

TECHNOLOGY Goal 10.2

SOCIAL MEDIA MINISTRY

- a) Within 12 months, we will develop and implement a *Social Media Ministry* that will include resources, a best practices center and policies; and
- b) Within 12 months thereafter, we will complete training for Clergy and Parish leaders throughout the Metropolis regarding this *Social Media Ministry*.

TECHNOLOGY GOAL 10.2 ACTION PLAN			
Specific Key Actions Necessary To Achieve Technology Goal 10.2	Who Must Do Each Action	Timetable: How Many Months or Days To Finish Action From Previous Action	How Will We Know When This Action Has Been Completed
1. Recruit a Technology Goal 2 Task Force (“TTF2”), including parishioners and Clergy that are active in youth activities and are familiar with online and social media	Technology Strategic Planning Task Force and the Goal Captain	1 month after Start Date	TTF2 members agree to serve
2. Analyze, and prepare written report of, current state of social media (Facebook, Google+, Twitter, Pinterest, Tumblr, successful Parishes, etc.) for what is working and identify best practices	TTF2	3 months after step 1	Consensus report completed of most effective social media platforms
3. Establish a Metropolis social media guideline and policies handbook (“Handbook”) and Metropolis accounts (Twitter, Facebook, etc.) and post on Metropolis Website	TTF2 and Metropolis Webmaster	Simultaneously with step 2 (i.e., 3 months after Start Date)	Handbook prepared, posted on Metropolis Website and shared with Parishes and Clergy
4. Research available resources and add to Handbook a “How to protect your privacy online” guidebook, teaching our youth and parishioners about online privacy and protection	TTF2 and Metropolis Webmaster	6 months after Start Date	Handbook updated with protection information and processes
5. Identify Metropolis-sanctioned social network speakers to teach appropriate guidelines and information in Handbook and provide training on Handbook and related content	TTF2, Metropolitan, Chancellor, and Metropolis Youth Coordinator	3 months after step 4	Speakers agree to serve and are trained
6. Establish a process of monitoring Metropolis social media accounts and monitor compliance with Metropolis standards	Metropolis Webmaster and TTF2	1 months after step 4	Process finalized and announced
7. Monitor use of social media by youth and parishioners and compile analysis	Metropolis Webmaster and TTF2	Continuously and Quarterly	Report compiled and published, results used to enhance social media ministry
8. Determine infrastructure needed to hold youth “Google Hangouts” or similar online video-based, interactive meetings (“On-line Events”) series where youth are invited to participate no matter the location of their Parish	TTF2, Webmaster, YTF4 and Metropolis Youth Coordinator	6 months after Start Date	Delivery of document outlining On-line Event infrastructure (hardware and software) required and procedures

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9. Identify and recruit (in conjunction with Youth Task Forces) at least 1 youth leader and 1 lay person or Clergy from each Parish (" Parish Representatives ") to become active on Metropolis social media and address issues affecting our Youth and how they relate to our Orthodox faith	TTF2 and YTF4, Metropolis Youth Coordinator, and Metropolis Clergy	8 months after Start Date	At least 1 youth leader and 1 lay person or Clergy Parish Representative from each Parish agrees to become active Metropolis social media
10. Select a topic and recruit speaker for first 2 On-line Events on issues that affect our Youth and how they relate to our Orthodox	TTF2 and Metropolis Youth Coordinator	9 months after Start Date	Topic and speaker identified for first 2 events
11. Recruit youth groups across the Metropolis to participate in initial On-line Events and calendar similar events for next 3 quarters that are published and promoted	TTF2, Metropolis Youth Coordinator, Vicars, Parish Clergy, Parish Youth Directors, Parish Representatives	2 months after step 10	At least 4 youth groups agree to participate in 1st On-Line Event
12. Hold 1st Metropolis Youth On-line Event	TTF2, Metropolis and Parish Youth Directors and Parish Representatives	2 months after step 11	Initial pilot On-line Event is held
13. Create On-line Event evaluation form for immediate review evaluating the topic and speakers as to their engagement, interest and effectiveness	TTF2	Deploy simultaneously with step 12	Evaluation Form distributed and analyzed
14. Conduct 2nd Metropolis Youth On-line Event	TTF2, Metropolis and Parish Youth Directors and Parish Representatives	2 months after step 12	Second pilot On-line Event is held
15. After first 2 On-line Events, meet and gauge the success of the initial pilots and areas for improvement and modify for subsequent On-line Events	TTF2, Metropolis Youth Coordinator, Parish Representatives and Parish youth directors	1 month after step 14	Meeting held to On-line Event program modified accordingly