

Publicising your Advent and Christmas events and services on Facebook

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MacBook

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THE CHURCH
OF ENGLAND

Free tools and resources to help churches with their digital communications



Digital Labs blogs, newsletter, webinar, conference

What's to come in this webinar...

1. Free Local Advertising

- i. Content Creation
- ii. Tips and Tricks

2. Paid Advertising

- i. Benefits of using Facebook boost
- ii. How to create ad post copy
- iii. How to find your local community
- iv. What does a good post look like

3. Recommendations

4. Questions

Free Local Advertising: Content Creation

What content should I share on Facebook during Christmas?

1. **Christmas Video Campaigns**
2. **Testimonies**
3. **Bible Verses**
4. **Christmas Quotes**
5. **12 days of Christmas Countdown**



Free Local Advertising: Content Creation

What content should I share on Facebook during Christmas?

6. Going Live

7. The Christmas Story

8. Christmas Music and Carols

9. Amplifying Local Businesses

10. Podcasts



Free Local Advertising: Tips & Tricks

How can I publicise my Advent and Christmas events/service?

1. **Decorate your Facebook page**
2. **Add locations to your posts (Check-In)**
3. **Publish all your videos and images directly on Facebook**
4. **Respond to your comments and messages**
5. **Know the right time to post**



Free Local Advertising: Tips & Tricks

How can I publicise my Advent and Christmas events/service?

1. **Create a Facebook events page**
2. **Share your events in local community groups**
3. **Plan a Facebook premiere of your service and events**
4. **Use the Feelings/Activity button**
5. **Ask your community to share their pictures and videos**



Free Local Advertising: Tips & Tricks

How can I publicise my Advent and Christmas events/service?

1. **Grab attention and inspire action with your post copy**
2. **Share video content regularly**
3. **Add an element of fun and humour**
4. **Focus on providing value**



Paid Advertising: Benefits of using Facebook boost

1. **Reach those in your local community** - Facebook ads allow you to increase your reach and target the exact people you would like to see your posts.
2. **Control of how much you spend** - you don't have to spend a lot of money to get started and what you put in is what you'll get out.
3. **Fast results** – compared to other forms of marketing it doesn't take a long time to start seeing the results.



Paid Advertising: Writing Click Worthy Posts

Step 1

Purpose

Step 2

Emotion

Step 3

Next Steps

Paid Advertising: Find your local community

This audience is based on a number of factors that you can choose from in order to find your local community

You boost a post to those who already 'Like' your page

Facebook will share your post with friends of people who 'Like' your page.

Audience

Who should see your ad?

People you choose through targeting ☒

Audience details

Location – Living in United Kingdom

Age 18-65+

Detailed targeting expansion Off

People who like your Page ☐

People who like your Page and their friends ☐

Paid Advertising: Find your local community

1. **Gender:** you can choose whether your boosted post should be shown to just men, just women or both
2. **Age:** Use the scales to decide your desired age range
3. **Location:** this is where you would add your local area and set it at a 5-10 km radius
4. **Detailed Targeting:** this is where you include the interests of your audience, for example, you can include 'The Church of England'

Gender ⓘ

All

Men

Women

Age ⓘ

18

65+

Locations ⓘ



Locations

Type to add more locations

United Kingdom

United Kingdom + 25 km ×

Detailed targeting ⓘ



Detailed targeting

[Browse](#) →

Suggested for you

Community and club Page admins +

Chris Tomlin +

For advanced targeting features, go to [Ads Manager](#).



Potential reach: 44,000,000 people

Your audience selection is fairly broad.

What does a good post look like?

Informative caption

Includes next steps

Captivating image

Engaging headline



Salisbury Cathedral

2 December at 10:27 · 🌐



We are looking forward to reopening for visits and services tomorrow. With our beautiful 30ft Christmas tree, Christmas floral trail and stunning photographic tableau nativity, you won't find many places more festive than Salisbury Cathedral.

Book a visit or service here: <https://bit.ly/2VV8exe>



[SALISBURYCATHEDRAL.ORG.UK](https://www.salisburycathedral.org.uk)

Christmas at the Cathedral: a season of comfort and joy

Advent has arrived at Salisbury Cathedral and Christmas is in sig...

What does a good post look like?

Informative caption ←

Includes next steps ←

Captivating image ←



Wells Cathedral

Yesterday at 13:50 · 🌐



Wells Cathedral is now open to all visitors, and public worship has resumed.

The Cathedral visitor hours are:

Mon-Sat: 8.30am - 6pm

Sun: 12pm - 2pm then 4.30pm - 6pm

For more information about opening or public services, visit
www.wellscathedral.org.uk



What does a good post look like?



Thy Kingdom Come is 😊 feeling thankful.

10 June · Worldwide · 🌐

Thy Kingdom Come looked different this year due to COVID-19. But still, Christians in more than 170 countries gathered online, Bowed their knees in prayer and lifted their voices in hope, as we all prayed, Thy Kingdom Come!

Thank you to everyone who got involved. Here are just some of the highlights. We'd love to hear about yours!



WWW.THYKINGDOMCOME.GLOBAL

Look back at Thy Kingdom Come 2020

[Learn More](#)

Makes use of the
'Feelings' feature

Has a location

Includes next steps

Makes use of Video
content

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Recommended Apps + Websites

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





QUESTIONS



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