

Christmas is fast approaching, and no doubt churches across the country are starting to prepare for Advent and Christmas celebrations, services and events. Our social media presence can be a powerful way to spread the word and invite even more people along to something this Christmas.



However, with the changing algorithm, it can be difficult to break through the noise on social media to get our posts seen by more people.

With this in mind, we looked back at some posts shared this year to collate some ideas for you to try on social media and give you a head start.

We'd love to see what you are up to this year, so tag us in your posts on Facebook, Instagram and Twitter and use #FollowTheStar.

1. Invitations to your Christmas events

Christmas 2018 saw millions of people search for Christmas services on A Church Near You. Help them find yours by adding services and events to your page, and by creating simple posters to share on Instagram, Facebook and Twitter.

Have you tried using [Canva](#)? This free online design tool can help you create posters that will stand out from the crowd on social media.

Ways to get the word out

- Add all your [services and events](#) onto A Church Near You.
- Create '[Events](#)' on Facebook to appear in Facebook's local events listings
- Post about your events and services on Facebook, Instagram and Twitter.
- Ask your church community to share your posts with their friends online.
- Share your events into local [Facebook groups](#).
- Have you tried using paid advertising on social media? Find out how this could be a great way to invite even more people from your community [here](#).

Keep the information simple and the call to action clear so your audience know exactly what your event is about and how they can come along.

2. Photos from your community

Continue the Christmas cheer by sharing photos from all your services and events across your social media. Those who came along will love to see them and are likely to share them with their friends, and those who didn't come may be persuaded to next time.

You may not yet have any photos from this year, however, have you got some great photos from last year? Share these photos to give your community an idea of what they can expect at your upcoming events. Read our blog for tips on how to [take great photos at your services and events](#).

3. Join in with the national campaign #FollowTheStar

Last Christmas, churches across the country joined in with our #FollowTheStar campaign, sharing reflections and prayers, photos and videos from their events, and of the stars lighting up the inside and outside their churches.

The wow factor in this photo was one of our most talked-about posts over the Christmas period.

This year, we have prepared even more [resources for you and your church](#).

4. The message of Christmas

Inspire your audience with thoughts, prayers and messages to deepen their faith or to inspire them to visit for the first time. Share stories, ask questions and create discussions to get your audience talking about the real meaning of Christmas.

5. Local impact projects

Is your church taking part in any special action projects in your community over Christmas? Use social media to spread the word and encourage people to get involved. Don't forget to share the good news afterwards, so those who volunteered or donated are encouraged by their collective impact.

Last year, good news stories were some of our most talked-about posts on social media.

6. Get creative

Have you got a master baker within your community who can share a favourite Christmas recipe? Or a local creative who can create a DIY project for the family to enjoy over the Christmas holidays? Ask your community to get involved and create some interesting and shareable posts.

Most importantly, have fun!

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