**Social Media and Your Singles Ministry**

**Today more than ever single adults are starting singles ministries via social media. So whether you are under a church or ministry or separate as a para-ministry, social media is a key part in that success.**

**Facebook:**

• Facebook is great in that you can create it without having to bother your churches website team. Just be sure your church creates a link to it.

• You can update/add/edit, etc. quickly.

• You can set up a group page: You control all postings, who becomes a member, what members are admins, etc.

• And or/you can set up a ministry page where ONLY the admin can control the content that is posted.

• And/or you can set up your page as if your ministry is an individual, adding friendships.

Note: Think about the name of your group so that others can find you. For example, [www.Facebook.com/FirstBaptistSingles](http://www.Facebook.com/FirstBaptistSingles) or [www.Facebook.com/SingleChristiansHouston](http://www.Facebook.com/SingleChristiansHouston), etc. Stay away from abbreviations or strange spellings as they are harder to remember.

• Be sure to market your facebook page as if its your webpage.

• Keep it current and up to date with recent photos of things your group has done, outlines/handouts from a recent speaker, calendar, prayer needs and any other things that you think people would want to see/know about your group.

• Stay clear of political or argumentative chat by monitoring your page; add a list of guidelines to your page at the top (you can pin a post to stay at the top).

Note: Facebook like anything on the net is a place the enemy patrols as well. Be very careful who you friend and allow to be in your group.

**Meetup.com**

Meetup.com is the world's largest network of local groups. Meetup makes it easy for anyone to organize a local group or find one of the thousands already meeting up face-to-face. More than 9,000 groups get together in local communities each day, each one with the goal of improving themselves or their communities.

• Unlike Facebook.com, the goal of meetup is to only bring folks together. There is chatting but the goal is to get your to the event.

• You can not see who is in the group without joining the group. This is good especially if you are only wanting locals to join.

• You can set this up to be general or very specific. What is great about Meetup is you could have a larger ministry as your main contact and then smaller ministry underneath based on similar interest. So you could have a singles ministry but smaller groups underneath such as a widows lunch each week, a group that hikes on Saturday mornings and a single mom’s group that goes out on Friday nights. Now, you can also have events on Facebook but you would have to do your own marketing.

•Meetup does all the marketing for you by asking you what you are looking for, in a certain area, distance, etc.

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