

Online Missionary Helpful Hints

Social Media Best Practices



KEEP MESSAGES SHORT

- Almost 99% of Contacts use a mobile device to contact us.
- Word counts of 200 or less is best.
- The typical length of a text message is the appropriate length.



USE A CONVERSATIONAL TONE

- **Friendly**- respond with grace and kindness.
- **Genuine**- carefully consider what they share with you and respond with compassion.
- **Interested**- ask questions to get to know the Contact and to better understand their needs.



ASK OPEN-ENDED QUESTIONS

Ask questions that can be answered with more than a “yes” or “no”.

Examples are:

- What do you think about.....?
- What brought you to believe this?
- Tell me more about.....



DON'T SHARE PERSONAL INFO

Keep your personal information private. Do not share information such as your:

- Address
- Phone Number
- Personal Social Media Name
- Photos of your Family or Friends



Don't take a Contact's comments personally. Look for the meaning behind their message.

