

# Facebook pages for churches

Church of England Digital Team

MacBook

**digital**  
LABS



THE CHURCH  
OF ENGLAND



# Facebook

- **Making the right first impression**
- **Four things to consider before you post**
- **What to post**
- **How to schedule**
- **Insights**





# Facebook

-  2.41 billion active monthly users
-  85% of internet users say they have an account
-  Highest engagement rates with live video
-  Popular across generations
-  4 in 10 use social media to research brands





# Pages, profiles and groups



## Profile

Your personal presence



## Group

A place to share interests and communicate with each other



## Page

A 'mini website' for your church

## What should your church have?





# Add admins and editors to your page

Go to: Your church Facebook page > Settings > Page roles

The screenshot shows the Facebook Page Settings interface. On the left is a navigation menu with options like General, Page Info, Templates and tabs, Event ticketing, Notifications, Advanced messaging, Facebook badges, Page roles (highlighted), Groups, People and other Pages, Preferred Page Audience, issue, electoral or political ads, Branded content, Instagram, and WhatsApp. The main content area is titled 'Page roles' and includes a description: 'Everyone who works on your Page can have a different role depending on what they need to work on. Learn more'. Below this are sections for 'Assign a new Page role' (with a 'Jump to Section' link), 'Page owner' (with a 'Jump to Section' link), 'Agencies' (with a 'Jump to Section' link), and 'Existing Page roles' (with a 'Jump to Section' link'). At the bottom, there is a section 'Assign a new Page role' with a text input field 'Type a name or email address', a dropdown menu 'Editor', and an 'Add' button. Below the input field is a detailed description of the role: 'Can publish content and send Messenger messages as the Page, respond to and delete comments on the Page, create ads, see who created a post or comment, post from Instagram to Facebook and view insights. If an Instagram account is connected to the Page, they can post to Instagram from Facebook, respond to and delete comments, send Direct messages, sync business contact info and create ads.'

## Add admins and editors

- Insert the email address of the profile you would like to invite to edit your page
- **Select** the role from the dropdown menu
- **Click Add**

## Page roles

- **Admins:** All access and control of your page
- **Editors:** Can post, schedule, and fulfil day to day activity of your page. Cannot add other editors
- **Moderators:** Can moderate posts by replying, commenting, etc.



# Your first impression

## What do you want your first impression to be?

Profile picture

Cover photo





# Are your page details up to date?

Go to: Your church Facebook page > About

- ✓ Create a username
- ✓ Contact details
- ✓ Website
- ✓ Address
- ✓ About you
- ✓ Add a button
- ✓ Social media channels
- ✓ Your story and mission

**FIND US**

73 Francis Road  
London, United Kingdom

[m.me/christchurchleyton1](https://m.me/christchurchleyton1)

Call 020 8539 0193

**BUSINESS INFO**

**Business details**

Parking: Street

Opened in 1902

**Mission**

At the centre of life at Christ Church is an emphasis on explaining what the Bible has to say to us today. We believe that by teaching from the Bible, God will gather people who follow Jesus Christ as their Lord and Saviour.

**ADDITIONAL CONTACT DETAILS**

[info@christchurchleyton.org.uk](mailto:info@christchurchleyton.org.uk)

<http://www.christchurchleyton.org.uk>

**MORE INFO**

**About**

Christ Church, Leyton, is an evangelical Anglican church situated in Francis Road, Leyton, London E10 6PL. [www.christchurchleyton.org.uk](http://www.christchurchleyton.org.uk)

We normally have three services on Sundays: two in the morning at 9:30 and 11:15 (including Sunday School and youth Bible Study), and one at 6:30 in the evening. Plus plenty going on in the week!

**Founding date**

1902



# Posting to your newsfeed



**Who are we speaking to**



**What are we posting about**



**How will we do it**



**When is the best time**







# Who are we speaking to?



## Who makes up your community?



*Who lives and works in the area around your church – these are the people who you may meet online!*

*Having a clear idea of who you are speaking to will frame how you speak, the language you use, the stories you share, the images you choose, the topics you elevate*



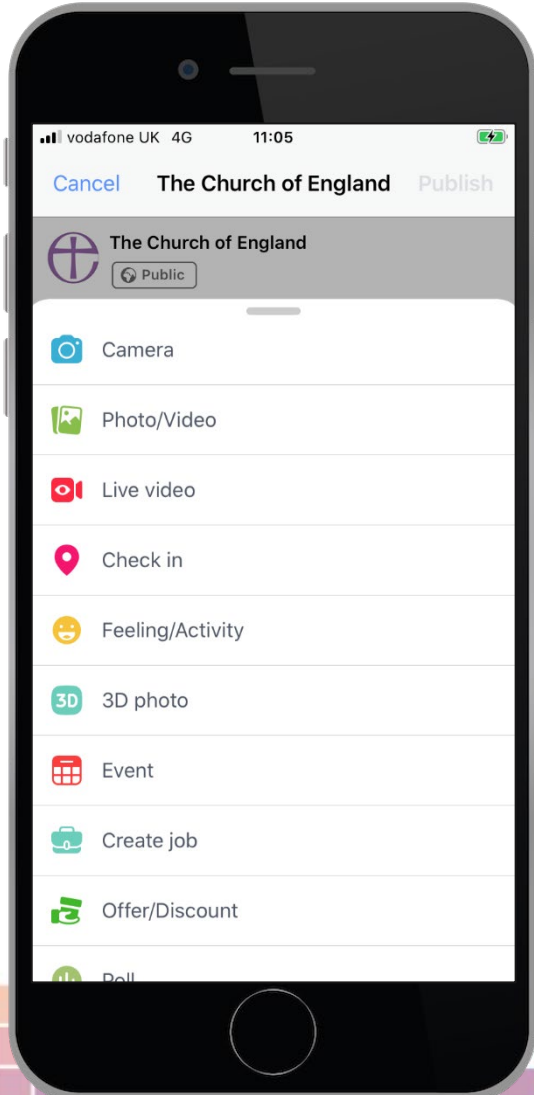


# What to post

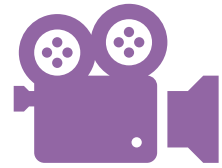




# How to post



What medium compliments what I'm trying to say and communicates with my audience?





# Best practice when posting

## Location

Help people find you

Add a link

## Call to action

Come along



Question? First person?

## Caption

First line Tell a story

People Stop the scroll!

## Image or video

Colour to stand out

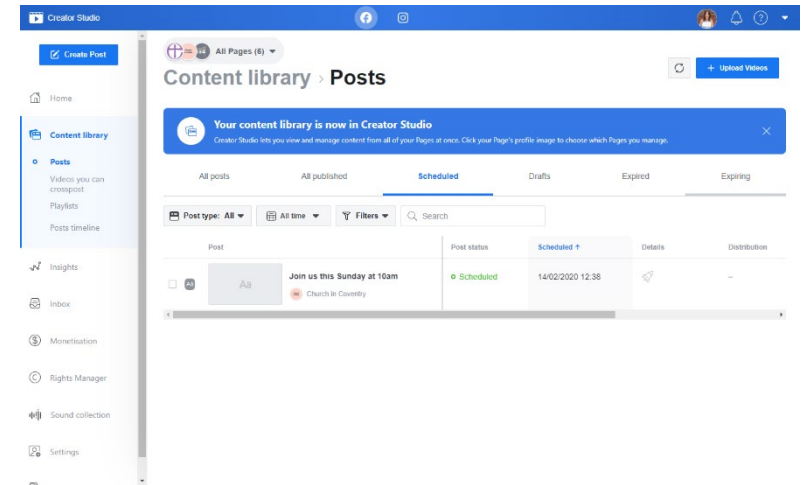
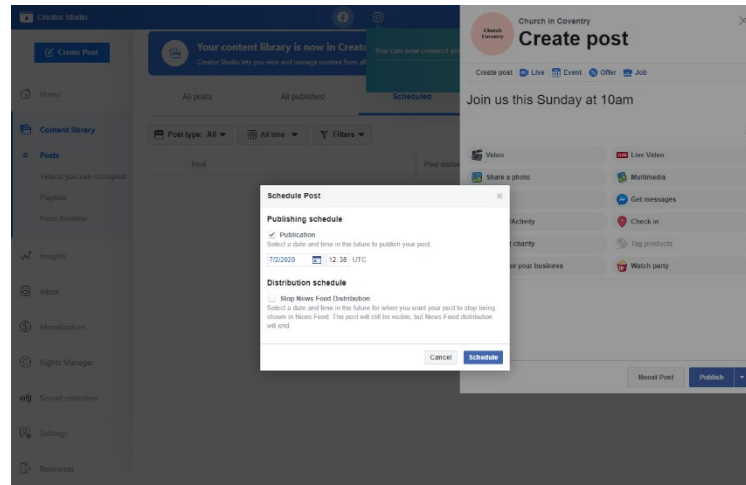
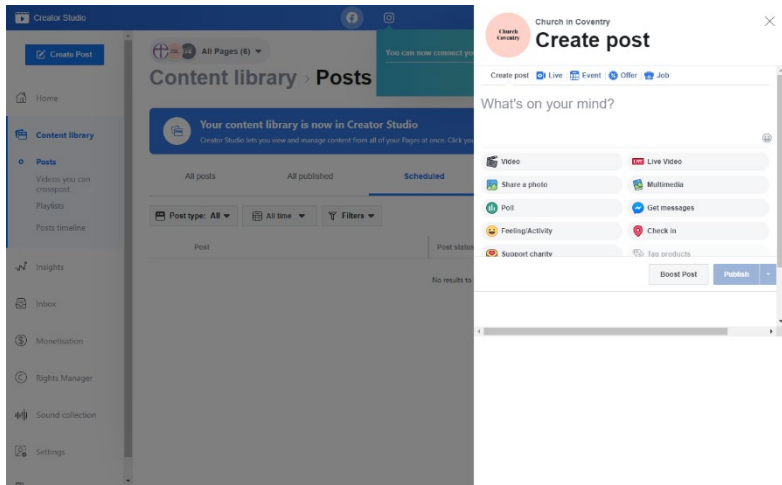
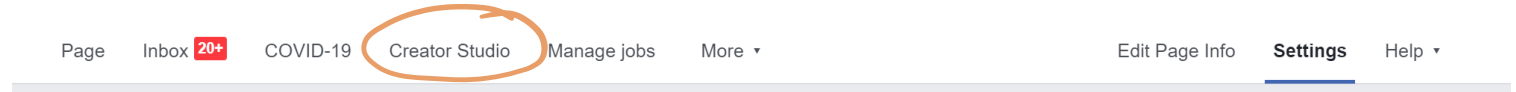
Avoid too much stock photography!





# When is the best time?

To Schedule a post: Go to Creator studio > Create post



Schedule a post when your audience are most likely online



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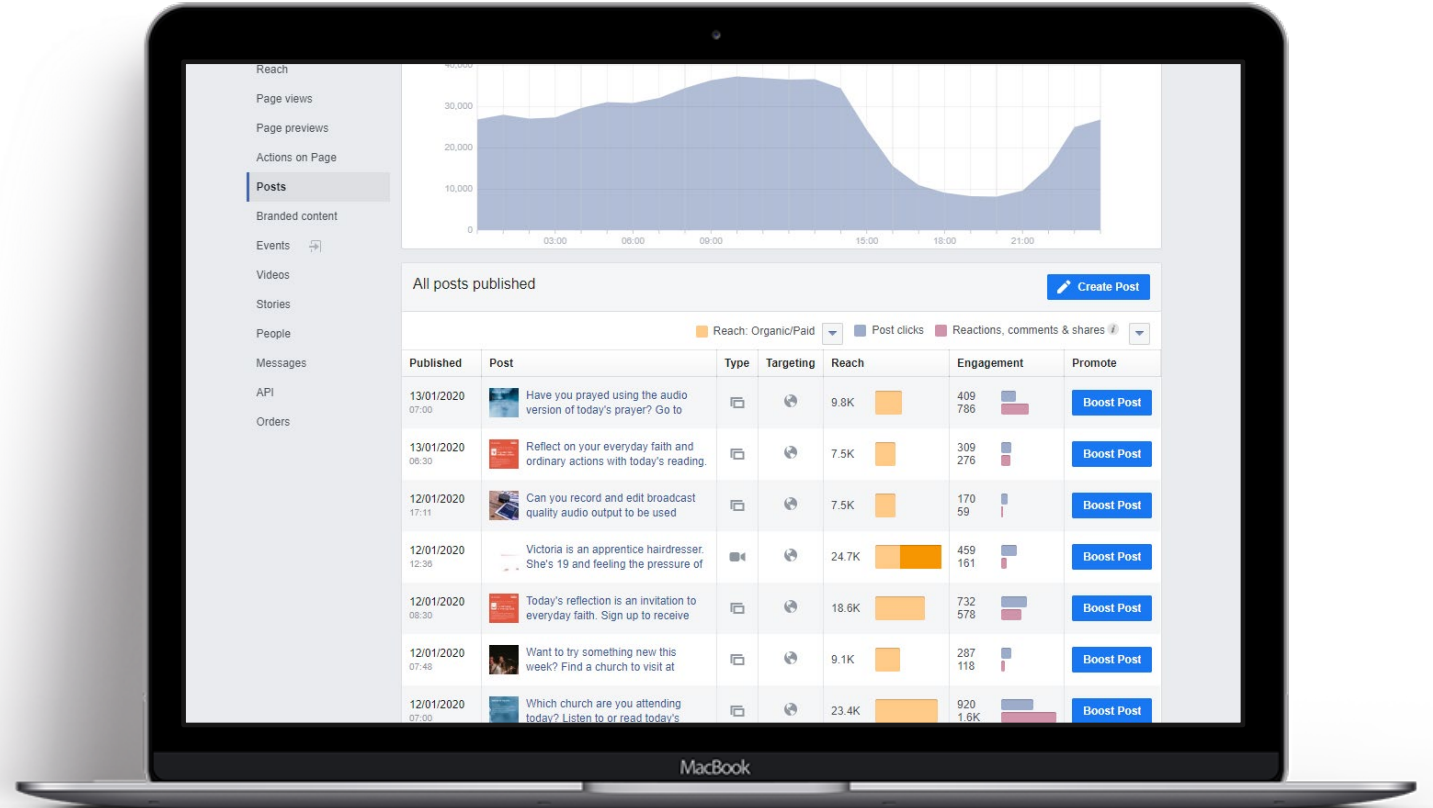


# Insights: What does it all mean?

Find your insights:  
Your Facebook page >  
Insights > Posts

**Reach** – Individual numbers  
who have seen a post

**Engagements** – Likes,  
reactions, comments, clicks  
and shares





# Free advertising

1. Create a Facebook event
2. Post regularly and add your location – once is not enough!
3. Find local groups





# Finally...

1. Remember who, what, how and when
2. 80:20 content rule
3. Consistency is more important than frequency





# Useful tools – Photography and design

[www.canva.com](http://www.canva.com)

[www.spark.adobe.com](http://www.spark.adobe.com)

[www.unsplash.com](http://www.unsplash.com)

[www.pixabay.com](http://www.pixabay.com)

[www.pexels.com](http://www.pexels.com)

[www.freepik.com](http://www.freepik.com)

[achurchnearyou.com/hub](http://achurchnearyou.com/hub)



**Design anything.  
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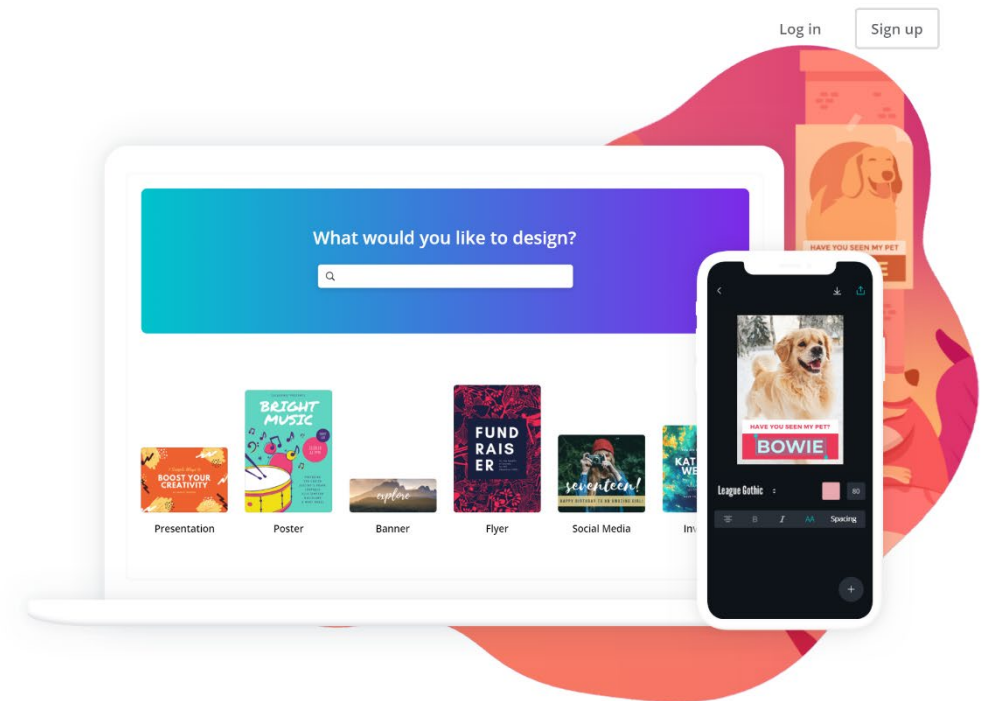
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