

#sms19

What is Social Media Sunday?

Social Media Sunday is an annual online event on the last Sunday in September. On this day, people, churches, and faith-based organizations are invited and encouraged to share words, photos, images, videos & links about faith on social media sites, using the hashtag #sms19.

How can we participate in Social Media Sunday?

A little advance preparation can help **your church** successfully participate in #sms19!



- Publicize the event. Use your newsletter, bulletin, announcements, Facebook page, website - wherever your group goes to get information. Help people get ready!
- Teach your congregation how to use the hashtag. Some churches do an after-church training session, a helpdesk at coffee hour, Facebook posts, or just answer questions one on one.
- On the day of the event, have fun inviting people to participate. Churches have the best success when the pastor announces Social Media Sunday and invites the congregation to participate.

Even if your church or organization isn't "officially" participating in #sms19 - **you can still be a part of it!**

- Post on your own!
- As long as you use the hashtag, you're a part of Social Media Sunday community!

Where do people post on Social Media Sunday?

Post on the social media channels that you use! Facebook, Instagram, Twitter, Snapchat, YouTube - wherever you connect online! Post at church from your phone, or at home on your computer.



What do people post?

Share a church selfie, live tweet the sermon, post a video of the pastor praying a blessing, share a link to a favorite devotional reading or song, take an artsy pic of a place where you see God...

Share what you want! Use the hashtag #sms19.

Why do #sms19?

Participating in Social Media Sunday can...



- Help your congregation learn to feel more comfortable sharing faith online.
- Bring God's love into the digital world.
- Build community within your congregation through growing online relationships.
- Invite friends & contacts to come & see what God is up to in your congregation!

Where can I get more information & resources?

Join the #SMS19 Facebook Group:

<https://www.facebook.com/groups/SMS19>

