

# Social Media Goals, Objective and Vision for the Christian Methodist Episcopal Church

## Vision Statement

To be a team that utilizes social media as a means of promotion, encouragement, advocacy, communication, and evangelism in furthering the mission of Jesus Christ and the brand of the Christian Methodist Episcopal Church.

## Mission

To aid the Christian Methodist Episcopal Church in expanding its use of social media as a means of communication and engagement among its members and as an evangelistic tool for PEACE (Promotion - Encouragement - Advocacy - Communication - Evangelism).

## Goals

**The goals are specific to what the connectional church and department desires to accomplish. Each strategy will be different but should include key components.**

**Each goal should have an objective.** The objectives will help us define how we will achieve the goal and should be specific, concrete, measurable and time framed.

## PROMOTION

*(Brand the Ministry of the CME Church and Increase Awareness.)*

Introduces and establishes our presence in social media channels.

**Goal:** To connect, engage and dialog between Connectional Events and beyond the local Church.

**Objective:** Create a cross-generational team of 5-10 persons per connectional meeting to produce and release social media content during that meeting.

**Goal:** Increase training and orientation to Social Media at the Annual CME Unity Summit and other appropriate connectional Events.

**Objective:** The CIT team will provide the appropriate training and orientation to leaders and members at the Annual CME Unity Summit and other connectional events.

## **ENCOURAGEMENT**

*(Improve Ministry Communication to Reach People Anytime, Anywhere)*

**Goal:** To utilize social media to expand our methods of reaching youth and young adults with monthly and/or quarterly initiatives.

**Objective:** Encourage General Departments and other Connectional Departments to develop cross-generational teams to research social media tools/initiatives to promote the mission of their department.

## **ADVOCACY**

*(Expanding our Global and Cross-Cultural Ministry Fulfillment)*

**Goal:** To engage in sound dialogue that addresses current social concerns and promote the positions of the CME Church.

**Objective:** Create channels to receive ministry feedback and hear from the people by allowing members and visitors to provide feedback and ask questions.

## **COMMUNICATION**

*(Build Relationships and Connect with Church Members, other Ministries, the community outside of church and the global society at large.)*

**Goal:** To educate and orientate all generations in the use of social media and help all ages feel comfortable in the use of the same.

**Goal:** To create a simple format by which Episcopal Leaders can address the social media community on a regular basis.

**Goal:** To Allow Access to the Connectional Church and its Leaders. Social media will allow the CME Church to engage and dialog with members and visitors.

**Objective:** Assist in facilitating consistent use of social media by 100% of the General and Connectional Departments for more effective results in carrying out their responsibilities.

## **EVANGELISM**

*(Reaching the lost and encouraging the saved.)*

The Great Commission encourages us to take the Gospel to all nations. Social media will allow the CME Church to spread the Gospel globally.

**Goal:** To engage all generations in the conversation and reaching today's Youth and Young Adults. Social media provides an opportunity to begin dialog, minister, and influence a generation that in-turn can be an influence for the Kingdom of God.

**Goal:** To create Interactive experiences for social media.

**Objective:** Provide mixed-media and interactive experiences to keep the interest and attention of those who might follow on social media.

**Goal:** To provide opportunities for youth and young adults to participate in social media representation and branding of the church. Here is where we can take advantage of a much-needed opportunity to bridge between the larger church and younger generations.

**Objective:** Utilize the skills and interests of our youth and young adults to assist with engaging our members with social media.