

Facebook pages for churches

Church of England Digital Team

MacBook

digital
LABS



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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 'Sections' with links to 'Assign a new Page role', 'Page owner', 'Agencies', and 'Existing Page roles'. 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. A detailed description of the role is provided below the input field.

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 logo

See The Light
Christmas at St Peter's
18th – 25th December 2020

St Peter's Brockley
@StPetersBrockley · Religious organisation

Contact Us
stpetersbrockley.org.uk

Cover photo



Holy Trinity Clapham
@holypetrityclapham · Anglican Church



St John's Church, Elle
@stjohnsetle · Religious organisation

Sign Up
stjohnsetle.com



Christ Church New Malden
@ChristChurchNewMalden · Anglican Church

Contact Us
ccnm.org

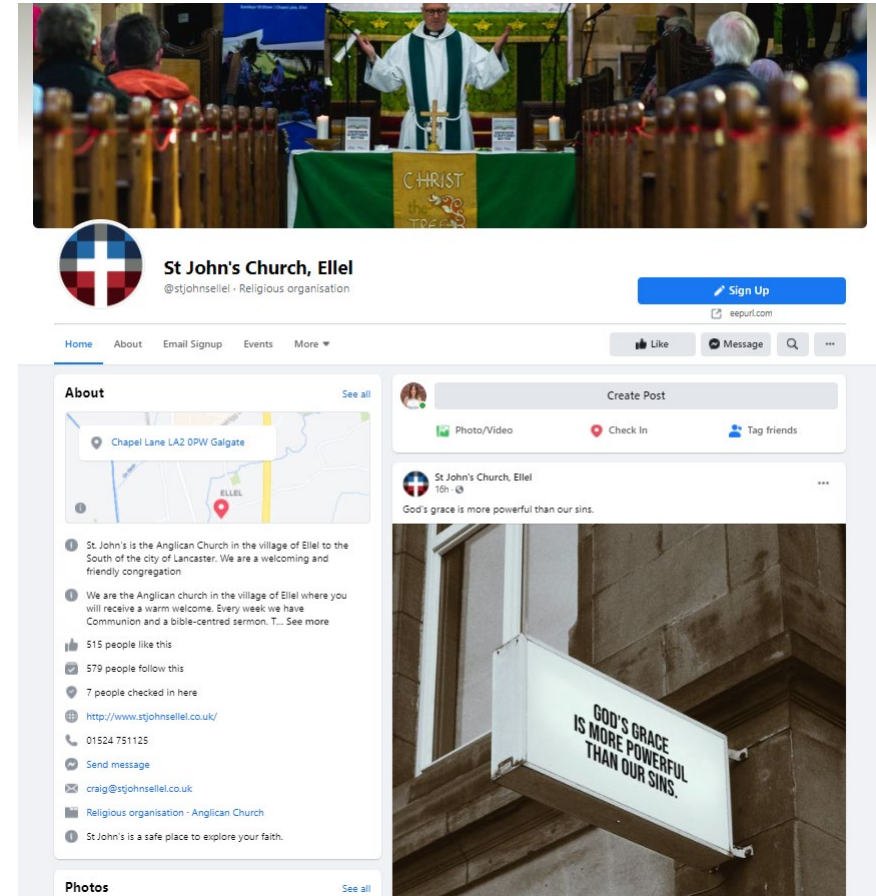




Are your page details up to date?

Go to: Your church Facebook page > Edit page info

- ✓ Create a username
- ✓ Contact details
- ✓ Website
- ✓ Address
- ✓ About
- ✓ Add a button
- ✓ Social media channels
- ✗ Your story – soon to be deleted!





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



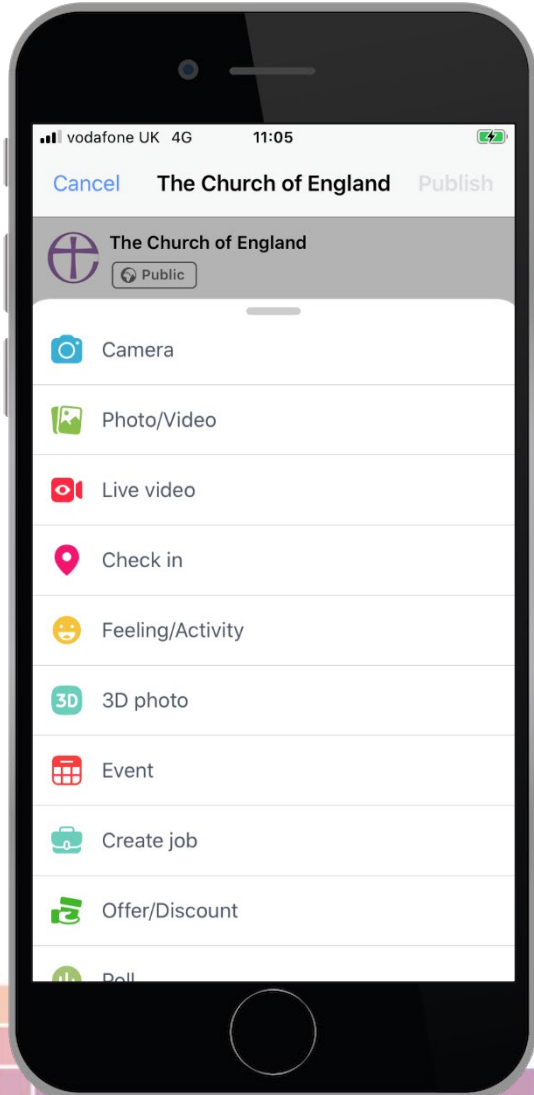


What to post

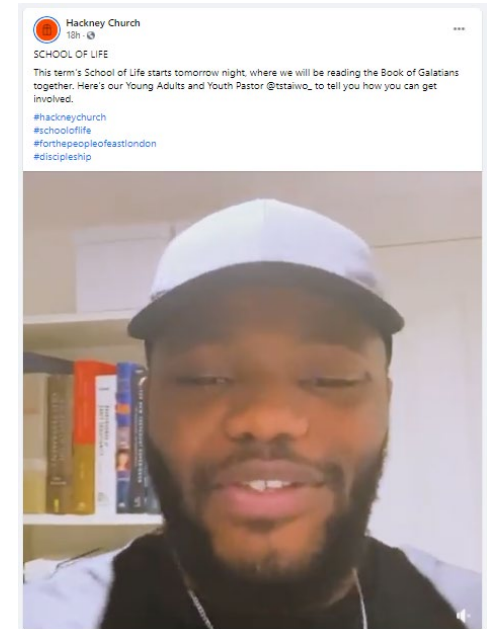
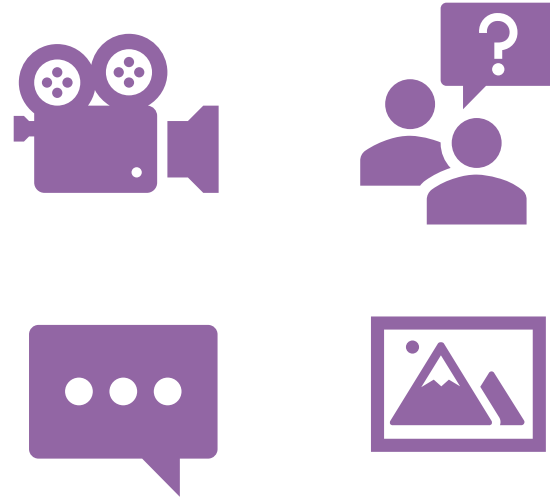




How to post



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

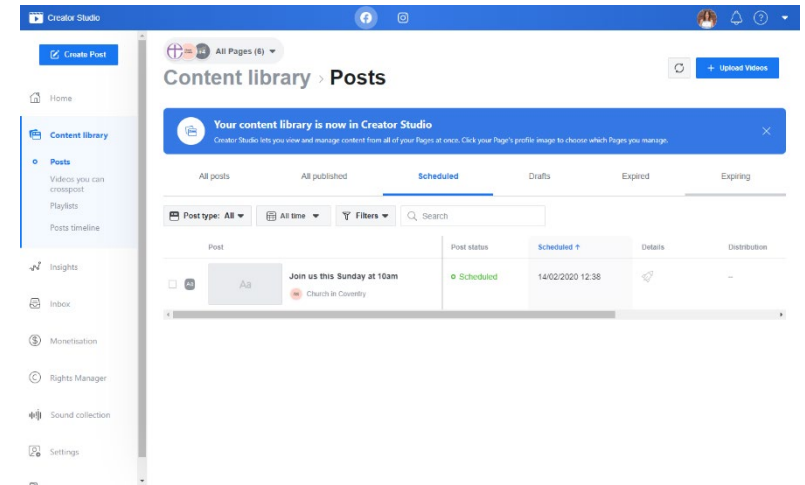
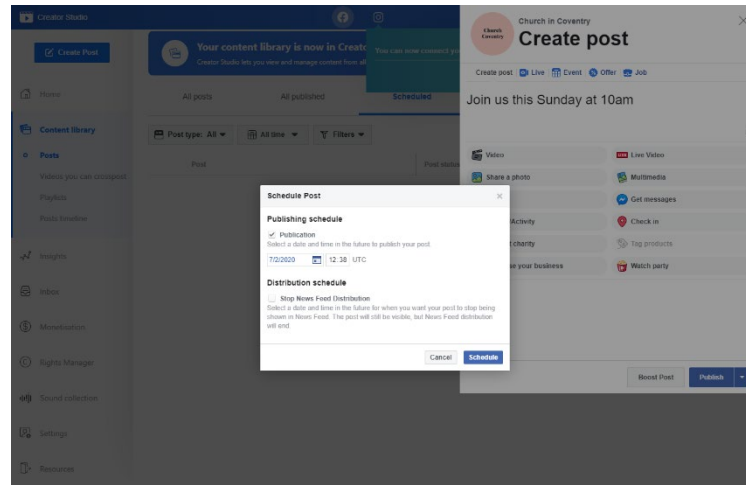
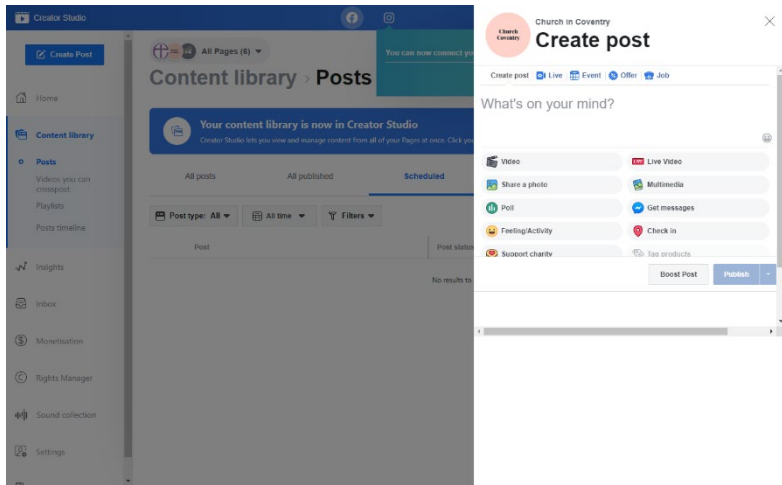
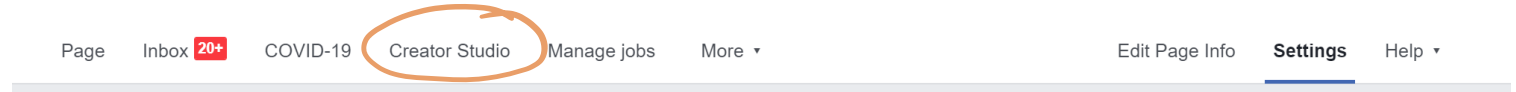
Avoid too much stock photography!





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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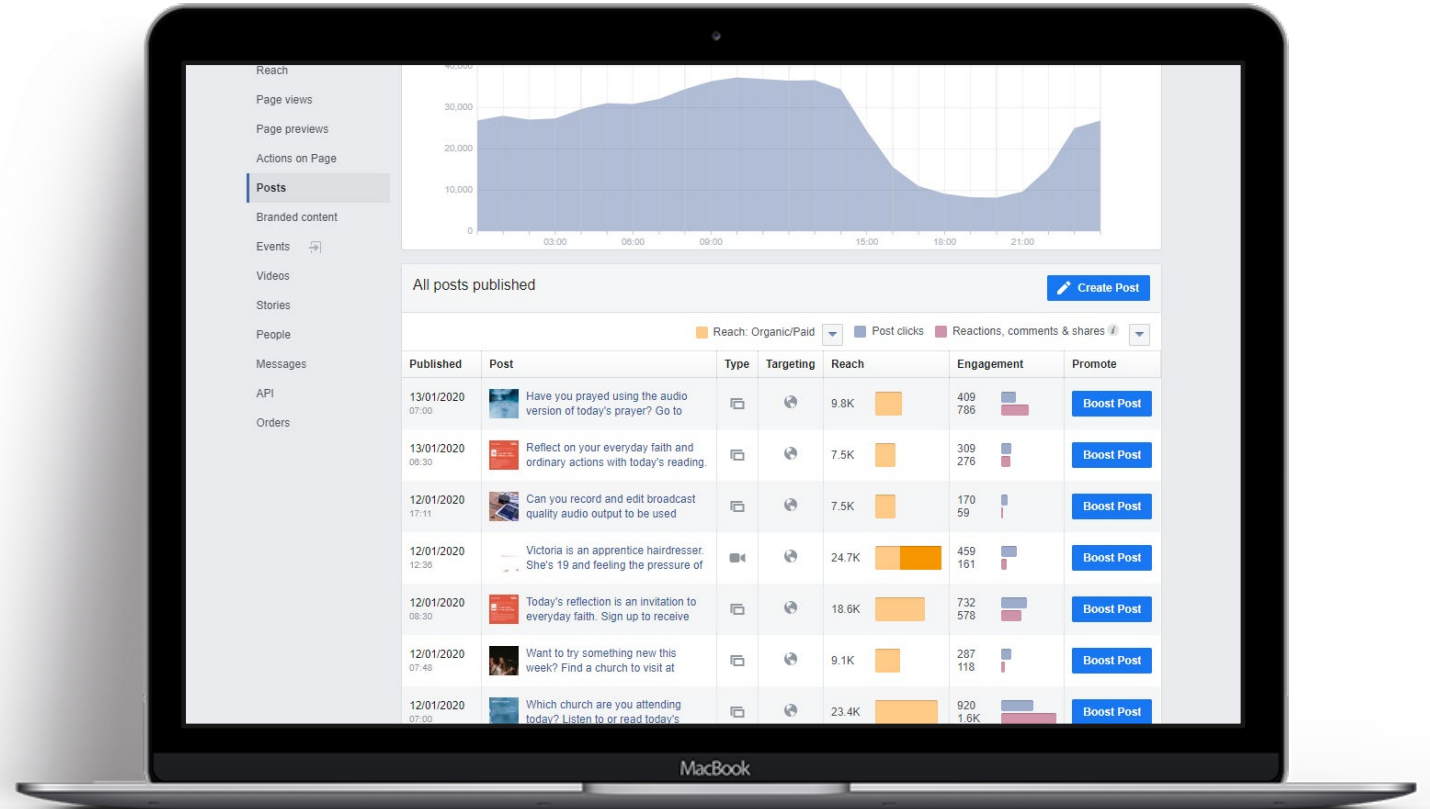


Insights: What does it all mean?

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

www.spark.adobe.com

www.unsplash.com

www.pixabay.com

www.pexels.com

www.freepik.com

achurchnearyou.com/hub



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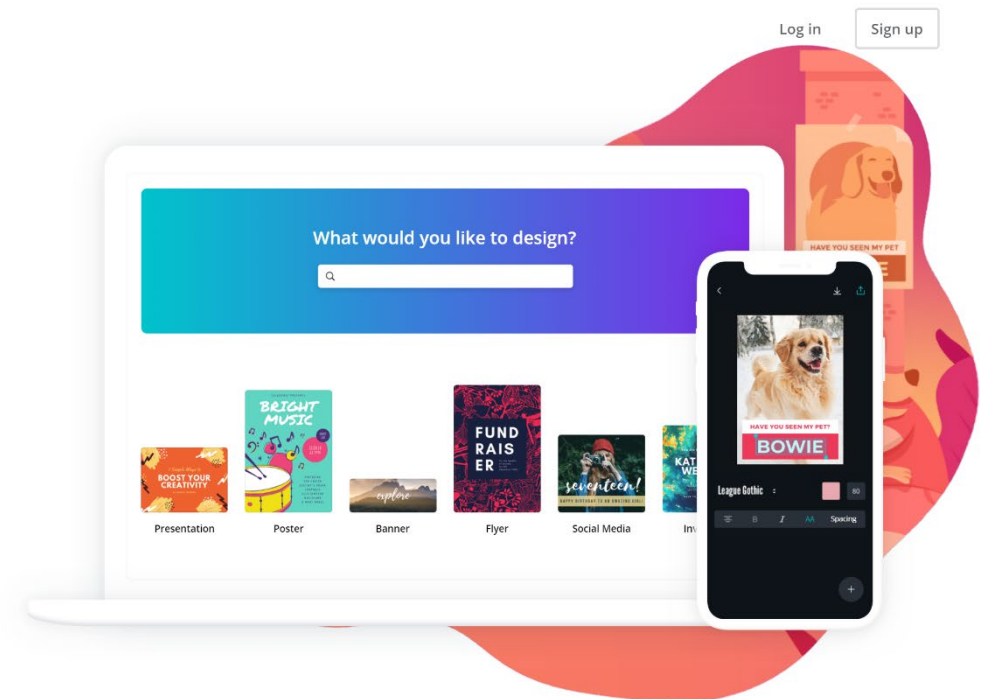
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