



A Simple Guide to Creating Your Social Media Presence

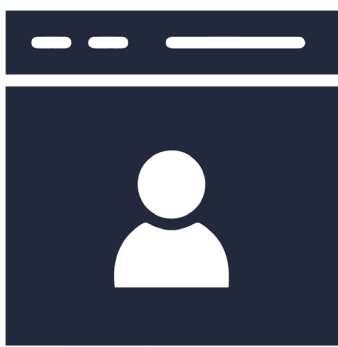


BEFORE SETTING UP YOUR PAGE:



- » **Consider your audience:** As a local congregation, you likely are reaching at least two audiences: your current members, and your community or prospective future members. With this lens, consider each post and piece of content you will publish. Your page should cater to this dual audience. Your "About Us" and "Contact Us" sections should include the basic information that each of these audiences needs to know.
- » **Set a goal or purpose:** Are you trying to attract new visitors to your hope venue? Are you hoping to boost your faith venue through promoting life groups and connecting members with each other? Will you be using your page to advertise your love venue events and connect with your community through conversation and outreach?

HOW TO SET UP A PAGE:



- » **Create a Business Page under the personal account of the designated page administrator.**
- » **Gather info together to create the basics of your page:**
 - Cover photo (dimensions 820px x 312px)
 - Profile photo (dimensions of 600px x 600px)
 - About Us paragraph
 - Page rules



» Types of content:

- **Church announcements & events:** This will give insight into your church's values and give guests a direct pathway to connecting with your congregation.
- **Scripture & encouragement:** We know that the Word is living and active and a source of hope in difficult times.
 - Write a short devotional and use a scripture graphic.
 - Create lists: verses for peace, the hope of new life, etc. and cite the verses for deeper study.
 - Encouraging quotes from across the body of Christ:
 - Ex. "Prayer is the center of the Christian life. It is the only necessary thing. It is living with God in the here and now." — Henri J.M. Nouwen
 - Ex. "Courage, dear heart." — C.S. Lewis
 - Ex. A quote from your pastor's sermon, credited
- **Conversation questions:** This creates two-way communication and allows members and guests to engage.
 - Ex: What worship song is on repeat in your house right now?
 - Ex: What do your kids love most about church?
 - Ex: Who is someone who has invested in you?
- **Promote local businesses and events:** This connects your members with your target community, and your target community with your congregation.



BEST PRACTICES FOR CONTENT:

- » Set up a schedule for your posts and create them in advance. Planning ahead will help you keep momentum and engagement.



- » **Quality over quantity.** The algorithms show a user only the posts that they are most likely to interact with. Not every post appears in your followers' feeds. You want to create content that your audience will engage with so that the algorithm filters your content into their feed.
- » **Images grab people's attention and stop them from scrolling past your post.** Try to include a relevant photo, graphic, or video in each post.
- » **Using branded colors and designs in your posts will help your audience identify and connect your posts with your congregation.**

