

HOW TO SHARE YOUR STORY ON SOCIAL MEDIA

By V. Michelle Bernard, @vmbernard

- Encourage your pastors, churches and organizations to create their own Facebook and Twitter accounts—regularly posting pictures, quotes, event information and news.
- Retweet (RT), MeTweet (MT) and share others' news from your accounts.
- “Like” facebook.com/columbiaunionvisitor and “follow” @visitornews on Twitter. We'll follow you back.
- Tag facebook.com/columbiaunionvisitor in your Facebook posts. We might share the post.
- Tag @visitornews in your tweets. We'll RT, MT and possibly use the story on the Web, in VNB or in the magazine.
- Follow your local media personalities and share your news with them on social media.
- Listen to your followers and engage them. Respond to their posts, don't just publish material.
- Tag organizations and people in your posts. They should at least RT their mentions.
- #Hashtag your Twitter posts so people searching for that topic will see them.

EXAMPLES OF GOOD TWEETS

CYE @aucye:

@VisitorNews Did you know you can earn a #SocialMedia honor at @2014FFIC? Practice your skills & tag us at #2014FFIC tinyurl.com/okcfq63

New Hope Church @newhopefulton:

“Forgiving someone is when you no longer want them to suffer for the wrong that they did.”
—Pastor @jmdecena

RIO Washingtonian @WTCRIO:

Tomorrow at 11, head over to the Carousel (presented by @AdventistHC) where we'll have activities for the whole family!
#NationalCarouselDay

Adventist HealthCare @AdventistHC:

Being an #amputee does not mean the end of an active life. Great @FrederickNewsPo story on Adventist Rehab patient. <http://tinyurl.com/lumvfyz>

Chip Dizárd @chipdizard:

Had a great time talking to @singingcarolyn on my podcast about social media for churches. Great information. #chsocm

John T. Boston, II @JohnTBoston:

FREE EVENT: Bring your kids to see some WEIRD #ANIMALS this evening at 6pm at Central SDA church in Olde Towne East. #socol #expcols #cbus

ADRA International @ADRAIntl:

\$1 in preparation = \$7 in response. With the #Ebola outbreak, preparation is vital. Every \$1 counts: bit.ly/1oLRSjX #ADRArespon

NRRC @NepalDRR:

#FF our partners: @actionaidnepal, @ADPCnet, @ADRAIntl, @bbcmediaaction, @CARECOP15, @iamCARITAS, @EwFProject, @FAOnews, @HLUK, @icimod

Adventist Church @adventistchurch:

#Lentil Artichoke Stew #Vegetarian #Vegan
#HealthyEating pinterest.com/pin/2191987068...

Miracle Temple Church @MTnetworks:

Mark your calendars #DantonWhitley, @DanWhit2, will be performing Aug. 16th 6 p.m. at Miracle Temple. Admission is free! pic.twitter.com/Up7L7SG04N

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