

WEB PRESENCE SOLUTIONS DESIGNED FOR



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EXECUTIVE SUMMARY

Call of Love is an excellent ministry with a solid base upon which to build a great website and social media presence. With increased exposure, credibility, and a targeted effort to reach the younger demographic audience, the potential of Call of Love is limitless. This document will highlight areas that we have noted as either needing improvement or needing to be pursued in an effort to reach those three goals. Exposure and credibility go hand-in-hand; as an organization increases its exposure they gain credibility, and as their credibility builds so also grows their exposure. Credibility is best gained through a consistent, professional, and trust-building web presence. There are several suggestions that we will highlight in order to strengthen Call of Love's overall web presence. Several of the key points are to improve the overall layout of the store, simplify the main navigational tab, make the search function easier to access, and ensure that buttons are properly hyper-linked. All of these things will serve to increase the user's trust and confidence in Call of Love.

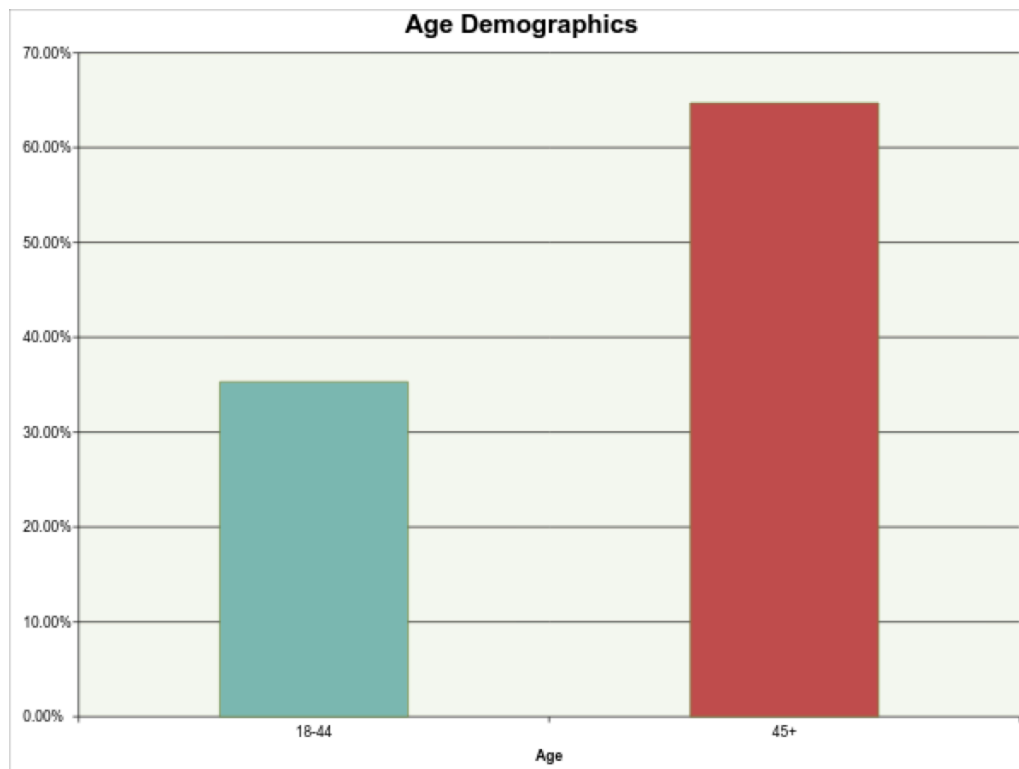
The best way to target the younger demographic audience is to reach them where they dwell, the realm of social media. It matters not how impressive your website is if people are not aware of its existence. Expanding your presence on social media to other outlets, not just Facebook, will also expand your exposure and thus grow credibility. Partnering with other like-minded ministries on social media will instill greater trust, and gain Call of Love more exposure to all demographics. Expanding out into other social media networks such as Instagram and increasing the content uploaded to Twitter and YouTube will serve to help gain this exposure.

This document is more than just a critique of Call of Love's website and social media presence. We as a team have implemented steps and included additional resources throughout this report to help expedite your growth and simplify your transitions into additional areas of social media. We have created an Instagram page for you, allowing you to launch into this social media outlet with ease. We have also designed the layout of the document in a way that will allow you to find what you need. Each suggestion has a red square next to it so you are able to skim for them when you are referencing back to this document in the future.

WEBSITE ANALYTICS

DEMOGRAPHICS

Based upon the current web analytics for your site, the need to increase exposure to the younger 18-44 demographic is very apparent. This demographic currently comprises just 35.3% of your current web traffic with the bulk of sessions falling in the 45+ demographic at 64.7%. The average session duration for the 18-44 demographic is currently at 2:49 compared to the site average of 3:04. There is not a wide difference in the gender of your site visitors with 52.25% male and 47.75% female, with almost identical numbers in both session duration and pages viewed per session.



PAGE VISITS

The good thing from your analytics is that the Store is the second most visited page, edged out only by the Homepage. The Get Involved page however is ranked #29 with only 617 views. All of this may just seem like random numbers, however, the younger demographic is much more active in social movements than the older demographic. Thus, if you can target them better you will increase your involvement and expand your ministry's impact on a global scale. The question is of course, how does one effectively reach this younger demographic?

- Suggestion: What follows in this document are suggestions that we as a team have researched and studied that we believe will help to expand your reach into the younger demographic and thus raise the effectiveness of your ministry's outreach and impact.

PERSONAS



ANNA

Likes: Inspirational quotes, cute puppies, movies

Dislikes: Click-bait, football, talking on the phone

Anna is a 23-year-old recent Nursing graduate from Cedarville University. She is very active on Twitter, posting multiple times per day. She also has a fairly active presence on Instagram, posting at least several times a week. Anna also has a Facebook account but she usually only posts Instagram photos to it. Anna uses her iPhone to stay connected to social media while on-the-go during her busy work shifts at the hospital. She likes to stay connected to her friends and family through both social media and texting.

Anna is also very active in her local church and attends a weekly bible study with her small group every Thursday. Anna is passionate about making a difference in the world around her and helping those in need. One outworking of this is that she donates to Life Without Limbs annually, and also supports a child through Compassion International, despite her limited income.



TOM

Likes: Golf, Jazz, Photography,
and spending time with his family

Dislikes: Texting, Ads, Soccer

Tom is a 45 year old financial advisor who also runs a small business. Tom is married to his wife Wendy, and together they have three kids, Kyle, Sarah, and Carly. Tom just dropped his oldest son Kyle off at college for his freshman year. Tom is very active in his local church and serves on the elder board. He and Wendy also teach the middle school aged sunday school class.

Tom regularly updates his Facebook account from his android phone or iPad. His kids introduced him to Facebook several years ago and through it he was able to reconnect with his old college friends. Outside of Facebook, Tom is not very active on other forms of social media. As a financial advisor, Tom spends his money wisely and he is passionate about using it to advance the gospel on both a local and a global scale. He donates to the Heart Support ministry monthly and he and his family have gone on several short term mission trips with their church. As part of his small business Tom also does a lot of online shopping so he is very active on the Internet on a daily basis.

WEBSITE ANALYSIS

WHY?

Call of Love's website is one of the many interactions that a person can have with the ministry; it may even be a person's first exposure to the ministry. Thus, it is important for the website to reflect the ministry in every aspect, including the layout and navigation. When a button does what it seems like it will do, the website gains trustworthiness. **On a subconscious level, the website's layout and navigation will either raise the ministry's credibility or lower it.** Currently Call of Love's navigation and layout work, but there is also room for improvement. In the following pages we have some suggestions of what could be done to raise calloflove.org's web presence. We have come to our conclusions based on comparisons of COL's websites with 50 other ministry websites.

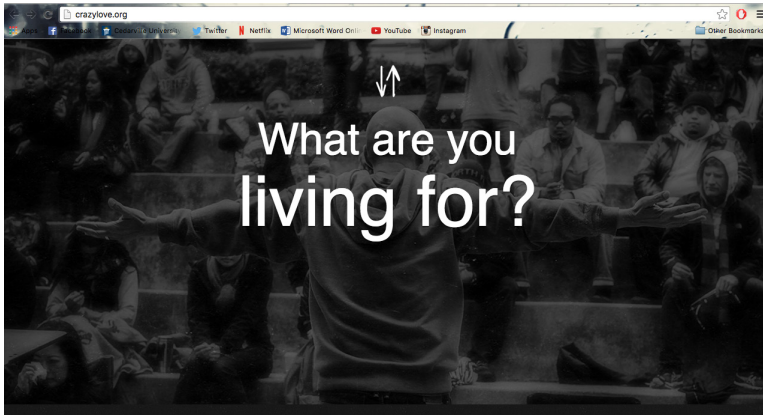
NAVIGATION

■ Suggestion: Simplify the menu bar.

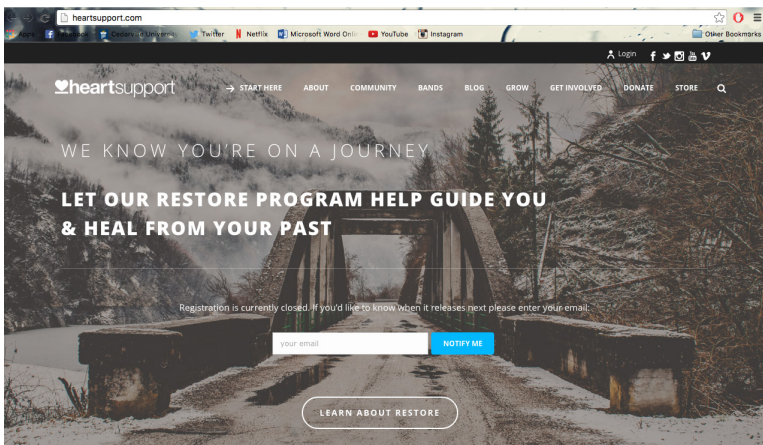
Most of the websites that we looked at (a list of the 50 ministry websites we used for this analysis is available at the end of this section) have the same sort of options for their navigation menu, options such as "About Us", "Donate", "Store". With some, but not all of the websites, offering the simple search option on their website.

We also observed that about 58% (29 of 50) of the websites offer a search bar as an option. Also, about 38% (19 of 50) had events as an option on their navigation bar.

Most of the websites' navigation bars were fairly similar to one another. They are laid out as a bar across the top of the page, although some, if you look at websites like Crazy Love, there is a pull out navigation bar that is slightly more minimalistic.



Crazy Love has more of a pull out navigation bar.



Heart Support goes for more of the stand top navigation bar.

Now even though the minimalistic style might work well with some of the other ministry websites, going for something too simple wouldn't work well for COL because the ministry is multi-faceted. However, a bit of simplification would work well for ease of use for the visitor. We will go into more details about how this could be accomplished in the Usability Study section.

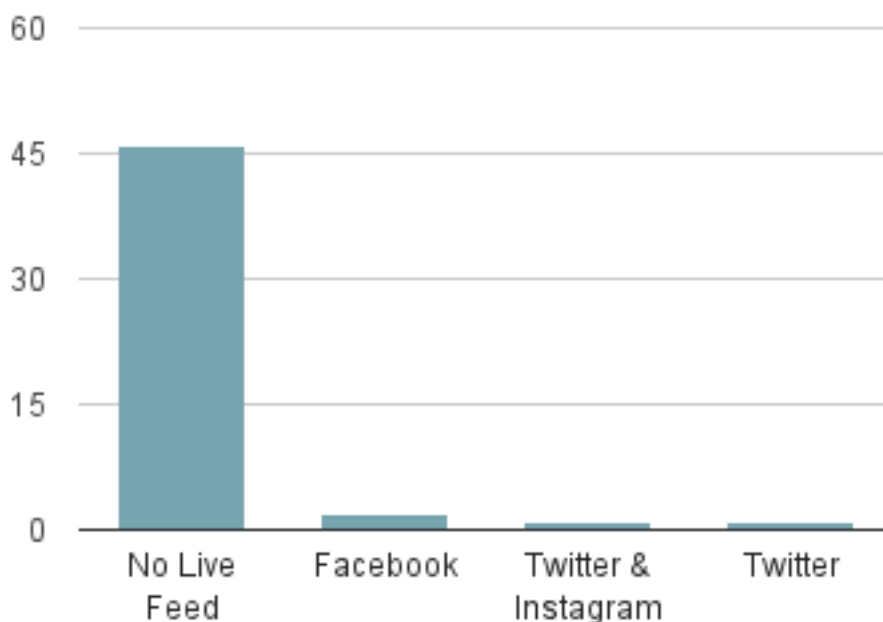
LAYOUT

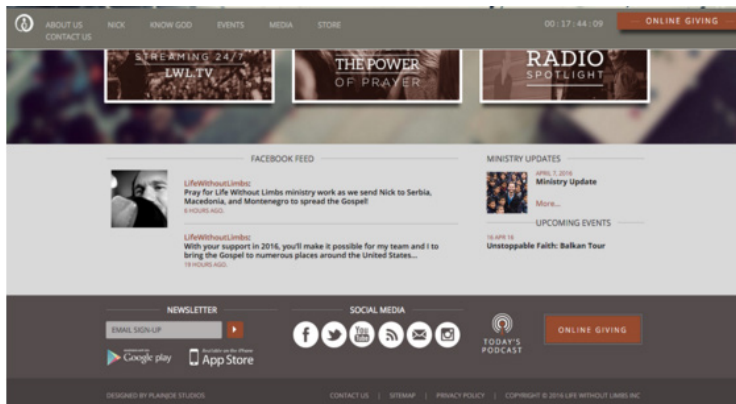
- Suggestion: Potentially incorporate a social media live feed on the homepage.

A ministry website doesn't need to have a Live Social Media Feed, but it doesn't hurt to have one, it will give COL's website more appeal to the younger demographic and show that the ministry keeps their website and social media regularly updated, adding to the ministry's overall credibility. If you look in the graph below, out of the 50 websites, only about 4 of them had a live social media feed on their site.

Once social media suggestions that you will read in the next section are implemented, try a social media live feed on either the homepage, or a high-traffic secondary page. Radiant webtools has a plugin for this, and if you contact them they may be able to tweak it and make it less cluttered. This is a suggestion that we suggest you consider after many of the others have been implemented, but it's one to keep in mind!

Count of Social Media Live Feeds

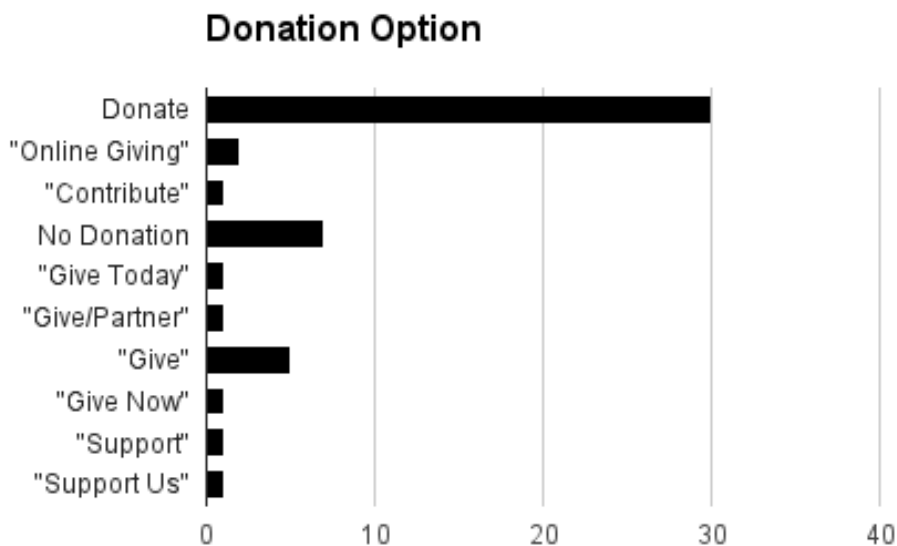




The Life Without Limbs Website found the balance of having an uncluttered look while also having a live social media feed on their homepage.

- Suggestion: keep the donate button as it is. One less thing to worry about!

As you can see in the graph below, most of the websites have donation options, although it might be under a different label than "Donate," however most You can also see below that only a small portion of these websites do not offer a donation button. The word "Donate" is used most often and seems to be a standard among ministries. Why fix what isn't broken?



Most of the websites also had a online shop on their website for the user to visit and purchase different items to help support the ministry, once again, a smaller portion of these websites did not make it the shop an option for the user.

- Suggestion: Add a shopping cart icon at the top right of the store so that shoppers can keep track of their purchases. This is a common feature in most stores and is expected by the shopper. If it is not there, they tend to feel lost.

BONUS

The current favicon that calloflove.org is using is the one that is associated with Radiant WebTools. In case you are not familiar with what a favicon is, its the icon that is associated with your URL. It shows up in the browser tab and in bookmark lists. Here is a screen capture of COL's current one.



- Suggestion: Use <http://www.favicon-generator.org/> to create your own. You can upload the COL logo and tweak it a bit so that the signature red "L" shows up as clearly as possible.

WEBSITES USED FOR COMPARISONS

1. <http://www.focusonthefamily.com/>
2. <https://answersingenesis.org/>
3. <http://heartsupport.com/>
4. <http://www.lifewithoutlimbs.org/>
5. <http://crazylove.org/>
6. <http://badchristianmedia.com/>
7. <http://www.josephprince.org/>
8. <http://www.intouch.org/>
9. <http://www.tdjakes.org/>
10. <https://www.joycemeyer.org/>
11. <https://www.stephenministries.org/>
12. <http://www.worldchangers.org/>
13. <http://www.josh.org/>
14. <http://www.awmi.net/>
15. <http://www.desiringgod.org/>
16. <http://www.ligonier.org/>
17. <http://www.lproof.org/>
18. <http://www.annegrahamlotz.org/>
19. <http://www.jackgraham.org/>
20. <http://www.joniandfriends.org/>
21. <http://www.crown.org/>
22. <http://www.jhm.org/>
23. <http://www.samaritanspurse.org/what-we-do/operation-christmas-child/>
24. <http://www.fromhisheart.org/>
25. <http://www.epm.org/>
26. <http://oneharvest.com/>
27. <http://joanhunter.org/>
28. <http://wholeheart.org/>
29. <http://www.crossoverministry.org/>
30. <http://www.ransomedheart.com/>
31. <http://overcomerministry.org/>
32. <http://billygraham.org/>
33. <https://www.truthforlife.org/>
34. <http://livinginchrist.org/>
35. <https://www.growingchristians.org/>
36. <https://www.ficm.org/>
37. <http://www.christianhealingmin.org/>
38. <http://www.bayshore.org/>
39. <http://www.wenatcheelighthouse.org/>
40. <http://ucmbuffalo.org/>
41. <http://www.globalministries.org/>
42. <http://awana.org/>
43. <http://campus-ministry.org/>
44. <http://www.aomin.org/>
45. <http://athanatosministries.org/>
46. <http://www.lifeline.org/>
47. <http://www.fccministries.com/>
48. <http://www.lccm.us/>
49. <http://www.southlandcamp.org/>
50. <http://www.clubchrist.org/>

STUDY: USABILITY

WHY?

As explained in the previous section, the way a website allows the user to interact with it adds to or takes away from the organization's credibility. We want Call of Love's website to be as user-friendly and inviting as possible while meeting the goal of its presence. If a user goes from a social media post to the website, he should be able to find what he is looking. A test of this kind with the younger audience that you have expressed a desire to reach made sense because it facilitated the assessment of the website's strengths and weaknesses through the eyes of those you are trying to reach.

This will help you make the website better, knowing that the changes are based on actual user experiences.

HOW?

What For this usability study we first familiarized ourselves with your website. From there, we outlined ten different tasks that highlighted what we perceived to be either strengths or weakness of the site. We then researched software that would allow us to not only do a screen capture but also record the individual taking the test. We found and downloaded a free version of Screencast-O-Matic 2 and used this for administering of the test. We found five random individuals to take the test, all with varying levels of technological abilities. We also had them sign a release form that allows us to share their videos with you so that you can watch each of the tests and observe how each result was achieved. We had each individual complete the ten steps in order. We observed the user as they took the test and noted common issues that each ran into. We also asked them for verbal feedback afterwards. We know five people sounds like a small number, but with the widespread general useage of the internet within the college age range, more people would not change the numbers.

USABILITY STUDY DOCUMENT

The text from the document used during the study is below. It is here so you can get an idea of the wording used in case you wish to replicate a similar study after implementing changes, which is something we highly suggest.

Directions

For this test, you will begin each task on the homepage of Call of Love Ministries. You will then perform each given task separately, in the order given. In order to participate in this test you must verify that you have not browsed Call of Love Ministries website in any manner before participating in this test. When performing each task, simply follow the directions given and then return to the homepage. Do not take time between tasks to browse the website as this would defeat the purpose of the test. In addition, you will be asked to navigate to donation pages and add items from Call of Love's store. You DO NOT need to donate or purchase anything as part of this test. Simply locate the donation pages and add the items to your cart to complete the tasks. If you have any questions or concerns please notify the administrator of this usability test. Thank you for your willingness to participate in this study.

Tasks

1. For this task, you are seeking to donate funds to support Call of Love Ministries. Beginning on the homepage find a way to donate without using the search function of the webpage. To complete this task, once you have reached the donate page make sure you understand how to donate and then you must return to the homepage, without using the back function of your web browser.
2. For this task, you will need to navigate to the purchasing of the book "Dare to Explore" without using the search function of the webpage. *NOTE* you are not attempting to purchase the Dare to Explore workbook and DVD package, just the book. You will begin on the homepage of Call of Love Ministries, and navigate to complete the task of adding "Dare to Explore" to your cart. You do not need to purchase this book as part of this task, simply add it to your cart. Once you add this book to your cart, this task will be completed.
3. For this task, you will begin on the homepage of Call of Love Ministries and navigate without using the search function of the webpage to locate the "Statement of Faith". Once you have located the "Statement of Faith" this task will be completed.

4. For this task, there are two parts. First, you will need to navigate without using the search function of the webpage to find information about the orphanage. Secondly, once you have located information about the orphanage, you will also need to locate how to donate to the orphanage. Once you have complete these two tasks in the given order, return to the home-page to complete this task.
5. For this task, you will navigate from the homepage of Call of Love Ministries without using the search function of the webpage, to watch an episode of the Dare to Love TV show aired by Call of Love. The episode you will need to watch is entitled, "Dare to Love Muslims: Tass Saada's Testimony". Once you find this video and click play, this task is completed.
6. For this task, you will utilize the search function of the webpage to complete a similar function from an earlier task. You will begin on the homepage of Call of Love ministries and then locate and use the search function of the webpage to find and add to your cart the DVD box set of season 2 of "Dare to Love". Once you have located this item and added it to your cart, this task will be completed.
7. For this task, you will begin on the homepage of Call of Love Ministries and navigate to find how to pray for the ministry. Once you have located how to pray for Call of Love, this task will be competed.
8. For this task, you will locate from the homepage of Call of Love Ministries, without using the search function of the webpage, information regarding the Dare to Love conference event. Once you have located this information, this task will be completed.
9. For this task, you will locate from the homepage of Call of Love Ministries, without using the search function of the webpage, the podcast titled, "The Palestinian/Israeli Conflict". Once this podcast is located and you have ensured that it functions properly, this task will be completed.
10. For this task, you will need to navigate from the homepage of Call of Love Ministries, without using the search function of the webpage, and locate how to watch a lesson from the "Dare to Explore" workbook package. Once this video is locate and you ensure it functions properly, this task will be completed.

This concludes the study. Thank you for participating in this usability study for Call of Love Ministries!

ANALYSIS

Donate Page

A common theme seen throughout the test was the fact that when you navigate to the donate page, the Call of Love logo in the upper left corner of the site is no longer hyper-linked to the homepage. We did some research into this and found other ministries that use the same donation site as Call of Love and they all did not have their logos hyper-linked as well so this may well be an issue with Giving Fuel that is unavoidable.

- Suggestion: The best option to address this issue is to have the “Donate” page open up in a new browser tab. This would allow the visitor to continue exploring the rest of the website, decide which part of the ministry they want to give to, and not feel stuck. You could also contact Giving Fuel to see if they are able to add a link to the logo going back to the homepage. Lastly, we suggest moving the “Back to Homepage” link to the top of the page, because this is where people instinctively look for navigational aspects.

Store

When the user first clicks on the store it has all of the informational text first and then the featured items are under that with the navigation menu on the left side. This makes the store seem very small when first arriving with the three featured items being the only items (seemingly) for sale.

- Suggestion: The printed information, while important, needs to be moved to the bottom of the page.

The store homepage needs to be made more visually appealing. Adding revolving banners at the top with the featured items and then each section (Books, CD's, DVD's, and Special Offers) could each have a visual button under the revolving banners so that people have those options, along with the side menu to help them navigate.

Main Navigation

Users also complained that the main navigation tab was cluttered and the white format made it blend in with the environment, and many found the drop down menus to be confusing and complicated.

Suggestion: Combine some of the current first-level navigation labels to simplify and

- minimize the visual clutter.

For example, the “Get Involved” and “Outreach” tabs could easily be combined as well as TV and Radio combined under a new heading such as “Media”. Events could also be included under the “Get Involved” tab. This would free up space and allow for more separation between the buttons.

Search

Another common theme was that the search function was not clearly accessible and all of the users at first thought it was a Google search function and not a part of the site. Also, after searching the first time, it does not allow you to search in the new pop-up window. Currently the user has to close out and go back to the search bar on the website.

Suggestions: Place the search bar higher up on the page (next to “Change Language”),

- and tweak the design to make it look more unified with the homepage. If you could change the words in the search bar to not say the word “google”, this would help to lessen confusion. Also, allowing the user to do another search in the pop-up would be helpful. These are all changes that probably have to be made in the google search bar plugin.

Button Trust

When the “Order Now” button was clicked under the Publications tab that it just takes you to the store page but all of the featured items are gone.

Suggestion: make sure this button, and all other buttons, lead the user to where they expect to be going.

- **This creates a relationship of trust between the user and the website, thus with the ministry itself.**

This specific button needs to take you to a page displaying the Dare to Explore workbook package or just the book or both to ease the purchasing steps. The user needs to be able to trust that the button they are going to click is going to do what they think it will.

What Works

Now, lest you feel discouraged at the overwhelming negativity, many features worked well for people. Every user found the Statement of Faith quickly and easily. In addition, finding out how to pray for the ministry was easily accomplished. For the most part the podcasts and TV episodes were also found with relative ease.

Something to Note

There was one interesting observation we made in the application of these tasks. Despite the fact that there are large buttons with icons on them labeled “Watch,” “Listen,” and “Read” on the homepage, only one person actually used one of those buttons to get to their assigned location in the tasks. We were not sure if this was just because they were taking a the test and so they focused solely on the top navigation bar or if the buttons need to be altered.

Suggestion: Look into Google Analytics’ ability to track which buttons are clicked and how often. You can then follow those clicks to see if people go on to stay on the pages (meaning that the button took them where they wanted to go/this is what they are interested in reading/doing) or if they bounced around the website. This would be helpful information when you decide to update the homepage!

Video on Homepage

Suggestion: Our final suggestion in this section is to add an engaging video to your homepage, making the video the first thing the visitor sees.

Adding a video to the homepage will naturally increase the number of people viewing the video (the homepage is the most visited page of the site) but, it will also serve other purposes. In a recent study the Local Search Association found that **71% of people who viewed a video on a company website also made a purchase** and 53% contacted the company after viewing the video.¹ While printed words are a very effective way of communicating, a video is worth far more in today’s digital age. Forrester Research roughly equates one minute of video to equaling 1.8 million words of text.² Thus, the more ac-

1 Young, Wesley. (2015, August 17). The Rise of Video: 8 Tips to Boost Your Site’s SEO With Video.

Retrieved from <http://searchengineland.com/rise-video-8-tips-boost-sites-seo-227498>. (Accessed 2016, April 25)

2 Tsur, Michael. (2014, April, 1). Research Confirms Video Improves Learning Results. Retrieved from http://www.huffingtonpost.com/michal-tsur/research-confirms-video-i_b_5064181.html. (Accessed 2016, April 25)

cessible your video is to visitors the more views you will receive. The more views, ideally, equally more donations and purchases from the store.

Based upon your website analytics your Homepage is the most visited page of your site with 19,244 views in the past year. Your Watch a Video page on the other hand received just 570 views during that same period. Using the ratios from the research from The Local Search Association, we conclude that if 71% of video views go on to donate/make a purchase then only 404 people are currently doing so. If the video is added to the homepage, it would then get the majority of the 19,244 views. This would mean that a possible 13,663 would then be inclined to donate/make a purchase.

While this research is general and these numbers cannot be guaranteed, the general idea is that the more people who view a compelling video on your site means more donations/purchases.

Video Tips

It should be short (ideally 60 seconds).

The younger age group you are trying to reach does not have the patience for anything longer, and older demographics do not have the time.

It should be moving, tell a story, and bring a person to feel righteous anger.

This will compel all demographics to take action.

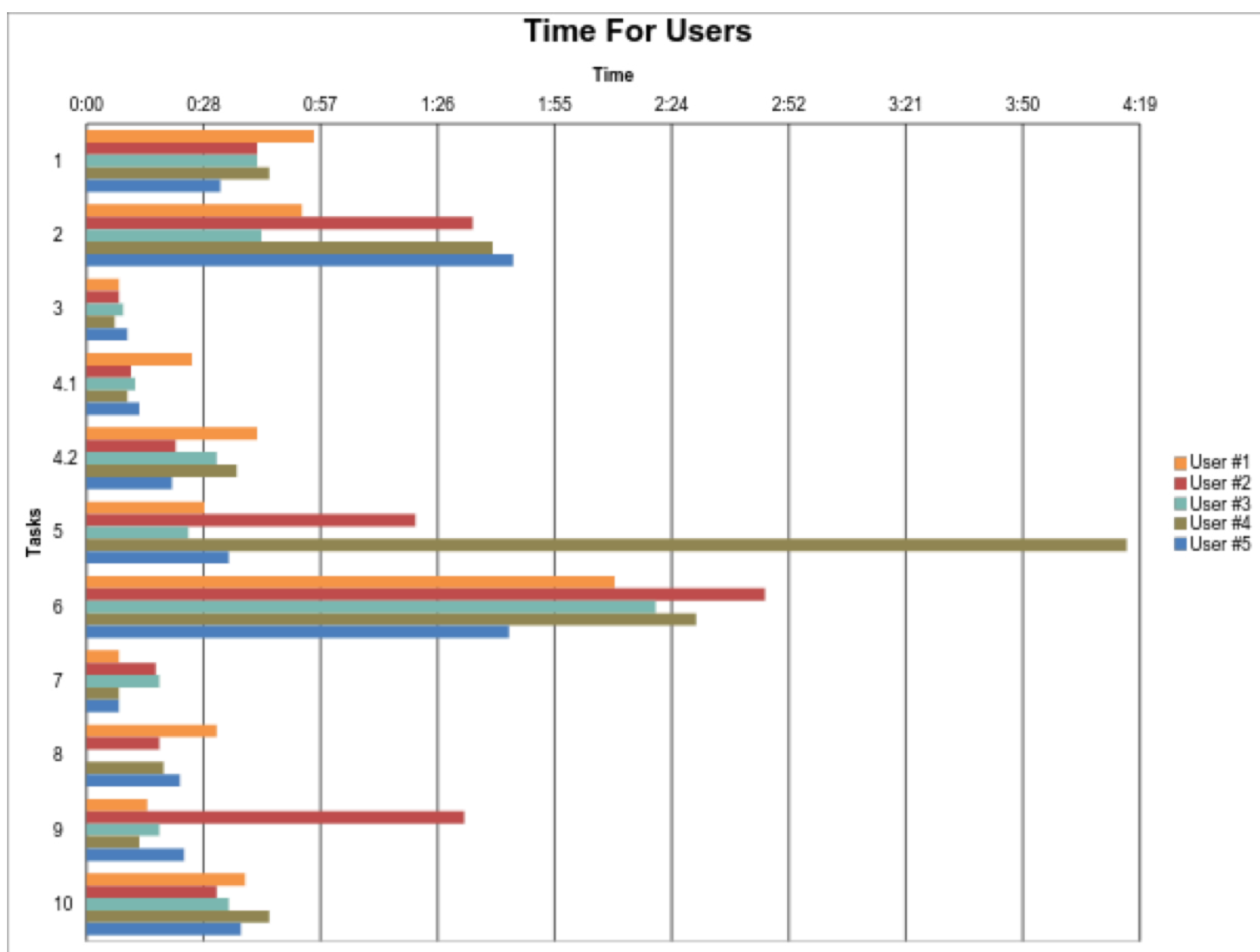
It should also feel authoritative.

This will breed trustworthiness. Finding the right balance between informing and invoking emotion is the key.

Include captions.

The younger age-group is accustomed to "Buzzfeed" type videos that they can watch without having to put headphones in because they include captions. Another point is that many people process things better visually. Even more people process better when information is fed to them in multiple ways, so reading the information while listening to it helps them understand and retain.

There is much that works and works well about this site! With some fine-tuning, it could easily go from a good site to a great site. Working on some of the suggestions mentioned above will go a long way to bring you closer to your goals. Truly, the ideal outcome is to create a website experience that not only does not hinder the visitor from getting involved with the ministry, but also to speaks for the ministry itself. Things to consider!



WHY?

Something that we believe would be beneficial for Call of Love is to start a blog, written from the perspective of Samya Johnson. Blogging, as a medium, seems to be a good fit for you because COL already has all of the pieces it needs to create a blog that will help drive the goals of credibility and exposure.

- Suggestion: Start a blog written from the perspective of Samya on COL's website.

KEEP IN MIND

Content is King

An expert blog with solid research and relevant examples is a living breathing way to keep COL at the forefront as a reference for all things Islam-related. Samya has had decades of experience in answering Muslims' and Christians' questions on the topic, and has already written plenty of content for other COL media and publications already. When a blog is evaluated, over 80% of the weight is put on content.¹

- Suggestion: Take available content and reformat it for the blog.

Example: Dr. Albert Mohler's blog is in the form of articles. This blog is very content-heavy, which is good, but is lacking a bit of personality.

<http://www.albertmohler.com/articles/>

¹ Miller, C.R., Shepherd, D. (N.A.). Blogging as Social Action: A Genre Analysis of the Weblog [PDF File] available from http://conservancy.umn.edu/bitstream/handle/11299/172818/Miller_Blogging%20as%20Social%20Action.pdf?sequence=1&isAllowed=y

Personality

One of the “three characteristics that are the driving factors in weblogs’ popularity” is personality.² Samya has a unique background and perspective that allow her to speak on the subject in a manner that is both loving, but also authoritative. Using her real-life stories will take the blog from simply informative to informative and moving.


- Suggestion: Inject personality into every blog post.

Example: Jon Acuff’s blog is full of personality. While this works for his topic and intended audience, we suggest that you find a more balanced approach since COL’s blog topics will be more serious.

<http://stuffchristianslike.net/>

Never doubt what our mustard seed growing God can do when we step out in small, brave ways. There’s no such thing as a step that’s too small when you take it with a God who loves big adventures. Watch the video and be reminded and encouraged.

There’s no such thing as a step that’s too small
when you take it with a God who loves big...

CLICK TO TWEET 



You can see here that Jon has a tweetable quote and a YouTube video.

2 Miller, C.R., Shepherd, D. (N.A.). Blogging as Social Action: A Genre Analysis of the Weblog [PDF File] available from http://conservancy.umn.edu/bitstream/handle/11299/172818/Miller_Blogging%20as%20Social%20Action.pdf?sequence=1&isAllowed=y

Social Media

Suggestion: post a link to blog posts on all social media outlets.

- Tweet a quote+ link
- Post a relevant, eye-catching photo to Instagram with the link to the new post in the bio.
- Post the same photo on Facebook with a longer quote along with the link to Facebook.

- Suggestion: Incorporate social media into the actual blog posts.

In Jon Acuff's blog you can see that he has specific quotes in the posts tagged with the ability to tweet them right from the website.

Make sure there is a Facebook "share" button to make it easy for people to share.

Every once in a while, a YouTube video made for a blog post is a nice break from the constant flow of words.

Internal Links

- *Suggestion: Include internal links when they make sense.*

We want people to go from the blog to other places on the website. When there is a relevant article elsewhere or a book/product in the store, link to it! However, only include these when it is natural to do. Too many of these links feel like a pushy salesman, and we don't want that!

NEED HELP STARTING?

Here is a link to Radiant WebTools' help section for adding a blog to your website!

<https://build.radiantwebtools.com/rwt4/kb?category=Blogs>

SOCIAL MEDIA

WHY?

Social media has become the most popular activity to participate in online; Americans individually spend 27 minutes a day on social media. ¹In order to gain exposure, and more specifically reach a younger demographic, we suggest you use social media to its fullest potential. As a whole, Call of Love has done an excellent job at utilizing social media such as Facebook and YouTube to reach an older (and primarily female) demographic; however, because you desire to reach a younger audience, you should begin to follow the example of other ministries such as The Voice of the Martyrs and develop Instagram and Twitter pages for your brand.

In order to effectively reach a younger demographic, we suggest you take advantage of social media platforms that are most popular among younger demographics. As seen below, in 2014, 53% of users on Instagram were between the ages of 18-29.

TIPS FOR SOCIAL MEDIA SUCCESS

Tell Stories

It is important to keep in mind that the goal of using social media is to gain more exposure through likes, shares, retweets, regrams, etc. Pew did some research and found out that the number one reason behind people sharing a post is righteous anger.

There are many aspects of COL that could be highlighted that will cause this emotion and then your followers will share, like, and comment.

1 Adler, E. (2014). Social media engagement: the surprising facts about how much time people spend on the major social networks. Business Insider. Retrieved April 23, 2014 from [http:// www.businessinsider.com/social-media-engagement-statistics-2013-12](http://www.businessinsider.com/social-media-engagement-statistics-2013-12)

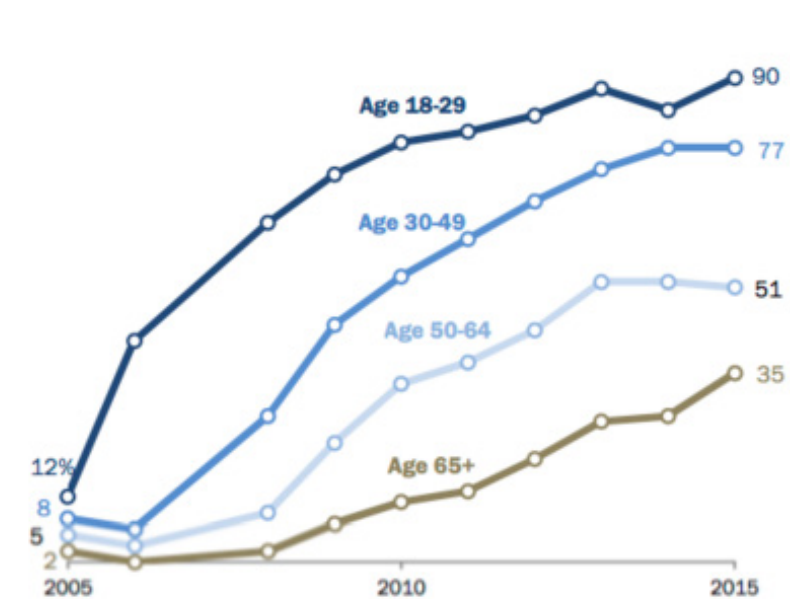
You have already seen this in your posts about Ahmad! **So, tell stories, and them stories that evoke righteous anger!**¹

Be There

According to a study conducted by Pew research in 2005, 90% of young adults from the ages of 18-29 use social media. If you are aiming to gain exposure within the younger demographic, it could prove to be successful to be active on as many social media platforms as possible.

Young Adults Still Are the Most Likely to Use Social Media

Among all American adults, % who use social networking sites, by age



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

PEW RESEARCH CENTER

Be Active

We suggest posting to social media regularly. This way there is more content for users to find, increasing Call of Love's exposure and allowing the younger demographic (and everyone else) to stay up to date with what the ministry is doing.

■ Suggestion: Based on our research² here are some realistic numbers to aim for.

- Facebook—twice a day
- Twitter—at least three times a day
- Instagram—once a day
- **Blog—twice a week

1 Haydon, J. (N.A.). 10 Tips for Turning Photos Into Powerful Stories. Available from <http://www.johnhaydon.com/dont-just-post-photos-post-stories/>

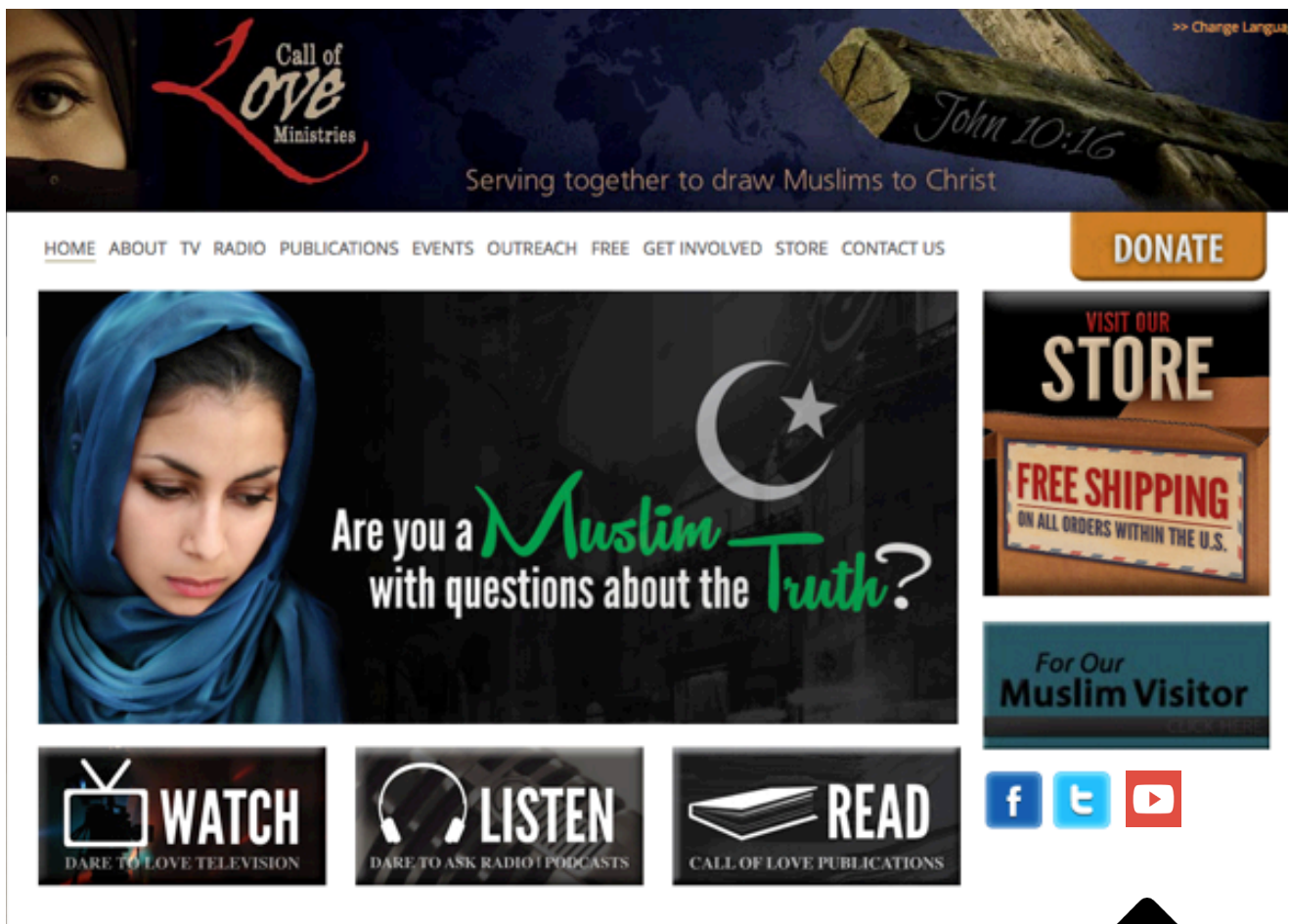
2 Lee, K. (2015). Infographic: How Often Should You Post On Social Media? See the Most Popular Research and Tips. Available from <https://blog.bufferapp.com/how-often-post-social-media>

YOUTUBE

Icon Button

You have done an excellent job at branding the ministry and uploading the television show episodes to YouTube, but there is currently no clear way for a visitor to get to your YouTube channel.

- Suggestion: Add a YouTube button next to your existing social media buttons to the homepage and the footer. This will help people know that a) you have one, and that b) it is active enough that you have it on your homepage, meaning it is worth following!



it fits perfectly!

Focus on the Family is an example of a website that has successfully done this. Make it as easy as possible for people to find your social media pages!

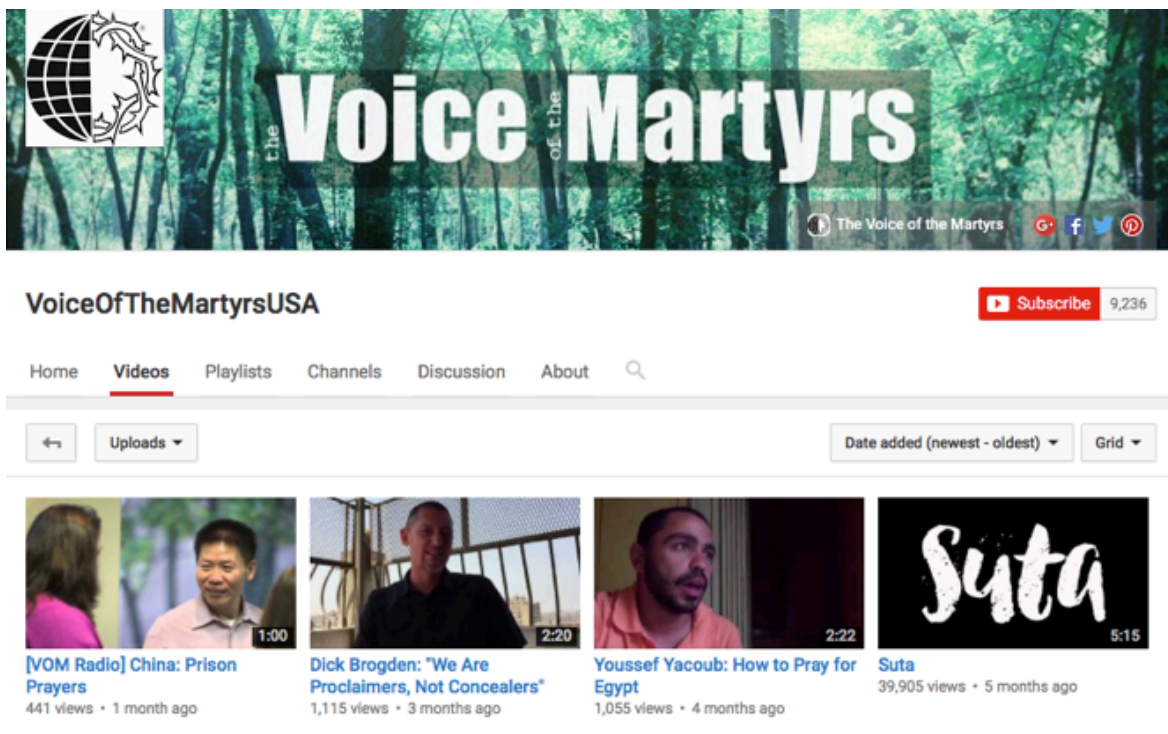


Content

The only content that is currently uploaded to Call of Love's YouTube channel is the television shows that have already been broadcasted. The Voice of the Martyrs, a ministry comparable to Call of Love, caters to a very similar audience.

VOM uploads a variety of videos to their channel including vlogs, user generated content in the form of contests (something that catches younger demographic's attention) and professionally created videos. COL could benefit from following this example.

- Suggestion: Upload a more diverse array of videos.



- Suggestion: Create and post shorter videos (parts of tv show in more youthful packaging). Your target younger demographic is more accustomed to condensed information, so shorter videos will keep their attention, and get them interested by leaving them wanting more. Also, watching a two-minute video is something your target demographic is willing to do, but anything longer than 5-6 minutes is scary to the generation of commitment-phobes. “Younger packaging” means that the colors, captions, and music could be tweaked to capture their attention. You can also post these condensed videos to Facebook so when a visitor from the younger demographic is scrolling, and they see an interesting title and more vibrant colors, they will watch.
- **Don’t forget to include “call to action” type information at the end of the videos so viewers don’t just move on. Interaction is key!**

INSTAGRAM

In order to effectively reach a younger demographic, we suggest you take advantage of social media platforms that are most popular among younger demographics. As seen below, in 2014, 53% of the 300 million users on Instagram were between the ages of 18-29.

Instagram users

Among online adults, the % who use Instagram

	2013	2014
All internet users	17%	26%*
Men	15	22*
Women	20	29*
White, Non-Hispanic	12	21*
Black, Non-Hispanic	34	38
Hispanic	23	34*
18-29	37	53*
30-49	18	25*
50-64	6	11*
65+	1	6*
High school grad or less	16	23*
Some college	21	31*
College+ (n= 685)	15	24*
Less than \$30,000/yr	18	28*
\$30,000-\$49,999	20	23
\$50,000-\$74,999	15	26*
\$75,000+	16	26*
Urban	22	28
Suburban	18	26*
Rural	6	19*

Source: Pew Research Center’s Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 – September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

PEW RESEARCH CENTER

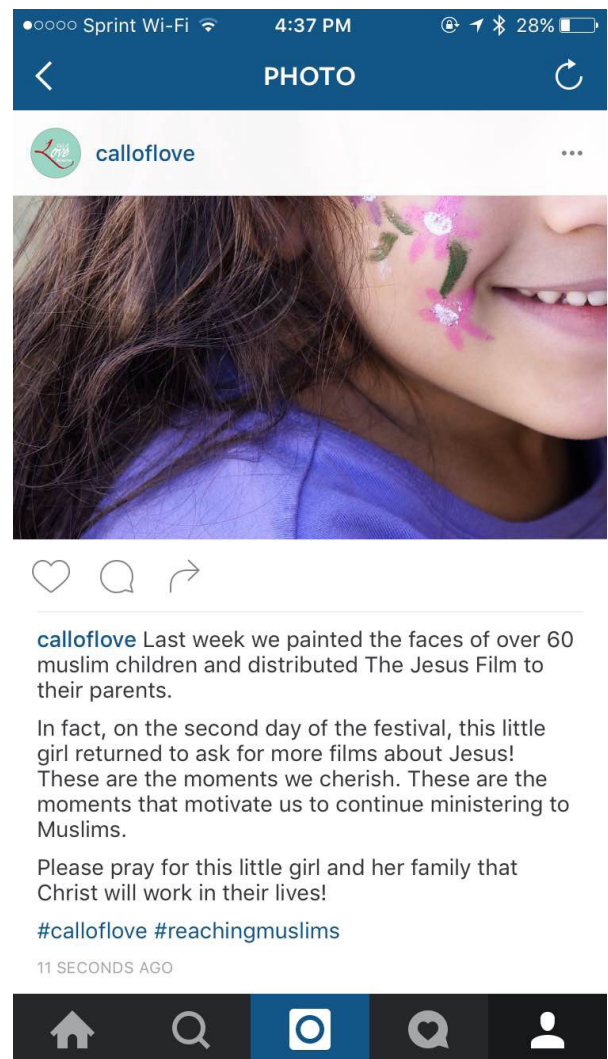
The majority of ministries we researched did not have an Instagram account, but the few that are using this social media platform can be very helpful examples to Call of Love. The fact that few ministries are using Instagram shouldn't discourage the use of this social media platform, but rather encourage you to lay the groundwork as a model to reach the younger demographic in a way that is relevant to them!

- Suggestion: ~~Create an Instagram~~ Use your new Instagram account to reach the younger demographic!

Username: calloflove

PW: ACWDKMCM

*Feel free to change either of these, we just want to show how great COL's presence can be on Instagram. *

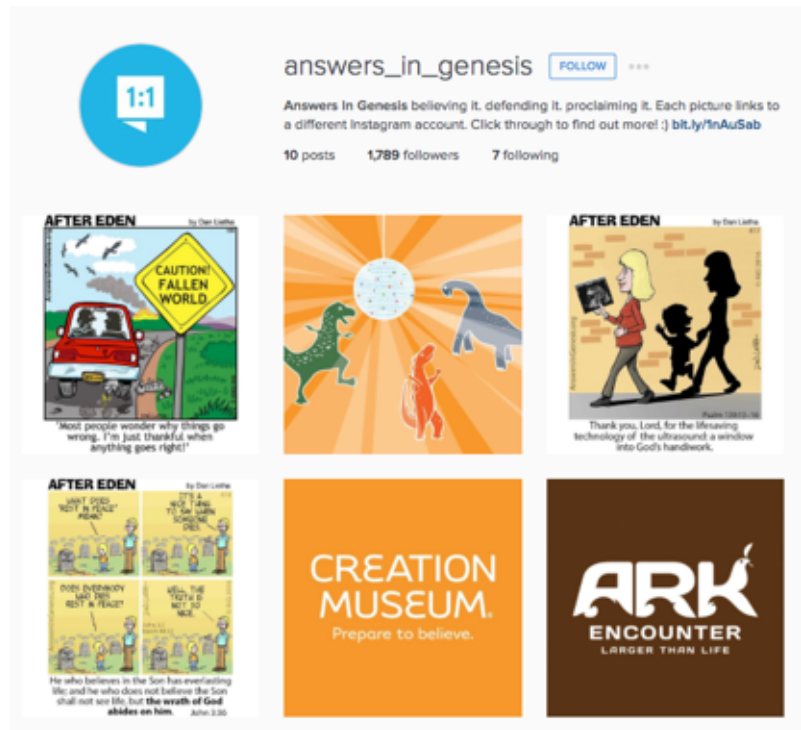


This is a sample post we created for you (and then deleted so you won't find it on your account). A few things we considered while creating this:

- Logo: We put the COL logo on a lighter colored background to connect a sense of calm with the organization.
- Safety: Showing half the face keeps her identity hidden, especially since she is a young child.
- Hashtags: using the #calloflove hashtag in all your posts will create unity and remind others to use this hashtag when posting about the subject of reaching Muslims. #reachingmuslims had a few posts that were similar to what COL would post, so it made sense to use it.

User-Generated Content

One of the ministries using Instagram, Answers in Genesis, isn't exceptionally active, however you can potentially take advantage of something they are doing well: utilizing user-generated content.

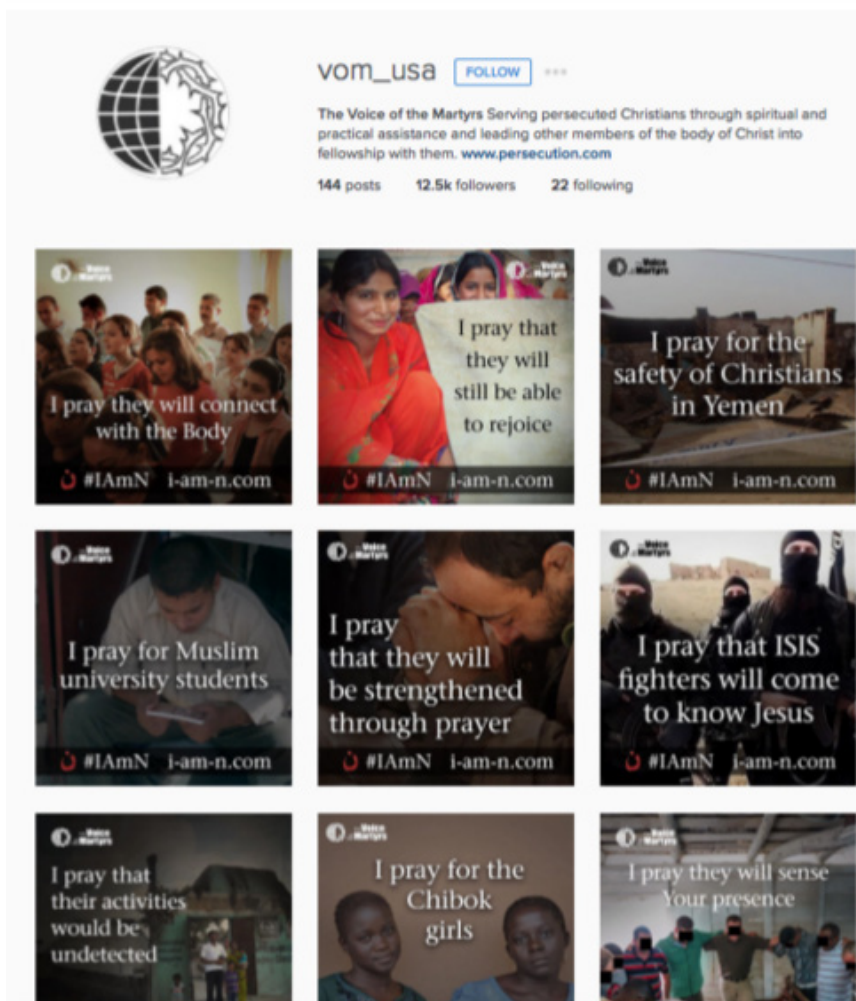


- Suggestion: Take advantage of user generated content. This will get more people involved and increase exposure for Call of Love.

Including your followers in the process of growing COL's social media presence will allow them to get involved, allow you to not have to come up with every single post, and will multiply exposure exponentially. This will utilize user generated content can increase activity on the account, an overall hype about the ministry, and can also save time and energy at the ministry's expense.

■ Suggestion: Brand consistency in posting to Instagram.

One of the most encouraging discoveries in our research was The Voice of the Martyrs' Instagram page. As mentioned before, this ministry has a similar mission to Call of Love. They have done an excellent job at branding their images by incorporating a hashtag, a logo, and the website URL. They also include pictures from their travel, as well as succinct and consistent prayers on each picture. They have successfully maintained a unified aesthetic, which is not easy to do. Some of their posts are a bit cluttered, so we suggest creating the unity by incorporating the overall idea, but maybe not in the exact same way.



Due to the similarities between the two ministries, Call of Love could easily share one of The Voice of the Martyrs' posts and vice versa. This way, each ministry would gain exposure. Start that virtual relationship!

■ Suggestion: Host contests and giveaways to increase exposure.

Instagram is a visual medium, therefore it offers the opportunity to host giveaways and contests with the ability to share and hashtag the photos in the running. For instance, Focus on

the Family promoted a book through a giveaway, asking the followers to tag some of their

friends. This increases awareness for the ministry through Instagram, and it can also increase

credibility for the ministry through the items being given away.

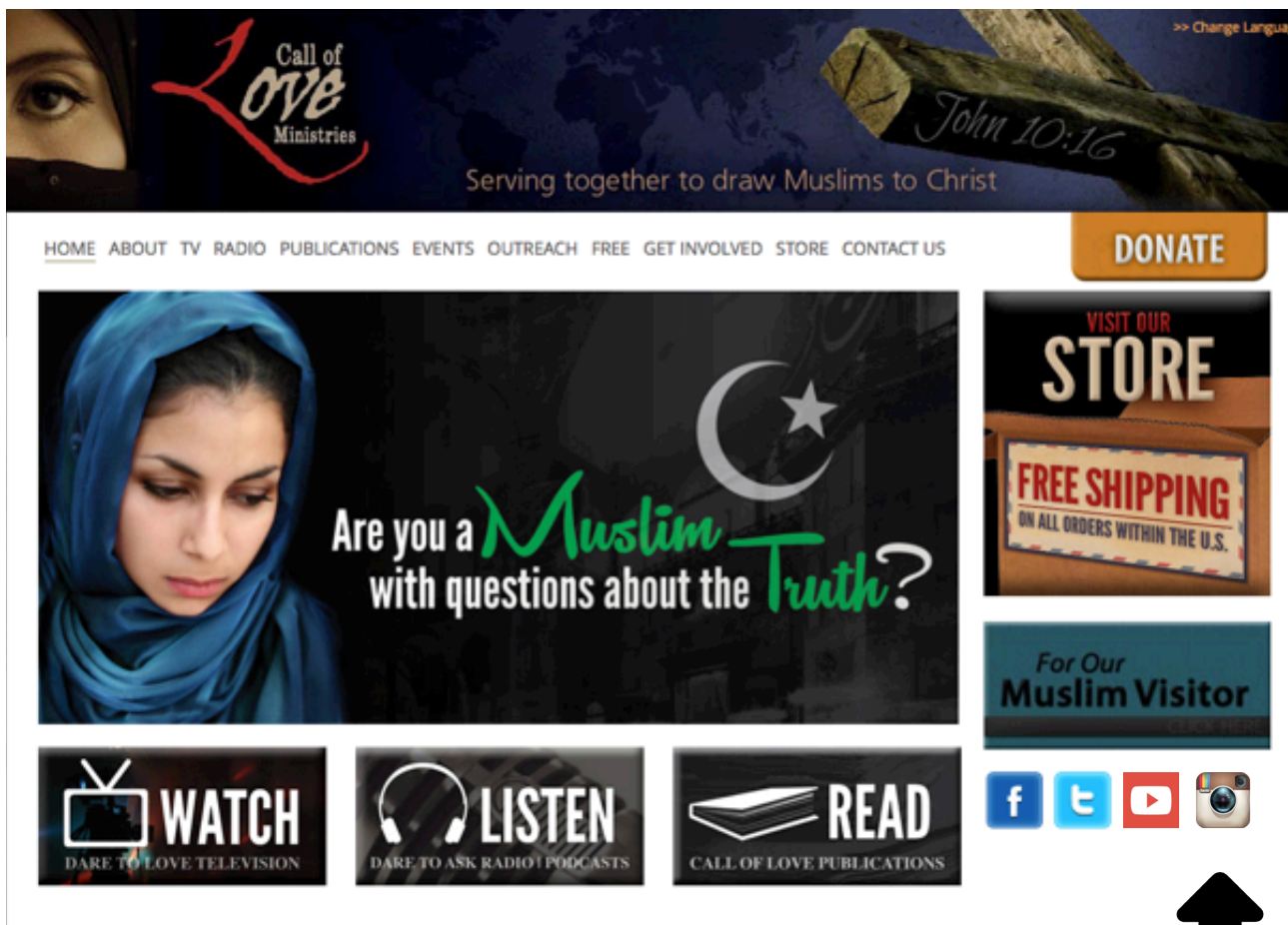


For example, create a post letting followers know that a giveaway is happening. Specify that a (desirable) prize like a book or t-shirt is what they will get. Tell them they can enter by tagging three friends in the comments section. That singular user just introduced three young individuals to Call of Love ministries.

Best Practices

- Use high quality photos.
- Do not over edit the pictures.
- Have a variety of pictures on your page, but maintain a cohesive theme.
- Engage with your followers.
- Take advantage of hashtags.
- Establish brand consistency.

We can't wait to see what you do with Instagram and will be the first to follow you!



Don't forget to add an icon to your homepage linking to Insagram!

TWITTER

Currently, Call of Love as a ministry does not have a Twitter account. The face of the ministry, Samya Johnson, has an account, but in order to have a cohesive brand, Call of Love needs their own page. A major aspect of Twitter is retweeting; Samya retweeting an image of muslims or a verse doesn't have much effect on a Twitter user scrolling through their feed because it simply looks like another individual using Twitter. However, if a ministry like Call of Love is tweeting these things, a passionate young Christian looking to get involved could stumble upon Call of Love's page and fall in love with your mission.

- Suggestion: Create a Twitter account for Call of Love Ministries.

Here is a sample tweet from Samaritan's Purse.



We believe that Samya's twitter account can be put to good use. Samya could interact with the new Call Of Love page by retweeting it and helping Call Of Love gain exposure. It is important to actively find ministries or influential Christian leaders to partner with.

- Suggestion: COL should retweet other ministries & Samya should retweet COL.

Twitter can also be used to provide succinct, click-bait summaries of full-length stories on other platforms. It is important to keep your audience updated with current events going on around the world.



- Suggestion: Create succinct, click-bait summaries to reel the audience in.

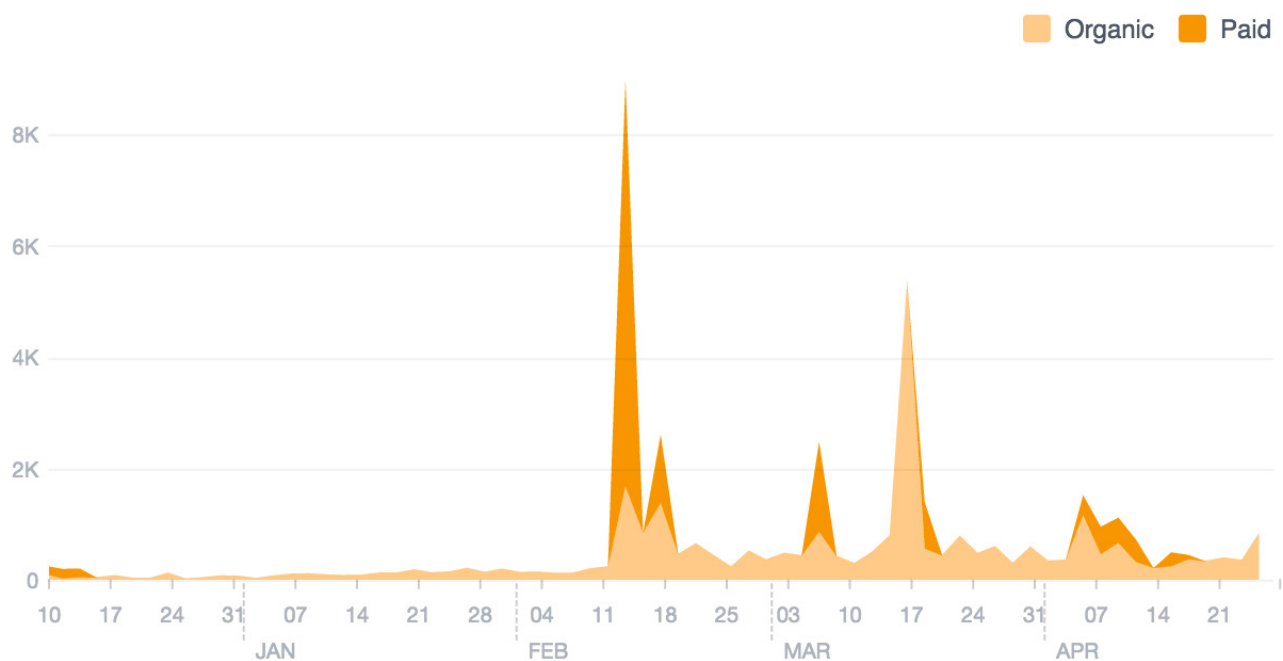
****Don't forget to tweet often!****

FACEBOOK

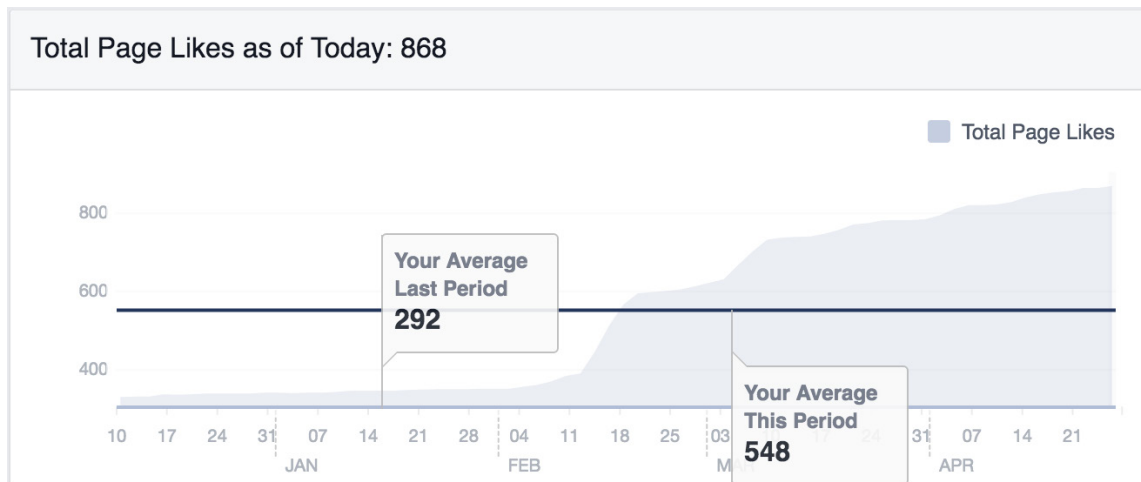
Facebook is showing tremendous growth in recent months. The promoting of posts has made a positive impact, boosting the awareness and reach of your Facebook page. Looking at the analytics data from Facebook should encourage you! When we looked at the Facebook Insights, we compared two periods together. December 10, 2015-February 12, 2016 and February 13, 2016-April 27, 2016. In the first period the average reach of a typical post was 11 people. The average reach during this current period is up to 384! This very clearly demonstrates that promoting posts is not just working, but it's working very well! *In fact, there is a 3,063% increase!*

Post Reach

The number of people your posts were served to.



The impact of promoting posts goes even further than just reach, it also has increased the number of likes the page receives. Last period this number was at 292, currently it is at 548, an 87% increase. This demonstrates that when people find your page many like what they see and take the step and like it.



In the last week alone (April 20-26) post engagement has risen 56%. Also, video views rose during this last week to 670 views (up 104%). All of this clearly demonstrates that what you are doing with Facebook is working and working well. However this reach is still not effectively reaching the younger demographic. Thus while all these numbers are great, more can be done to make great, greater still.

■ Suggestion: Add Instagram posts and YouTube videos to your Facebook page.

Adding Instagram posts to your Facebook page will increase these numbers even more drastically by flooding the page with a younger demographic audience. One idea that works well for other ministries researched is simply to post photos with scripture verses or inspirational quotes on them. Another thing that would draw in the younger demographic to the Facebook page would be, as we mentioned earlier, to post short videos from the YouTube channel to Facebook. When people are scrolling through their newsfeed on Facebook, videos tend to catch and hold people's attention far better than just words or even a picture. The more interesting and attention grabbing these videos are, the better. You have just a matter of a split second to give them a reason to keep watching, so you need to make sure that what you are posting is appealing and packaged to reach the younger demographic audience.

SCENARIOS

ANNA

Anna graduated from Cedarville a few months ago. During her Sophomore year she took a short-term medical missions trip to Swaziland, Africa. While there, the Lord impressed upon her heart the need to reach the Muslim population with the gospel and in particular, the women of Islam. When Anna arrived at her first nursing position at a Columbus hospital one of her fellow nurses was a young, Muslim woman, Fatima. Anna struck up a friendship with her and wanted to understand better how to share the gospel with Fatima. While browsing on Instagram, she see's a photo from Call of Love's Instagram page with a photo of a veiled woman's face and the caption, "Freed by the Gospel". Anna is intrigued and goes to Call of Love's website and finds practical and apologetics-based information on how to reach her friends and neighbors with the Gospel of Christ. She tells her Bible study group about it at church and together they work through the Dare to Explore workbook. Through this study, Anna feels confident and emboldened because of her increased knowledge of Islam and how to reach her friend, Fatima, with the gospel.

TOM

Tom is a working middle class, middle-aged male and he likes to make a difference in the world around him. He is very active on Facebook and one of the organizations he keeps up with due to a study that his local church Bible study is going through about the persecuted church this year is Voice of the Martyrs. He is on his lunch break and checking his Timeline and praying for his persecuted brothers and sisters in Christ around the world. While scrolling through he sees a promoted post a ministry he has never heard of before, Call of Love Ministries. It is a link to a story of a man who once killed Christians in the name of Allah but now is finishing up Bible school training to return to his home country of Iran to pastor a local underground church. Tom

is moved by the story and follows the link in the post and “likes” Call of Love’s Facebook page so he can see more stories like this one. When he gets home from work he gets back on Call of Love’s Facebook page, goes to the about section, and looks around Call of Love’s website to see if there is a way he can connect with them and be part of their gospel outreach to the followers of Islam in his community and around the globe.

THANK YOU

We want to take a moment to thank you for being our client this semester! It was a wonderful learning experience being able to take what we learned in the classroom and applying it to help you bring your website and social media presence to the next level. We hope and pray that our suggestions help to bring more souls to Christ, since this is the ultimate goal.