

Facebook, Twitter & Texting

What churches need to know about social networking and its ministry impact

Sponsored by Lexington Baptist Association

Tuesday, Oct. 6 and repeated Thursday, Oct. 8, 2009

9 a.m. to 12 p.m.

Lexington Baptist Association, 255 Two Notch Road, Lexington, SC 29073



Featuring

Scott Vaughan

Scott Vaughan Communications, LLC

Lexington, SC

www.svministry.com

Scott is a national church communication strategist, serving churches of all denominations from coast to coast. He is a former newspaper publisher, and served as the South Carolina Baptist Convention's director of marketing from 1997-2003.



Scott combines real-life church and cultural communication examples, research, and humor to help churches better communicate within the membership and to effectively communicate with their communities.

"Scott Vaughan is a Christian professional you can depend upon to always give it to you straight. He loves the Lord and is truly committed to helping churches be effective in reaching their communities with the Gospel message. As a presenter, he shares solid, practical advice with great insight and humor. Participants can expect to go away with greater understanding and ideas they can apply right away."

- Robert Reeves, communications director, Kentucky Baptist Convention, Louisville, KY

"Scott Vaughan offers more clear, relevant, and attainable counsel than anyone I know to help local congregations convey their message to their communities. He understands churches, he understands cultures, and he understands how to help bridge the gaps between church and culture. He has worked with many, many leaders and churches in Virginia Baptist life and has consistently exceeded expectations."

- John Chandler, The Ray and Ann Spence Network for Congregational Leadership, Richmond, VA

Register Today!

\$30/person

\$100/4-person congregational ticket*

Registration includes program and resources

Program Topics:

No.1: Understanding Network Circles and Database Management. It's all about organizing who you know and how to communicate with them.

No. 2: Facebook. A 'how to use it' for communication and outreach ministry, precautions, and strategy.

No. 3: Twitter. A 'how to use it' for communication and outreach ministry,

precautions, and strategy. How it interfaces with Facebook.

No. 4: Texting. It's not when you start using it, but why haven't you already? It's replacing e-mail.

No. 5: Newsletters and Websites? Thoughts on merging social networking with existing print and web strategies.

No. 6: Communication Management & Budgeting.



Registration Form

Church: _____

Address: _____

Telephone: _____

Reliable E-mail: _____

No. of Participants (\$30/person)

No. 4-Person congregational tickets (\$100/ticket)

TOTAL PAYMENT ENCLOSED \$ _____

List Participant Names (Print Carefully)

1. _____

2. _____

3. _____

4. _____

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6. _____

Send This Form and Payment To:

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Lexington, SC 29073

You can also call ahead or e-mail reservations and

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lba@missionlba.org.