

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

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ROLES



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

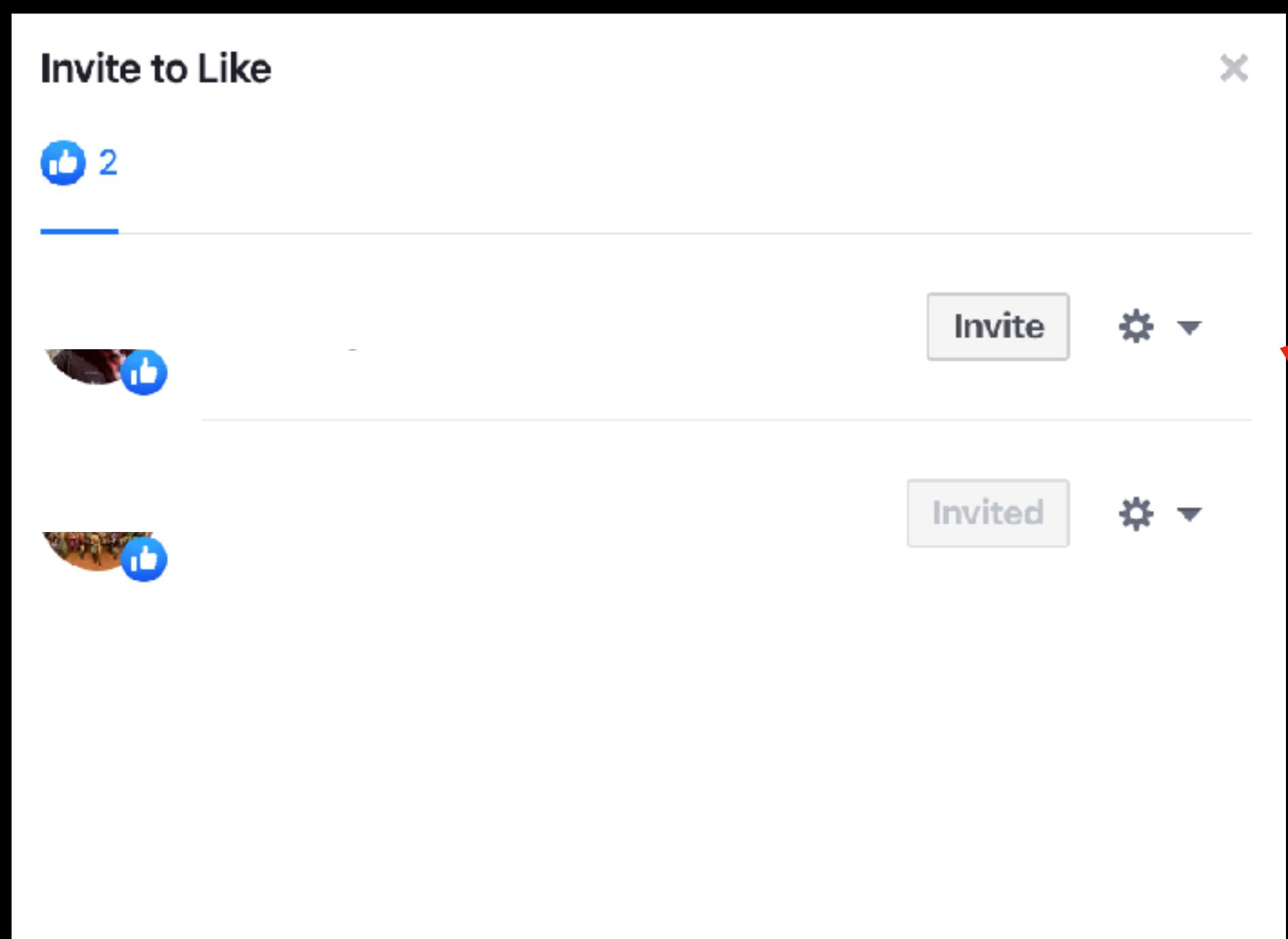
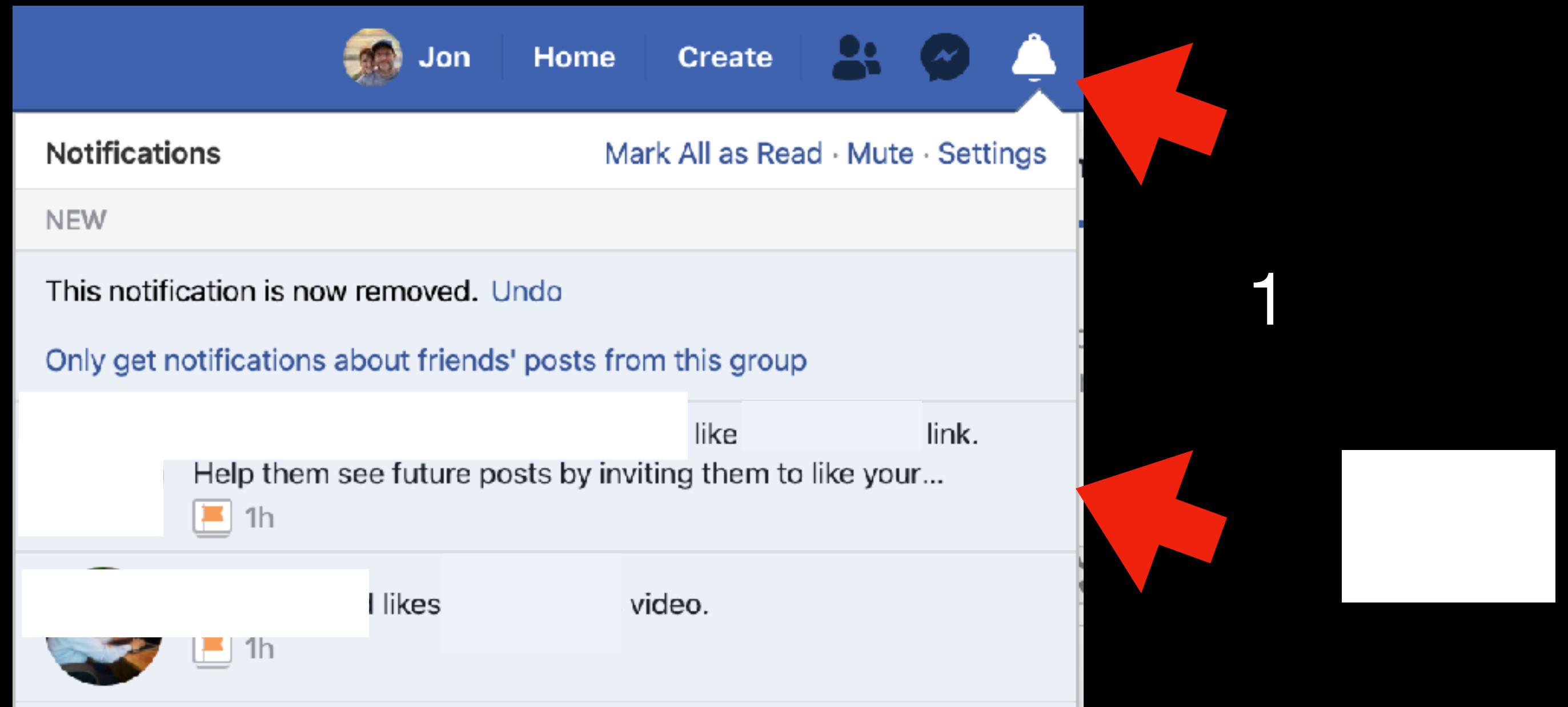
To Invite Someone To “Like” The Page

- 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. 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.**



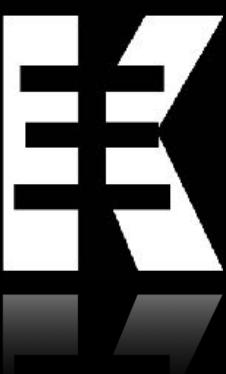
1

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 likes 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



The screenshot shows the Facebook Page Settings interface. The left sidebar lists various settings categories: General, Page Info, Messaging, Templates and Tabs, Event Ticketing, Notifications, Advanced Messaging, Facebook Badges, Page Roles, and People and Other Pages. The 'People and Other Pages' category is selected, indicated by a blue underline. The main content area is titled 'People and Other Pages' and contains instructions about managing likes and bans. A table titled 'People Who Like This Page' lists three users with their names and like dates: '04/03/20', '03/17/20', and '03/12/20'. A red arrow points to a context menu for the first user, which includes options 'Remove From Page Likes' and 'Ban From Page'. The 'Ban From Page' option is highlighted with a red box.

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

From The Page

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





Click on the Inbox

Your Pages Inbox

Go There To Manage Ad Comments & Private Messages



From The Ad Itself

Hide A Comment, Delete The Comment, Ban The User

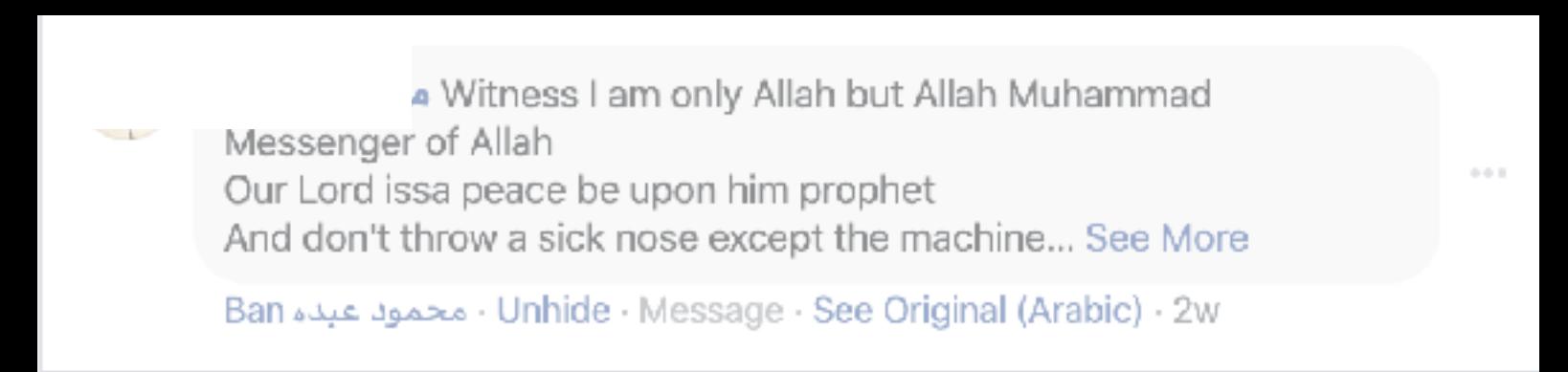
Hide



Delete



Ban



 **Messages**

 **Messenger**

 **Instagram Direct**

 **Comments & More**

 **Facebook**

 **Instagram**

 **Automated Responses**

Main ▾




No messages
Messages sent to your Page will appear here.



Comments & Private Messages

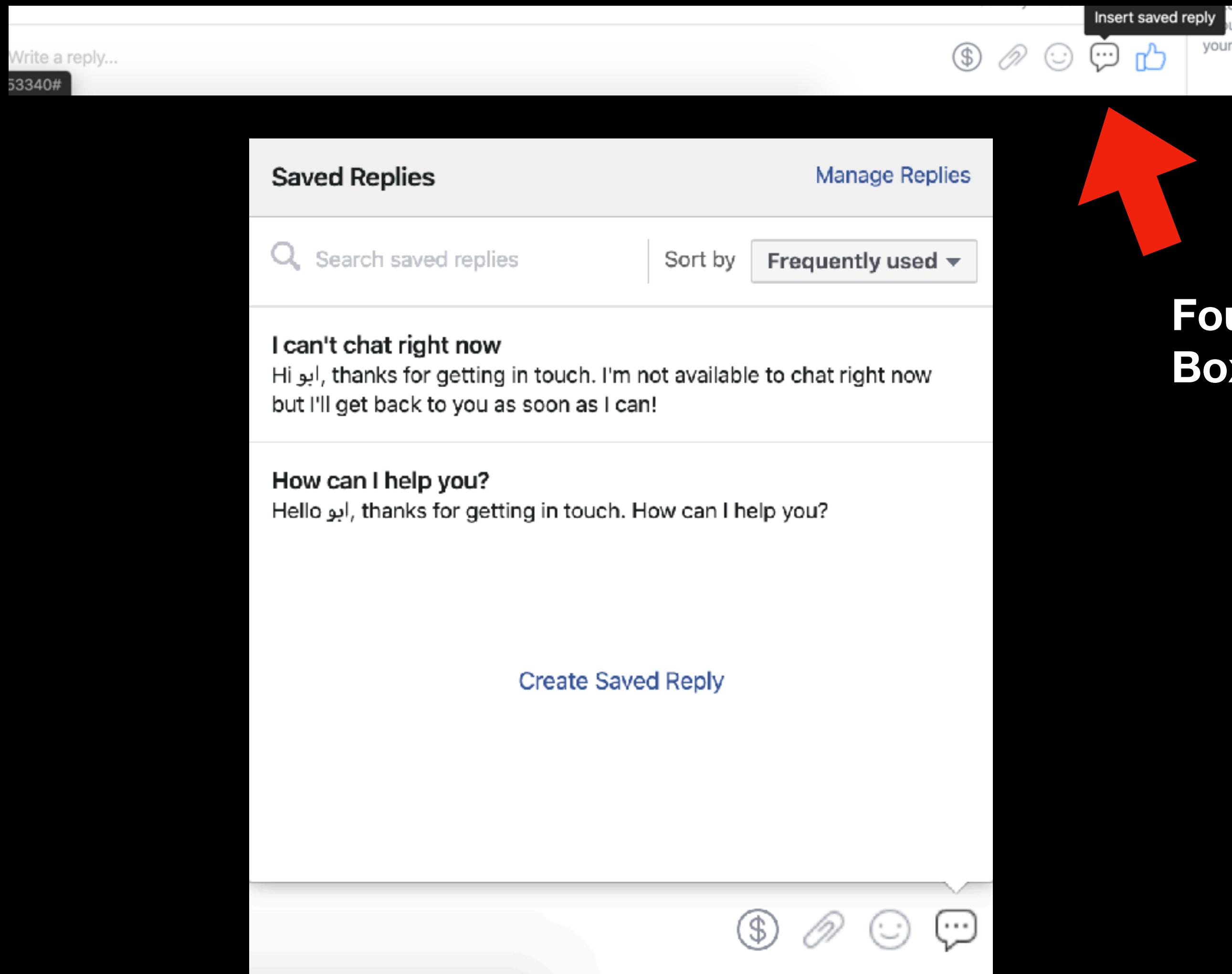




Delete, Mark As Spam, Mark As Read, Mark For Followup, Or Move To Done

What To Do With A Message





Found In The Message Box Area On The Far Right

Use Saved Replies For FAQs



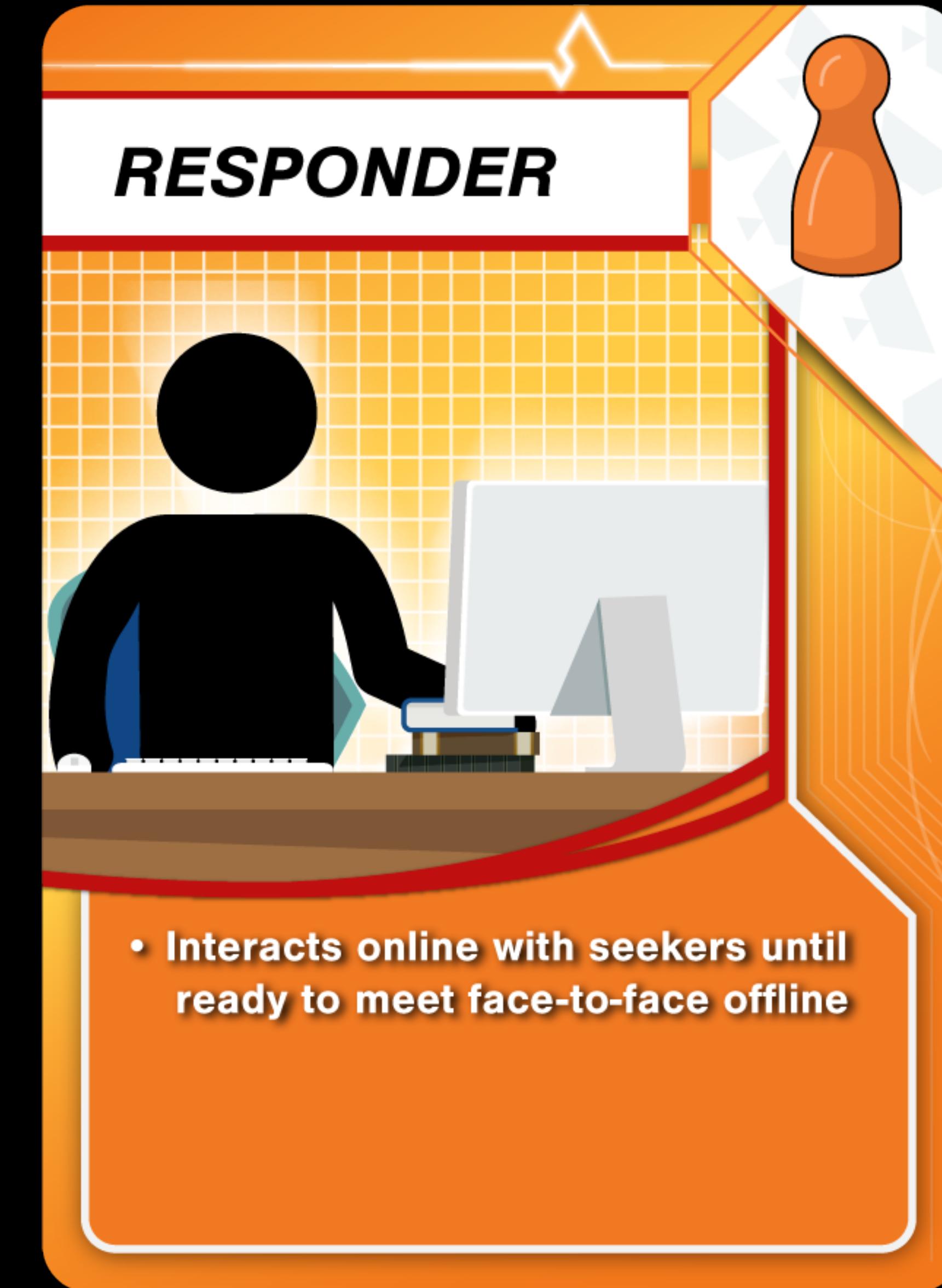
DR Moderator

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.

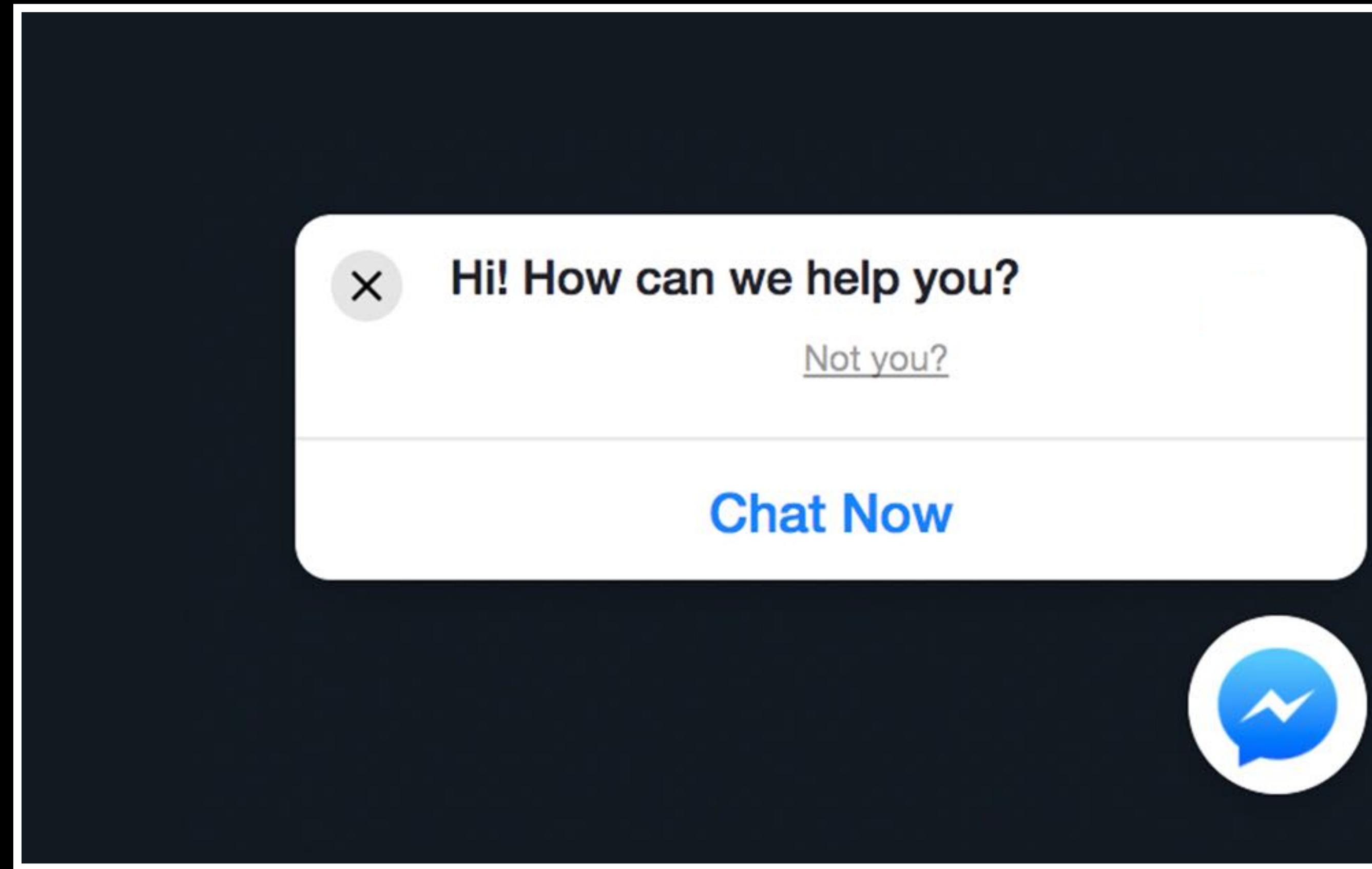


Digital Responder



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.



Page Ad Center 1 Inbox Creator Studio Manage Jobs More Edit Page Info 3 Settings 3 Help

Messages 20+ Main Assign Conversation Move to Done

All Messages 20+ Abu Numea 9:16 AM الـ في كتاب نـبيـك
أباـ نـعـمةـ لـهـيـ الكـرـمـةـ

Messenger اـكرـمـ العـزـامـ 9:15 AM وـفـيـ اـذـهـانـكـ اـنـتـ ضـحـيـاهـ

Instagram Direct Moustache Ben 9:14 AM لاـ أـدـيـعـرـفـ عـنـ عـيـسـيـ هـذـاـ

Comments & More 20+ Ibrahim Almasri 9:14 AM غيرـ الـ 25ـ جـملـهـ الـتـيـ وـرـدـتـ فـيـ كـتـابـ نـبـيـكـ

Facebook 20+ Moustache Ben Moustache sent a link.

Instagram 20+ Ibrahim Almasri Ibrahim sent a sticker.

Automated Responses سـوـالـيـ وـضـحـ عـيـسـيـ اـبـنـ اللهـ نـعـمـ اـمـ لـاـ

سمـيرـ العـجمـيـ 9:13 AM وـجـعـلـكـمـ فـيـ عـزلـةـ اـسـواـ مـنـ عـزلـةـ الـكـروـونـهـ

Ca Ca 9:07 AM اـجـابـتـكـ 3ـ مـرـاتـ

Issam Fadili 9:02 AM لاـ عـلـاقـةـ لـنـاـ بـالـمـسـخـ الـذـبـ جـلـبـهـ نـبـيـكـ

Zerroug Mokh 8:59 AM وـاطـلـقـ عـلـيـهـ اـسـمـ عـيـسـيـ

Hedi Belhaj 8:59 AM فـلـمـ يـاتـيـ يـوـمـاـ شـخـصـاـ فـيـ هـذـهـ الدـنـيـاـ اـسـمـهـ عـيـسـيـ

سلـيـمانـ مـوسـىـ الـعـودـاتـ 8:58 AM هـذـاـ يـعـنـيـ أـنـكـ لـيـسـ لـدـيـكـ رـدـ

Write a reply... \$ ⌂ ☺ 💬 🤗

About Add Details View Profile Local time 3:16 PM Works at Al-Qur'an Studied at Minia University | جامعة المنيا | Minya, Egypt From Minya, Egypt

Labels Manage Labels Add Label New Customer Important Today's Date (4/7)

Suggested Labels

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+ Main Search

ابو نعمة You: 9:16 AM

Assign Conversation

Move to Done

الا في كتاب نبيكم

وفي اذهانكم انتم ضحاياه

لا احد يعرف عن عيسى هذا

غير الـ 25 جملة التي وردت في كتاب نبيك

فنبيكم غيبكم عن الوعي

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

اكرم العزام 9:15 AM

Moustache Ben 9:14 AM

Moustache sent a link.

Ibrahim Almasri 9:14 AM

Ibrahim sent a sticker.

سوالي وضح عيسى ابن الله نعم ام لا

يجعلكم في عزلة اسوا من عزلة الكروونه

اجابتي اوضح

اجبتك 3 مرات

لا علاقه لنا بالمسخ الذب جلبه نبيك

واطلق عليه اسم عيسى

لم ترد ع سوالى

فلم يأتي يوما شخص يسألني عن الدين اسمي عيسى

هذا يعني أنك ليس لديك رد

Write a reply...

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

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

Add Details View Profile Labels Manage Labels + Add Label Suggested Labels New Customer Important Today's Date (4/7)

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

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

You Can Assign Different Labels To People

ابو نعمة

Assign Conversation

Move to Done

ابو نعمة
You: 9:16 AM

اكرم العزام
9:15 AM

Moustache Ben
Moustache sent a link. 9:14 AM

Ibrahim Almasri
Ibrahim sent a sticker. 9:14 AM

سمير العجمي
...لست اتابع عيسى، فليس لا وجود له في You: 9:13 AM

Ca Ca
انك تعرف ما اتن به موسى 9:07 AM

Issam Fadili
...لست اتابع عيسى، فليس لا وجود له في You: 9:02 AM

Zerroug Mokh
كلمة انجل، ليست كلمة عربية، فهي كلمة You: 8:59 AM

Hedi Belhaj
كلمة انجل، ليست كلمة عربية، فهي كلمة You: 8:59 AM

سلیمان موسی العودات
كلمة انجل، ليست كلمة عربية، فهي كلمة You: 8:58 AM

Write a reply...

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

الا في كتاب نبيكم

وفي اذهانكم انتم ضحاياه

لا احد يعرف عن عيسى هذا

غير الـ25 جملة التي وردت في كتاب نبيك

فنبيكم غيبكم عن الوعي

يجعلكم في عزلة اسوا من عزلة الكروونه

اجابتي اوضح

اجبتك 3 مرات

لا علاقة لنا بالمسخ الذب جلبه نبيك

واطلق عليه اسم عيسى

لم ترد على سوالى

هذا يعني أنك ليس لديك رد

فلم يأتي يوما شخصا في هذه الدنيا اسمه عيسى

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)

Add Activity

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

Add Note

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

You Can Take Notes For Others To See About The Person

Digital Responder

Response Guidelines

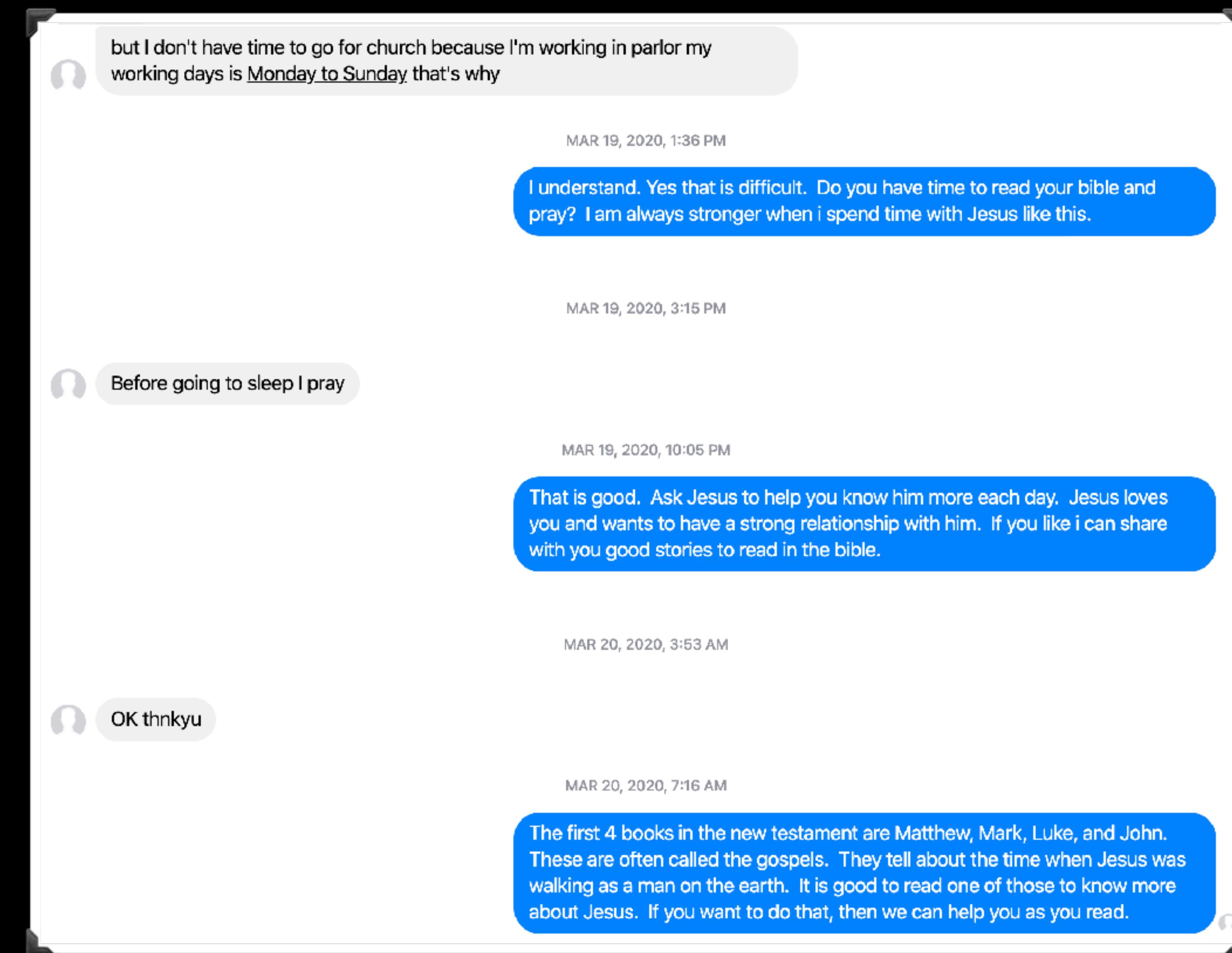
- **Listen:** Attempt to understand their motives for messaging.
- **Go Deeper:** Point them towards resources, helping them to learn how to discover. (Scripture, testimony video, article)
- **Cast Vision:** Send them to a place on your website (i.e. About Us)
- **Discuss Scripture:** Try and do a mini-DBS (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.

