

## **Social Media Tools**

**&**

## **Youth Ministry**

**NCCYM 2010**

**Presented by Mari Ann Callais, Ph.D.**

### **Terminology & History**

#### **Facebook**

Profile Pages

Fan Pages – “Like Pages”

New Groups

#### **Safety online**

- Predators – how do they get into the lives of young people online and then into “real life”?
- FB, Twitter, they are environments just like your physical environments
- New Private Settings on FB
- Share Password with parents – how do you feel about that?

#### **Representation of Self, Family, Church, CYO, School, Sports Team**

- Pictures, status updates, etc. – how do they represent you and your affiliations
- Who can see your info?
- Why do some of your friends have two Profile pages? What are the issues with this?
- What happens when you are applying for college, jobs, awards, etc?
- How do you promote a positive image?

### **Communication**

- Instant communication and updates - You have control of what is on the Your Organization’s Page – understanding settings
- Keeping Parents Updated
- Invite friends and family to become fans of your Organization’s Page
- Instant info about athletic events, meetings, church needing volunteers
- Posting of pictures in real time
- Urgent information

### **Marketing Events and Activities**

- Fundraisers
- Sporting events
- Alumni Events
- Dances
- Archdiocesan Events
- Trips
- Service Events/Activities
- Updating Parents

### **Other Social Media Info**

- Twitter
- Blogs
- Websites
- My Life Is Average
- Others?

### **NOTES:**

**For More Information Contact**

**Mari Ann Callais, Ph.D.**

**[www.marianncallais.com](http://www.marianncallais.com)**

**[marianncallais@gmail.com](mailto:marianncallais@gmail.com)**

**<http://www.facebook.com/dr.marianncallais>**

**985.215.1214**