

SOCIAL MEDIA FOR CHURCHES



STRUGGLING WITH YOUR CHURCHES ONLINE PRESENCE? HERE ARE THINGS YOU CAN DO TO RAISE YOUR CHURCHES REACH AND PROFILE ON SOCIAL MEDIA.

1. IMAGE PROFILE

Change to the Adventist logo on a solid background (example, left). It reflects who we are without guesswork. Would people recognize McDonald's without its Golden Arches? Neither will they recognize us without our logo. We recommend a Campfire background (RGB 227, 101, 32 | HEX #e36520 |

PANTONE 1595 | CMYK 0, 59, 100, 5) and are happy to send you a copy.

Your Facebook cover photo is one of the first things people will see when they visit your page, which is why it is so important to make the best first impression possible. Does your church not have a graphic designer? A safe choice is a quality, high-resolution photo of your church.

2. HASHTAGS

Stick to 1-2 hashtags on facebook & twitter. No more.

#biblicalhope or #holistictruth and #sydneyadventists. Discover trending hashtags by going to hashtagify.me/popular and add some relevant hashtags. They can help you get attention.

3. CONTENT BUCKETS

In general, it's good to have regular content items. These of course will sometimes be overridden by church events, announcements or internal goals.

- **SATURDAYS** – will tend to be inspirational messages or sermons.
- **SUNDAYS** – feedback or thoughts from Sabbath.
- **MONDAYS** – feature service, partnerships, and stewardship
- **TUESDAYS** – member spotlights.
- **WEDNESDAYS** – cover news and stories from church headquarters or from around the world.
- **THURSDAYS** – cover healthy and upbeat aspects to get people ready for the weekend.
- **FRIDAYS** – address upcoming events or talk about Sabbath School lessons.

4. UPDATE THE ABOUT

Make sure the information is completely filled in.

HOURS: Add the operational hours to help cut down the calls to reception.

STORY: Tell people who you are. Not sure what to say? Feel free to use this one:

We Seventh-day Adventists of [Location here] are a people of Biblical hope (Sola Scriptura) and holistic truth.

We believe that God loves, creates, redeems, inhabits, transforms and triumphs, and we actively strive to share this with the world in practical ways.

[Add the link to your church website here]

This is the official Facebook presence of the [Location here] Seventh-day Adventist Church.

#biblicalhope #holistictruth

MISSION: Our mission is to care for

our fellow man and share the love and word of Jesus. ABOUT: We are a people of Biblical hope (Sola Scriptura) and holistic truth, and we strive to share this belief in practical ways. #sydneyadventists

5. Remove reviews

If you have a review section for on your church page, shut it down. It isn't helpful or necessary for the service the church provides.

6. ADD LEGITIMACY TO YOUR PAGE

Verify your page. If you haven't verified your church webpage with Google yet, do that as well!

7. VERBAL STYLE

Friendly and personable, but refined as you are representing an organisation. When responding to messages or writing posts, remember that you aren't addressing friends on your personal account. Avoid politics. Use the plural "we" instead of "I" and mind your punctuation and grammar. One exclamation will suffice. Where possible, tag the entity you're referring to, but not personal accounts. The individual may not appreciate unsolicited friend requests.

8. BEST POSTING PRACTICES

TIMES – 6am post, noon post, and evening post (around 6 pm). Posts shared when the News Feed is less busy receive more engagement.

BE BRIEF – Posts containing less than 50 characters were found to be the most engaging.

USE VIDEO – Video posts (live or recorded) receive more shares than all other post types.

GOING SOMEWHERE? – Show us. People enjoy looking at 360 (panorama) shots. Do this for large events.

ASK QUESTIONS – Questions got more likes than all other post types.

POST QUANTITY – We recommend 3 posts a week for local churches.

POST QUALITY – Good content builds trust and a following. Do not post watermarked images or photos of church members without their permission, particularly children.

9. BOOST YOUR POSTS

This is especially effective when you're trying to draw in a larger non-Adventist audience. Use demographics to really target who you're going after. Narrow it to a 5km radius of your church. The goal is to connect with those in the church's vicinity.

