

Goals

- To open discussion between participants on how their online life says something about who they are.
- To show as an example how Facebook makes money off of their Facebook activity, so that they might be more aware of how their social media information is being used.
- To equip participants with strategies to use Social Media safely and faithfully.

Presentation: What's in a Name?

Jürgen Moltmann, a [German Reformed theologian](#), tells a story from World War II.

An officer has to walk down a hall each morning and pass through a door that was secured by a guard. The guard asked, "What is your name?" then asked, "Why are you here?" and finally, "Where are you going?" Each day this happened for years.

As the War was coming to an end the guard continued to stand by the door but no longer asked the three questions. So the officer one day turned to the guard and said, "I will pay you each day to continue to ask me those questions. Each morning because of you I was reminded who I was, why I was here, and where I was going."

Ephesians 4:1-3

I therefore, the prisoner in the Lord, beg you to lead a life worthy of the calling to which you have been called, with all humility and gentleness, with patience, bearing with one another in love, making every effort to maintain the unity of the Spirit in the bond of peace.

Questions for Discussion:

- Why is your name important?
- What do the readings above say about the value of a name?
- What kinds of things make up your identity to the world? How would people describe you? *Things I like. Things I do. People who I am in relationship with. Things I believe.*
- How does your Facebook timeline, Instagram feed, Twitter feed, and Snapchat life show that?

Activity:

Divide into groups of three and draw a Facebook timeline for a biblical character. Include who interacts with them, photos they post, event they go to, and things they like.

Questions for Discussion:

How do your various social media profiles show the world who you are?

Have each youth look at either their Facebook wall, Twitter feed, or Instagram feed and ask.

1. If that was the only thing a person saw of you, how would they describe you?
2. Is it accurate?
3. Are there things you would like to change?

Discussion Activity: Get it out in the open

On one piece of newsprint write "Bad side of Social Media;" on the other, write "Good side of Social Media." Have youth brainstorm and find answers for each. It might help if you pick one platform, such as Facebook, and use it as your main example.

Bad sides of Social Media: Cyberbullying, Financial scams, Accounts being taken over by a hacker, etc.

Good sides of Facebook: Networking with old friends and family, reminding us of birthdays and milestones, helping charities and nonprofits reach others.

If you have the ability, show the video "Caine's Arcade" (which can be found on Youtube), which shows how a community formed around a boy's self-made cardboard arcade. <http://youtu.be/falFNkdq96U>

End the activity and discussion with:

Facebook has some good and bad things that we need to be aware of. Here are some tips on how to use Facebook safely.

Tips to be Social Media Savvy

What can you do to make your information safe?

1. Check your privacy settings.

An easy way to do this is to go to mypermissions.org and click on the "Social Networking" tab. You can then click on the Facebook button and a window will open directly to your privacy settings for Apps. Now you can simply remove the apps that you are no longer using by clicking on the "X."

2. Keep a Strong Password.

"1234" and "Password" do not count. Make sure you have a mixture of numbers and letters. Many people like to combine two words that don't make sense, but that are easy to remember. An example might be, !27BarkingCats.

3. Don't friend people you don't know, and defriend those that you don't.

You don't walk around yelling out everything you like to complete strangers. Don't do it on Facebook either.

4. Clean up your Friend or follow list regularly by defriending and creating lists when possible.

You might want to make a Close friends and family list who you share everything with and not share as much with others. You can create lists where you manage friends and you can set what they see on Privacy settings.

5. If your friend has shared a video to you that you are not expecting, or that seems unusual, before clicking the video, ask if they really sent it.

Videos are one of the most common ways that people spread scams through Facebook.

6. Report to Facebook immediately any bullying that you see.

Typically with every post, comment and photo posted you can select an option to report that as abuse. Facebook considers bullying as abuse. They take it very seriously and will act quickly. It has been reported that Facebook deletes or bans about 20,000 profiles a day.

Optional Material

How much does “free” cost on Facebook?

The majority of people say “It's free to use Facebook”. Considering that last year Facebook made about **\$12 billion** in revenue where are they getting their money? **Advertisements.**

In the end, Facebook is an advertising company. Whenever you access Facebook, it gathers your personal information to help advertisers target their audience.

So what Information does Facebook collect?

- Your status updates
- Where you took the photos you share
- Where you are located while you log in
- All of your Facebook Messages
 - Including those done through the mobile Facebook Messenger
- All of the websites you visit while you are logged in
 - So when you log in and then leave Facebook for other sites they are still collecting information on all the websites you visit.
- Everything that you have “Liked”
- Who your friends are and what kinds of things they like
- And much, much more

(At this point it might be fun to take your Biblical Character Facebook Timelines and try and figure out what the ads would be on their walls because of data Facebook would have collected.)

But that’s not all. When you use a Facebook app, you also give developers of the app the permission to use your information. Who are these people? Anyone who develops a Facebook app, a Facebook game, survey, or application. And once you give them permission to access your profile they can access it until you revoke your permissions.

To check the permissions you have allowed go to:
mypermissions.org

Suggested Practices for Facebook for Youth Ministry and Youth Ministers

This is by no means comprehensive. They are suggestions for how to efficiently and strategically manage Facebook as a tool for ministry. Each location of ministry is different and so may need to use Facebook in different ways.

A person working with a group might use three main parts of Facebook: Facebook Pages, Facebook Group and Facebook Profiles.

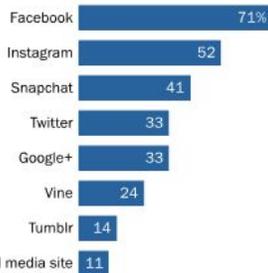
- A **Facebook Profile is** your **personal** named account.
- A **Facebook Page is** meant to be **external**—that is, available to anyone. As external it is a focused site that can draw people in. People who like a page are called “fans.” As fans, information posted to the page will appear in their news feed when they log in to their account. A Facebook page can be displayed on another website outside of Facebook such as your church website. These are great for Youth Ministry pages and church pages.
- A **Facebook Group is** meant to be **internal**—that is, open to people you allow to become a member. This allows the group to discuss and share photos members are invited and then usually approved by an admin. This is great for working committees and small study groups.

1. **Do not use your own Facebook Profile to make ministry announcements.** Create a Facebook Page for your group announcements and pictures. This will maintain your personal profile as personal space and help maintain safe boundaries with youth. This will also allow your church to display this Page with announcements on their site. (This is called embedding and is something you can turn over to your church webmaster.)
2. **Set up policies for how you will interact with youth from your profile** and announce those policies periodically. For example, you can hide your wall and status updates from everyone under 18 by setting up Lists. This allows youth ministers to accept friend requests from youth and continue to maintain personal boundaries.
3. **If setting up a group, invite all parents to be a part of that group also.** An Open Door policy should be a part of any church practice. In the same way keep your group open to parents of youth. Your parents will be more responsive and active when they can also see what is going on in the Facebook group. If a topic comes up that is very sensitive then contact the youth by phone or face to face. Groups have the ability to be open, private or even secret. In all case minors parents should be invited to be a part of the group.
4. **Make sure there are multiple adult administrators** on your Facebook Group or Facebook Page. This adds transparency and accountability.
5. **When setting up a Facebook Page let the person who maintains your Church Website now.** They might want to integrate your posts from the Facebook Page onto your church website. This feature allows you to post a youth ministry announcement on the Facebook page and automatically update the Church website.

FAQ

Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...



Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER

Haven't all teens left Facebook?

Facebook still dominates social-media platforms among teenagers, according to Pew Research with 71% of 13–17-year-old internet users, with Instagram at 52% (Instagram is owned by Facebook). Many of the same strategies for engagement as well as savvy use can be used between Facebook and Instagram.

For a really good discussion of this go to:

<http://www.pewinternet.org/2015/04/09/teens-social-media-technology-2015/>

I use my Group to make announcements to my youth, or I have a 2nd account just for youth ministry, isn't that okay? Of course it is. You can make Facebook work how you want it to work, for example some youth groups have set up a fake profile as their youth group. These suggested practices are just one strategy for using Facebook in Youth ministry. The suggested practices here are to help you use Facebook efficiently in your ministry as it was intended. If you use Groups, Pages and your Profile as they are intended, then when it is updated it is more likely to change with your ministry rather than work against your ministry.

What about Twitter, Google Plus, LinkedIn, Pinterest, Instagram, Snapchat and every other social network? There is a lot of potential with these other social networks. I have focused on Facebook because as I am writing this it is nearing 1 billion accounts. Many youth are moving to Instagram and Tumblr. You can follow me and my blog at www.theholypeak.com for future updates.

What about Snapchat and anonymous messaging services for ministry?

I get asked this a lot. My suggestion is, don't do it. Unless you can always prove the content of what you sent and what you received then I suggest not using it for ministry with minors. Rather than Snapchat for example send a Whatsapp message, a Facebook Message or a text where there is a record kept of what you sent. If there were not other safe effective communication tools out there I'd argue for way to get involved there.

If you can make a safe effective argument for using Snapchat between adults and minors I'd love to hear it at theholypeak.com.

A resource provided by:
Randall Curtis
Ministry Developer for Young Adults and Youth
The Episcopal Church in Arkansas (www.episcopalarkansas.org)
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