

Using Social Media Ads To Find Seekers - How To Moderate and Engage Seekers on Facebook and Beyond

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ROLES

VISIONARY LEADER



- Helps the team keep the vision
- Mobilizes others to join the team's vision.

MARKETER



- Develops content that will reach the target audience

RESPONDER



- Interacts online with seekers until ready to meet face-to-face offline

MULTIPLIER



- Meets seekers face-to-face
- Helps seekers to become multiplying disciples

DISPATCHER



- Makes sure no seeker falls through the cracks
- Pairs online seekers with offline multipliers for face-to-face

To successfully launch a M2DMM strategy you will need someone(s) to fill each of these roles. To start, the same person could fill all of these roles. As God gives growth and more to steward, more people will likely need to join the team.

Digital Responder



Casting the Net

- Media
 - Fills the “net”
- Digital Responders (DR)
 - Sort through the “fish”
 - Discover people of peace



What is a Digital Responder?

Digital Responders filter the masses of contacts to find true seekers and prepare them for a face-to-face meeting. (from kingdom.training)

*Moderator

Controls front end responses

*Responder

Deeper conversations with seekers

“Be wise in the way you act toward outsiders; make the most of every opportunity. Let your conversation be always full of salt, so that you may know how to answer everyone.”
- Colossians 4:5-6



DR Moderator

Separate the Sharks from the Seekers

- Timely response
 - Mark 4:26-29 “...But when the grain is ripe, at once he puts in the sickle, because the harvest has come”
 - FB gives favor to pages that respond quickly
- Filter hostile comments
 - Provide a safe place for seekers. Help the seekers realize that they are not alone.
 - Prevent those who are hostile from seeing further ads



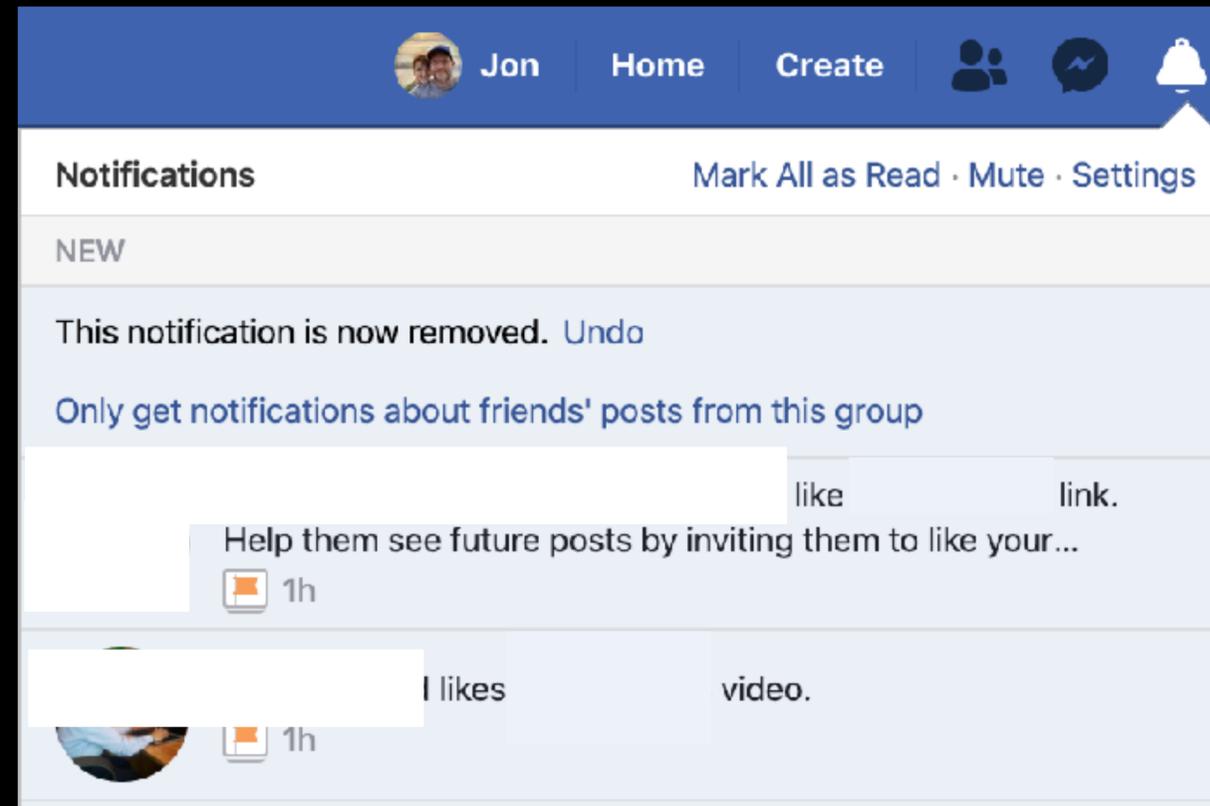
DR Moderator

To Invite Someone To “Like” The Page

- Go to notifications on the menu of the page
- If signed in as a moderator, use the notifications from the bell at the top of the FB page
- Click on the notification that says someone replied, and it will take you to the ad
- Look at the likes on the ad post - there is a spot to invite the person that liked the post to also like the page. Click on the invite button.

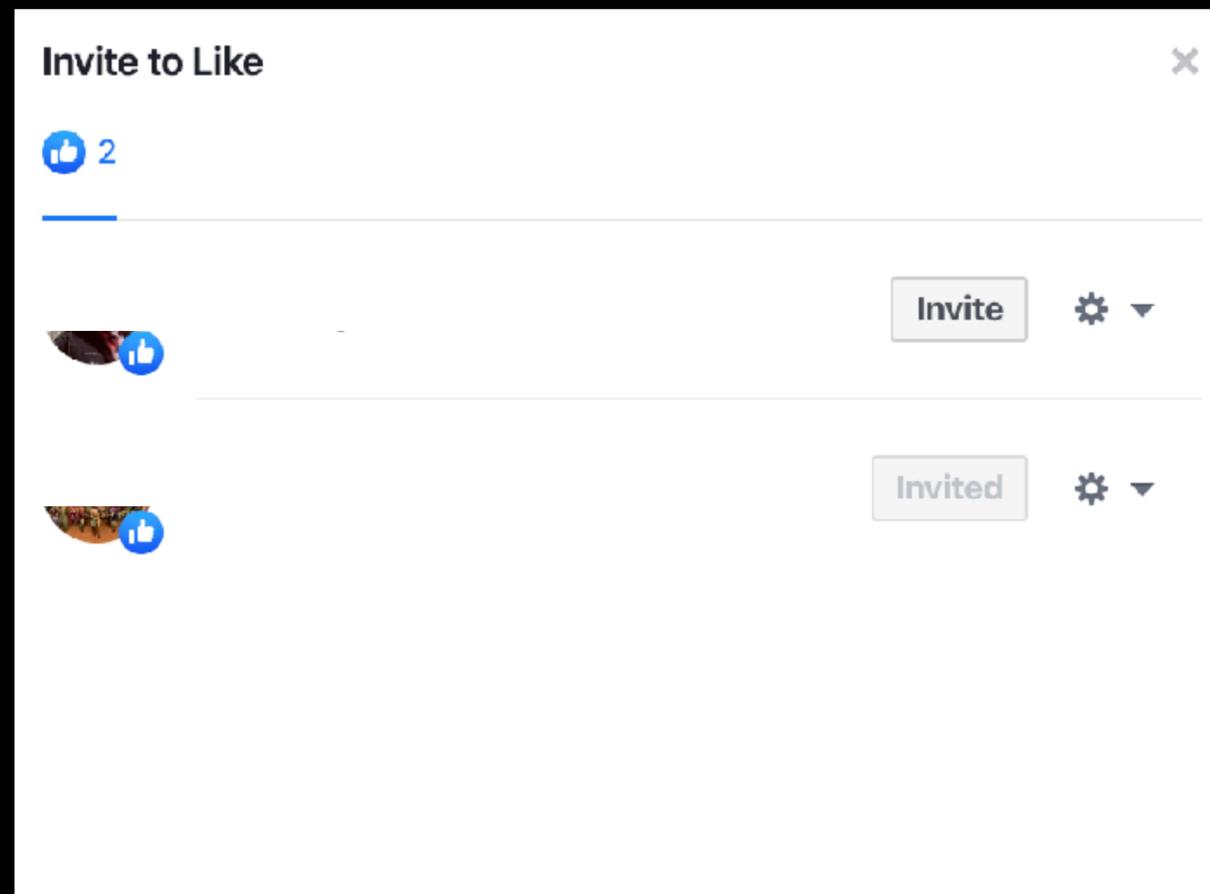


Invite To “Like” The Page



1

1. See notification after someone likes an ad or link.
2. Click on the notification and then you can invite to Like the page as well.



2

DR Moderator

Positive Comments

- Like the comment
- Respond with “thanks” then speak directly to their comment. Let them know that they can contact with you again
- If the conversation continues with deeper communication, try to direct it to messages. If a long/private message, ask to direct message, and hand over to a responder if a different person.
- Cannot initiate message, but once a person sends you a message, you have a 24 hr window to respond before being seen as spam.



Invite To Move Conversations To Private Messages



Did Jesus really die on the cross?

Learn More

Jesus took the Twelve aside and told them, "We are going..."

2

4 Comments

Like

Comment

Share

Most Relevant

Comment as Shantir Fot



Did he really existed?

Like · Reply · Message · 1h

He really did! Attested to by not only the Bible, but history too. Follow the link to read more about it.

Like · Reply · Commented on by Ross Meyer [?] · 1h

: it is not any evidence

Like · Reply · Message · 1h

that's an important topic. If you would like to talk more about the historical evidence, please send us a direct message.

...



DR Moderator

Neutral, Annoyed, Respectfully Questioning Comments

- Leave them, engage with a few so it shows you are open for discussion.
- Keep the responses grace-filled and kind
- If it turns to a debate, share a scripture and a blessing, say you will pray for them and move on. **The objective is to find seekers, not to debate.** Another option would be to ask to move the conversation to direct messaging which allows for more space and time.
- If another person is tagged, leave it. Watch to see how the other person responds.
- Again, if the conversation becomes deeper/more personal, direct them to message and turn over to a responder.



DR Moderator

Negative Comments

- Examples: Warnings to not view the page. Threatening ask for the admin. info. Respond to other's comments negatively. Stating this is a trick by Christians. Angry face emoji.
- If the comment is abusive or "yelling"
- Hover over the three dots next to the name, click "hide the comment", then click "delete the comment", and then click to "Ban the person" from the page.



DR Moderator

Ban the Sharks

- From the page:
 - Click Settings (top), Click People and Other Pages (left column).
 - Select the person, click on settings, select Ban From Page, Click Confirm
- From Post:
 - Click Posts in the left column of your Page
 - Click Visitor Posts (right side), Click ... (top right) by the person
 - Select Ban From Page, click Confirm
- From the Page's inbox:
 - Click Inbox (top)
 - Click the message on the left from the person you want to ban
 - Click ... (top right), select Ban From Page, Click Confirm



Page Ad Center Inbox Creator Studio Notifications More Edit Page Info Settings Help

General
Page Info
Messaging
Templates and Tabs
Event Ticketing
Notifications
Advanced Messaging
Facebook Badges
Page Roles
People and Other Pages

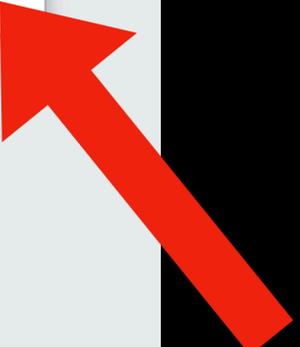
People and Other Pages

Here's where you can see people and other Pages that like Kavanah Media. From the list of people who like your Page, click the ⚙️ to remove someone from people who like the Page, or ban them. A person who's banned can't post, comment, send messages or take other actions on the Page.

People Who Like This Page Search ⚙️

<input type="checkbox"/>	Name	
<input type="checkbox"/>		04/03/20
<input type="checkbox"/>		03/17/20
<input type="checkbox"/>		03/12/20

Remove From Page Likes
Ban From Page



From The Page

You Can Ban Those Who Have Liked Your Page & Are Negative



Page

Ad Center

Inbox

Creator Studio

Notifications

Insights

More ▾

Edit Page Info

Settings

Help ▾



Click on the Inbox

Your Pages Inbox

Go There To Manage Ad Comments & Private Messages



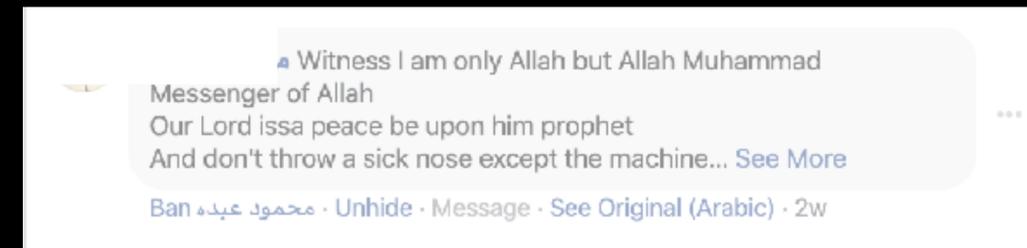
Hide



Delete



Ban



From The Ad Itself

Hide A Comment, Delete The Comment, Ban The User



- Messages
- Messenger
- Instagram Direct
- Comments & More
- Facebook
- Instagram
- Automated Responses

Main ▾   



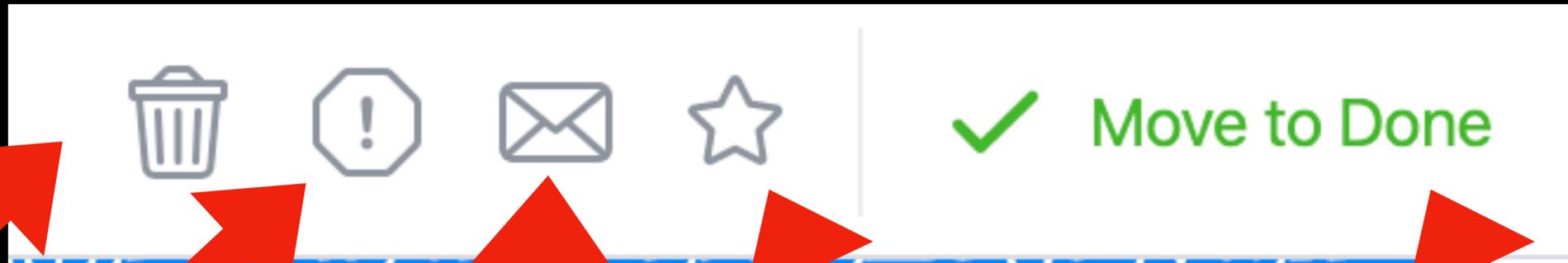
No messages

Messages sent to your Page will appear here.



Comments & Private Messages

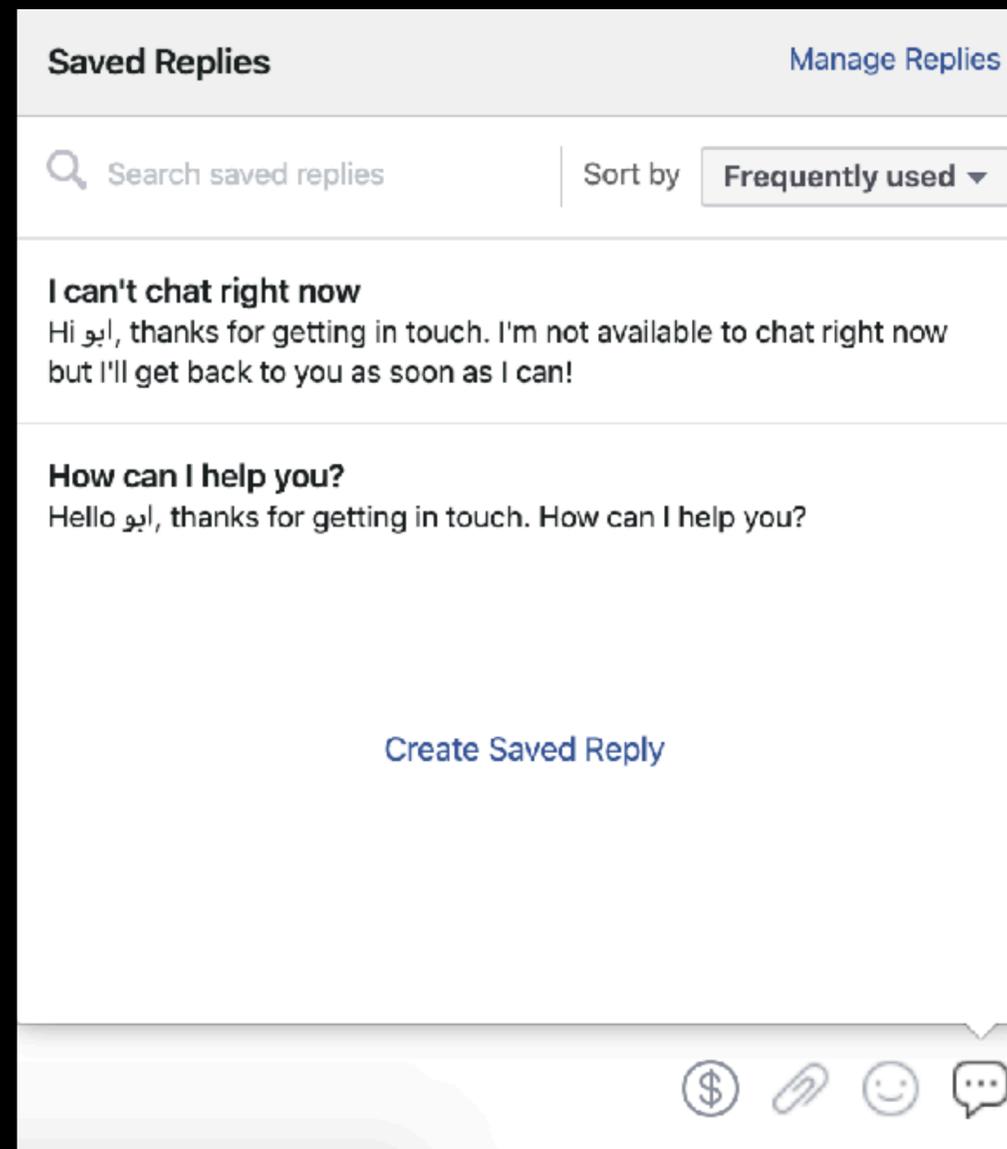




Delete, Mark As Spam, Mark As Read, Mark For Followup, Or Move To Done

What To Do With A Message





**Found In The Message
Box Area On The Far Right**

Use Saved Replies For FAQs



DR Moderator

General Tips

- Make sure you access the comments from the page, NOT your personal account. You may need to do this from a laptop instead of a phone.
- If you respond to something and it shows your name instead of the page, you can change the setting.
 - Delete your response that shows up as you, go to page attribution in settings and change to “post as *Page Name*”
- People may comment without seeing the full ad or much of the page. Engage them on that aspect - ask if they've seen what they are commenting about.
- Remember the 24 hr response window. If you follow up and they do not respond again, try one more time within that 24 hours.
- Finish responses with questions so they stay engaged.
- Encourage people to click the Learn More button.



Digital Responder

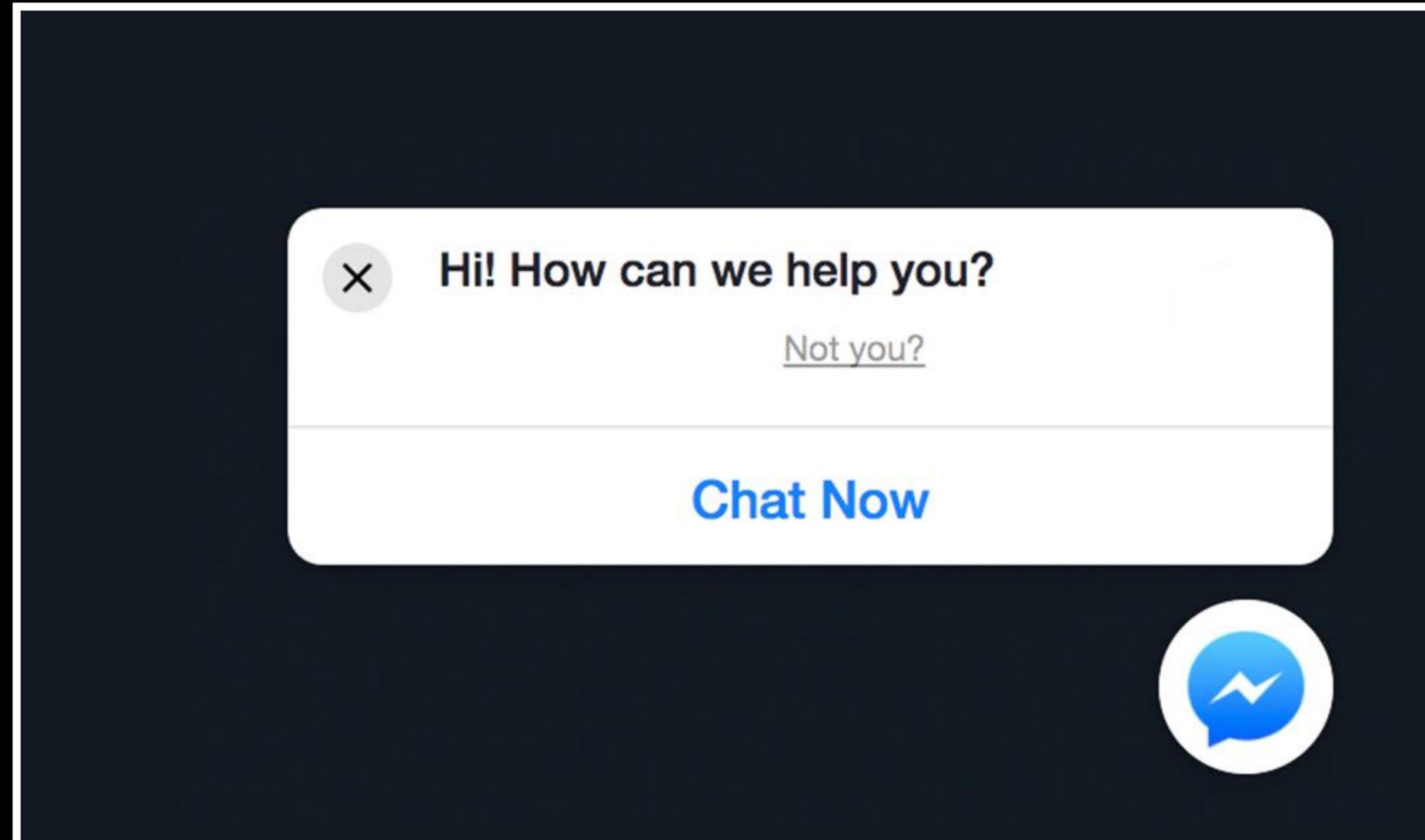
RESPONDER

- Interacts online with seekers until ready to meet face-to-face offline



Digital Responder

- Responds to direct messages
- Engages in conversations with those in the comments that indicate more interest.
- Positions themselves as a conduit who will connect them with someone else.



Digital Responder

Direct Messages

- Go to the Page. On the white bar with different tabs (top), click “Inbox”. This will take you to the messaging center.
- Respond appropriately.
 - Keep the ad theme in mind. For prayer, talk about God who answers prayers, invite people to give prayer requests.
- If you have FB Messenger App on phone, tap your profile picture (top left)
 - Choose correct page you are responding for and respond.
- If the person was handed over by a Moderator, review all prior comments to see where the discussion was headed.
 - To direct message from the comments, hover over their name and a direct message option will show up.



Messages 20+ Main

Assign Conversation

Assign someone to respond to this conversation. Only people who manage your Page will see this.

ابو نعمة
You: اناي الكريمة

9:16 AM

أكرم العزام
9:15 AM

Moustache Ben
Moustache sent a link.

9:14 AM

Ibrahim Almasri
Ibrahim sent a sticker.

9:14 AM

سوالي وضح عيسى ابن الله نعم ام لا

9:13 AM

سمير العجمي
You: لسا اتياح عيسى، عيسى لا وجود له في

9:07 AM

Ca Ca
You: انك تعرف ما اتى به موسى

9:02 AM

Issam Fadili
You: لسا اتياح عيسى، عيسى لا وجود له في

8:59 AM

Zerroug Mokh
You: كلمة انجيل، ليست كلمة عربية، فهي كلمة

8:59 AM

Hedi Belhaj
You: كلمة انجيل، ليست كلمة عربية، فهي كلمة

8:58 AM

سليمان موسى العودات
You: كلمة انجيل، ليست كلمة عربية، فهي كلمة

Write a reply...

الا في كتاب نبيكم
وفي اذهانكم انتم ضحاياه
لا احد يعرف عن عيسى هذا
غير الـ 25 جملة التي وردت في كتاب نبيك
فنببكم غيبكم عن الوعي

وجعلكم في عزلة اسوا من عزلة الكروونه
اجابتي اوضح
اجبتك 3 مرات
لا علاقة لنا بالمشخ الذب جلبه نبيك
واطلق عليه اسم عيسى

فلم ياتي يوما شخصا في هذه الدنيا اسمه عيسى

Move to Done

About
Add details about people, like contact information. Only people who manage your Page can see added details.
Add Details

Facebook View Profile

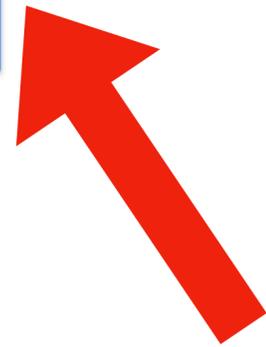
Local time 3:16 PM
Works at Al-Qur'an
Studied at Minia University | جامعة المنيا
Lives in Minya, Egypt
From Minya, Egypt

Labels Manage Labels
Add Label

Suggested Labels
New Customer
Important
Today's Date (4/7)

Activity Add Activity
Keep track of important customer interactions. Only people who manage your Page can see activity.

Notes Add Note
Notes help you remember important details about people. Only people who manage your Page can see notes.



You Can Assign Different People To Different People On Your Team



- Messages 20+
- All Messages 20+
- Messenger
- Instagram Direct
- Comments & More 20+
- Facebook 20+
- Instagram 20+
- Automated Responses

- 9:16 AM ابو نعمة
You: اناي الكريمة
- 9:15 AM أكرم العزام
- 9:14 AM Moustache Ben
Moustache sent a link.
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Assign someone to respond to this conversation. Only people who manage your Page will see this.

سوالي وضح عيسى ابن الله نعم ام لا

لم ترد ع سوالى

هذا يعني أنك ليس لديك رد

Write a reply...

الا في كتاب نبيكم
وفي اذهانكم انتم ضحاياه
لا احد يعرف عن عيسى هذا
غير ال 25 جملة التي وردت في كتاب نبيك
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اجبتك 3 مرات
لا علاقة لنا بالمشخ الذب جلبه نبيك
واطلق عليه اسم عيسى

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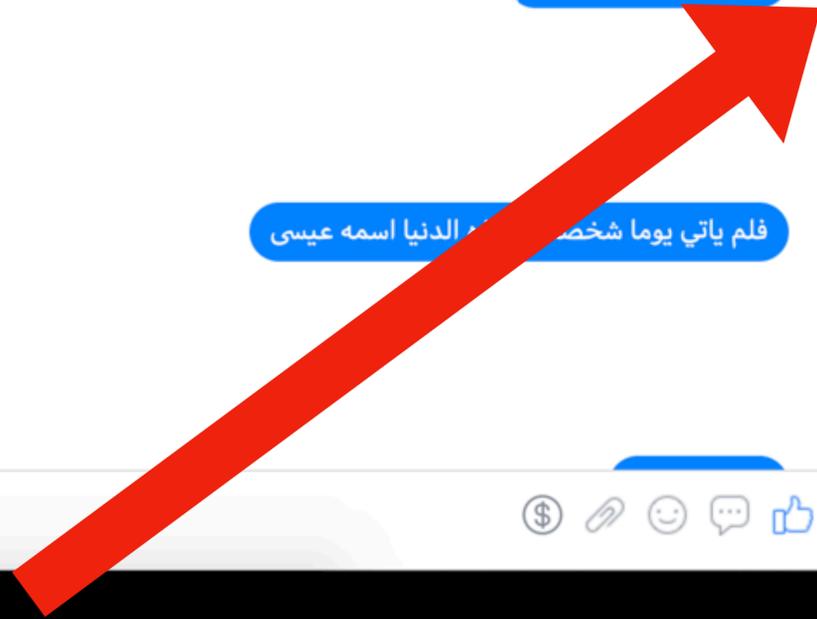
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You Can Assign Different Labels To People



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You: ...

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You Can Take Notes For Others To See About The Person



Digital Responder

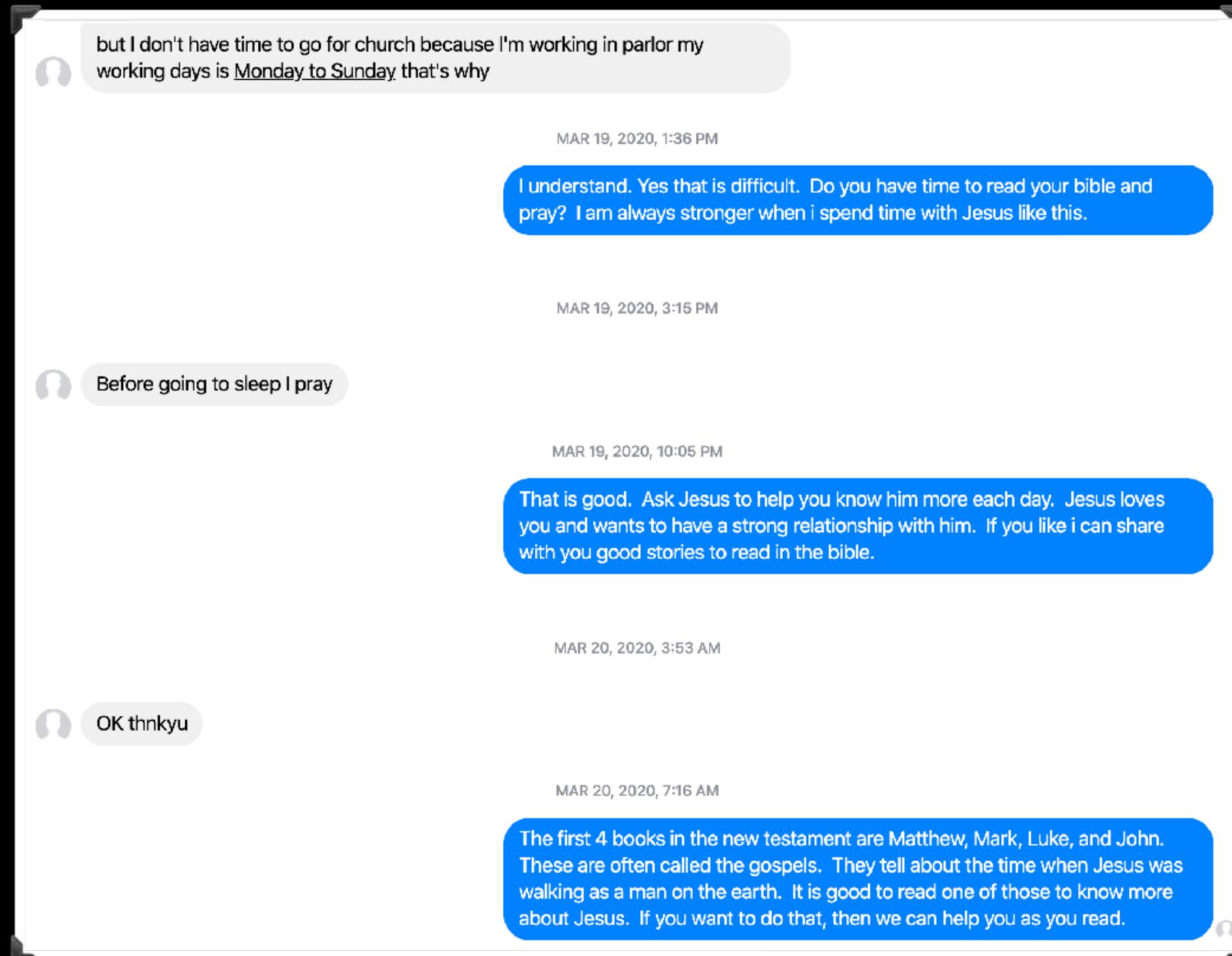
Response Guidelines

- **Listen:** Attempt to understand their motives for messaging.
- **Go Deeper:** Point them towards resources, helping them to learn how to discover. (Scripture, testimony video, article)
- **Cast Vision:** Send them to a place on your website (i.e. About Us)
- **Discuss Scripture:** Try and do a mini-DBS (Discovery Bible Study) through chat. Read scripture, ask questions, see how they respond. (e.g. Matt 1-7)



Digital Responder Best Practices

- Pray before posting comments.
- **Never** post or respond in anger or frustration. If needed, take a break and distance yourself before responding.
- Remember that no matter how angry or hurtful a person is, God loves them and wants us to see them with eyes of love as well.



Digital Responder

Attachment

- The DR may be the first person a seeker opens up to, and the seeker may become reluctant to meet with someone else. It is important that a DR positions themselves as a conduit who will connect them with someone else. Capacity will diminish quickly if 200 people contact the page, all wanting to communicate with one person. It can get quite emotional as well.
- The DR may not want to elicit too much personal info from the seeker.
- The DR many want to be upfront that they will not be able to personally meet.
- Cast vision for the wonderful opportunity it will be to meet someone face-to-face who lives closer to the seeker.

