



TO: Beulah Ministries

FROM: Creative Services Director, Sylvia Mitchell

RE: Ministry Facebook Group Page

DATE: January 26, 2019

Greetings,

I pray your 2019 has begun well and your ministry is gearing up for a wonderful year of commitment and service for our church and community.

As we've now transitioned to our new church website we are also now opening social media for individual ministries to have private ministry **group** pages. These pages are not to be confused with the official business pages for the church, but rather will be used as an information and sharing stream for your ministry and its members in addition to the church website.

First, let's explain the difference between a business page and a group page:

Facebook Pages

Like a friend's profile, Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.

Authenticity is at the core of Facebook. Just as profiles should represent real people and real names, so too should Pages for entities. Only the official representatives of a public figure, business or organization should create a Facebook Page. The church's official Facebook page is <https://www.facebook.com/BeulahBaptist> and the Family Life Center is <https://www.facebook.com/BeulahCommunityFamilyLifeCenter>. These are the only two official pages associated with the church.

Facebook Groups

While Pages were designed to be the official profiles for entities, such as celebrities, brands or businesses, Facebook Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group. Groups range widely, from members of a church group or athletic team organizing activities to serious topics or even more lighthearted themes.

The whole point of a group is to interact, share, and comment. When members post to your group, it pops up and stays in the feed for other users to easily see and engage with. Furthermore, groups naturally invite frequent interaction and discussions, because that's what they're meant to do, and users feel more comfortable. This is especially true if you express the desire for users to ask questions or share insights in the group discussions. Group pages are not meant to be bulletin boards where you only post announcements via one-way communication, but should be an open forum for you to post, share, and engage all of your members. **It is a COMMUNITY.**

Social Media Guidelines for Beulah Missionary Baptist Church*

Group pages for church ministries must be connected and linked to the church's main page. Your page will initially be created and setup by Creative Services. You will be provided a copy of your ministry logo and no more than one or two ministry images to get you started. Once the page is created, your ministry will need 2-3 designated persons to monitor and manage your group page. There will be no support from marketing or creative services for managing and updating your pages. This is the responsibility of your individual ministry team. Your group page is also set to "private group" to prevent unwanted and unrelated posts from appearing on your ministry group feed.

Here are some possible ways your group page can be utilized for your ministry:

- Promote your meetings, ministry events, conferences, and outings
- devotional or inspirational posts specifically targeted for your ministry audience
- share member testimonies and prayer requests
- There are several apps that help your admins create wonderful posts for your group page. Canva is one of the top-rated mobile apps that help you create wonderful -quality social media posts. It is a free app.
- Take mobile photos and videos of your events and recap the highlights by sharing them with your members on your group page
- Record and post ministry announcements specific to your ministry that might not have been included on BNN
- use Facebook Live for bible study session, prayer, meetings, leadership announcements, and conference sessions. You can get helpful tutorials on how to start a Facebook Live video here:
<https://www.youtube.com/watch?v=0O4KXWI4mPY>

The following are rules and requirements for maintaining a ministry group page:

- All posts on your group page should be limited to your individual ministry and issues and information and activities related to that ministry ONLY.
- All posts and activity should align with the overall mission and vision of Beulah Missionary Baptist Church.
- The overall marketing and promotion for Beulah at Large and Pastor Black continues to go through the church's main FB page. You can and are encouraged to also *share posts* from the church on your group page to help spread news and information that your ministry members may be interested in as well as church-wide events.
- Official posts, photos, and information related to the Pastor and First Lady will be done through the church's main page.
- Members of your ministry must "join" the group to receive page updates and posts. Once a member, anyone can add other members to the group page. (*It's like passing out a social media invite or business card*)
- Please do not use images from google, other businesses, church's or any entity where use of an image may violate another artists or business copyright.
- Please include your ministry logo and ministry hashtag (for example *#BMBCWomensMinistry*) on images and posts so that others can search for your group, images and posts using that hashtag.
- You are prohibited from doing any posts which are political in nature or that endorse political views or candidates. **
 - Exceptions to this rule is extended to the BMBC Social Justice Ministry established in 2018.
 - Federal law prohibits tax-exempt charitable organizations such as churches from participating directly or indirectly in any political campaign to support or oppose a candidate. The law doesn't stop religious groups from weighing in on public policy or organizing in ways that may benefit one side in a campaign.
 - The Social Justice ministry is allowed to post information about voting rights, voter registration, important election dates and periods, location of polling places, transportation to polls, marketing posts for community and social justice events and forums.
 - The ministry is NOT allowed to make any posts that misrepresent the pastor or church that could be misconstrued as an endorsement.
- You are prohibited from selling items in the church's name or to promote a business through your ministry group page. The exception to this will be the permitted use for you to provide a link to purchase tickets or register for a ministry event or conference via the church's website.
- You are encouraged to do Facebook Live discussions and meetings as well as Bible Study sessions (with clearance from BOCE), and motivational content. Facebook Live videos should focus on ministry and not personal highlights and discussions.

- Any ministry who uses their ministry group page in violation of the church's code of ethics or that consistently violates the process and requirements for using a ministry group page will have their group page deactivated.

Social media helps us to build our Beulah community, spread the Gospel, make ministry announcements, strengthen church communication, convey ministry vision/mission, get feedback, and improve ministry participation and attendance. We pray that you will utilize your group page to its full potential and help grow our overall social media and online community.

If you have any questions, please feel free to contact me via email at creativeservices@beulahbaptist.org

****Please note that these guidelines have been approved by the church business administrator.***

Visit us: www.beulahbaptist.org

Follow us: <https://twitter.com/BeulahBaptist>

www.instagram.com/BeulahBaptist

Interact with Us: www.facebook.com/BeulahBaptist

"Helping You Get Where God Wants You To Be"

The Difference between a

facebook

PROFILE



PERSONAL

Invite Friends

- Private Individual
- Businesses not allowed
- Invite and maintain your personal Friends
- Only Friends can view your profile
- No advertising

PAGE



BUSINESS

Invite LIKES

- Official Pages for Beulah and FLC
- Gain Likes/Followers
- Anybody can view and "Like"
- Nobody needs to ask permission to "Like"
- Promotion/Marketing for all of Beulah churchwide events
- Streams church services live
- Only platform to officially promote pastor and church

GROUP

FRESH

MINISTRY

Invite Members

- Discussion Forum or Community for ministries of Beulah
- Invite and maintain members
- Do not have to be "Friends", but should be ministry members
- Only personal Profiles can join or post
- Open to members of Beulah only
- Closed Groups
- Ministry moderates page under church's social media guidelines
- Established to foster community and engagement
- Does not supersede or replace Beulah's PR Marketing process