

Social Media tip sheet

“Christ has no online presence but yours,
No blog, no Facebook page but yours,
Yours are the tweets through which love touches this world,
Yours are the posts through which the Gospel is shared,
Yours are the updates through which hope is revealed.
Christ has no online presence but yours,
No blog, no Facebook page but yours.”

– [Meredith Gould](#)

Church social media strategy steps	DOs	DON'TS
Planning	Keep your goals realistic and achievable	Do not set goals without looking at past data or the resources available to you
Craft a separate strategy for your social media goals	The more you post, the more engagement you are likely to get. Remember to respond to every comment/ tag – this is the best way to engage online.	Do not forget storytelling and engagement. Simply posting about church timings and sermon updates will not work.
Pick the channel(s) you want to focus on	Encourage your audience and followers to share their stories on social channels. Nothing beats user-generated content	Do not jump into all the channels at once. It is quite resource-intensive to post regularly on all channels. So start with one (or two) and then work your way up.
Set up a social media posting calendar	Vary the kind of content you publish, the timings, etc. to see what has more engagement	Do not post without taking into account the target audience. The same kind of content will not work across all channels.
Experiment, analyze, repeat	Ensure that measurement metrics are already in place	Don't forget to use data to guide your next efforts

If you are targeting parents of children use Facebook, Instagram, Twitter , YouTube or SnapChat.

[Vacation Bible School Campaign | Missional Marketing | Church Marketing](#) (Perfect for churches without social media coordinators but want a presence on social media)

[The 2021 Social Media Users Demographics Guide | Khoros](#)

[Creating a Social Media Policy for Your Church | AGFinancial](#)

Trending Up: Social Media Strategies for Today's Church by Mark Forrester

[Social Media Policy For Churches: The Definitive Guide \(nucleus.church\)](#)