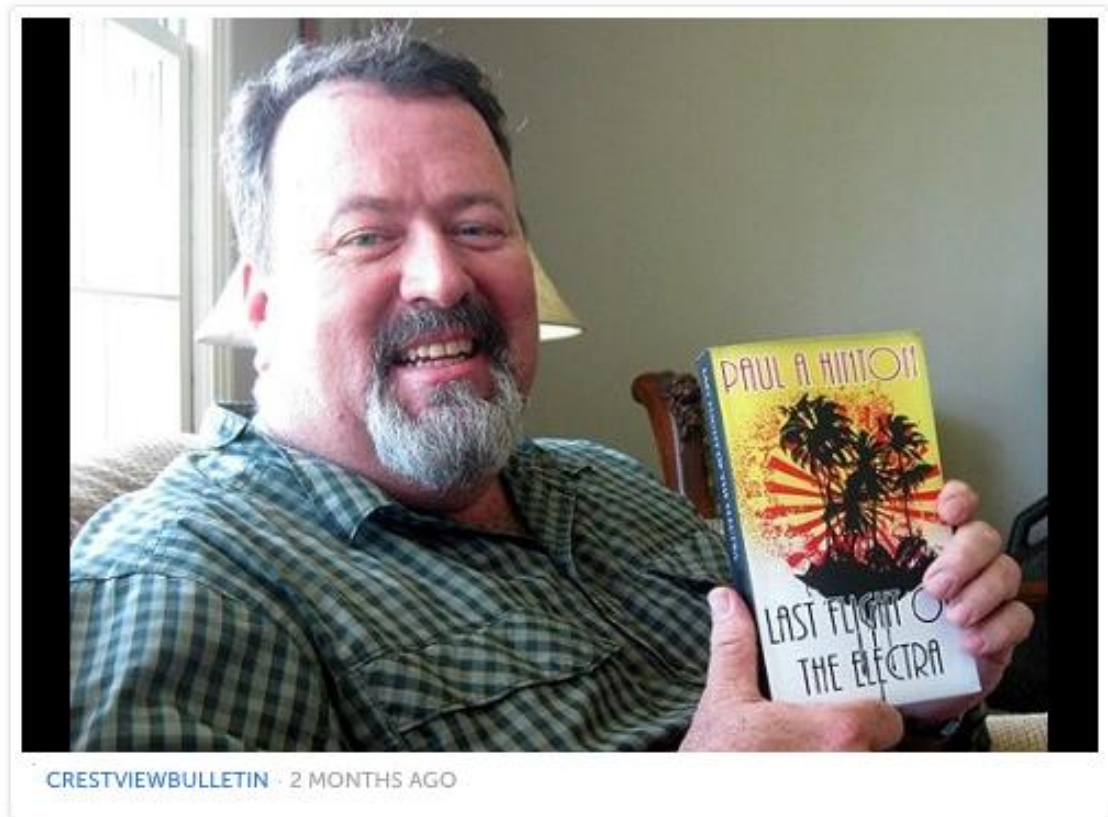


First United Methodist Church has realized the importance of the platform and has decided to revitalize their social media presence in August of 2014. In doing so, they realize that it is important to have a grasp on who they are and how they would like to be perceived online.



First United Methodist Church has been doing this over the past year. Not only has the church invited the congregation to take a "Spiritual Assessment" so they can see where their strengths lie, the leadership has also spent a lot of time researching themselves and the community around them.

"Through our research, we've found that the average age in Crestview is 32," said Paul Hinton, who is the outreach minister for the church. "With the introduction of our new pastor, who will be the youngest senior pastor we have had in a while, and the new social media strategy that we have, we believe we'll be able to reach that demographic."



The campaign involves more than just news and updates about the church on their Facebook and Twitter profiles.

“What we’re really going after is interaction,” Hinton stated. “When a person has a question involving the sermon or anything else about the church, they just ask it on Twitter or Facebook and use the hash tag [#askFUMC](#).”

The goal is to have these questions answered on the social media platforms that the demographic already operate on. By doing so, it will be attractive enough for others to join in the conversation and, ultimately, the church.

First United Methodist Church is a family driven congregation committed to bringing the heart of Christ to Crestview. With a ministry that has lasted for over 100 years, they have three services that reach out to all demographics in the community. For more information, you can contact them at (850) 682-2018.

APPENDIX E: CREATIVE BRIEF

CLIENT First United Methodist Church of Crestview, FL

TARGET AUDIENCE PROFILE There are approximately 3,599 people in Crestview, FL between the ages of 25 and 34. Within in the city, married couples occupy almost half of all households. FUMC should be targeting married couples that are between the ages of 25 and 35 with a middle class status for their contemporary service.

COMMUNICATION OBJECTIVES 1. Launch a new website (crestviewfirst.com) that will target the 25-35 year old demographic. 2. Post on our Facebook page twice a day and our Twitter profile once a day with engaging content. 3. Create the #askFUMC hash tag.

FEATURES AND BENEFITS FUMC will update their social media presence with the #askFUMC hash tag. With this hash tag, members of the congregation will be able to ask a question on Facebook or Twitter during the sermon concerning what the pastor is speaking on. This will allow members to express their thoughts and questions during the service without interrupting the flow.

UNIQUE SELLING PROPOSITION The #askFUMC hash tag will be the first of its kind in the Crestview community and will allow for the proper demographic to connect to the church in such a way that their friends and followers on social media platforms will be interested.

COMPETITION While many churches in the area have Facebook pages and Twitter profiles, none have the #askFUMC hash tag. It will be the first in the community.

CREATIVE STRATEGY In essence, #askFUMC will reinvent how the 25- 35 year old congregation “does church.” It will be beneficial because their answers to their questions can be answered in real time (or very shortly thereafter). It will also be unique in the delivery. Most importantly, it will be relevant. The demographic spends their time on social media sites, smartphones, and other mobile device. By offering the hash tag, FUMC is reaching out to a portion of the congregation that is more comfortable with multi tasking and using social media.

AESTHETICS/FEEL/TONE FUMC will need to be very diligent with keeping the tone of this event in its proper context. While the use of social media is presented in such a way that will come off as laid back and fun, the church will need to keep in mind that many view the worship service as a reverent time during their week. Thus, the campaign will

need to be executed in such a way that it is non-intrusive to those who are not participating but exciting to those who are.

SUPPORT STATEMENT #FUMC is needed because you can't ask a question to the pastor in the middle of the service any other way.

SLOGAN Biblical questions. Tweeted answers.

LOGO



MEDIA ASSETS1. Video – We will produce a video (possibly using an After Effects Template) explaining to the congregation how #askFUMC will work. This video will be posted on our Facebook and Twitter page.2. A press release will be written for newspapers and a visual press release will be produced for television news stations. In the releases, we will focus on how we are actively encouraging cell phone use during church so people can connect to the service.

