



THE 5-MINUTE SOCIAL MEDIA STRATEGY

for churches

Social media can be a noisy and chaotic place. It changes so fast, it can be intimidating to simply get started! But it doesn't have to be.

Stick to this simple strategy with your content, paired with great images or video, and you'll be all set. Most churches are already creating more than enough content on a weekly basis to share on social media, it's all about refining and re-packaging!

So, are you ready for your 5-minute strategy? Here it is:

PROMOTE ENGAGE EQUIP

THAT'S ALL!

PROMOTE: Keep your members and prospects informed on what's happening, and how they can get involved. Share information about upcoming events, bible studies and volunteer opportunities. Be mindful that this section should account for the *least amount* of your weekly content.

ENGAGE: Social media works best when we treat it less like a billboard and more like a conversation at a party. Work to build community and conversation through engaging questions, stories about your congregation and your members, prayer requests, humor and pictures. Follow content powerhouses like Your Time of Grace, and share their content, but add your own thoughts or questions when you do.

EQUIP: Equip your audience with the encouragement and information they need to walk with Jesus! Share your sermons, devotions, challenges and scripture. Remind your followers of the resources you can provide to help them share Jesus with their friends, neighbors, relatives and acquaintances.

BONUS TIP: With Facebook's recent changes of moving non-paid publisher content out of the newsfeed, it's important that your audience actively chooses to see your organic (non-paid/promoted) content. One way to do this is by creating a Facebook Group. Consider your outreach avatar when you do. For example, if you're reaching out to families with small children, consider starting a "Moms in <Your Town> group and share information and events that are relevant to that avatar!