

# TIPS FOR YOUR CHURCH'S SOCIAL MEDIA

*COVID-19 has changed how churches do church. With the building obsolete for the moment (besides as a filming location), church leaders have figured out how to livestream, have jumped on Instagram and Facebook, and are meeting their congregations where we are.*

*This brings with it a steep learning curve for those who are used to posting on a personal page but have never run a brand or business account. So here are quick tips for developing your church's Facebook & Instagram profiles in a way that encourages your congregation and fosters community.*

## CONTENT

### ANNOUNCEMENTS

*This is what churches generally seem to gravitate to at first - information about church events.*

- Announce the time & method of your livestream services
- Announce church outreach projects or updates from missionaries

### EDUCATION

*Your congregation (and the world) is online...take the time to teach them outside of formal classes.*

- Short videos explaining doctrinal truths
- Review your top theology and Christian living books and podcasts

### CONNECTION & COMMUNITY

*Engage in virtual body life, giving your congregation the community they crave.*

- Post pictures thanking the frontline workers in your church
- Highlight some of the behind-the-scenes church staff
- Have church members send in testimony videos for the church to post in a series

### ENCOURAGEMENT & CARE

*Unsaved neighbors and local believers alike are anxious, confused, and unsure. Share the hope that is within you!*

- Short videos explaining the Gospel
- Short videos reviewing verses on anxiety, worry, peace and trust
- Word art graphics of those verses

# CONSISTENCY

## CALENDAR

Consistency of posting is so much more important than getting out a flurry of posts. Start with a couple of themes, perhaps from the ideas above, and assign them to specific days of the week.

Perhaps Tuesday is a devotional kind of day, with a short video message from a church leader, Friday is a community day, highlighting a member in a getting-to-know you sort of way, and Saturday announces the sermon text and the livestream time on Sunday morning.

## CONTENT

The content you post should look and sound like your church. Are you casual or formal, "let's pray" or "we shall now ask the blessing" in your language? Social media is meant to be social, so it should be a slightly more casual version of what usual conversation in your church's culture sounds like.

Pick themes and types of posts that resonate with your church's culture and post consistently - don't try one of everything at first. Perhaps take one topic in each of the four categories on the prior page, and share a different post each week, on each of those topics..

## DESIGN

If you're creating art or graphics using a tool like Canva, consider choosing three or four fonts and three or four main colors - they could be similar to those you use in your logo or your church's coffee shop.

Limiting to that base palette (with some variation) will keep your newsfeed from looking scattered or disorganized.

## QUICK TIPS

- Mix up the visual array of content - blending graphics, photos and videos will keep your followers engaged.
- Be social: ask questions, interact in comments, ask your congregation to follow you on social media.
- Don't be afraid to break out of the mold and try something new. Business, individuals and non-profits alike are learning, adapting, and shifting to match the changing times.

*Let me know if you have questions or if I can assist! This is the kind of thing I really enjoy just talking about, so shoot me an email if you'd like to set up a time to chat! (nope I'm not a consultant and no I'm not selling social media advice).*



Tiffany is the writer behind [iorganizedthat.com](http://iorganizedthat.com), a website dedicated to helping churches produce beautiful and impactful Christmas Eve and Good Friday services. In her day job, she coordinates social media content and manages projects.

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