

## Going Viral: Taking KCC Love to the Facebook Masses



Are you on Facebook? Our church is, and a billion other people around the world. It's a powerful tool for sharing messages: messages of hope, faith, love, charity and community that have never been more needed in a fractured world. After all, the

Facebook conversation today can so often be dominated by fear-mongering, short-sidedness, and hatred.

*How do we persuade people to be more thoughtful, more Christ-like? How do we share the questions we think about at church with a larger forum? How do we expose our friends and followers to the joy we derive from being in community at KCC? Here are a few ideas:*

- Share a [sermon video](#). Remark about a part you found interesting or challenging. [Share a song](#). Tag yourself so others can see your/your child's performance. Our choirs can always welcome new members!
- Check in on Facebook when you arrive at KCC. Too shy to invite a friend to church? "Checking in" may open a door to them asking you about it.
- Record video with your phone and [send it to us](#). Facebook is increasingly dominated by video and our engagement with others soars when we post video. The more informal, the better.
- Comment and share. Likes are not enough to get our posts seen by others. When you comment/share our posts, you bolster us in the mysterious Facebook algorithm and increase the size of our audience.

Our media team (Jim Veskerna, Amy Dyson, Russ Havens, Anthony Alvarez and Marg Stark) can help you make sense of Facebook if this is all Greek to you! [Just ask!](#) Go forth and share the blessings of our community and of your faith experience with a larger audience. Your thoughtful voice is needed in today's conversations!