

Copywriting and Storytelling on Social Media

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Writing

- Make it human
- Address the reader
- Use accessible words
- Stick to short sentences
- Read it back



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Opening

- Optimise the first line
- Catch the reader's attention
- Frame the rest of the post



Main body

- Be concise
- Use full sentences
- Cut info into bullet points



- Contact
- Listen
- Bless

Hear [@RevKateBottley](#) share some simple ideas for helping those who are bereaved.



Kate Bottley on Bereavement

Contact. Listen. Bless. [@RevKateBottley](#) shares some simple ideas from the Church of England to help bereaved people.

Call To Action

- Use one CTA
- Be direct
- Position it at the end of your post
- Don't use a CTA in every post



The [#DigitalLabs](#) Conference is back with 19 full sessions!

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An online event for churches who want to use digital creatively and sustainably for onsite and online communities

11-12 JUNE 2021

churchofengland.org/digital-labs-conference [LEARN MORE](#)

Digital Labs Conference | The Church of England
An online event for churches who want to use digital creatively and sustainably for onsite and online communities
churchofengland.org

The image shows a social media post for the Digital Labs Conference. The post features a purple background with white and blue text. It includes the event title, a description, the dates, and a link to the event page. There are also images of a smartphone displaying the event details and a 'LEARN MORE' button.

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Formatting

- Think about accessibility
- Capitalise each initial in hashtags
- Use line breaks



The Church of England  @churchofengland · Jan 11

"Every day, before I enter my ambulance station, I wait in the car and pray asking God to help me through the day."

- Simon, Paramedic Team Leader

Make [#TimeToPray](#) in your [#EverydayFaith](#).



Storytelling

- Everyone has a story
- Asking the right questions
 - Who are you and what's your (non-church) role?
 - What do you love about your role?
 - What are the main challenges you face?
 - How is God present with you in these joys and challenges?
 - How can we pray for you today?
- churchofengland.org/everydaystories



Finding stories

- Don't be shy about asking
- Start with people you know
- Once you have a few examples, it gets easier
- Listen
- Notices don't always work



Practicalities

- Get consent to use picture and text on social media/website
- Let people see the text before it goes out
- Tags help
 - @thechurchofengland
 - #EverydayFaith
- 250 words maximum
- First person



Q&A