**A Proposal to Research How to Use Social Media**

**to Effectively Market to Millennials and Generation Z**

**By Richard Burck**

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**Introduction**

A recent survey of the member population at St. Andrew’s Episcopal Church revealed that over eighty percent of members are forty years old and older. The vestry discussed the survey at the meeting on January 9, 2020 and concluded that the church must grow its membership among Millennials and Generation Z to ensure its future. In order to reach more of the local Millennial and Generation Z population, Outreach Director Melissa Rigler recommended developing a strategy to use social media to engage more with the local community and market the church online. Ms. Rigler suggested conducting research to determine whether St. Andrew’s should focus on using Facebook, Twitter, or Instagram.

I propose researching social media usage by Millennials and Generation Z, and how churches effectively market themselves using social media. According to the Where Nonprofits Communicate graphic from 10 Powerful Church Statistics on Social Media Use (2018), YouTube, Facebook, and Twitter are the most popular social networks for nonprofits, while Instagram’s popularity is rising. Taking this into consideration, I would research which social media platforms Millennials and Generation Z use most. I would also research local churches with larger Millennial and Generation Z populations and the churches’ social media usage to learn about their successes. For example, I would research the platforms the churches use, how often they use the platforms, and the content and frequency of their posts. I would then present the vestry with a report on my recommendations on how St. Andrew’s should use social media and which platform the church should focus on for its marketing efforts.

**Proposed Tasks**

With the vestry’s approval, I would perform the following tasks to determine how St. Andrew’s can effectively use social media to engage with and market to Millennials and Generation Z in Fullerton and neighboring cities.

1. Research the use of Instagram, Facebook, YouTube and Twitter by Millennials and Generation Z to learn how these platforms compare in popularity among these groups.
2. Research the use of social media by others local churches with more Millennials and Generation Z members to learn from their success.
3. Analyze research findings and prepare a recommendation report.
4. Present recommendation report to the vestry.

**Schedule**

Figure 1 presents the task schedule for the proposed project.

|  |  |  |  |
| --- | --- | --- | --- |
| **Task Number** | **Task Description** | **Start Date** | **End Date** |
| 1. | Research the use of Instagram, Facebook, YouTube and Twitter by Millennials and Generation Z. | January 30, 2020 | February 2, 2020 |
| 2. | Research the demographics of local churches and their social media usage. | January 30, 2020 | February 2, 2020 |
| 3. | Prepare recommendation report based on research findings. | February 3, 2020 | February 9, 2020 |
| 4. | Present recommendation report to the vestry. | February 10, 2020 | February 10, 2020 |

**Figure 1. Schedule of Tasks**

**Budget**

Figure 2 shows the budget for the proposed project.

|  |  |  |
| --- | --- | --- |
| **Task Number** | **Task Description** | **Estimated Cost** |
| 1. | Research the use of Instagram, Facebook, YouTube and Twitter by Millennials and Generation Z. | $0 |
| 2. | Research the demographics of local churches and their social media usage. | $0 |
| 3. | Prepare recommendation report based on research findings. | $0 |
| 4. | Present recommendation report to the vestry | $0 |
| **Total** | | **$0** |

**Figure 2. Project Budget**

**Resources**

The research tasks for the project would require an internet connection and web browser. I would also need a word processor such as Microsoft Word to complete the recommendation report. If the vestry prefers a printed copy of the recommendation report, I would also need a printer, paper, and ink.

**References**

Conrad, A. (2018, March 13). 10 Powerful Church Statistics on Social Media Use.

Retrieved from https://blog.capterra.com/church-statistics-social-media/