

Delivering The Good News To the Masses

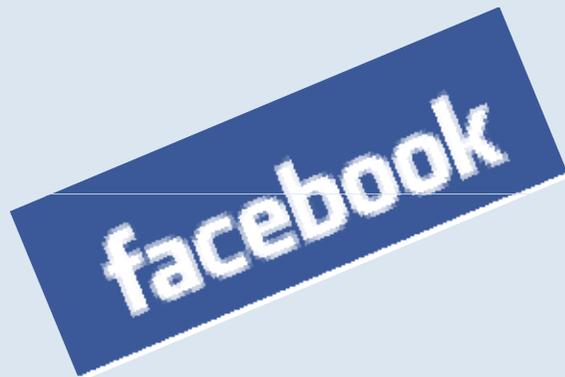
Facebook and Google Apps



Deep River Missionary Baptist Union

October 30, 2010

THE IMPACT OF SOCIAL MEDIA



The Social Media Revolution 2

- Watch This 5 minute Youtube video.
- <http://www.youtube.com/watch?v=IFZ0z5Fm-Ng>

Session Agenda

- How to use Google Apps
 - Gmail, Documents, Excel Spreadsheets, PowerPoint
- How to create groups in Facebook
 - Facebook has over 550 million subscribers

Our Goal Today

- To recommend using social media in an accompanying way to:
 - Increase church membership
 - Enhance the five-fold purpose of the church
 - Worship, Ministry, Evangelism, Fellowship and Discipleship
 - Provide education on the impact of social media in our world

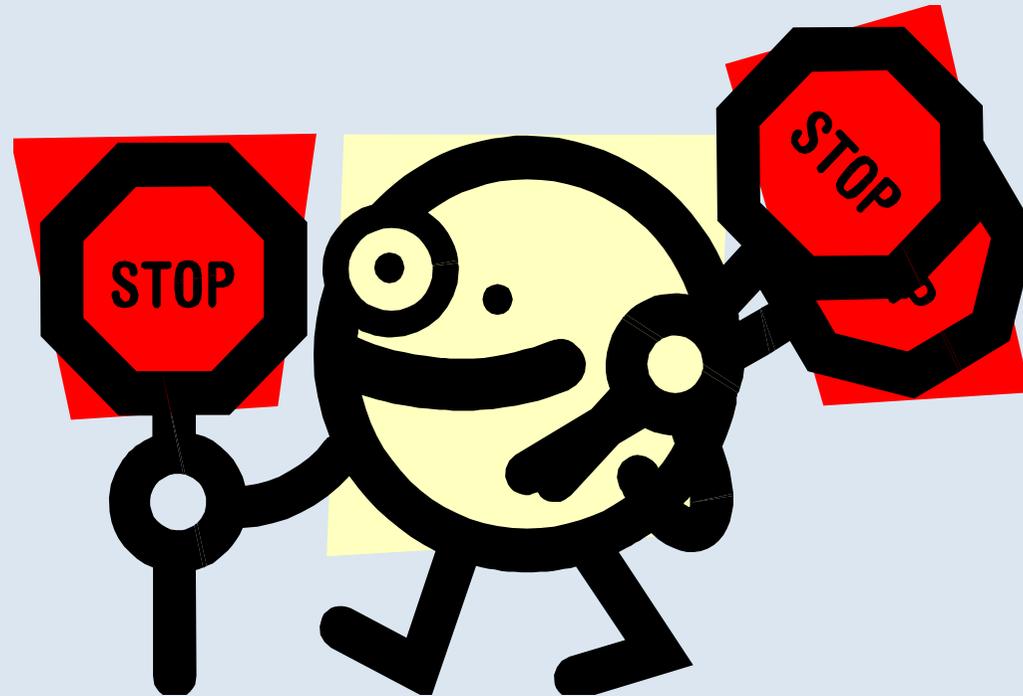
What is Social Media?

- From Wikipedia
 - **Social Media** a fusion of sociology and technology.
 - Transforming monologues (one to many) into dialogues (many to many).

Social Media Is a To Action”

- Social Media must promote people to do something! It can't be PASSIVE!
- Action:
 - **Go** – Are you asking someone to go and serve?
 - **Give** – Are you asking someone to give either of their time or financially to the cause?
 - **Pray** – Are you calling someone to act in a networking of Prayer
 - **Mobilize** – Are you asking someone to spread the Good News!

Social Media Cautions!!!



Google Apps for Non-profits

Google innovation. Powerful solutions.

Communication and collaboration tools for any size non-profit.

Google Apps

[Back to Premier Edition](#)

Languages:

Get Gmail, Google Calendar, Docs and more.

Google Apps offers communication, collaboration and publishing tools, including email accounts on your organization's domain (like jdoe@example.org). With Google Apps, your non-profit organization can decrease its total cost of ownership and offer staff the very latest innovation from Google. It's quick and easy to get started even if your non-profit doesn't have a dedicated IT staff.

New! If you are a U.S. non-profit organization of over 3,000 users, you are now eligible for [Google Apps Premier Edition](#) at a 40% discount (\$30/user/year). If your organization is under 3,000 users, you qualify for the free version of Education Edition. [Learn more](#)



Gmail - Email with 7.508612 GB of storage per account, mail search tools and integrated chat.



Email migration tools - Upgrade to Google Apps without losing existing email.



Google Calendar - Coordinate meetings and manage resources with sharable calendars.



Extensibility APIs - Options available to integrate with existing IT systems or 3rd party solutions.



Google Docs - Create and share documents without managing attachments.



24/7 customer support - Phone and email support are available for critical issues.

[Get Started](#)

[Group members can get started here](#)

Returning user? [Sign in here](#)

"Google Apps hits the sweet spot of simplicity and functionality. We recommend it to organizations that are looking for well-designed, highly available tools that are easy to administer and support."

Doug Carter,
Network Administrator
Mercy Corps

See more [customer stories](#)

Make your existing messaging system more secure and compliant. [Learn more](#)

Want extra Google Apps help? [Find a solution provider](#) that offers setup and support services for non-profit



www.owlrisk.com
Deep River Missionary Baptist Union

All Non-profits Under 3000, FREE!

Upgrading to the Education Edition



Registered nonprofit organizations with less than 3,000 users qualify for Google Apps Education Edition, so you'll have access to Google's premium product and support offerings at no additional cost.

New! If you are a U.S. non-profit organization of over 3,000 users, you qualify for [Premier Edition](#) for only \$30/user/year (a 40% discount). [Sign up now.*](#)

Google Apps Education Edition is available to schools, universities and accredited educational organizations, as well as a select group of non-profit organizations. To qualify for the Education Edition, your organization must be one of the following:

- K-12 or higher educational institution, non-profit, accredited by a generally accepted accreditation body. [Learn more](#)
- United States non-profit organization with under 3,000 users with current 501(c)(3) status, accredited by a generally accepted accreditation body and verified by 9-digit Employee ID Number

Student/alumni/parent groups, religious organizations, or government bodies that are not registered 501(c)(3)s do not qualify for the Education Edition. International non-profits are welcome to sign up for Google Apps Standard Edition - currently available in many languages worldwide.

Google Apps for Non-profits



Advantages of Google Apps for Nonprofits

- Free for nonprofits
- Requires no hardware or software
- Easy to administer and support (it needs minimal administration)
- Reduces IT Costs by decreasing total cost of ownership
- Empowers your employees with state of the art technology
- 24/7 customer support (via phone or email)

Basic Google Apps

- Gmail
 - Can synchronize to Microsoft Outlook's Email
- Google Calendar
 - Integrated into Gmail, calendars can be shared church-wide or with select staff. In addition, you can access your calendar on your iPhone or blackberry and even receive calendar notifications via text messages.

Google Apps

- Google Docs
 - Flexibility to create and access your documents from anywhere.
 - Don't need to carry USB drives or emailing attachments to yourself.
 - All you need to have is access to the Internet to create and share a Word, PowerPoint or Excel document.
 - Google Docs are compatible between Macs and PCs.
- Google Talk
 - Google allows you to share quick thoughts in real time. You can exchange quick chats right within Gmail.
- Google Call Phone
 - Similar to Skype

Using Facebook Groups



Groups

Share, chat, and email with small groups of friends.



How will you use groups?

- Share baby photos with close family
- Create shared docs for a class project
- Chat with all the members of your band at once

[Create Group](#)



Chat as a group

Talk to group members in real time, or catch up with the conversation later.



Connect over email

Send and receive updates using the group email address, just like a mailing list.



Control who sees what

You control your group's privacy settings, and only members can add friends to the group.

How Do I Create a Group?

- You can create a group by clicking "Create Group" in the left hand column.
- You can create a group by clicking "Create Group" in the left hand column of the home page. A pop-up box will appear, where you will be able to add a group name, invite members and select the privacy settings for your group. Click "Create Group" when you are finished. You can also create a group from <http://www.facebook.com/Groups>.

Next, you will be able to add a group description and a group picture. You can change these settings at any time by clicking "Edit Group" on the group's main page.

How Do I Join A Group?

- To join a group, click "Request to Join this Group" under the group picture on the right side of the screen. You can also be added to a group by a friend who is already a member. t

Since groups require admin approval for you to join, you may have to wait for an admin to confirm your request before you can join the group. Admins can also block specific people from joining a group.

Certain groups on Facebook are secret and will not appear in search results. You cannot request to join these. Only being added by an existing member will give you access to those.

How Do I Add New Members To The Group?

- To add members to your group, go to the group and click "Add Friends to Group" on the right column. From there, you will be able to type the names of people on your friends lists and add them to the group.

For all types of groups (open, closed, secret), group members can add their friends. Other people can also request to join a group and be confirmed by an admin of the group. The admin is unable to invite non-friends to a group, but may confirm requests from people who have requested to join.

How Do I Leave The Group?

- To leave a group, first go to the group. Then, click "Leave Group" located on the right hand side of the screen. Clicking this link removes you from the group's member list and also removes the group from your list of groups.

How Do I Edit Notifications For My Group?

- To change the notification settings for a Group you're a member of, go to the Group and click the "Edit Settings" button on the top right corner of the page.

How Do I Post Content To My Group?

- Use the share menu at the top of the group to post updates, links, photos, videos, events or docs to the group.

How Many Groups Can I Join?

- You can join up to 300 groups. If you have already reached this limit, you will need to leave some groups before you will be able to join any new ones.

What Can I Do With My Group?

- You can do the following:
 - Post comments
 - To post to your group, use the share menu at the top of the group.
 - Post website links
 - To share a link with your group, use the share menu at the top of the group.
 - Post photos
 - To share a link with your group, use the share menu at the top of the group.

Post Videos

– Post videos

- To post a video to your group, use the share menu at the top of the group.

– Post comments

- To comment on content in a group, click the "Comment" link below any piece of content. A text box will appear and you will be able to write a comment. To post your comment hit the "Enter" or "Return" key on your keyboard. To make separate paragraphs in one post press the "Shift" key and the "Enter" or "Return" key together.

Create Events

– Create events

- To create an event for your group, use the share menu at the top of the group. You will be able to select the privacy setting of the group by clicking on the lock icon.

– Invite people to events

- Creating an event from your group page automatically invites all members of that group.

– Chat to others in the group

- Yes. To chat with more than one person at once, everyone chatting must be a member of a Facebook Group.

Write, Edit and Comment

- Write, edit and comment on documents
 - All members of a group can interact through a group chat, regardless of whether they are confirmed friends. However, only confirmed friends can contact you through individual chat messages.

What is a Group admin? How do I add Group admins?

- A group administrator, or admin, controls the membership and content of a group.
- A group administrator, or admin, controls the membership and content of a group. Admins can send messages to the group, make other members admins and edit group information and settings. They can also remove current members and other admins of shorter tenure.

After creating a group, you will automatically be listed as both an admin and the group's creator. Any admin can add additional admins to a group by using the "Make Admin" button next to each member's name in the member list.

Creating A Group

Create Group

Create a shared group for you and some of your friends.
Example groups: Family, classmates, coworkers or close friends.

Group Name:

Members: **MEMBERS HAVE TO HAVE A FACEBOOK ACCOUNT**

Privacy: **Closed** Members are public, content is private

Create Cancel

Creating A Group

Create Group

 Create a shared group for you and some of your friends.
Example groups: Family, classmates, coworkers or close friends.

Group Name:  Training Group for DRMBU

Members: Ophelia Livingston × Linda A Smith ×
Thomas E Smith Sr × William Harrington ×

Privacy:  Closed Members are public, content is private

Groups can be [Open, Closed or Secret] **Create** Cancel

DRMBU Facebook Group

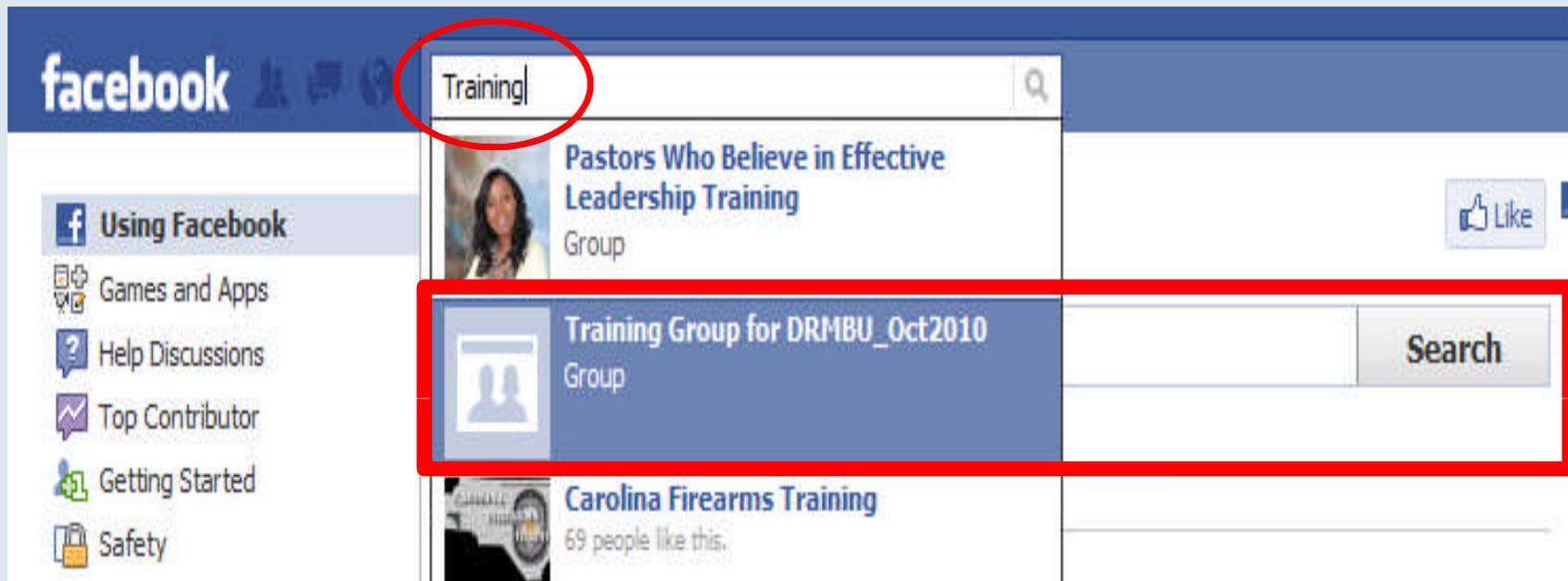
The screenshot shows a Facebook interface for a newly created group. At the top, a blue navigation bar contains the Facebook logo, a search bar, and links for Home, Profile, and Account. Below the navigation bar, a notification banner reads "Set Up Group You've successfully created your group. Now finish your setup by adding a group picture and picking an email address. Learn More".

The group's profile information is displayed below the notification. The group name is "Training Group for DRMBU_Oct2010", which is highlighted with a red box. It is identified as a "Closed Group". To the right of the name are buttons for "Edit Group" and "Edit Settings". Below the name is a share bar with options for Post, Link, Photo, Video, Event, and Doc, also highlighted with a red box. The group is managed by Ophelia Livingston, whose profile picture and name are visible on the left. A "Members (4)" section is highlighted with a red box, showing four member profile pictures. Below this, there are options to "Add Friends to Group" and "Leave Group".

The main content area shows a post from Ophelia Livingston stating, "Ophelia Livingston added William Harrington, Thomas E Smith Sr and Linda A Smith to the group." This post is timestamped "7 seconds ago" and includes options for "Comment", "Like", and "Unsubscribe". Below the post are "Share" and "Report Group" options.

On the right side of the page, there is a "Sponsored" section. The first ad is for "The Mindful Enneagram CD" by ruthshell.com, featuring an image of a CD and text describing 9 meditations for personal transformation. The second ad is for "Attract Clients Fast" by dientattraction.com, featuring an image of a CD and text about a limited offer for a free audio CD.

How To Find A Group on Facebook



Posting To Group

The screenshot shows a social media group interface. At the top, the group name is "Training Group for DRMBU_Oct2010" with a padlock icon to its right, indicating it is a closed group. Below the name, the text "Closed Group" is displayed. A horizontal line separates this from the main content area. On the left, it says "Share: Post with Training Group for DRMBU_Oct2010" with a close button (X) on the right. Below this is a text input box containing the instruction: "Post your comments here in this box, then click the blue share button." To the right of the input box is a blue "Share" button with a yellow arrow pointing to it.

Groups can be [Open, Closed or Secret]

Posting a Website Link

Training Group for DRMBU_Oct2010

Closed Group

Share:  Link with Training Group for DRMBU_Oct2010 

http://www.facebook.com/home.php?sk=group_154274414608163

Attach

Upload Photos

Training Group for DRMBU_Oct2010

Closed Group

Share:  Photo with Training Group for DRMBU_Oct2010 

Upload a Photo
from your drive

Take a Photo
with a webcam

 Ophelia Livingston added William Harrington, Thomas E Smith Sr and Linda A Smith to the group.

14 minutes ago · [Comment](#) · [Like](#) · [Unsubscribe](#)

Upload Videos

Training Group for DRMBU_Oct2010

Closed Group

Share:  **Video** with Training Group for DRMBU_Oct2010 

Record a Video
with a webcam

Upload a Video
from your drive

 Ophelia Livingston added William Harrington, Thomas E Smith Sr and Linda A Smith to the group.

16 minutes ago · [Comment](#) · [Like](#) · [Unsubscribe](#)

Creating An Event

 **Training Group for DRMBU_Oct2010** 
Closed Group

Share:  **Event** with Training Group for DRMBU_Oct2010 

What are you planning?  

 Today  Where?

Say something about this event...

Share

Adding Details To An Event

Training Group for DRMBU_Oct2010 ▶ Create an Event

When?

Today



11:30 pm



Add end time

What are you planning?

Where?

Add street address

More info?

Who's invited?

Select Guests

Invite Members of the host group Training Group for DRMBU_Oct2010

Anyone can view and RSVP (public event)

Show the guest list on the event page

Create Event

Adding An Event Photo

Training Group for DRMBU_Oct2010 ▶ Create an Event

When?

What are y

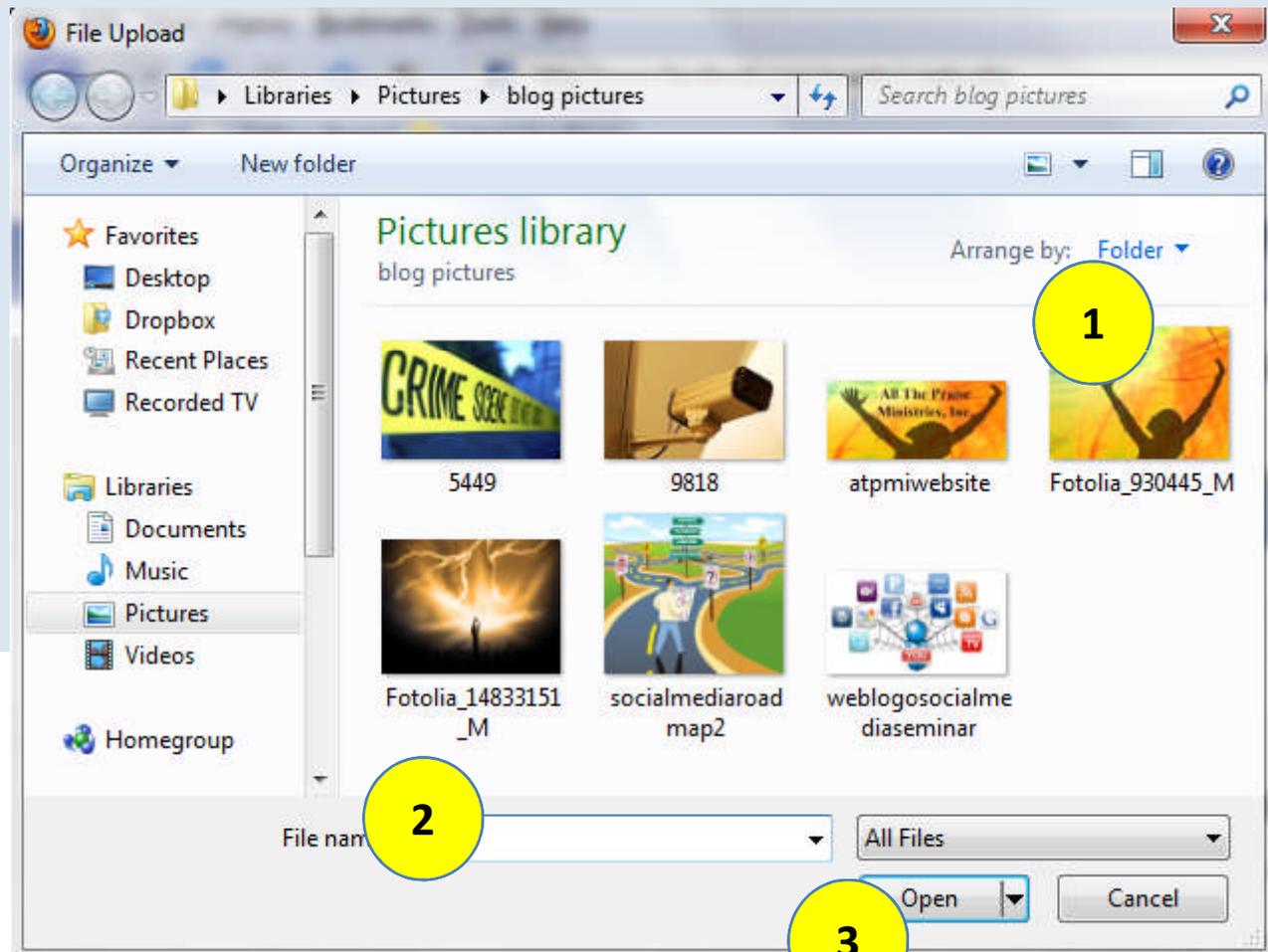
Where? Select an image **Browse...**

More info?

Who's invited? **Select Guests**

Close

Adding Photos To An Event



Writing, Editing

 **Training Group for DRMBU_Oct2010** 

Closed Group

Share:  **Doc** with Training Group for DRMBU_Oct2010 

Title:

B *I*  

Save

Creating a Group Document

 **Training Group for DRMBU_Oct2010** 
Closed Group

Share:  Doc with Training Group for DRMBU_Oct2010 

Title:

B *I*  

To All DRMBU Pastors,

Please complete the ***"Church Information Form"*** for the GBSU Directory at your earliest convenience.

1. Test
2. Test
3. Test

Yours in Christ,
Deep River Missionary Baptist Association Moderator

Save

Training Group for DRMBU_Oct2010

Closed Group

Edit Group

Edit Settings

Share:

Edit Settings for Training Group for DRMBU_Oct2010

Notify me when: A member posts

Email notifications to: owlivingston@gmail.com

To turn off all group emails, edit your notifications settings.

Show this group in home navigation

Save Settings

Cancel

Members (4)

See All



Chat with Group

Add Friends to Group

Leave Group

Sponsored

Create an Ad

MommyBrown.com

mommybrown.com

x

A new website for moms

Editing A Group

Training Group for DRMBU_Oct2010 ▶ Basic Information [← Back to Group](#)

Group Name:  Training Group for DRMBU_Oct2010

Privacy:  Closed Members are public, content is private

Email Address: [Choose for Group](#)

Description:

[Save Changes](#) [Cancel](#)

Choosing A Group Email Address

Training Group for DRMBU_Oct2010 ▶ Basic Information

Choose a Group Email Address

Enter a group email address to see if it is available:

Choose Email Address **Cancel**

 **Training Group for DRMBU_Oct2010** 

DRMBATest@groups.facebook.com · Closed Group

Share:  Post  Link  Photo  Video  Event  Doc



Ophelia Livingston

Test email address

2 seconds ago via Email · Comment · Like · Unsubscribe

Email is Posted on the Group Page

Training Group for DRMBU_Oct2010

DRMBATest@groups.facebook.com · Closed Group

Share:  Post  Link  Photo  Video  Event  Doc



Ophelia Livingston

Test email address

2 seconds ago · via Email · Comment · Like · Unsubscribe

Email is also sent to admin's designated email address

Member Options

Members (4) [See All](#)



 Chat with Group

 Add Friends to Group

 Leave Group

Sponsored [Create an Ad](#)

Training Group for DRMBU_Oct2010

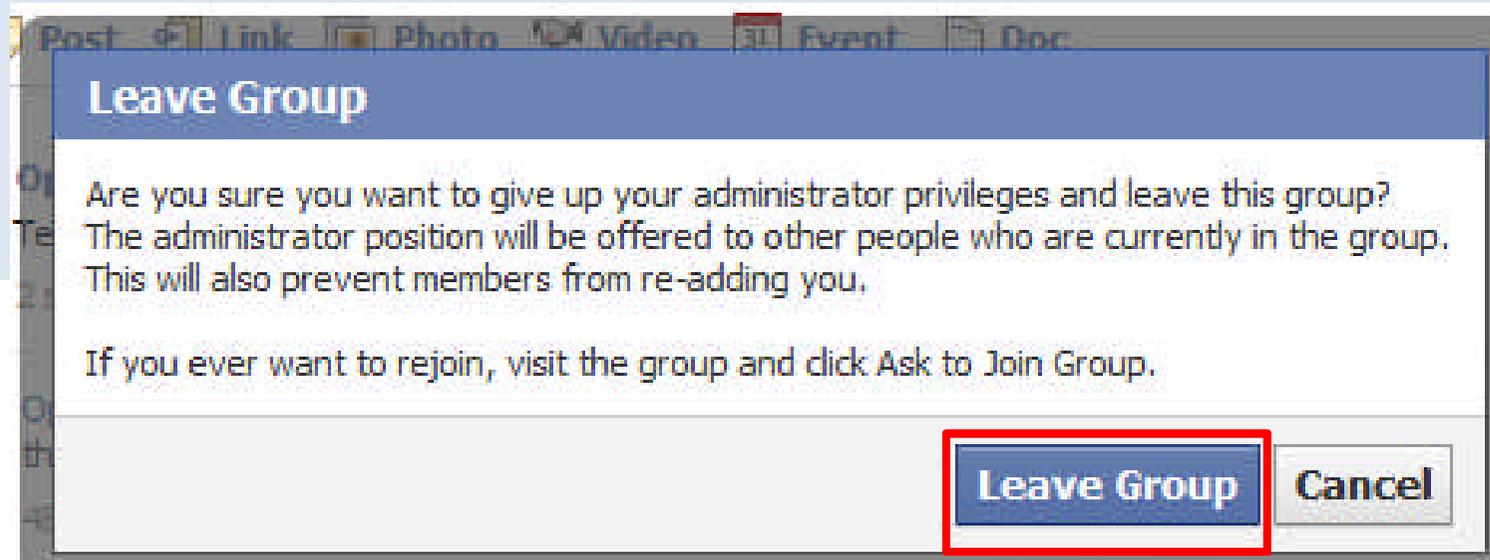
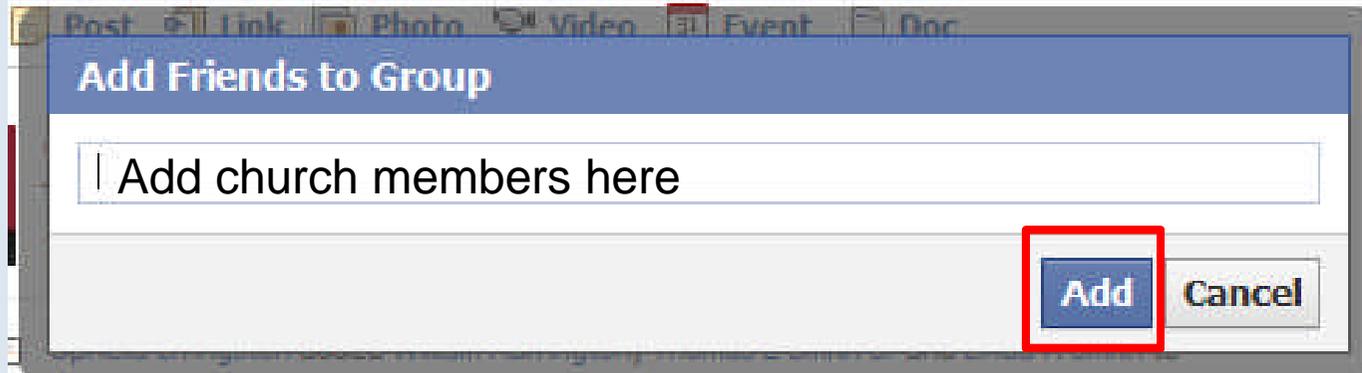
No other members online



 | Chat here

Training Group for | X

Add Friends / Leave Group



Help Center

Help Center

What can we help you with?

Search

Example: What is the Like button?

Using Facebook

- Sign Up
- Login and Password
- Friends
- Networks
- Search
- Mobile
- Profile
- Messages and Inbox
- Wall
- Chat
- Home and News Feed
- Suggestions
- Privacy
- Security
- Warnings
- Intellectual Property
- Accessibility
- Troubleshooting

Facebook Applications and Features

- Photos
- Video
- Groups
- Events
- Like
- Notes
- Links
- Credits
- Gifts
- Birthdays
- Chat
- Places
- Mobile
- Pages for Businesses
- Application Support

Ads and Business Solutions

- Facebook Ads
- Business Solutions
- Business Accounts
- Pages for Businesses
- Facebook Insights
- Brand Resource Center
- Facebook Connect
- Facebook Platform

Home Profile Account



Ophelia Livingston

- Edit Friends
- Manage Pages
- Account Settings
- Privacy Settings
- Help Center
- Logout

Top Questions

- How do I permanently delete my account?
- How do I remove or delete a friend?
- How do I block someone?
- Why didn't my friend request go through?
- How do I change my name?

Common Searches

- delete account
- change name
- limited profile
- chat
- News Feed
- Like
- disabled
- block
- tagging
- Farmville
- contact

Facebook Places Feature

- Learn more about the new Facebook Places feature.

Thank You

- Questions
- Rev. Linda Smith
- Minister Ophelia Livingston



www.owlrisk.com
Deep River Missionary Baptist Union

