

How to use the national Christmas campaigns locally

Emma Sijuwade, Founder of Socibelle

What's to come in this session...

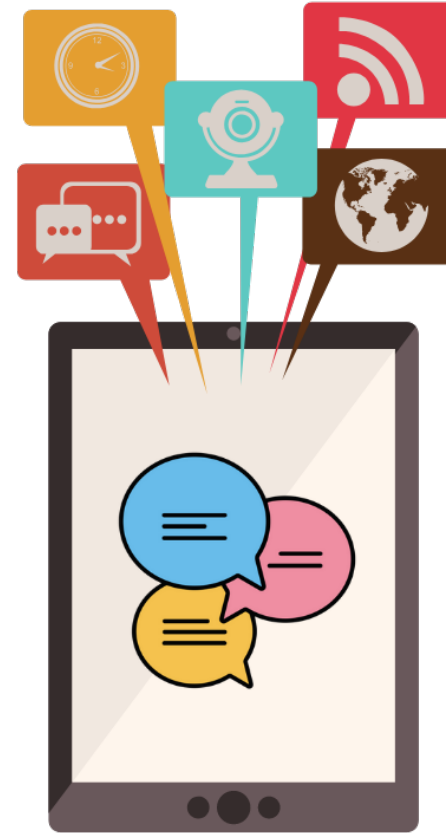


1. Introduction
2. The Power of Social Media
3. Benefits of Joining National Campaigns
4. Important Things to Note...
5. An overview of the Church's Christmas campaign
6. Practical Ways to use the Christmas Campaign Locally on Facebook
7. Practical Ways to use the Christmas Campaign Locally on Instagram
8. Practical Ways to use the Christmas Campaign Locally on Twitter
9. Recommendations: Websites, Apps, Software and Free Courses
10. Questions

Introduction



- About Me
- About Socibelle
- How We Help



Who we work with...



digital CONFERENCE
LABS

Question: Finish the sentence



Social Media is...

- a) Crucial
- b) Difficult
- c) Effective
- d) Stressful



The Power of Social Media



Facebook:

- #1 most popular Social Media platform
- 2.6 Billion Active Monthly Users

Instagram:

- Visual platform with a higher Gen Z and Millennial demographic
- 1 Billion Active Monthly Users

Twitter:

- 500 Million Tweets sent each day
- 325 Million Active Monthly Users

The Power of Social Media



- 3.96B people around the world are active social media users
- Social Media is officially the fastest way to reach your target audience
- 6 hours 43 minutes is the average time users spend online per day
- 54% of online browsers use Social Media to research products
- You are connected to a global network
- Easiest way to engage with other churches
- It's *FREE!*

Benefits of joining national campaigns...



- Helping spread the Gospel
- Able to engage with other churches
- Part of a bigger goal
- Increasing the awareness of your church
- Growing your online following
- Encourages others to get involved

Important things to note...



1. Include national campaigns in your content calendar and social media strategy
2. Follow the Church of England across all social platforms
3. Subscribe to the Church of England's digital newsletter
4. Don't be afraid to try new things

Poll Question



Which Social Media platform does your church use the most?

- a) Facebook
- b) Twitter
- c) Instagram
- d) WhatsApp



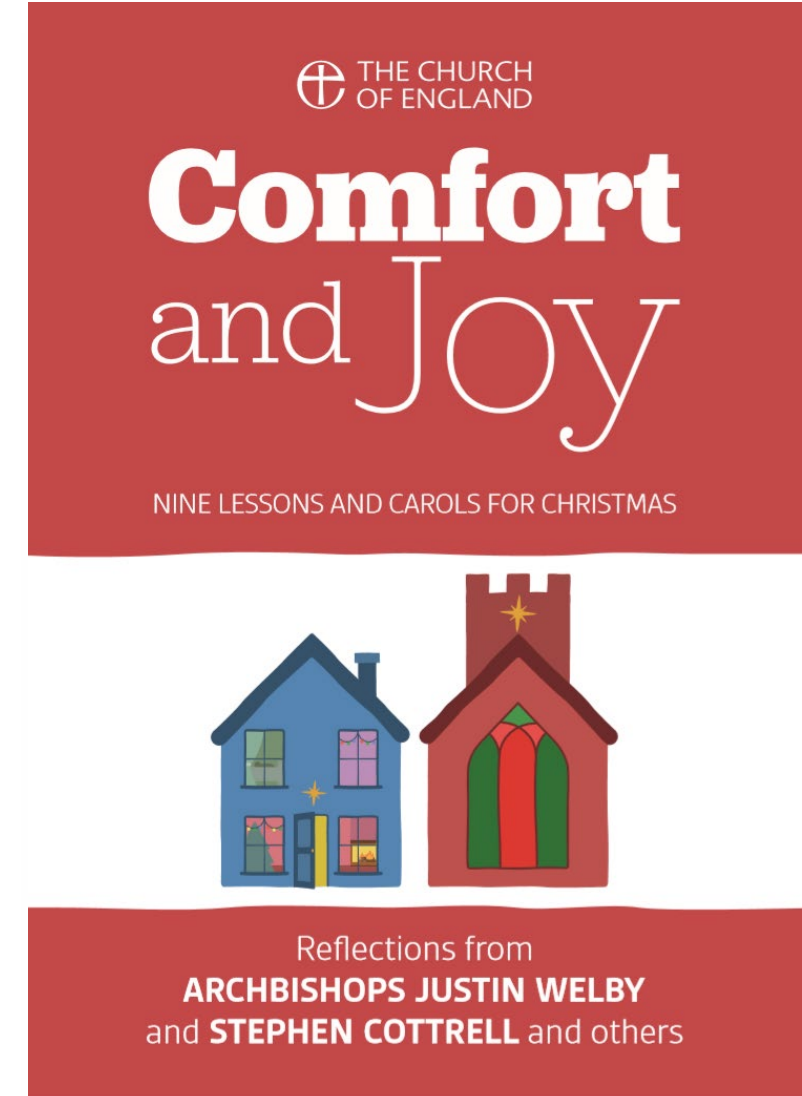
Comfort and Joy



churchofengland.org/ComfortAndJoy

Advent and Christmas 2020

- Core reflections and youth reflections:
 - Weekly in Advent
 - Daily *Nine Lessons and Carols* from Christmas Eve to 2 January 2021
 - Family activities.
- Printed and online materials – bookmarks, prayer cards etc
- Nine online services and events – BSL interpretation and subs
- Free content for churches to reuse
- Prayers and other social media content
- Webinars and content on what your church could do locally.



Printed materials from Church House Publishing



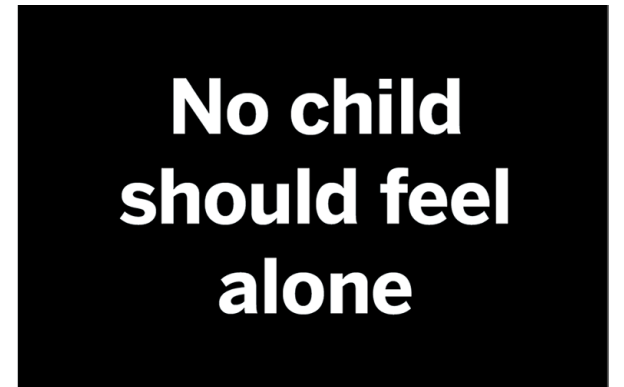
Who are we partnering with for online services?



- St Martin-in-the-Fields Radio 4 Christmas Appeal
- HOPE Together
- Children's Society
- Loss and Hope
- Christian Aid
- Church Army
- Marie Curie
- Embrace the Middle East.



**The
Children's
Society**



AChurchNearYou.com resources for church leaders

- AChurchNearYou.com Resource Hub will host lots of free resources:
 - Logos
 - Customisable videos and images
 - Image library
 - Downloadable templates
 - Advent, Christmas and Epiphany carols – coming in November
 - Orders of service templates.
- Please join the 19,000 lay and ordained leaders who have:
 - Claimed their church pages
 - Added online and in person services and events.
- **The site has received more than 44 million page views so far this year, more than 2019 in total!**



Find comfort and joy this Christmas

Start typing the place you're looking for, and select the correct option from the drop down list. By default, this field will try to use your current location.



Use my current location

FIND →

How will we make content available?

- Reflections:
 - Printed booklet
 - Android and Apple app
 - Social media
 - Email
 - Smart speakers
 - Audio
 - Daily Hope.
- Online services on YouTube, Facebook and smart speaker apps.

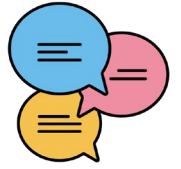


So, how do you use the national Christmas campaign, on **Facebook**?



- Share the Church of England's campaign posts
- Tag the Church of England in all your campaign-related posts
- Regularly engage with the Church of England's campaign-related content
- Interact with other churches who are also taking part
- Create original campaign-related content to share

So, how do you use the national Christmas campaign, on **Facebook**?



- Create a campaign-related Facebook event
- Encourage user generated content
- Host a Comfort and Joy related Facebook Live broadcast
- Update your Facebook page with the official Christmas branding

So, how do you use the national Christmas campaign, on **Instagram**?



- Share regular videos and images of how your church is taking part
- Make sure your content is purposeful, relatable and sharable
- Use Instagram stories to update your audience
- Engage and share the Church of England's campaign posts

So, how do you use the national Christmas campaign, on **Instagram**?



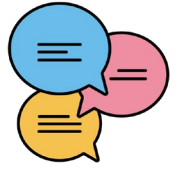
- Follow the official 'Comfort and Joy' campaign hashtag
- Interact with other churches joining in the campaign
- Let your congregation know you're taking part on Instagram
- Tag and mention the Church of England in your campaign posts

So, how do you use the national Christmas campaign, on **Twitter**?



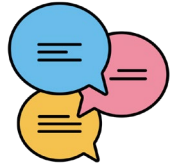
- Tweet regularly about what your church is doing for the campaign
- Join the conversation by using the official 'Comfort and Joy' hashtag
- Retweet the Church of England's campaign related tweets
- Create your own campaign-related content

So, how do you use the national Christmas campaign, on **Twitter**?



- Share Christmas campaign related resources
- Tag the Church of England in all your campaign Tweets
- Interact with other churches who are taking part in the campaign

Recommended Websites + Apps



Church of England: Resources Hub

Content Scheduling: Hootsuite, Planoly, Later, Facebook

Content Creation: Canva, InShot, PicsArt, Over, Unfold

Free Stock Images + Videos: Unsplash, Pexels, Pixabay, Mixkit

Image + Filters: VSCO and Instasize

Recommended Software



Adobe Illustrator – Perfect software to create graphics, icons, logos, sketches and typography

Adobe Premiere Pro – Industry leading video editing software for film, tv, social media and websites

Adobe Photoshop – The worlds best image and graphic design software

Recommended Free Courses



Facebook Blueprint – With more than 90 eLearning courses, Facebook Blueprint helps you learn everything you need to know about Facebook and gives you the skills to move your business or church forward (**FREE**)

Canva Design School – With more than 30 eLearning courses, Canva Design School will teach you the tips and tricks that will take you beginner to professional (**FREE**)

Let's Connect...



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Website: www.socibelle.com

Follow Us: @socibellemedia

Linkedin: Emma Sijuwade



QUESTIONS

Thank You

digital CONFERENCE
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