

# Social Media: Pros & Cons, and Tips

## Facebook Page:



### Pros:

- Most people are on Facebook
- Easy way to advertise events
- Easy to keep track of community and conversation
- Easy to start and maintain

### Cons:

- Must be updated regularly
- Facebook doesn't show content to everyone, wants you to buy "views"
- Limited by "Friend Networks"

### Tips:

- How to Create a Facebook page:  
[https://www.youtube.com/watch?v=4NvCdL\\_PoJY](https://www.youtube.com/watch?v=4NvCdL_PoJY)

## Twitter:



### Pros:

- Quickest Social Media, great for news
- Can be shaped to suit user experience
- Can follow and be followed by all kinds of people
- Good place to share content and find other Christians and their content

### Cons:

- Twitter is a very public media
- Works better as a person than church/organization
- requires consistent engagement
- fewer users than Facebook

### Tips:

- What is Twitter?  
<http://mashable.com/2013/11/19/twitter-explains-twitter/>

## Blogs and Websites:



### Pros :

- Complete control over the design and content
- Easy way to solicit email sign ups, and have content delivered to users
- Allows you to post all kinds of content: photos, calendars, information, audio, video, etc...

### Cons:

- **MUST BE KEPT UP TO DATE!**
- Harder to drive traffic to your website or blog
- The least social online medium
- Must always be adding new content

### Tips:

- Great Blogging Sites for Free -  
[www.wordpress.com](http://www.wordpress.com) &  
[www.blogger.com](http://www.blogger.com)