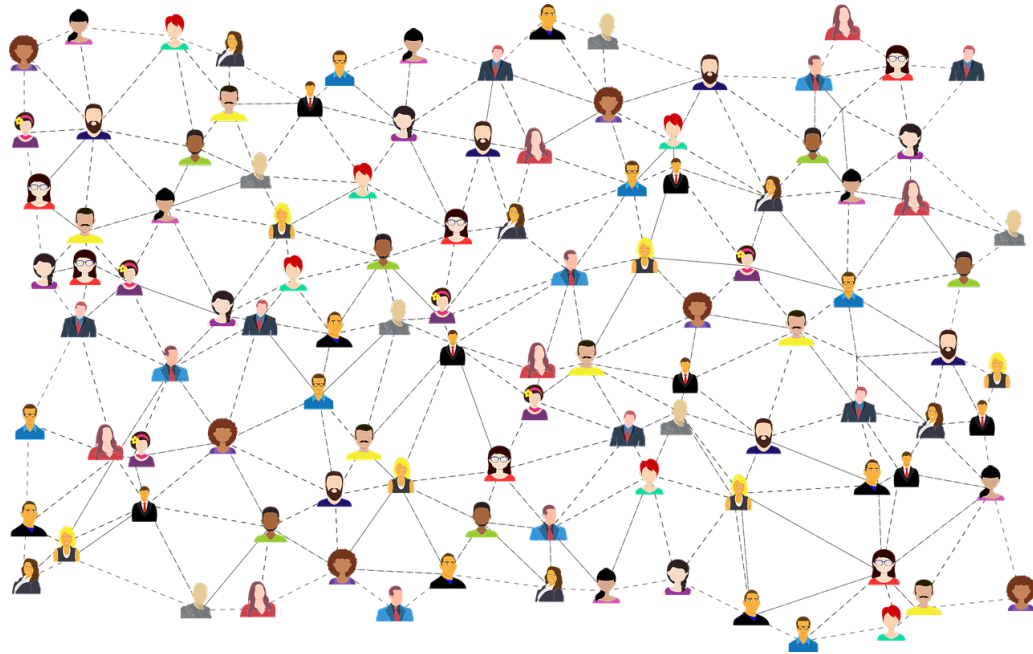


Social Media for Congregations

Helpful Tips, Best Practices, and Ways to Deal with Challenges



Social Media
is another
place for us
to build
community.

Facebook

- ▶ 1.62 billion users on average visit Facebook every day. That means that just under a quarter of the entire world population are daily active users.*
- ▶ Users aged 65 years and older are the platform's fastest-growing demographics in the United States, but an estimated 84% of US Millennials are active users of the platform as well.*
- ▶ It is still the largest social platform among consumers and marketers.**

*Social Shepard **Sprout Social



Twitter

- ▶ 211 million daily active users, and this number is up from last year**
- ▶ Users age 18-29 are the largest age group.**
- ▶ Still mostly know as a place to share information about events and share breaking news.

**Sprout Social



Instagram

- ▶ 2 billion monthly active users
- ▶ The largest age group on Instagram is 25-34 year old, and the 18-24 year old age group is very close behind.**
- ▶ While not consider the “hip” platform it once was for teenagers, it still has an important and relevant audience if you’re trying to reach younger people.

**Sprout Social





Tips and Best Practices

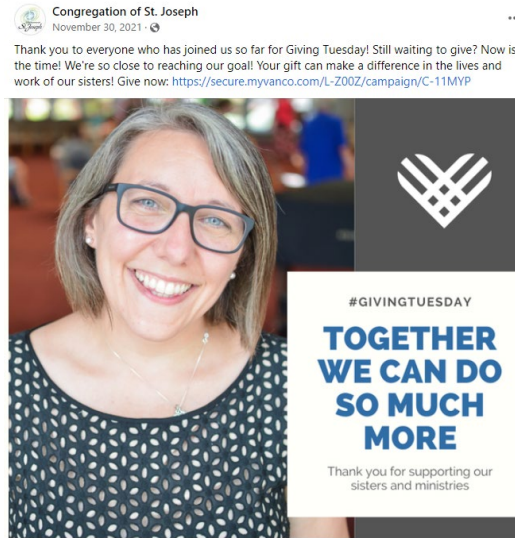
The background of the slide is a collage of many small, overlapping rectangular images of diverse people of various ages and ethnicities. These images are arranged in a grid-like pattern, creating a sense of a large, interconnected community. The colors are muted and slightly faded, allowing the text to stand out.

Defining Your Audience

- ▶ Have a good sense of who your audience is and who you want them to be. Adjust what platforms you use accordingly.
- ▶ Share what is important to your followers. Your followers want to be in relationship with you, not just consuming your content.

Creating Content

- ▶ Photos and video are more successful than just words or links.
- ▶ Use creative options when appropriate, especially for campaigns.
- ▶ Keep your language short and precise on all platforms.



Data and Analytics

- ▶ Don't ignore the data, use it to your advantage.
- ▶ What should you post? When should you post? Use your pages data to make the best choice.





Posting Content

- ▶ Create a posting calendar, and know your strategy ahead of time.
- ▶ When possible, schedule out your social content.
- ▶ Use hashtags on Instagram and Twitter when they are relevant.
- ▶ Make sure to tag other accounts when appropriate.
- ▶ Utilize Facebook and Instagram stories.

Monitoring Your Social Presence

- ▶ Engage with commenters when it makes sense to do so.
- ▶ Respond to private messages quickly.
- ▶ Invite individuals who like your posts to follow you on Facebook.



Advertising

- ▶ Use ads wisely.
- ▶ You don't need to be selling a product to utilize ads.
- ▶ Make sure you know the ad rules, and keep up with the changes.
- ▶ You don't need a giant budget to have success with ads or boosted posts.





Social Media Challenges and How to Handle Them

Some Common Problems

- ▶ Someone leaves a negative comment on one of your posts.
- ▶ A negative article or blog is published about your congregation.
- ▶ Someone disagrees with your social justice stance.
- ▶ You are alerted that an employee is making derogatory statements online.
- ▶ A sister has said or published something that upsets the public.



Ways to Be Prepared

- ▶ Have a social media crisis communications plan in place.
- ▶ Have responses ready if you know that you are posting something that people are likely to disagree with.
- ▶ Know any social media rules outlined by your congregation and HR.
- ▶ Know who else in the congregation you may need to reach out to if questions arise.
- ▶ Respond, don't react.
- ▶ Know when you don't need to respond.
- ▶ Know who is in your corner, and also who may cause problems.
- ▶ Know the difference between deleting a comment and hiding a comment and use these features wisely.

