

SOCIAL MEDIA FOR GSC CHURCHES

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

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1. PUBLIC PAGE

Your church should have a public Facebook page (which is open and easily accessible to everyone), not a private account (which require accepted friend requests in order to see what's happening on the account).

To create a Page:

- Go to facebook.com/pages/create.
- Click to choose a **Category**.
- Fill out the required information.
- Click **Create Page**.
- Add an optional profile or cover photo (see #2), then click **Save**.

Tips: www.connectingup.org/learn/articles/facebook-101-nonprofits-basic-tips-and-guidelines and www.facebook.com/help/135275340210354/create-and-manage-a-page

2. IMAGE PROFILE

Should be the Adventist logo on a solid background. It reflects who we are without guesswork. Would people recognize McDonald's without its Golden Arches? Neither will they recognize us without our logo and consistent use of it. Head to <https://identity.adventistchurch.com> to download the flame logo in the appropriate ministry (Church, Aged Care, Education or Health) to set as your profile pic.

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 to produce relevant graphic? A safe choice is a quality, high-resolution photo of your church.

3. UPDATE THE ABOUT

Make sure the information is completely filled in.

HOURS: Add the operational hours to help people know when to call or visit.

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

Seventh-day Adventists are a people of Biblical hope (Sola Scriptura), wholistic health and community service.

We're a Christian church that's rooted in the Bible and serve to build happier & healthier

communities, families & individuals through the grace of Jesus.

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

#SydneyAdventists
#AdventistsAustralia

WEBSITE: Add your weblink. If your church does not have a website, use your church's page on the Conference website. Find it at <https://sydney.adventist.org.au/locations/>.

If you are a new group or your church is missing from the site, send an email to GSCcomms@adventist.org.au with the correct information to have it added.

MISSION: Our mission is to care for our community 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](#)

4. ADD REVIEWS

It use to be that reviews were not helpful or necessary for the service the church provides. And while some may argue that it still isn't, reviews are great for SEO. The more the better. Review also help encourage improvement and growth.

5. ADD LEGITIMACY TO YOUR PAGE

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

6. CONTENT BUCKETS

IN GENERAL, IT'S GOOD TO HAVE REGULAR CONTENT ITEMS. THESE OF COURSE WILL SOMETIMES BE OVERRIDDEN BY CHURCH EVENTS, ANNOUNCEMENTS OR NEWS.

Having content buckets and calendars help take the stress out of post. Here are some ideas. These can be changed to suit your church or ministry.

- **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.

SOCIAL CALENDAR TEMPLATE - Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

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.

Always drive your audience to your website.

POST FORMULA – Note for the masses, social media is a form of escapism. People do not want to read large amounts of texts or news. The post formula should be: fun, fun, fun, serious.

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. HASHTAGS

STICK TO 1-2 HASHTAGS ON FACEBOOK & TWITTER. NO MORE.

We encourage everyone to use [#sydneyadventists](#) so we can follow along what's happening with the church around Greater Sydney and promote it. Discover trending hashtags by going to hashtagify.me/popular and add some relevant hashtags. They can help you get attention.

10. EVENTS

ALWAYS CREATE EVENTS – Not only is it helpful, it's free advertising! Let the Conference know at GSCComms@adventist.org.au so we can add it to our Facebook calendar s as well.

11. BOOST YOUR POSTS

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