



Digital promo planner 2022



people from beyond your regular congregation. However, knowing

can be tricky. Our simple digital promotion planner is here to help!

Week	Suggested activity	Tips and ideas for going further	Useful links
8 weeks out	Add the service or event to your site on AChurchNearYou.com, adding the tag 'Christmas'. If you have another website, you can also list it there, and if you have a Facebook page you could create a Facebook event as well.	To check your event sounds welcoming, ask a non-Christian friend to read the event description and offer feedback.	About AChurchNearYou.com and how to become an editor . How to create a Facebook event .
7 weeks out	Share image from a similar event in a previous year on your church's Facebook page and include a link to this year's event.	Ask a question in the post to encourage engagement with the post, for example, 'What are you looking forward to about Christmas this year?'	How to post an image to Facebook .
6 weeks out	Share a link to your event in a local community Facebook group or page, saying that everyone is welcome.	Ask people in your church to share the event with their friends or groups on Facebook or WhatsApp.	
5 weeks out	Go to the Resource Hub on AChurchNearYou.com and use the easy graphic or video generator to make an event promo, and post this to your social media with some invitational text.	When deciding what to write in the text of your post, aim it at a specific group, such as families. For example, explain how the event will be family friendly.	AChurchNearYou.com Resource Hub .
4 weeks out	Take and share pictures of the church building being decorated for Christmas. Include the volunteers (with their permission).	Use the campaign hashtag #FollowTheStar and any local hashtags such as #Harrogate, and tag your local diocese.	How to post an image to Facebook .
3 weeks out	Share a 'poll' post related to the event. E.g. 'We will be serving mulled wine and mince pies at our event, which one would you prefer?' Or, just ask your question in normal text post.	Line up a few people in advance who are happy to look out for the poll and complete it early, to encourage others to also take part. Do another post sharing the results.	How to share a poll to a story on Facebook
2 weeks out	Retweet, repost or reshare Christmas content from the social media accounts of the Church of England or your diocese.	Include a comment from your church to provide a local angle for example, if you share a post with the national Christmas advert in it, repost it with a comment such as, 'Come and celebrate Christmas in [Barnsley]!' and then your event details.	Church of England Facebook page .
1 week out	Record and share on social media a 30 second 'behind the scenes' video on your smartphone. Show the preparations or rehearsals, or the vicar saying you're invited to come along.	Prop your phone up somewhere stable or use a tripod, try to avoid too much background noise. In your post, tag any organisations who may be taking part to encourage them to share it too.	How to post a video to Facebook .
1 day before	Share images on social media, showing the church are ready to welcome visitors.	Include the location of the church using the 'location' option and use a festive emoji.	How to add a location to a post
1 hour before	Film a live video saying what's coming up, that there is an hour to go and everyone is welcome.	Make sure you say your message with a warm smile on your face, to add to the welcoming feel.	How to Go Live on Facebook .
At event	Take pictures during the event or service (with permission).	At the end you could ask people what they thought of the service or event, film them responding or write quotes down.	
1 day after	Share pictures from the event. Include a thankyou message to anyone who was involved in putting the event on.	Tag any of the organisations who may have taken part.	
1 week later	Post some of the quotes or recordings taken from people at the event. This could encourage others to attend future events even if they couldn't make this one.	Keep any quotes or images somewhere safe as you could use these to help promote similar service or events in future years.	

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How it works

Our planner guides you through using your website and social media to promote any church event or service this December. It's free to download and comes as an editable Word document, so you can amend it to suit you.

It suggests one thing you can do each week in the eight weeks leading up to the event, and in the days immediately afterwards.

For example, adding the event to AChurchNearYou.com, sharing the event in a local community Facebook group, or posting pictures of the church being decorated for the event - achievable for any volunteer even if they have little capacity and experience.

Adapt to suit

The planner is designed to be a helpful starting point, not a one size fits all solution. You can review the actions and make adjustments, for example if you use different social media platforms to those we suggest, or don't have the time to do everything.

We suggest starting the promotion as early as eight weeks before the event takes place, to give you as much time as possible to promote it well.

But you can edit the timings on the planner to suit you.

What you get

For each week, the planner offers you:

- suggested action for the week
- tip for going further or getting as much as possible out of that week's action
- link to relevant Digital Labs blog or video that could help you with the action

Download your copy

So, as you begin to plan your event, whether it's a carol service, midnight mass, Christmas tree festival or Christingle, click the button below to download the Digital Promo Planner.

Free download

Digital promo planner

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