

Instagram for churches: Next steps

Church of England Digital Team

MacBook

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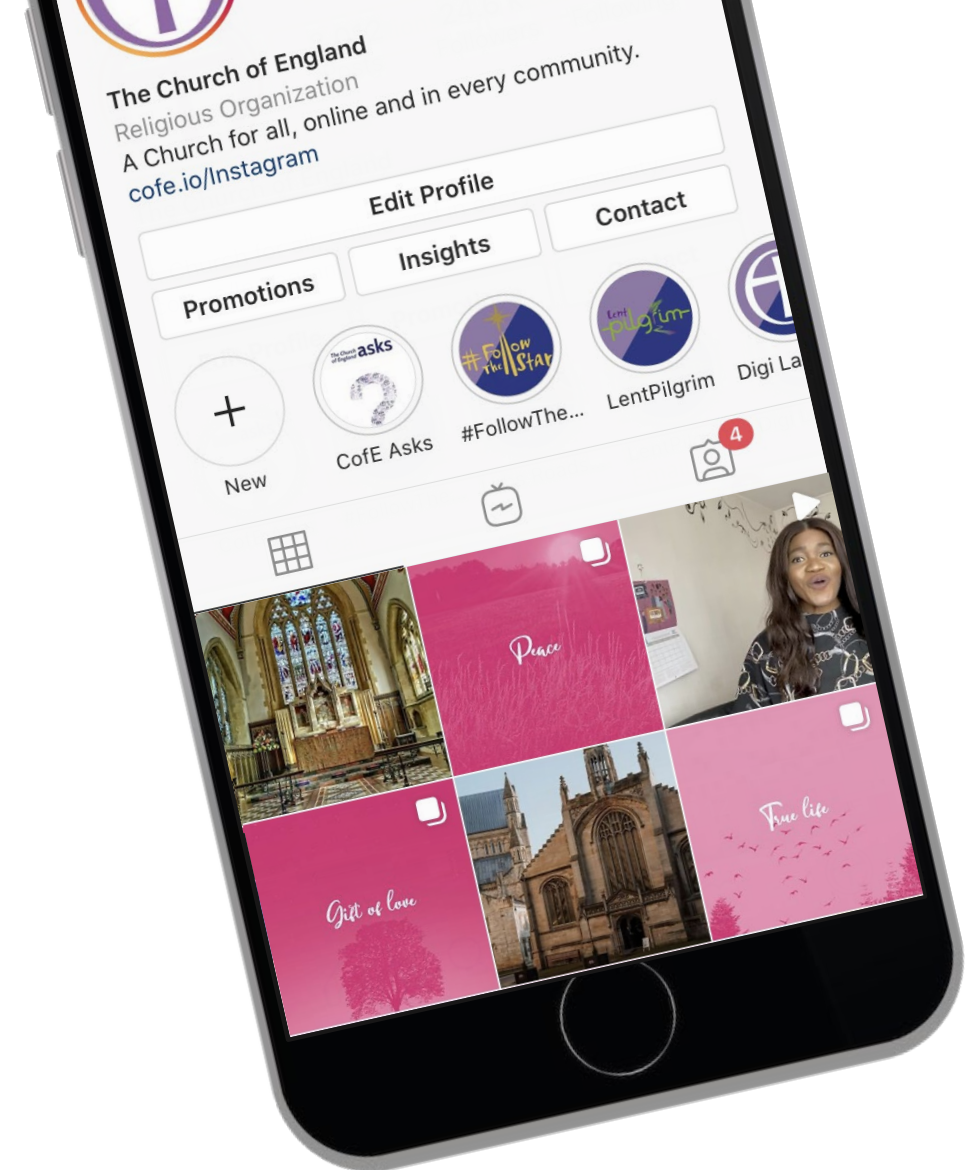


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Why Instagram for your church?

- 👉 1 billion active monthly users
- 👤 Compared to Facebook, Instagram is a platform of younger users
- 👉 51% female, 49% male audience
- 🔍 4 in 10 will use social media to research a brand
- 🤝 Instagram users are highly engaged, making it an opportunity for churches to reach new people



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Refining your strategy

- Expanding your bio
- Creating content that engages your audience
- How to interpret your insights
- Using hashtags





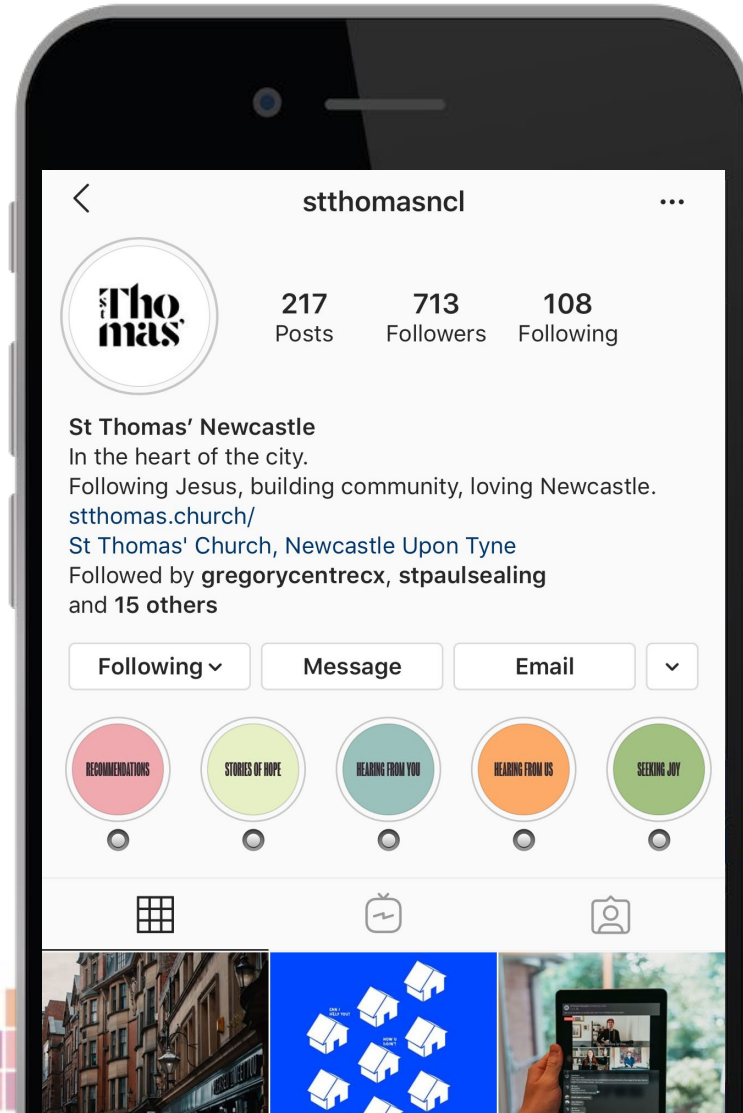
Expanding your bio

- Your bio speaks to those who are part of your church community, and those who are discovering you for the first time
- Create story highlights and treat them like your website menu
- Upgrade your account to Business profile for more features
- Use your Link in bio strategically





Examples



Inspiration from other churches:

<https://www.instagram.com/sbenetfink/?hl=en>

<https://www.instagram.com/allsaintshr/?hl=en>

<https://www.instagram.com/gasstreetchurch/?hl=en>

<https://www.instagram.com/stthomasncl/?hl=en>

<https://www.instagram.com/stnchurch/?hl=en>

<https://www.instagram.com/thebelfrey/?hl=en>



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Content that engages your audience

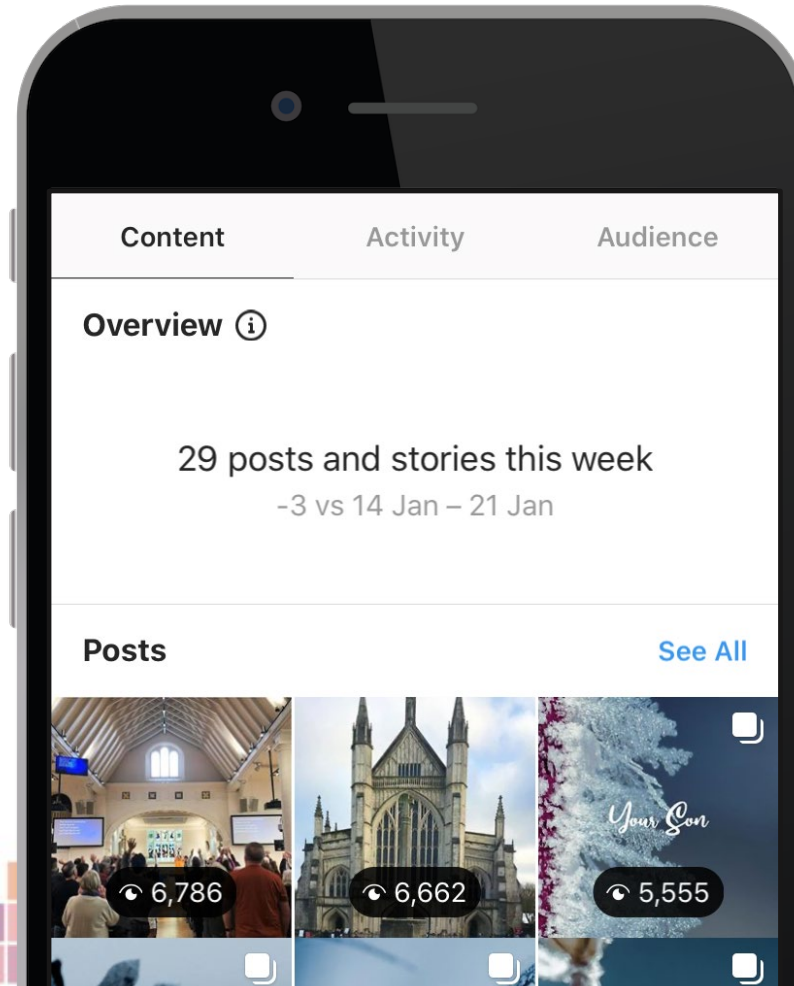
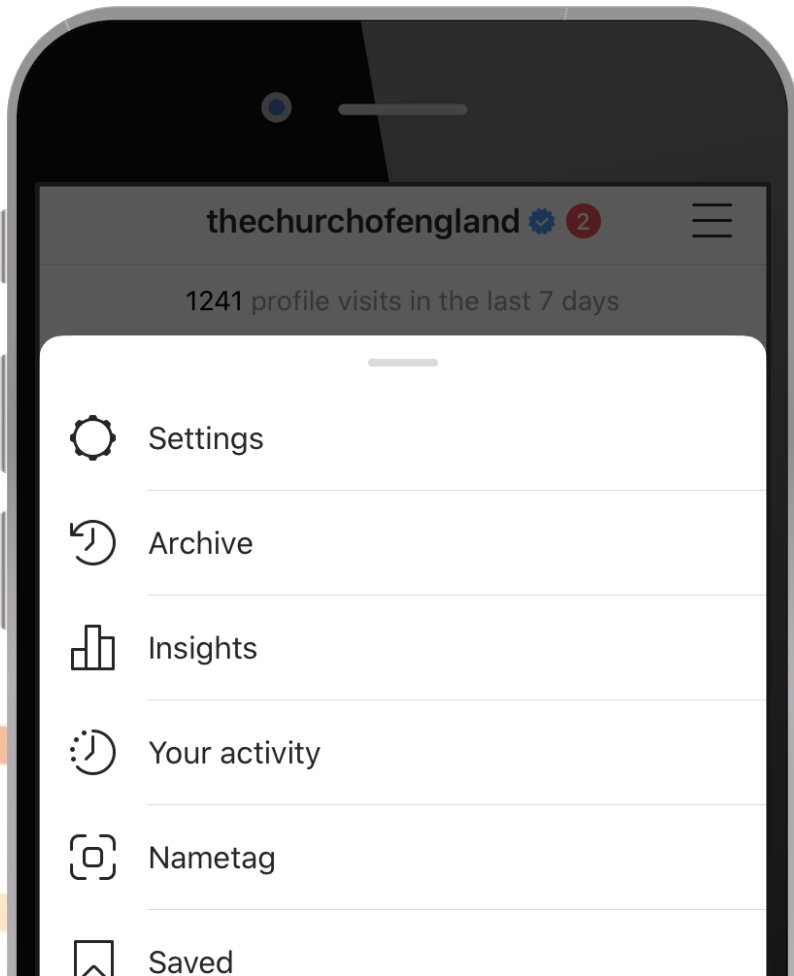
- Learn to speak to your different audiences
- Consider who they are, what questions they may be asking, and the challenges they may be facing

Practical:

- Use Instagram Stories to build engagement and get to know your audience
- Be a sociable presence on Instagram
- Write captions that invite engagement
- Use Insights to interpret the data into your strategy



Turn your profile into a **business profile** to see Instagram Insights



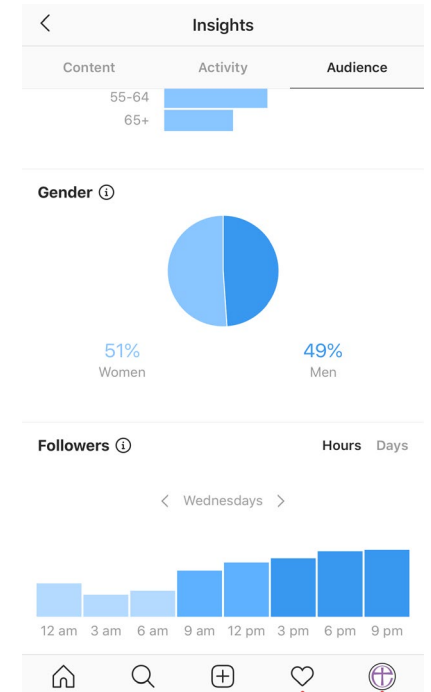
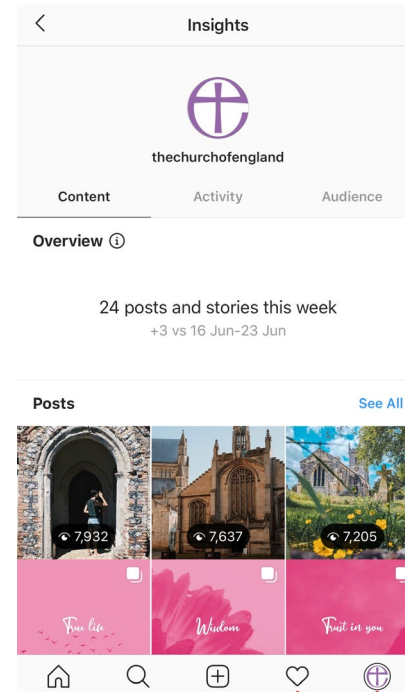
Go to > profile > edit profile >
Switch to professional account/
creator account/
business account





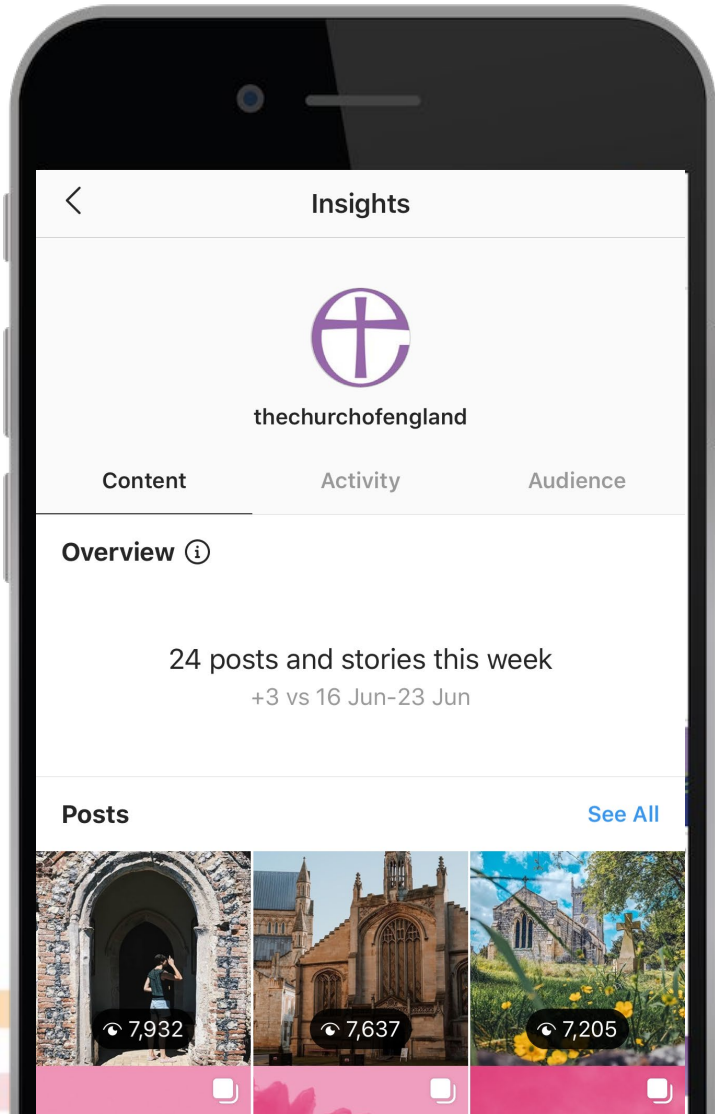
Interpreting your insights

- Why should you look at your insights?
- The insights dashboard only shows the last week for reach, engagement and followers.
- Check the individual posts for their reach and engagements
- Take a look at your audience – Gender, times online, location
- Evaluate which posts resonate with your audience





Interpreting your insights



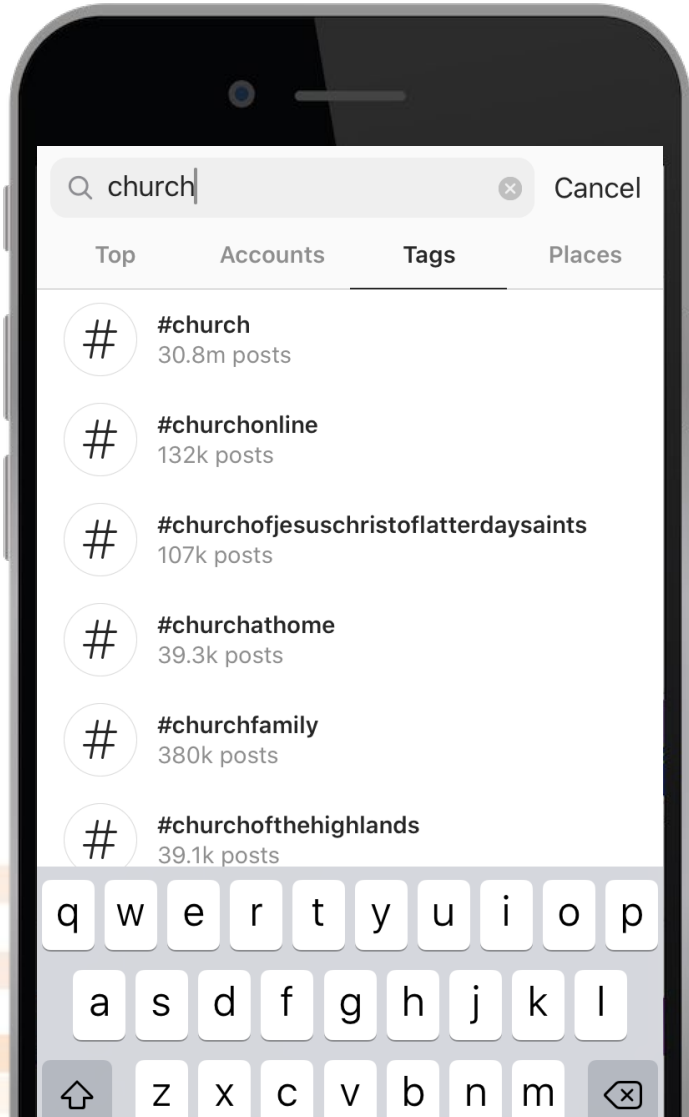
Practical:

- What posts have received the most engagement?
- What posts have received the least engagement?
- What can you learn from this and apply going forward?





How to use hashtags on Instagram



What are hashtags?

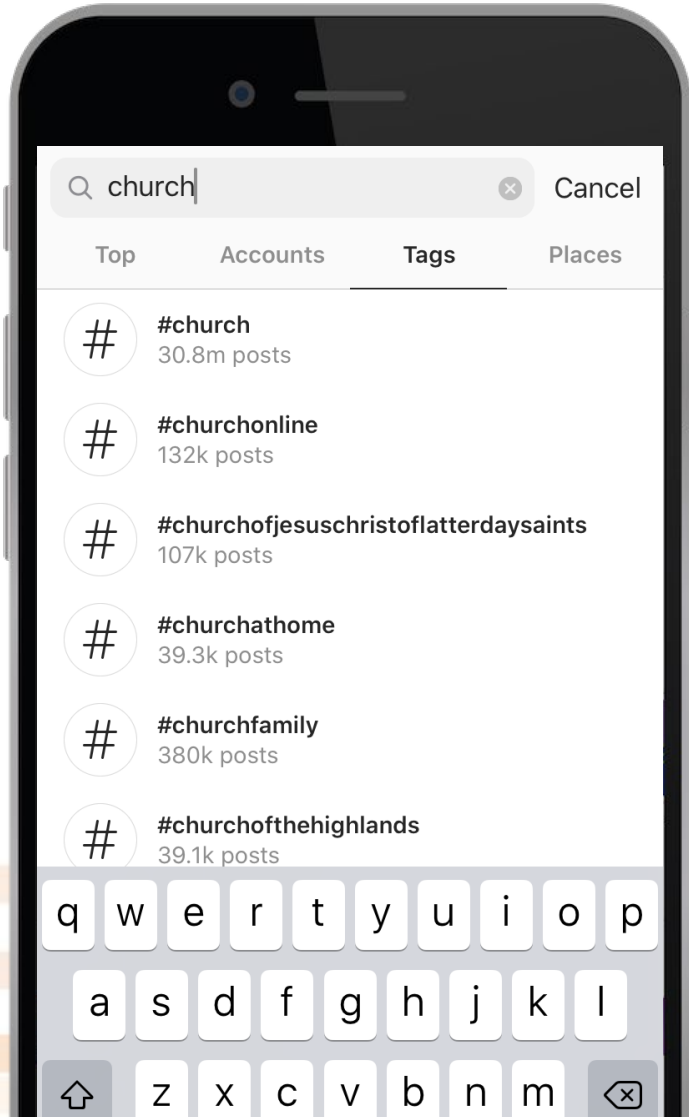
- Hashtags are ways to group topics and are searchable
- Use the # symbol, followed by one word or more i.e. #BibleVerse
- Include at the end of your caption
- Instagram allows up to 30 per post
- Use the search to find out how often these hashtags are used and avoid hashtags that are in the millions!

Three different types of hashtags to use

1. Location based
2. Topic based
3. Trending (popular)



In summary



Refining your strategy takes into account

- Your audience
- Your purpose
- Insights and data

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Useful tools – Photography and design

www.canva.com

www.spark.adobe.com

www.unsplash.com

www.pixabay.com


www.pexels.com


www.freepik.com



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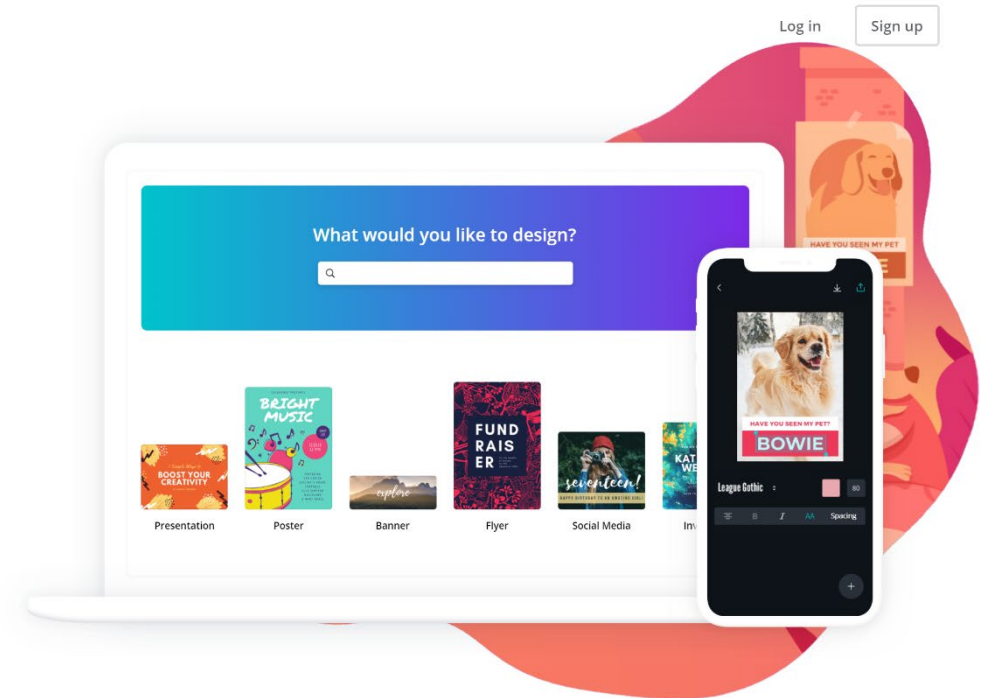
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