

Concurrent Session

I Love to Tell the Story:

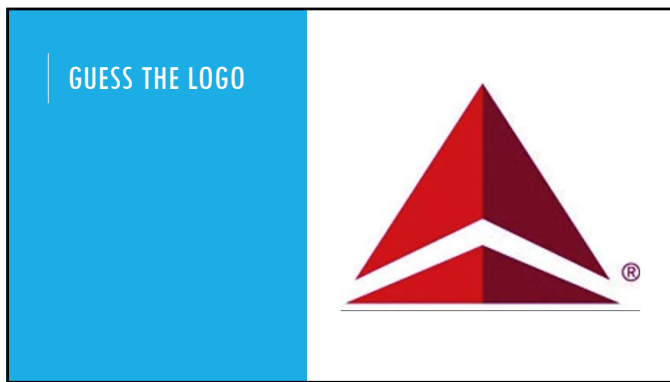
Branding in the Age of Social Media

Roy Hayhurst, Denominational & Public Relations

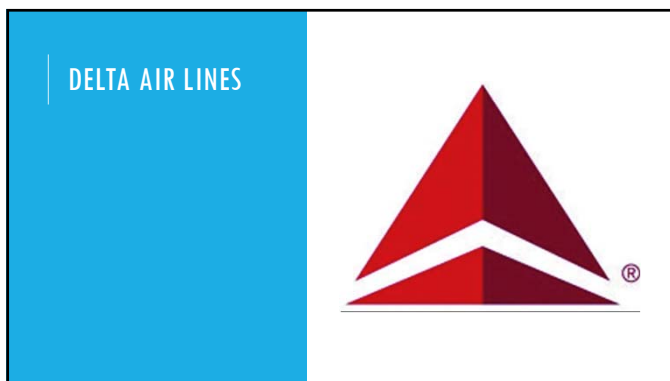
GuideStone



1



2



3

GUESS THE LOGO



4

HYUNDAI

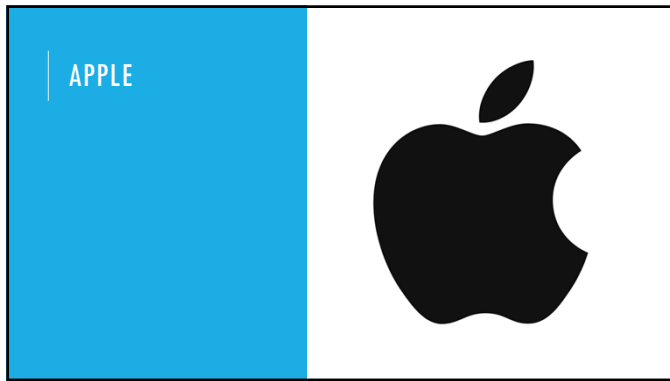


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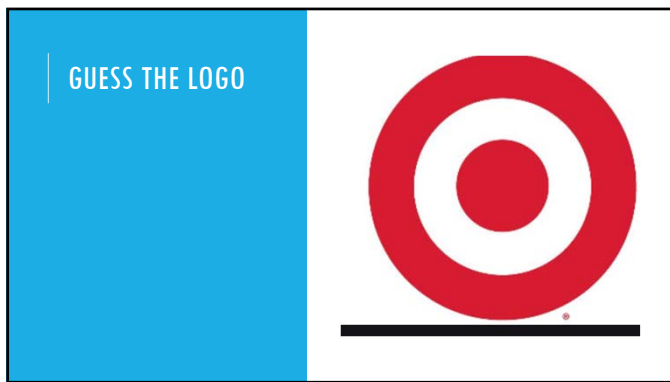
GUESS THE LOGO



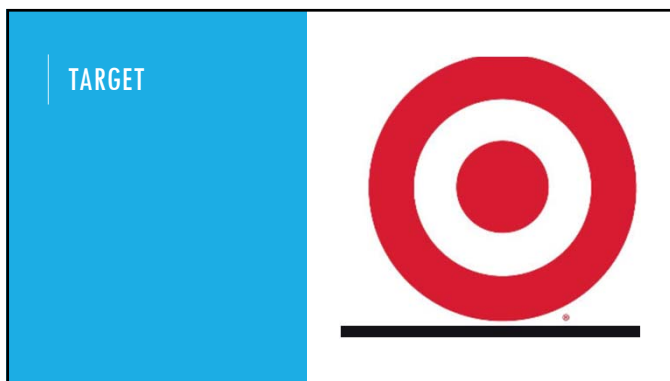
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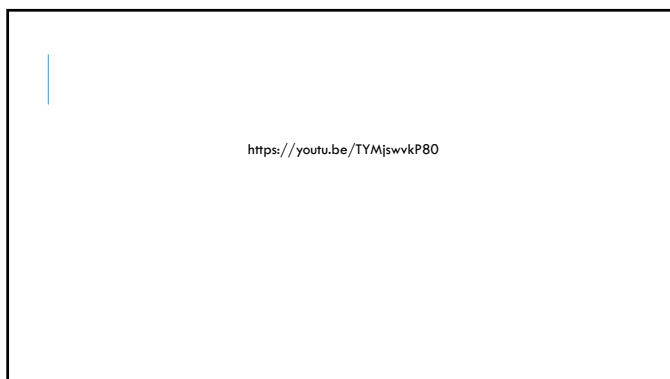
9



10



11



12

LOGOS VS. BRANDING

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

13

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

14

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

15

BUILDING A BRAND

Clear

Concise

Consistent

Credible

Characteristic

16

REPRESENTING YOUR ORGANIZATION'S BRAND

Organization Name

Logo

Designs and Color

People

Website and Social Media

Signage

Welcome Center

Guest Experience

Location

Building

17

Inspire

Encourage

Expand

Increase

Boost

Attract

Draw

Inspire people

Encourage staff and volunteers

Expand giving

Increase invitations

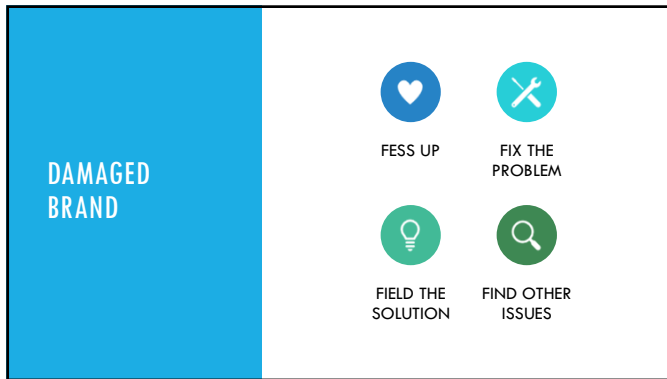
Boost loyalty

Attract people

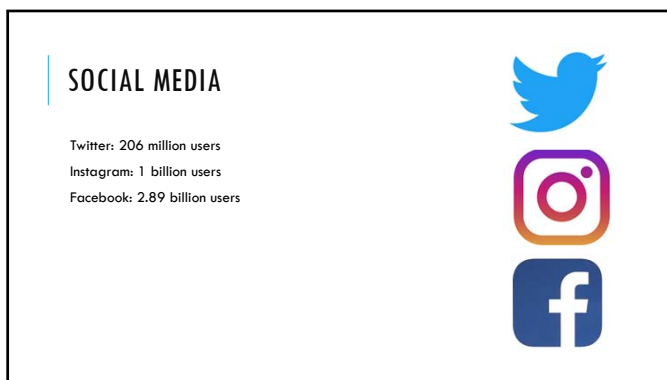
Draw new recipients, givers

WHAT CAN A BRAND DO

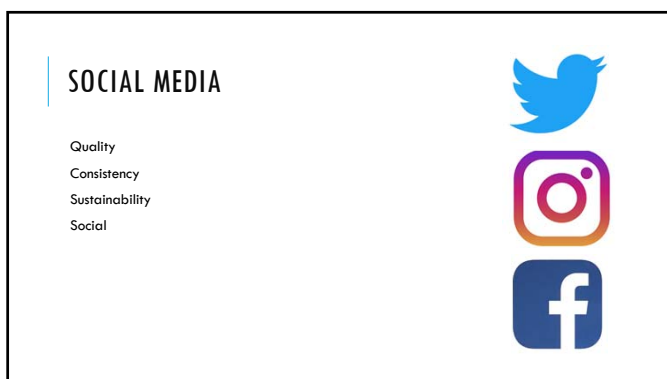
18



19



20

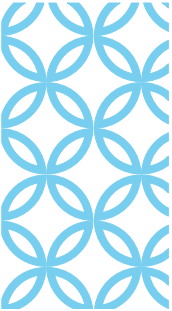


21

SOCIAL

Living together in communities

22





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

23

HOW DO WE GET SOCIAL

 Relevant Content

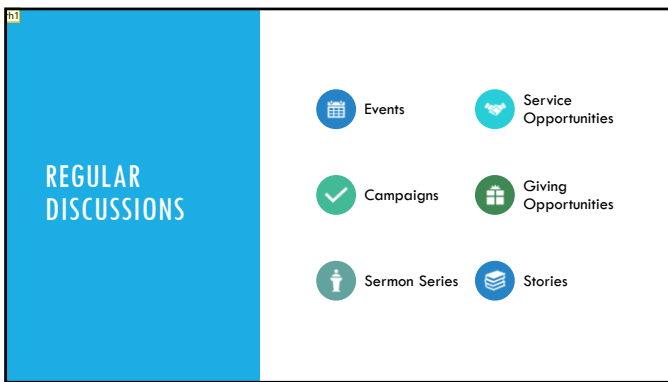
 Responding to Questions

 Engage

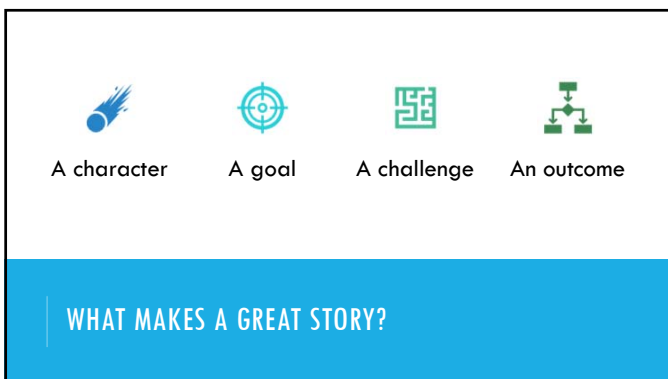
24



25



26



27

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?



28

THEN WE DECIDE THE VENUE

Social Media

Website

Email

Newsletter

Testimony

Video

29

WHAT'S THE BENEFIT?

MAKE IT CLEAR

KEEP IT SHORT AND SIMPLE

ONE CALL TO ACTION

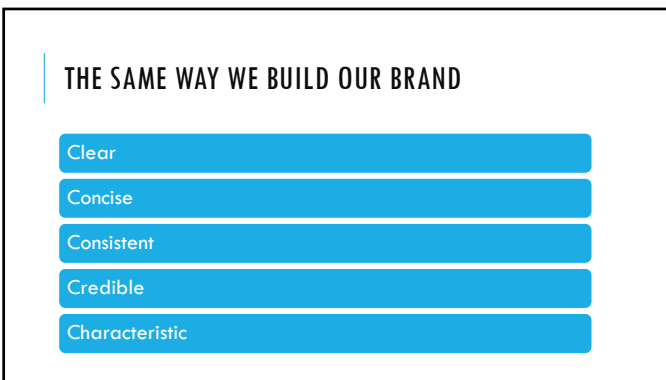
CLEAR AND CONCISE BEATS CLEVER EVERY DAY

REMEMBER

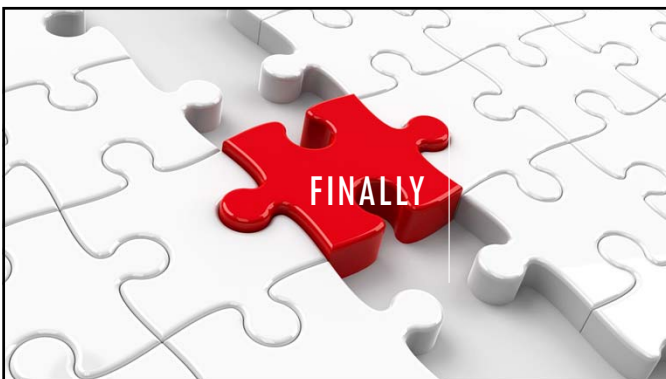
30



31



32



33

THE ENDGAME

Getting the right message to the right person at the right time in the right format

34

Takeaways & Things to Do

[illegible]

Takeaways & Things to Do

[illegible]