Social Media
DIGITAL AROUND THE WORLD IN 2020
THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION
7.75 BILLION
URBANISATION: 55%

UNIQUE MOBILE PHONE USERS
5.19 BILLION
PENETRATION: 67%

INTERNET USERS
4.54 BILLION
PENETRATION: 59%

ACTIVE SOCIAL MEDIA USERS
3.80 BILLION
PENETRATION: 49%

USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH

- **Chat Apps (Messengers):** 89%
- **Social Networking Apps:** 89%
- **Entertainment or Video Apps:** 65%
- **Games (Any Type):** 47%
- **Shopping Apps:** 66%
- **Music Apps:** 52%
- **Map Apps:** 65%
- **Banking Apps:** 35%
- **Dating Apps:** 11%
- **Health and Fitness Apps:** 26%

**Source:** GlobalWebIndex (Q3 2019). Figures represent the findings of a broad survey of internet users aged 16 to 64. See www.globalwebindex.com for more details.
1. Voice
2. Interaction
3. Authenticity
4. Updating
5. Context
6. Time
Strategy

- Love and care about your audience – be authentic
- Share moments that matter
- Stories
- Put community and socialization back in social media. Not just about your congregation.
Consider this!

- ELCA Clergy page – just don’t do it. Emotional capacity!
- All comments can be captured. Negative comments about your congregation or members CAN and usually WILL be seen.
- Be yourself but know your context. Alcohol, etc.
- Get a counselor or a doctor, don’t bleed on social media.
Zoom time

- Zoom game night (Jackbox, others)
- Scavenger hunts
- Escape rooms
- Check in time
- Social hour
- Small groups

- Children’s time – Van VanHorne – Check-in, what’s in Van’s hand, short Bible text and a knock knock joke.
Digital Engagement

- Hosts for online time.
- Pre/post time
- Comment section – who is moderating?
- Virtual coffee hour
- Capturing visitor information
  - Email the pastor/deacon
  - Consent to receive information