

**Concurrent Session**

*I Love to Tell the Story:*

*Branding in the Age of Social Media*

Roy Hayhurst, Denominational & Public Relations

GuideStone





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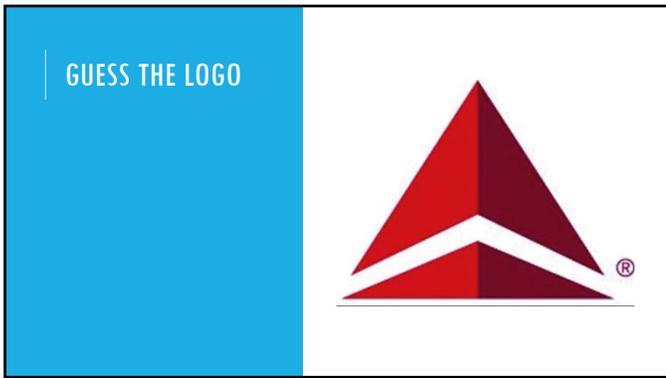
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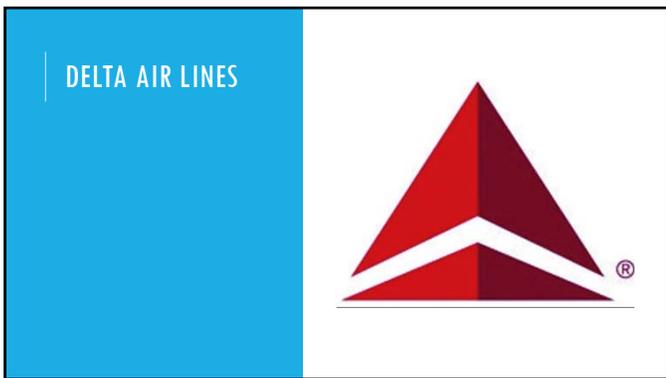
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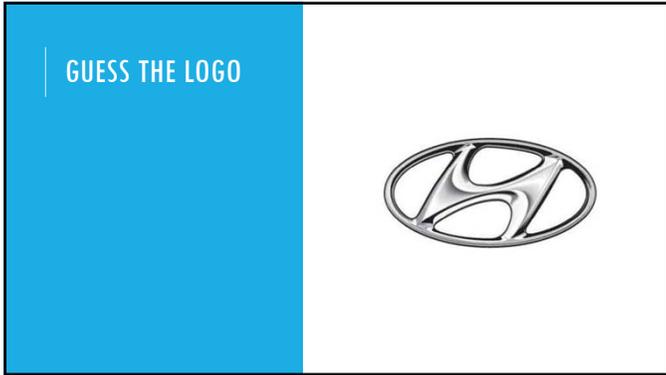
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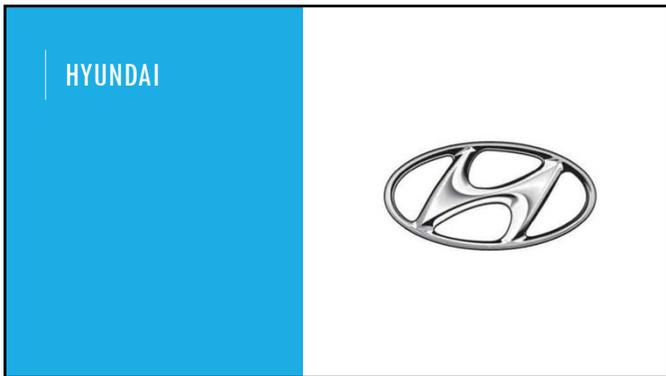
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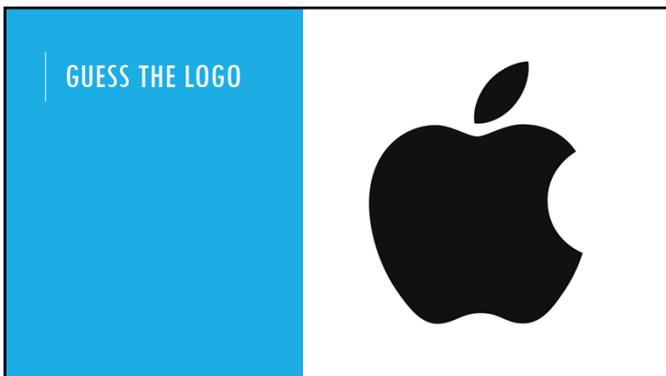
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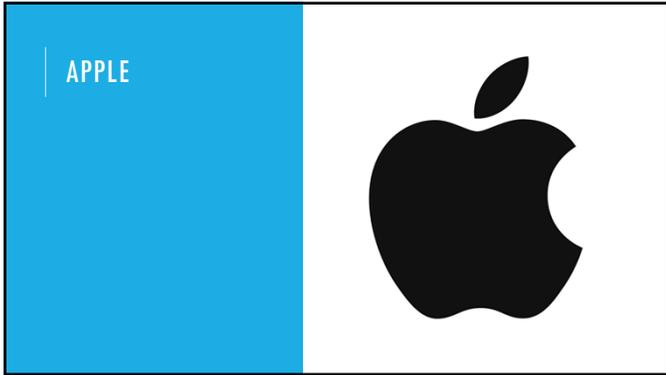
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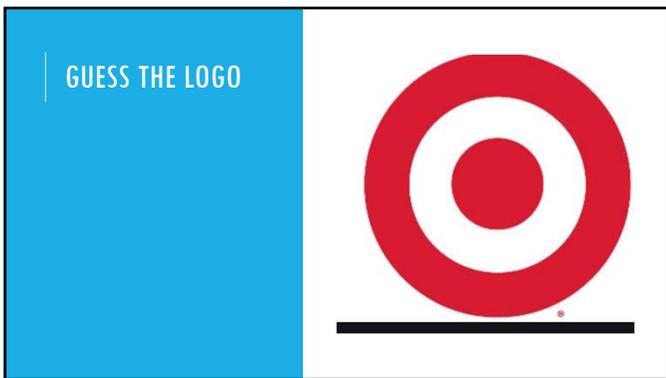
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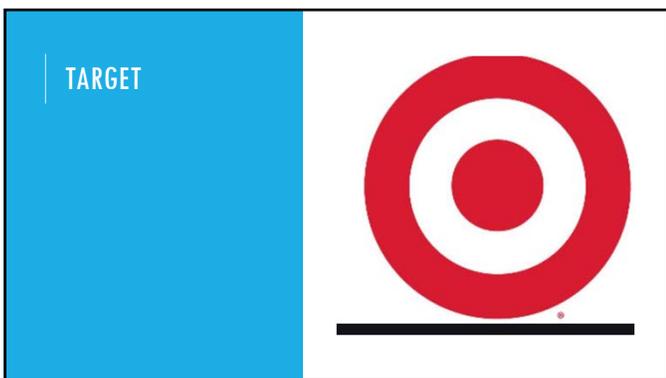
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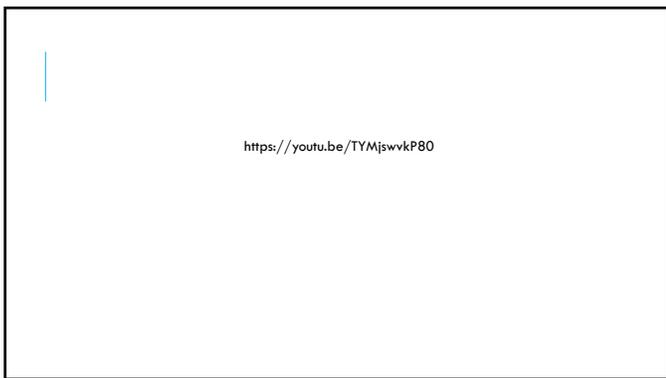
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**LOGOS VS. BRANDING**

Logo: The mark or icon that identifies an organization in its simplest form.

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**LOGOS VS. BRANDING**

Logo: The mark or icon that identifies an organization in its simplest form.

Identity: The visual aspects that form part of the overall brand.

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**LOGOS VS. BRANDING**

Logo: The mark or icon that identifies an organization in its simplest form.

Identity: The visual aspects that form part of the overall brand.

Brand: The sum of people's perception of who you are

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**BUILDING A BRAND**

- Clear
- Concise
- Consistent
- Credible
- Characteristic

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**REPRESENTING YOUR ORGANIZATION'S BRAND**

- Organization Name
- Logo
- Designs and Color
- People
- Website and Social Media
- Signage
- Welcome Center
- Guest Experience
- Location
- Building

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**WHAT CAN A BRAND DO**

- Inspire - Inspire people
- Encourage - Encourage staff and volunteers
- Expand - Expand giving
- Increase - Increase invitations
- Boost - Boost loyalty
- Attract - Attract people
- Draw - Draw new recipients, givers

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**DAMAGED BRAND**

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| <br>FESS UP            | <br>FIX THE PROBLEM   |
| <br>FIELD THE SOLUTION | <br>FIND OTHER ISSUES |

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**SOCIAL MEDIA**

Twitter: 206 million users  
Instagram: 1 billion users  
Facebook: 2.89 billion users



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**SOCIAL MEDIA**

Quality  
Consistency  
Sustainability  
Social



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**SOCIAL**  
Living together in communities

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And they devoted themselves to the apostles' teaching and the fellowship, to the breaking of bread and the prayers. And awe came upon every soul, and many wonders and signs were being done through the apostles. And all who believed were together and had all things in common. And they were selling their possessions and belongings and distributing the proceeds to all, as any had need. And day by day, attending the temple together and breaking bread in their homes, they received their food with glad and generous hearts, praising God and having favor with all the people. And the Lord added to their number day by day those who were being saved. (Acts 2:42-47 ESV)

**SOCIAL**

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**HOW DO WE GET SOCIAL**

- ✓ Relevant Content
- 🗣️ Responding to Questions
- 🤝 Engage

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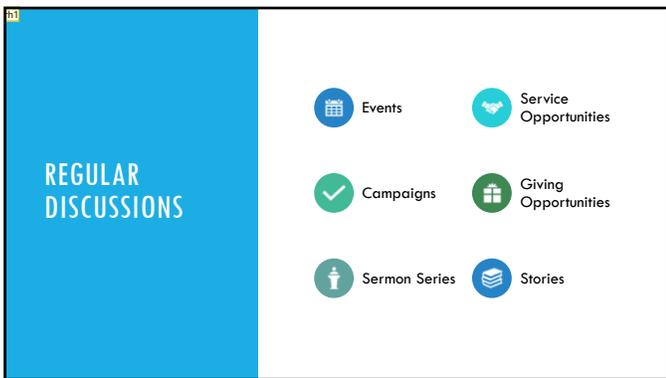
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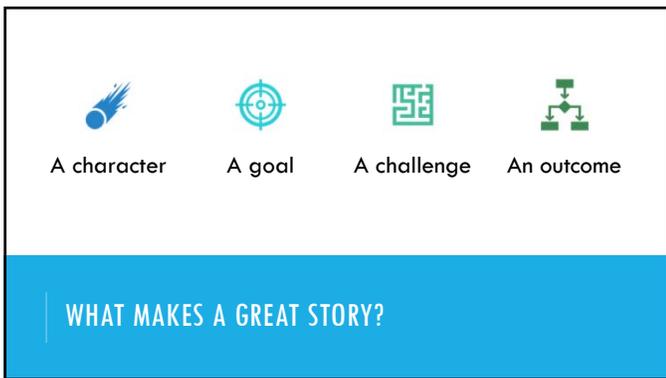
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**AFTER THE DISCUSSION**

Who needs to know?  
 Why would they care?  
 When do they need to know it?  
 What do we want them to do?  
 How do we want them to respond?



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**THEN WE DECIDE THE VENUE**

- Social Media
- Website
- Email
- Newsletter
- Testimony
- Video

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**REMEMBER**

- WHAT'S THE BENEFIT?
- MAKE IT CLEAR
- KEEP IT SHORT AND SIMPLE
- ONE CALL TO ACTION
- CLEAR AND CONCISE BEATS CLEVER EVERY DAY

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| <p>THE ENDGAME</p> | <p>Getting the right message to the right person at the right time in the right format</p> |
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