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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

Global Web Index 2019

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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?

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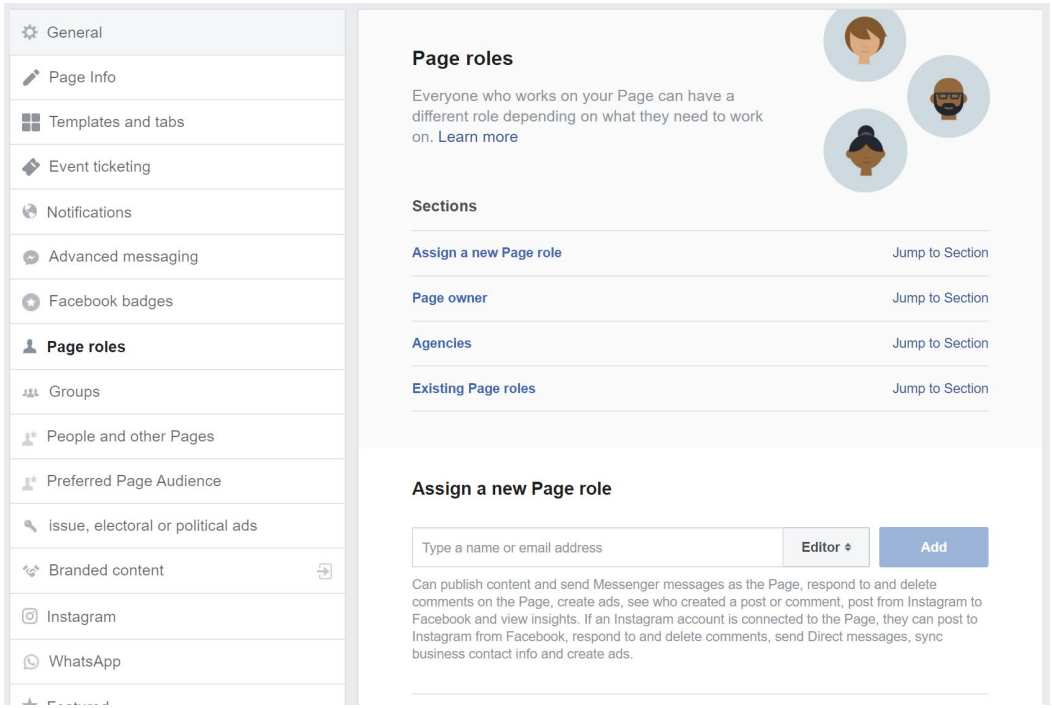
Add admins and editors to your page

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



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.

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Your first impression

What do you want your first impression to be?

Profile picture

Cover photo

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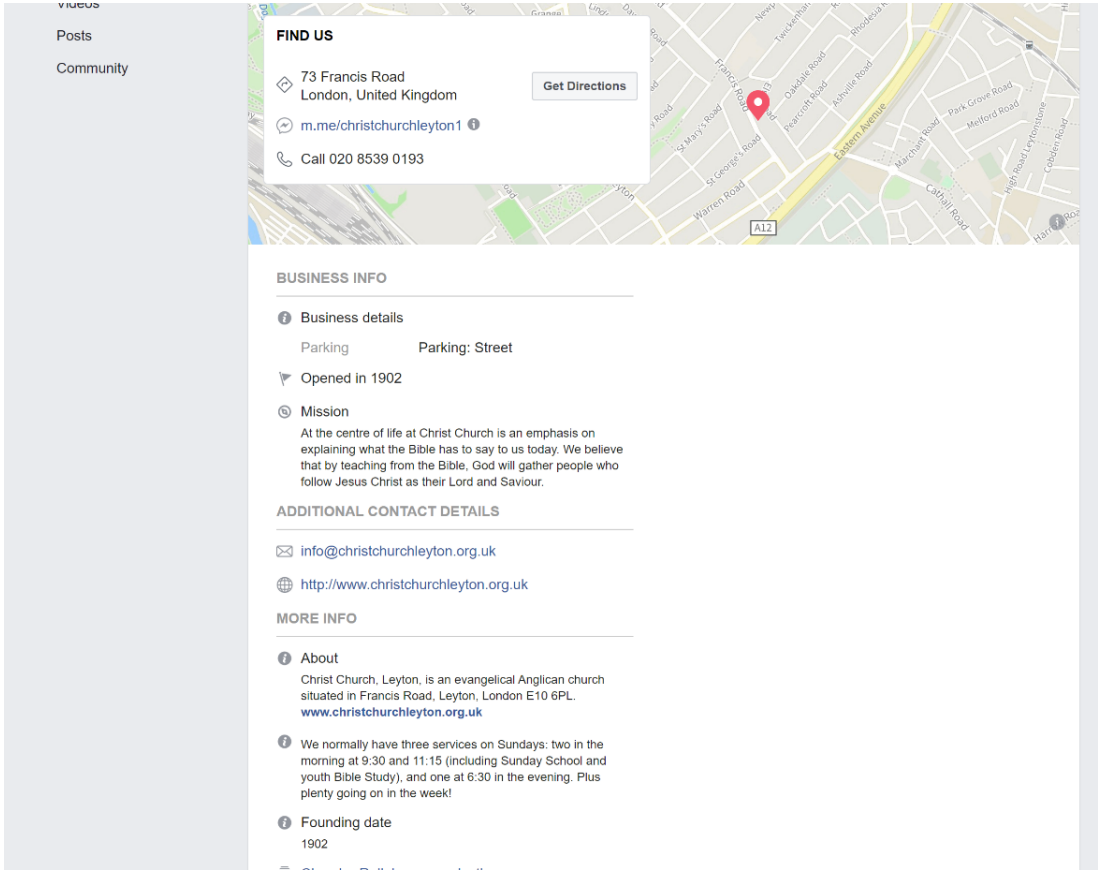
Are your page details up to date?

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



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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

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What to post

Ask and answer questions

Prayers and reflections

Events and services

How can we add value to our community?

Join the national campaigns

Updates, news and stories

Who are we and what we believe

80:20 content rule

80% conversational

20% broadcast

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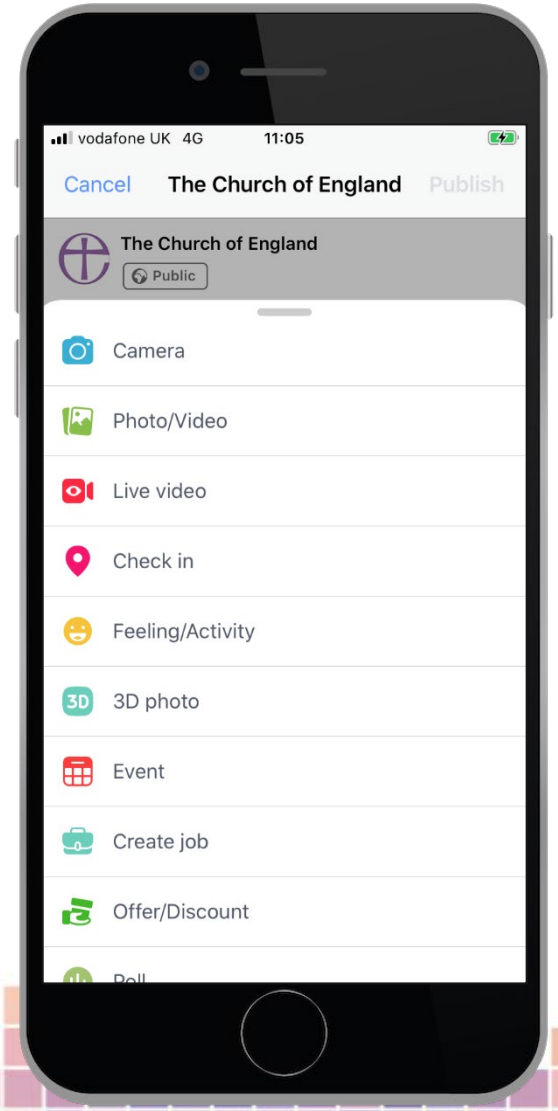
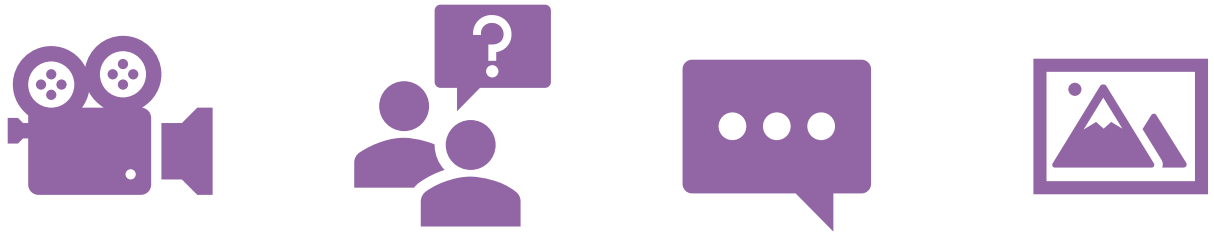
How to post



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



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Best practice when posting

Location

Help people find you

Call to action

Add a link

Come along

Caption

Question?

First person?

First line

Tell a story

Image or video

People

Stop the scroll!

Colour to stand out

Avoid too much stock photography!

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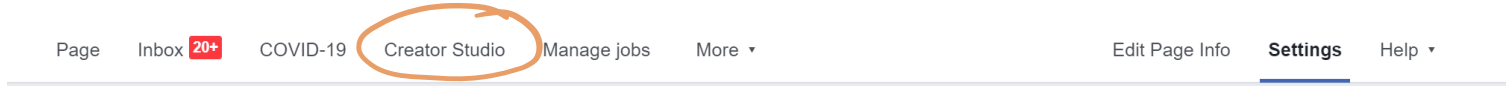
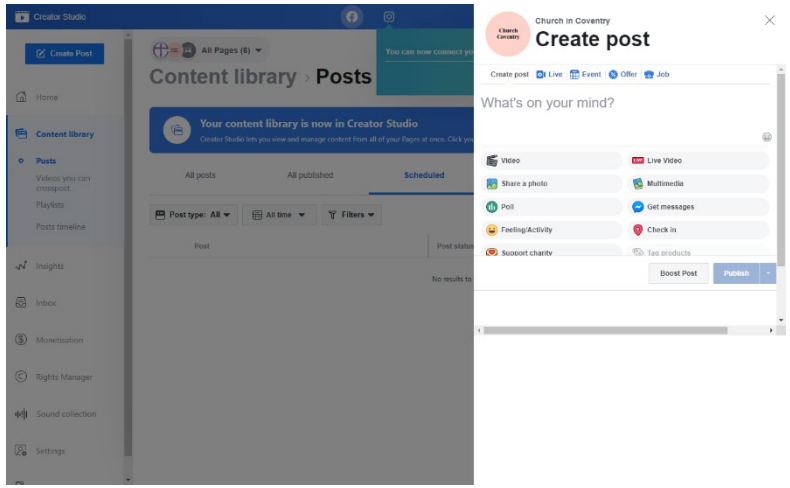
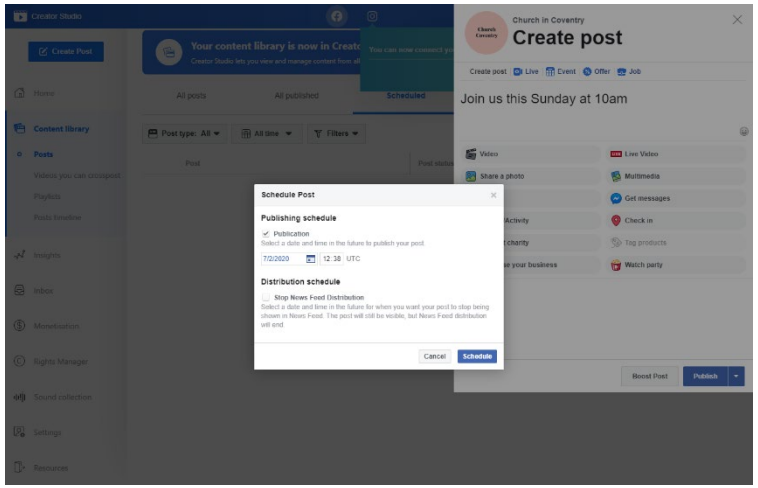
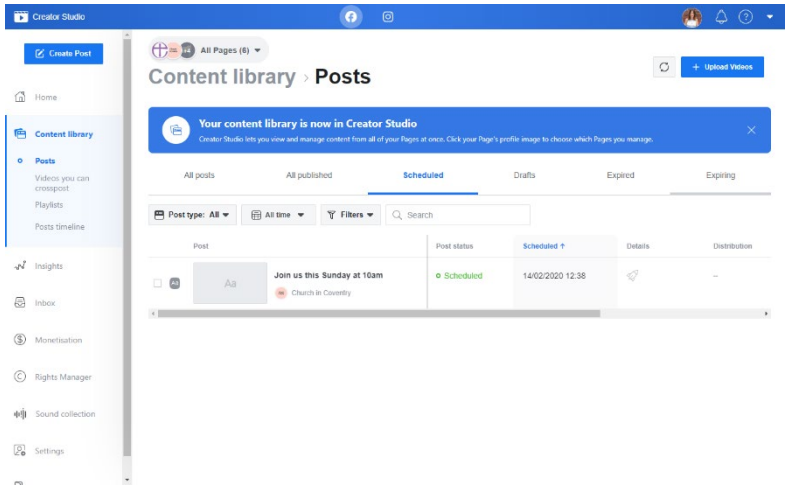
When is the best time?

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









Schedule a post when your audience are most likely online

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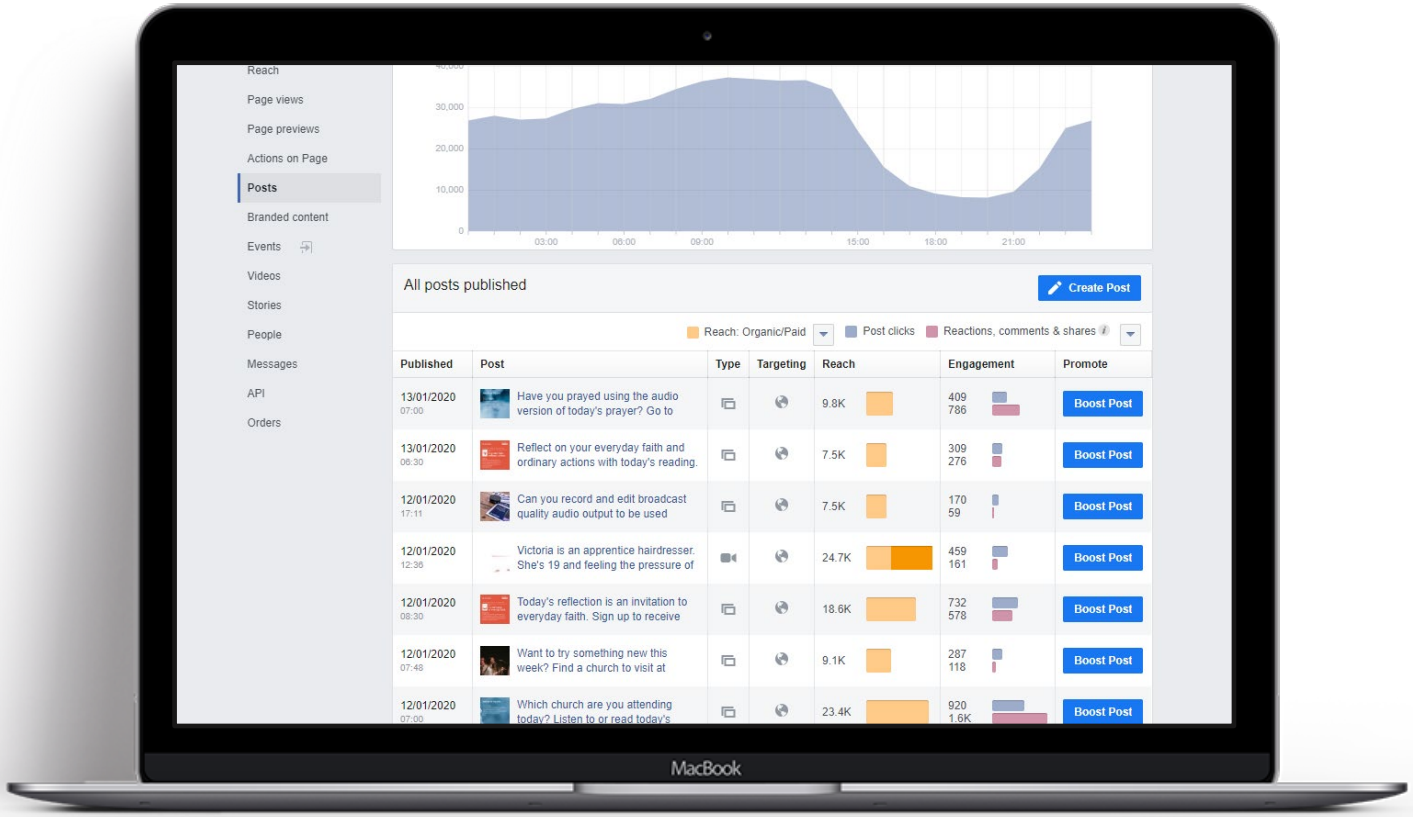
Insights: What does it all mean?

Find your insights:
Your Facebook page > Insights > Posts

Reach – Individual numbers who have seen a post

Engagements – Likes, reactions, comments, clicks and shares



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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

www.spark.adobe.com

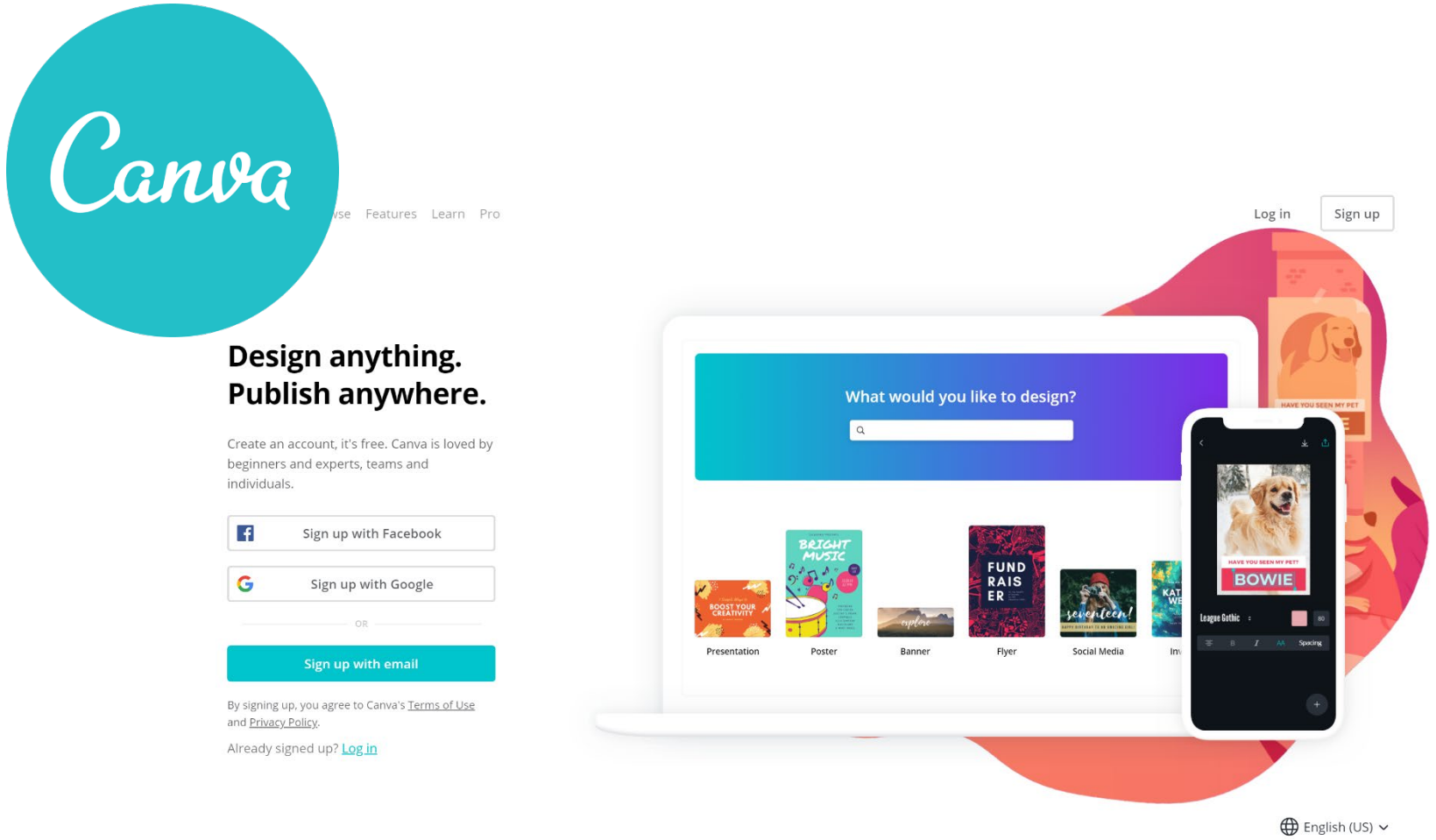
www.unsplash.com

www.pixabay.com

www.pexels.com

www.freepik.com

achurchnearyou.com/hub



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