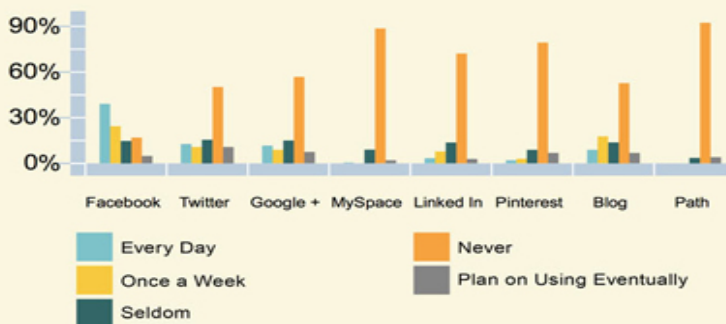


CHURCH AND SOCIAL MEDIA

2012 BuzzPlant Survey

BuzzPlant randomly surveyed over 250 churches across the United States of varying sizes and denominations. We asked them questions like, "How often do you use Social Media?", "Does your senior staff blog?", etc. The answers we received were both revealing and surprising. Here are some of the highlights below.

How often do churches use social media?



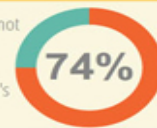
➔ 67% of churches that blog update 1-2 times a week.

➔ 33% of churches that blog update 3+ times a week.

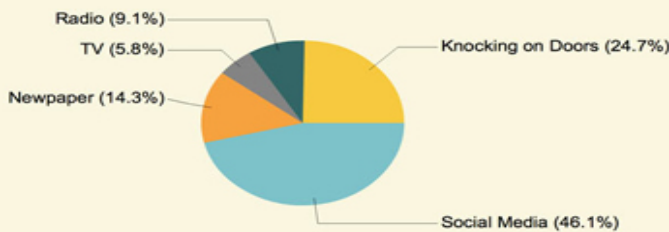


56% of churches surveyed allowed and/or encouraged staff members to update their personal social media pages while at work.

74% of churches do not have a paid staff member that updates their church's social media pages.



Church Communication & Social Media



What churches state as their most effective method of outreach.

How churches describe their involvement in adopting internet and technology.

