Adventist Heritage

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Sent: Thursday, March 14, 2013 4:29 PM
To: Adventist Heritage
Subject: Social Media: Strategy to Success Part 1
Social media has become a powerful and growing tool for people to connect and for organizations to connect with members and customers. As churches and church organizations look for ways to communicate with membership and reach out to their communities, social media can be an effective tool.

What is the key to success with social media? Are there any pitfalls to be avoided? What about legal and liability issues? I explore these questions and more in my interview with Megan Brauner – Seventh-day Adventist World Church, Communications.

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Social Media: Strategy to Success Part 1

Carina França posted on March 13, 2013 15:00

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What is the key to success with social media? Are there any pit-falls to be avoided? What about legal and liability issues? I explore these questions and more in my interview with Megan Brauner – Seventh-day Adventist World Church, Communications.

In this first video our discussion focused on how to get started in the best way possible and what decisions you will face as you begin.

http://www.youtube.com/watch?v=gXqR4CDThnM&feature=player_embedded

Quick Tips:

- Determine available talents
- Ask what your church or community members are using
Read the Terms and Conditions before joining
Check it out for yourself and observe before actively participating on behalf of your organization

In the upcoming videos we will talk about creating content to post online, copyright issues, protecting your church’s name while engaging in social media and more.

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