

# 7 City Church Social Media Guide

- Facebook Primer
- Pinterest Primer
- Google+ Primer
- YouTube Primer
- Twitter Primer
- Vimeo Primer
- 7 City Church Social Media Sites



# Facebook Primer

- [How to “Like” on Facebook](#)
- [How to “Comment” on Facebook](#)
- [How to “Share” on Facebook](#)



# How to “Like” on Facebook

- “Like”-ing a post is the easiest thing to do on Facebook – one click!
- Liking a post will **SOMETIMES** show up in your friends’ feed, but not always.



# How to "Like" on Facebook



7 City Church shared a link.  
about an hour ago

Check out 7 City Church on Pinterest right  
<http://pinterest.com/7citychurch/>



7citychurch (7citychurch)  
pinterest.com

7citychurch is using Pinterest, an online pinboard to collect and share what inspires you.

Like · Comment · Share

57 people saw this post

Find a post you want to share on your timeline and click on "Like" underneath the post. You'll know you did it right because "Like" will change to "Unlike."

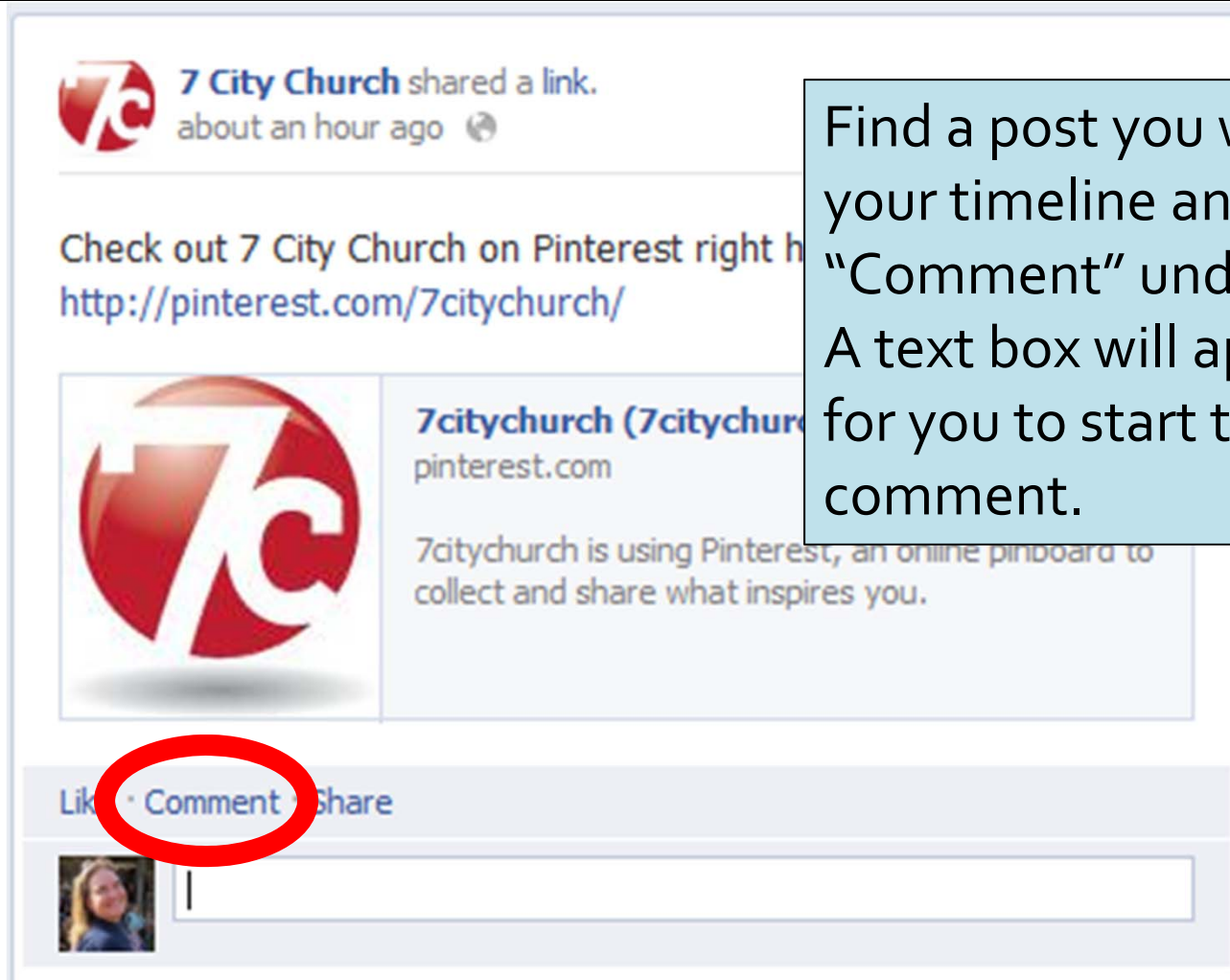


# How to “Comment” on Facebook

- Facebook is SOCIAL media, and commenting is the most social part of it!
- Got something to say? A question? Write it in the comments.
- The page owner gets an email when you comment. You’ll get an email whenever additional comments are left so that you can keep track of the conversation.



# How to "Comment" on Facebook



The screenshot shows a Facebook post from 7 City Church. At the top, it says "7 City Church shared a link. about an hour ago". Below this is a link to their Pinterest page: "Check out 7 City Church on Pinterest right here http://pinterest.com/7citychurch/". The main content of the post is a Pinterest pin for "7citychurch (7citychurch)" with the URL "pinterest.com". The pin description reads: "7citychurch is using Pinterest, an online pinboard to collect and share what inspires you." At the bottom of the post, there are three buttons: "Like", "Comment", and "Share". The "Comment" button is circled in red. Below the buttons is a text input field for comments, with a small profile picture of a woman on the left.

Find a post you want to share on your timeline and click on "Comment" underneath the post. A text box will appear underneath for you to start typing your comment.



# How to “Share” on Facebook

- You can like a post, comment on a post, but it’s not until you SHARE the post, that it definitely appears on your personal timeline.
- It’s important to be sure to SHARE the 7 City Church’s posts, not just LIKE or COMMENT on them.
- Add your own words and why the post is important to you. It means a lot more to the people who are friends with you.



# How to "Share" on Facebook



**7 City Church** shared a link.  
about an hour ago

Check out 7 City Church on Pinterest right here:  
<http://pinterest.com/7citychurch/>



**7citychurch (7citychurch)**  
pinterest.com

7citychurch is using Pinterest, an online pinboard to collect and share what inspires you.

Like · Comment · **Share**

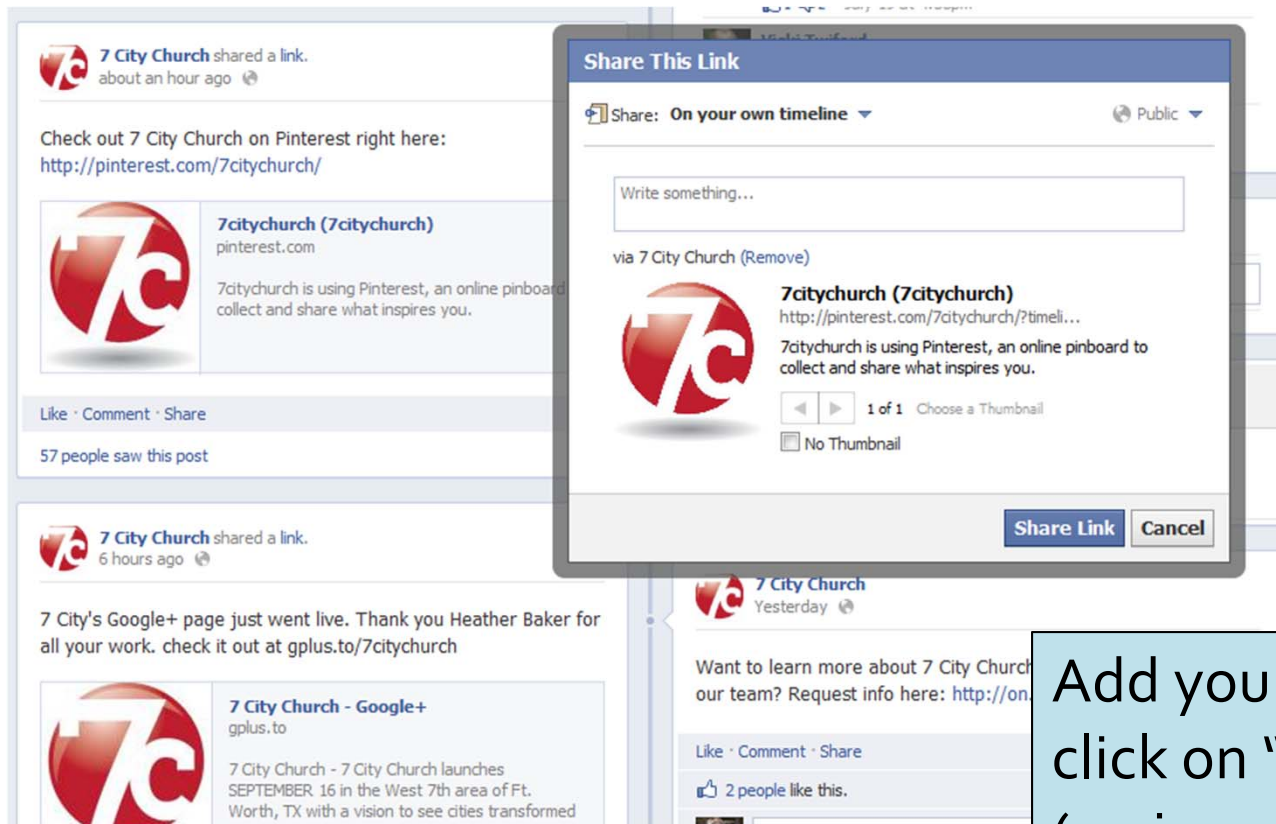
57 people saw this post

Find a post you want to share on your timeline and click on "Share" underneath the post.





# How to "Share" on Facebook



The image shows a Facebook interface with a post from 7 City Church. The post text reads: "Check out 7 City Church on Pinterest right here: <http://pinterest.com/7citychurch/>". Below the text is a link preview for "7citychurch (7citychurch)" on "pinterest.com", with a description: "7citychurch is using Pinterest, an online pinboard collect and share what inspires you." The post has "Like · Comment · Share" buttons and "57 people saw this post".

A "Share This Link" dialog box is overlaid on the post. It has a title bar "Share This Link" and a dropdown menu set to "On your own timeline" with a "Public" privacy setting. There is a text input field labeled "Write something...". Below that, it says "via 7 City Church (Remove)". The preview shows the 7 City Church logo, the name "7citychurch (7citychurch)", the URL "http://pinterest.com/7citychurch/?timeli...", and the same description as the link preview. There are navigation arrows, "1 of 1 Choose a Thumbnail", and a "No Thumbnail" checkbox. At the bottom are "Share Link" and "Cancel" buttons.

Add your comments and click on "Share \_\_\_\_" (varies whether it's a link, photo, etc.)

# Pinterest Primer

- [How to “Like” on Pinterest](#)
- [How to “Pin” on Pinterest](#)
- [How to Comment on Pinterest](#)



# Pinterest Primer

- Pinterest is essentially an electronic bulletin board.
- Users create boards and “pin” ideas, notes, etc. to those boards for reference and later use.
- All pins point back to the original blog, website or point of creation, usually with additional information, instructions, etc.
- Pins are shared with others who are following the user (similar to friends on Facebook).

# How to "Like" on Pinterest

The image shows a screenshot of a Pinterest board. The main focus is a pin titled "Rendering of the renovation at 7 City Church" by Stephen Blandino via 7citychurch. The pin's interaction bar shows "Repin", "Like", and "Comment" buttons. The "Like" button is circled in red, and a large red arrow points to it from the left. Below the pin, there is a text box with the following text:

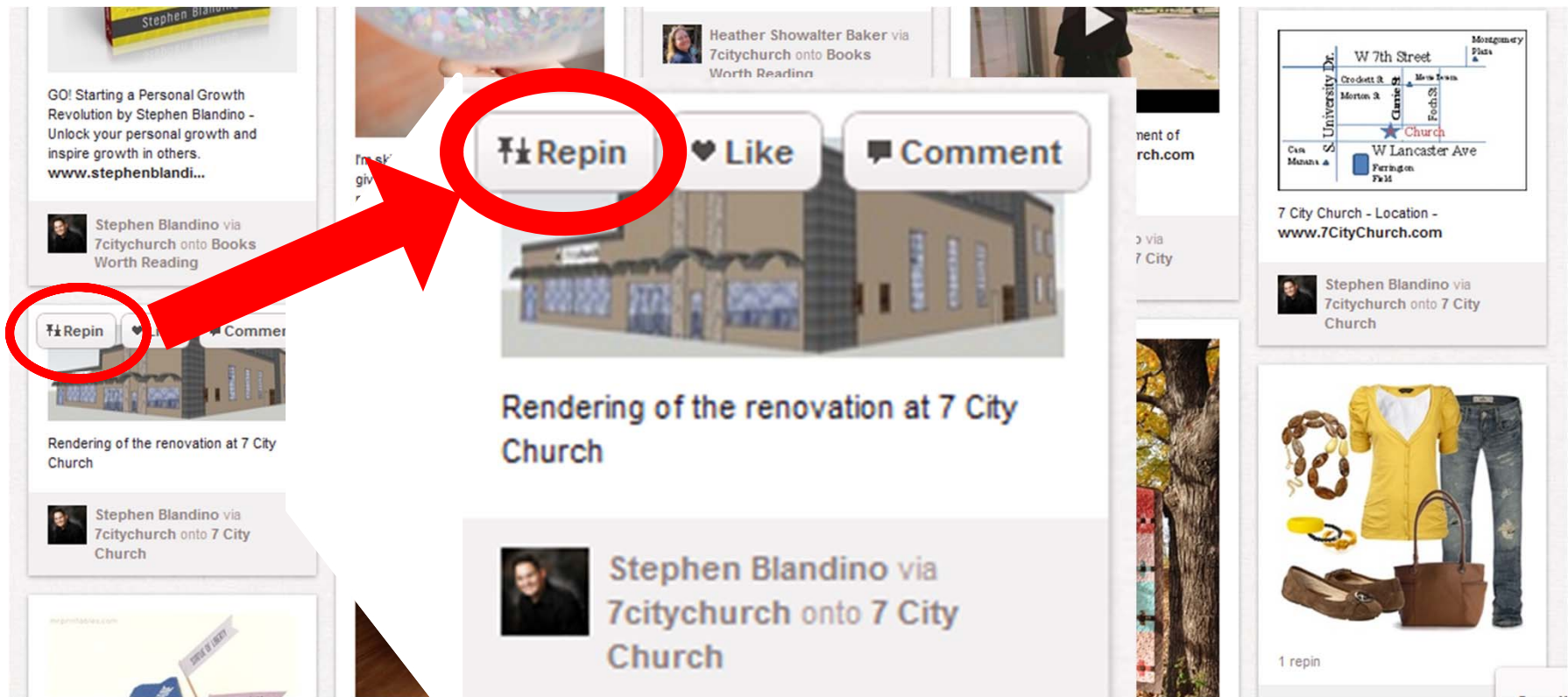
Click on "Like."  
The button will turn gray after you Like it.

Other pins visible on the board include:

- "GO! Starting a Personal Growth Revolution by Stephen Blandino - Unlock your personal growth and inspire growth in others. www.stephenblandi..."
- "Stephen Blandino via 7citychurch onto Books Worth Reading"
- "Stephen Blandino via 7citychurch onto 7 City Church"
- "Heather Showalter Baker via 7citychurch onto Books Worth Reading"
- "7 City Church - Location - www.7CityChurch.com"
- "Stephen Blandino via 7citychurch onto 7 City Church"



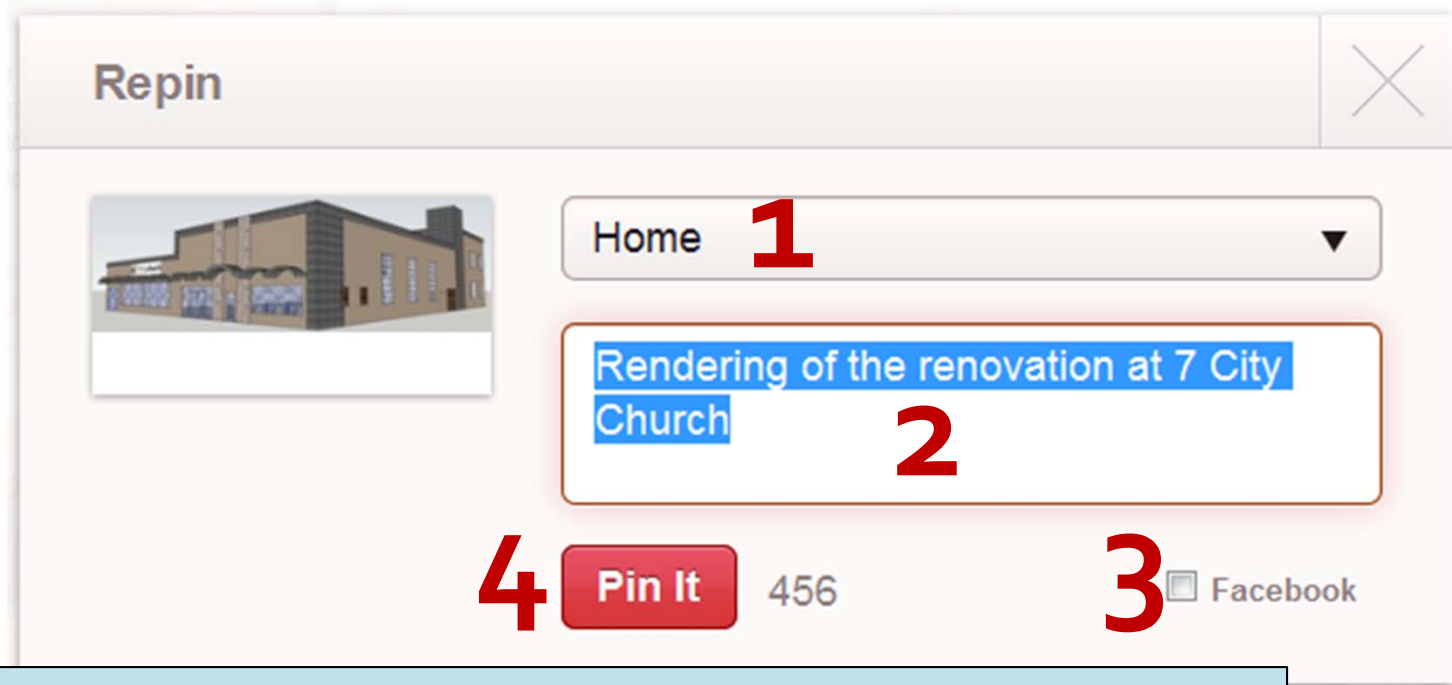
# How to "Pin" on Pinterest



Hover your mouse over the image and click on "Repin."



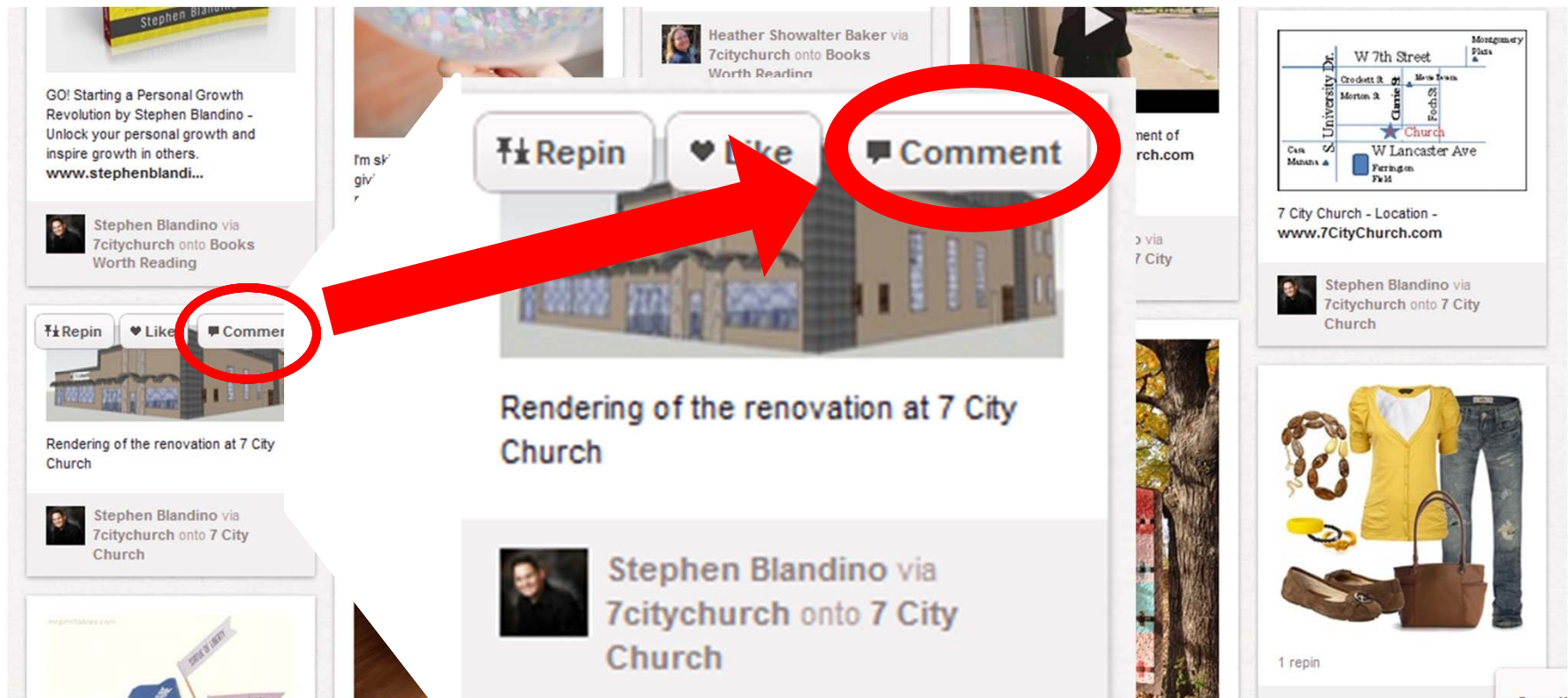
# How to "Pin" on Pinterest



1. Choose the board you want to pin it to.
2. Add your own comments.
3. Check the Facebook box to also post on Facebook.
4. Click on "Pin It"



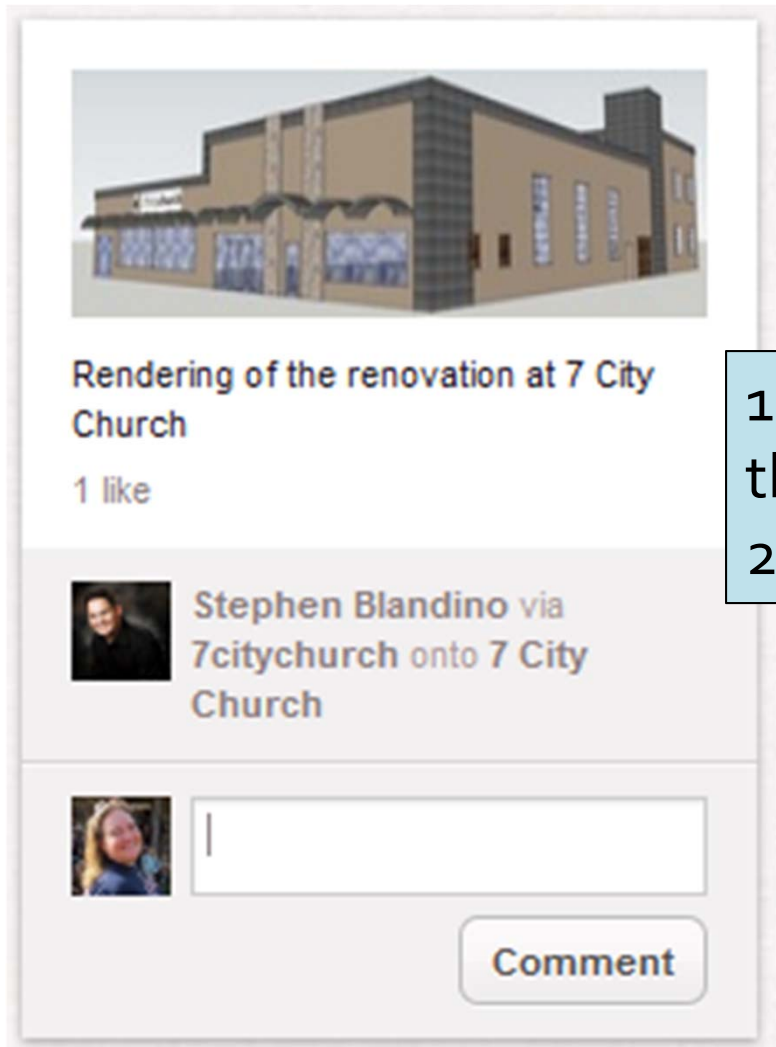
# How to "Comment" on Pinterest



Hover your mouse over the image and click on "Comment."



# How to "Comment" on Pinterest



1. Type your comments in the box that pops up.
2. Click on "Comment."





# Google+ Primer

- [How to "+1" on Google+](#)
- [How to "Share" on Google+](#)
- [How to Comment on Google+](#)



# Google+ Primer

- Google+ is a social media site similar to Facebook where your friends are grouped into “Circles.”
- You can limit what information is visible to each Circle.

# How to "+1" on Google+



7 City Church 3:13 PM - Public



7citychurch

+1

Find the post that you want to "+1" (same as liking on Facebook), and click on the +1 button underneath the post.



# How to "Share" on Google+



7 City Church 3:13 PM - Public



7citychurch



Click on the curved arrow under the post that you want to share.

Add a comment...



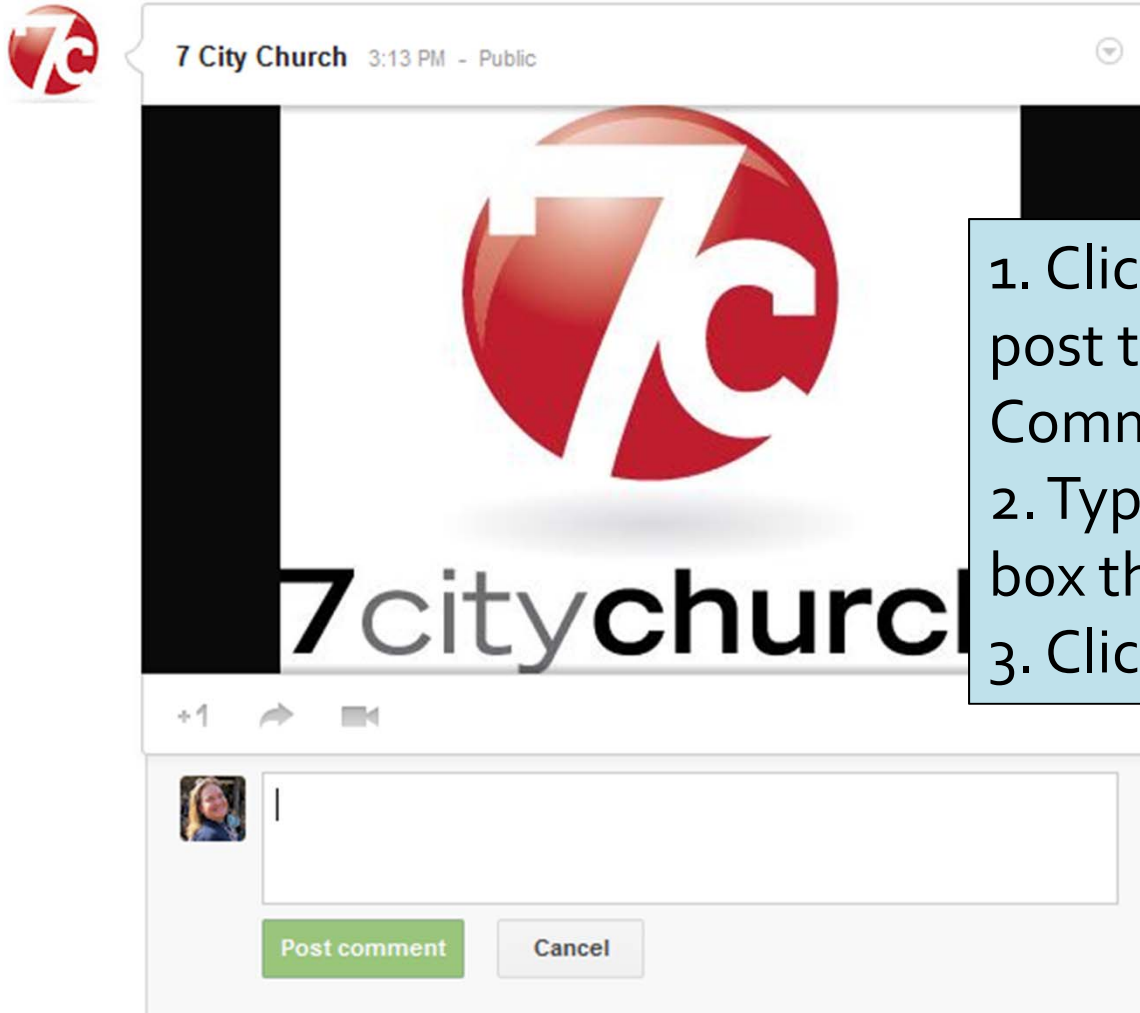
# How to "Share" on Google+



- Add your comments at the top of the box. Under the post, choose the circles that you want to be able to see the post.
- Any circles you omit will NOT be able to see it.
- If you choose Public then everyone will be able to see it, even if they are not in one of your circles.



# How to "Comment" on Google+



1. Click on the box below the post that says "Add Comment."
2. Type your comments in the box that pops up.
3. Click on "Post Comment."



# YouTube Primer

- [How to “Like” a video](#)
- [How to “Share” a video](#)
- [How to Comment on a video](#)



# YouTube Primer

- YouTube is the #1 video sharing site on the internet (followed closely by Vimeo).
- It is owned by Google, so you can use your same Google email or login for YouTube.
- YouTube makes it simple to like a video or share it across to Facebook, Twitter or Google+.



# How to "Like" a YouTube video

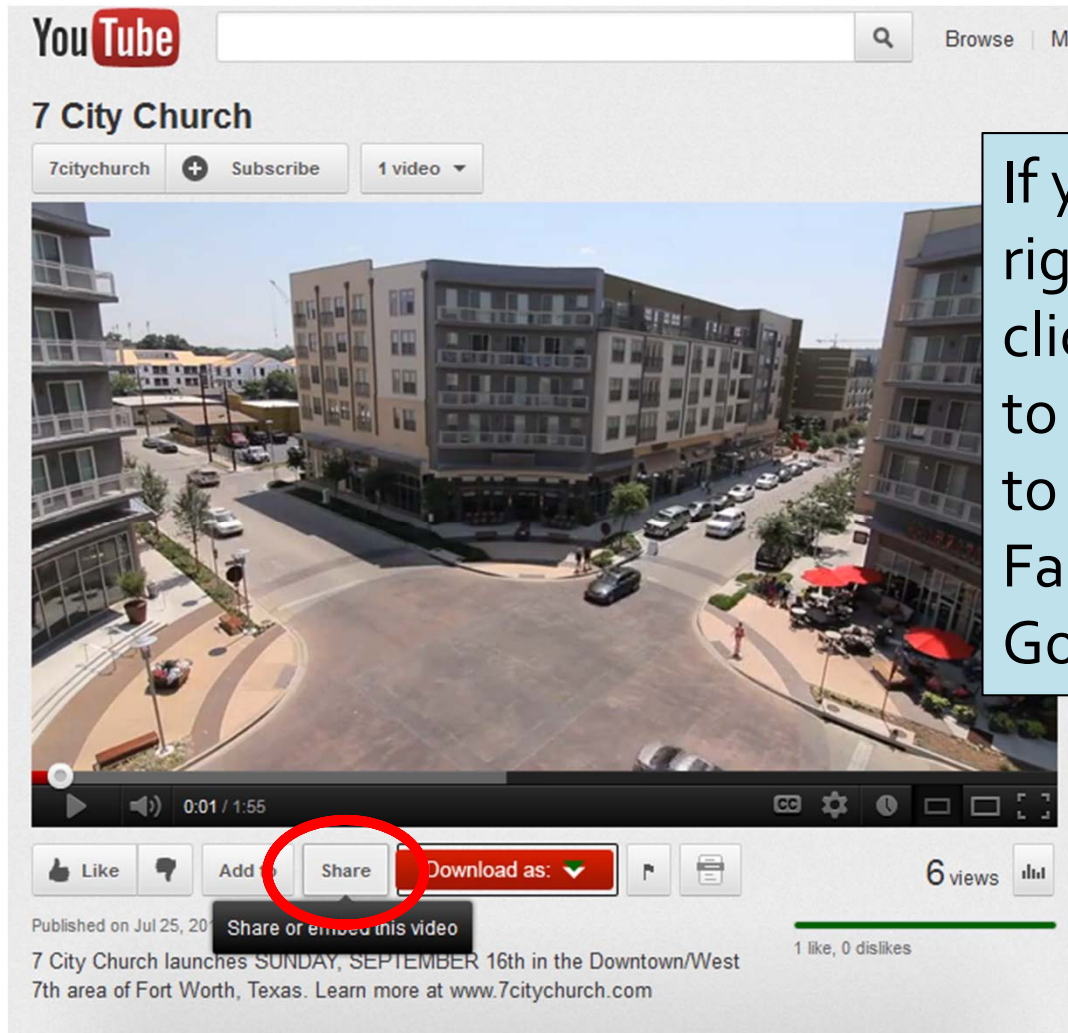
The screenshot shows the YouTube interface for a video titled "7 City Church". The video player is currently at 0:01 / 1:55. Below the video player, the "Like" button is circled in red. Other buttons visible include "Add to", "Share", "Download as:", and "6 views". The video description reads: "7 City Church launches SUNDAY, SEPTEMBER 16th in the Downtown/West 7th area of Fort Worth, Texas. Learn more at www.7citychurch.com".

It's simple, click on the thumbs up/Like button!

A new section will pop up where you can share the link on Facebook, Twitter or Google+.



# How to "Share" a YouTube video



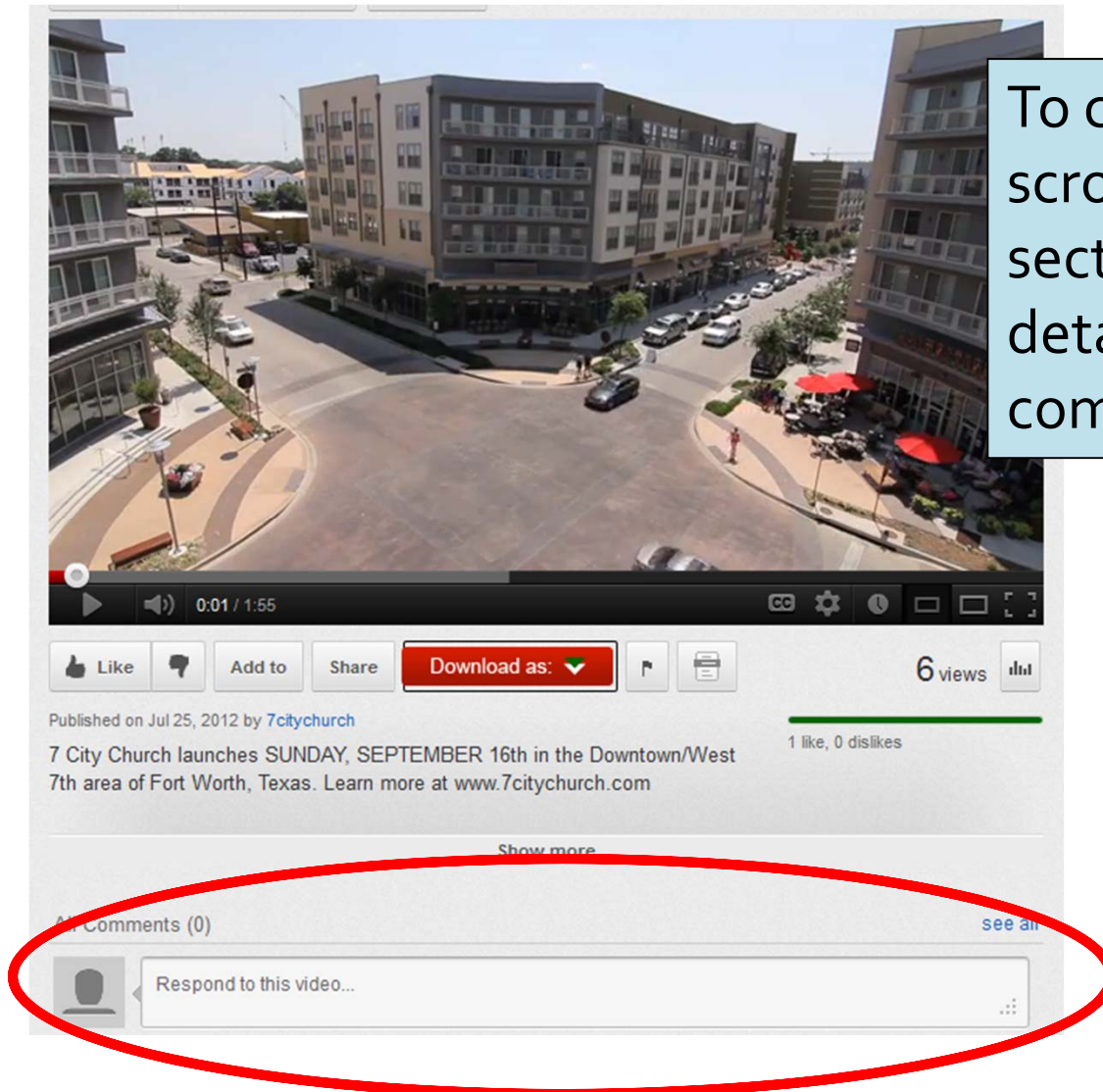
The image shows a screenshot of a YouTube video player. At the top left is the YouTube logo. Below it, the channel name '7 City Church' is displayed with a 'Subscribe' button and a '1 video' dropdown menu. The video itself is an aerial view of a modern multi-story building complex. The video player controls at the bottom show a progress bar at 0:01 / 1:55. Below the controls, the 'Like' button is visible, followed by the 'Share' button which is circled in red. To the right of the 'Share' button is a 'Download as:' dropdown menu. The video has 6 views and 1 like, 0 dislikes. The video description at the bottom reads: 'Published on Jul 25, 2014. 7 City Church launches SUNDAY, SEPTEMBER 16th in the Downtown/West 7th area of Fort Worth, Texas. Learn more at www.7citychurch.com'.

If you don't share the video right after you "Like" it, click on the "Share" button to choose where you'd like to share the video... Facebook, Twitter or Google+



# How to Comment on a YouTube video

To comment on a video, scroll to the comments section under the video details and type in your comments.



# Twitter Primer

- [How to Follow 7 City Church](#)
- [How to "Reply" to a tweet](#)
- [How to "Retweet"](#)
- [Hashtags?](#)



# Twitter Primer

- Twitter allows users to post short bursts of information called Tweets.
- Tweets are limited to 140 characters.
- You can use services like bit.ly or ow.ly to shorten URL links to conserve characters.
- Twitter is based on conversations and uses hashtags to link the conversations.
- Hashtags are a word or words preceded by # and can be clicked on to see other tweets with that hashtag.

# How to Follow 7 City Church

Home @ Connect # Discover Search

**7citychurch**  
@7citychurch  
7 City Church launches SEPTEMBER 16 in the West 7th area of Ft. Worth, TX & has a vision to see cities transformed by inspiring community & influencing culture.  
http://

**Following** 11 TWEETS 148 FOLLOWING 40 FOLLOWERS

Tweet to 7citychurch @7citychurch

**Tweets** Following Followers Favorites Lists Recent images

**7citychurch** @7citychurch  
7 City Church is now on Google+. Follow us at [gplus.to/7citychurch](http://gplus.to/7citychurch) #7citychurch #Sept16  
Expand

**7citychurch** @7citychurch  
@7citychurch is on Pinterest - check it out and repin: [pinterest.com/7citychurch/](http://pinterest.com/7citychurch/)  
Expand

**7citychurch** @7citychurch  
I uploaded a @YouTube video [youtu.be/eNJbx3WTI10?a](http://youtu.be/eNJbx3WTI10?a) a 7 City Church Vision Video May 2012  
[View video](#)



# How to Reply to a Tweet



The screenshot shows the Twitter profile for 7citychurch. The profile header includes the name "7citychurch", the handle "@7citychurch", and a bio: "7 City Church launches SEPTEMBER 16 in the West 7th area of Ft. Worth, TX & has a vision to see cities transformed by inspiring community & influencing culture." The profile also shows "11 TWEETS", "148 FOLLOWING", and "40 FOLLOWERS". Below the profile is a "Tweet to 7citychurch" input field with "@7citychurch" entered. The "Tweets" section shows a tweet from 7citychurch @7citychurch: "7 City Church is now on Google+. Follow us at [gplus.to/7citychurch](http://gplus.to/7citychurch) #7citychurch #Sept16". The tweet has options for "Expand", "Reply", "Retweet", and "Favorite".

Find the tweet you want to reply to.  
Hover your mouse over the tweet.  
Click on the "Reply" link that pops up under the tweet.



# How to Retweet



The screenshot shows the Twitter profile page for 7citychurch (@7citychurch). The profile header includes the 7c logo, the name "7citychurch", the handle "@7citychurch", and a bio: "7 City Church launches SEPTEMBER 16 in the West 7th area of Ft. Worth, TX & has a vision to see cities transformed by inspiring community & influencing culture." Below the bio is the website "http://7citychurch.com". On the right side of the profile, it shows "Following", "11 TWEETS", "148 FOLLOWING", and "40 FOLLOWERS".

Below the profile information, there is a "Tweet to 7citychurch" section with a text input field containing "@7citychurch". To the right, under the "Tweets" section, a tweet is displayed from 7citychurch @7citychurch, posted 7 hours ago. The tweet text is "7 City Church is now on Google+. Follow us at [gplus.to/7citychurch](http://gplus.to/7citychurch) #7citychurch #Sept16". Below the tweet text are interaction options: "Expand", "Reply", "Retweet", and "Favorite".

Find the tweet you want to reply to.  
Hover your mouse over the tweet.  
Click on the "Retweet" link that pops up under the tweet.





# Hashtags?

Home @ Connect # Discover Search

**7citychurch**  
@7citychurch  
7 City Church launches SEPTEMBER 16 in the West 7th area of Ft. Worth, TX & has a vision to see cities transformed by inspiring community & influencing culture.  
<http://7citychurch.com>

Following 11 TWEETS 148 FOLLOWING 40 FOLLOWERS

Tweet to 7citychurch  
@7citychurch

Tweets

7citychurch @7citychurch 7h  
7 City Church is now on Google+. Follow us at [gplus.to/7citychurch](http://gplus.to/7citychurch)  
**#7citychurch #Sept16**  
Expand Reply Retweet Favorite

Twitter is designed to facilitate topical conversations. The use of hashtags (words preceded by #) designate the topics and provide a way of tracking or following the conversation.



# Hashtags?



- Clicking on a hashtag or searching for it, results in a list of all tweets containing those hashtags.
- Twitter recommends other hashtags to follow or look at based on the hashtags you use.



# Vimeo Primer

- [How to Follow 7 City Church on Vimeo](#)
- [How to Like a video on Vimeo](#)
- [How to Share a video on Vimeo](#)



# How to Follow 7 City Church



vimeo [Join](#) [Log In](#) [Explore](#) [Help](#)

## 7 City Church PLUS

Joined 2 days ago / Fort Worth, Texas

7 City Church launches SUNDAY, SEPTEMBER 16th at 9:30 and 11:00 am in the Downtown/West 7th area of Fort Worth, Texas. Learn more at [7citychurch.com](http://7citychurch.com)

Click on the "Follow" button on the 7 City Church Vimeo page.



# How to “Like” a Video on Vimeo



Hover your mouse over the video, and click on “Like” that pops up in the top right corner



# How to "Share" a Video on Vimeo



Hover your mouse over the video, and click on "Share" that pops up in the top right corner



# How to "Share" a Video on Vimeo

The screenshot shows the 'Share This Video' section of a Vimeo page. It features several social media sharing options: Like (0), Tweet (4), +1 (0), reddit (submit), Pin it (0), and tumblr (+). A large red number '5' is placed over the Facebook Share button. Below these are options for E-mail, Add E-mail, Add personal message, and Preview this email. To the right, the 'Embed' section shows the embed code and a video preview for '7citychurch - What's Different' with a play button and a 02:16 duration.

1. Click here to like on Facebook
2. Click here to share on Twitter
3. Click here to share on Google+
4. Click here to pin on Pinterest
5. Click here to share on Facebook

*This page also has buttons for sharing on Reddit and Tumblr if you have accounts with those sites.*



# How to "Share" a Video on Vimeo

6. Click here to enter an email address to send the video. Click on +Add a personal message to add your own message to the email.

Share This Video

0 4 0 submit 0 f Share  
Like Tweet +1 reddit Pin it tumblr +

E-mail

Add E-mail 6  
Enter e-mail Add E-mail

+ Add personal message  
Send Message

+ Preview this email

Embed 7

```
<iframe src="http://player.vimeo.com/video/46493330" width="500" height="281" frameborder="0" webkitAllowFullScreen mozallowfullscreen allowFullScreen></iframe> <p><a href="http://vimeo.com/46493330">7citychurch - What's

This is our embed code which supports iPad, iPhone, Flash and beyond.



Preview



7citychurch - What's Different  
from 7 City Church PLUS



02:16 vimeo



Text link will be shown once embedded.



+ Customize embed options


```

7. Copy and paste this text to embed the video on your blog or webpage.





# 7 City Church Social Media Sites

- Website – [www.7citychurch.com](http://www.7citychurch.com)
- Facebook – [www.facebook.com/7citychurch](http://www.facebook.com/7citychurch)
- Twitter – [www.twitter.com/7citychurch](http://www.twitter.com/7citychurch)
- Google+ - [gplus.to/7citychurch](http://gplus.to/7citychurch)
- Pinterest - [www.pinterest.com/7citychurch](http://www.pinterest.com/7citychurch)
- YouTube - [www.youtube.com/7citychurch](http://www.youtube.com/7citychurch)
- Vimeo - [www.vimeo.com/7citychurch](http://www.vimeo.com/7citychurch)