Copywriting and Storytelling on Social Media

Iso Neville, Social Media Officer
Katie Burr, Executive Officer



Writing

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



Across England and Europe, our church communities are looking forward to welcoming you.

Find a service, online or onsite, at AChurchNearYou.com.





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



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!

From copywriting and storytelling, to creative online worship and digital giving in a hybrid church - there's a session for you.

Get your ticket today.





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

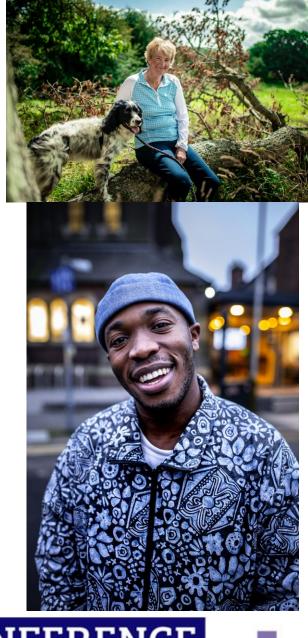
Make #TimeToPray in your #EverydayFaith.





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

