

Facebook pages for churches

Church of England Digital Team
Captions are available:
Press CC in the Zoom menu

MacBook

digital
LABS



THE CHURCH
OF ENGLAND



Facebook

- Making the right first impression
- Four things to consider before you post
- What to post
- How to schedule





Facebook

 2.41 billion active monthly users

 **51.15 million** Facebook users in the UK (67.22 million population)

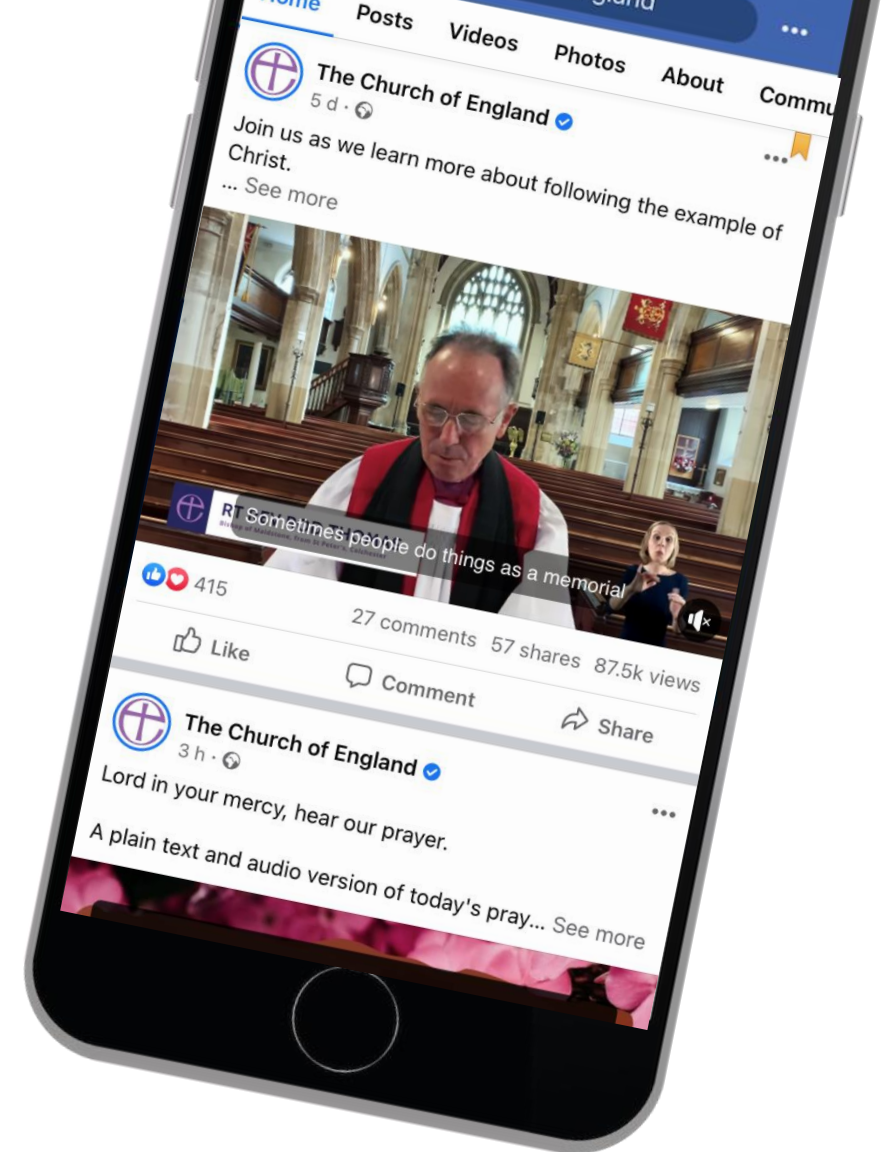
 85% of internet users say they have an account

 Highest engagement rates with live video

 Useful tool for reaching local people

 1:3 use social media to research brands

Statistica 2021, Global Web Index 2021





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 'Assign a new Page role', 'Page owner', 'Agencies', and 'Existing Page roles', each with a 'Jump to Section' link. 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 set to '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



hlc
Holy Trinity Clapham
@holypetryclapham · Anglican Church



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

Sign Up
Website



CHRIST CHURCH
Christ Church New Malden
@ChristChurchNewMalden · Anglican Church

Contact Us
Website

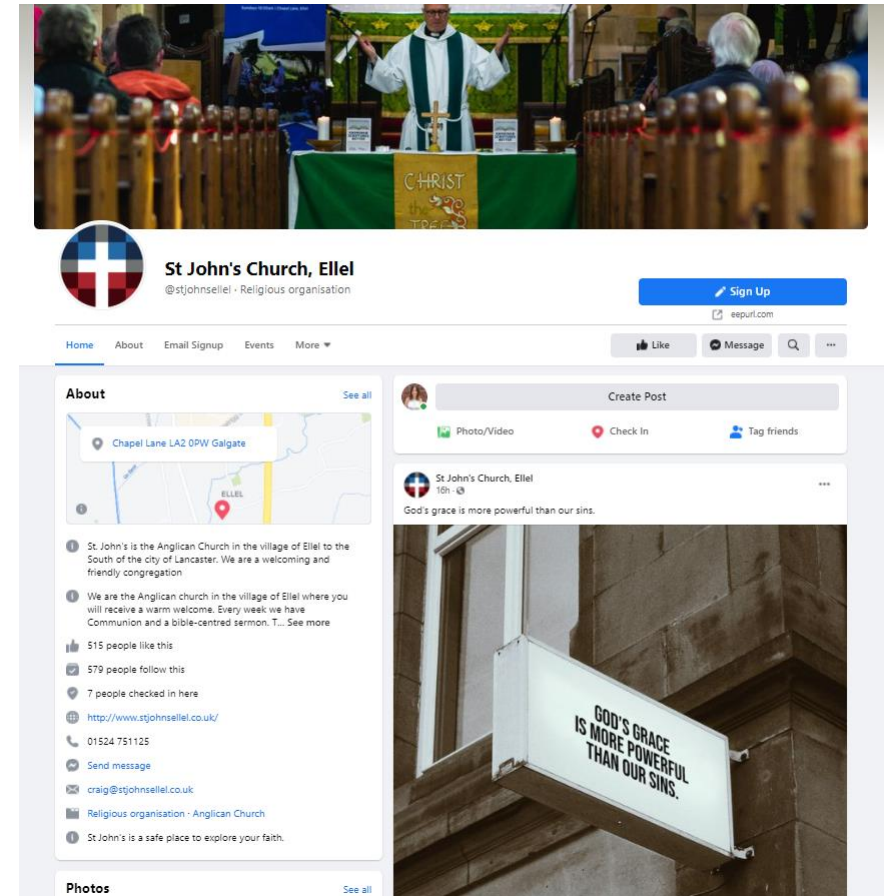
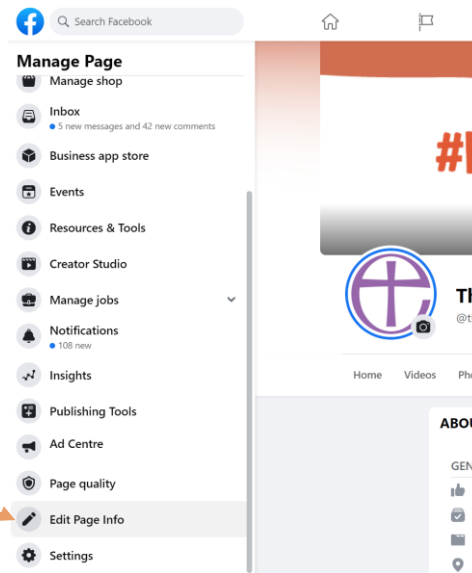




Are your page details up to date?

Go to: Your church Facebook page > Edit page info

- ✓ Create a username
- ✓ Contact details
- ✓ Website
- ✓ Address
- ✓ About
- ✓ Add a button
- ✓ Social media channels





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

Answer questions
What do we believe?

Share faith
Prayers and reflections
Use campaign materials

Invite to
events and services
Access free resources in the
ACNY Resource Hub

How can we add value
to our community?

Raise awareness
with news
and stories

Get to know your
community
Ask questions!

80:20 content rule
80% conversational
20% broadcast



Example: Common language, mediums people are familiar with

St John's Church, Ellel
14 October at 18:06 · 🌐

We're going to guess what the category is based on your answer...

Name your

Top 3 ▼

DON'T SAY WHAT THE CATEGORY IS, LET US GUESS!

3 comments

Like Comment Share

Most relevant ▼

Write a comment...

Stephen Mander
Matthew 11:12, Titus 2:9, 1 cor 6:9
Like · Reply · 1 w

View 1 more reply

Author
St John's Church, Ellel
Bible verses?

St John's Church, Ellel
14 October at 07:00 · 🌐

Our new evening services continue this Sunday at 6.30pm where we will be looking at the story of Jesus' encounter with Nicodemus. Hope to see you there!
[#stjohnsellel](#) [#worship](#) [#Sunday](#) [#Jesus](#) [#church](#) [#worship](#) [#ellel](#) [#galgate](#) [#lancaster](#)



curate at Saint John's Church in LL. Um this Sunday evening

7

Like Comment Share

St John's Church, Ellel
6 October at 18:07 · 🌐

Humility is thousands upon thousands upon thousands of little moments in which we surrender to the God we often do not understand.

What Is Humility?	Humility is thousands upon thousands of little moments in which we surrender to the God we often do not understand.
Humility isn't a single prayer or sacrament.	Humility isn't a single decision.

3 1 comment

Like Comment Share

Most relevant ▼


Write a comment...

Anna-Maria Morgan
It's submission to our God faithfully? ❤️
Like · Reply · 2 w

Example: Present in the community

St Marks Church, Pennington
15 September · 🌐

If you get the opportunity, do check out the incredible flower festival at [Winchester Cathedral](#) this week. The photos looks amazing




Winchester Magazine
14 September · 🌐


Do book tickets to see the stunning array of flowers from floral societies from Hampshire and further afield, masterminded by creative director [Pip Bensley Flow...](#) [See more](#)

👍❤️ 10 1 comment 1 share

👍 Like 💬 Comment ➦ Share

Most relevant ▾

 Write a comment...

 **Chloe Wilson**
I'm going this afternoon yeah 😊 it's epic

Like · Reply · 5 w

St Marks Church, Pennington
28 August · 🌐

Getting set up for today's fair, we'd love to see you at St Mark's Church. Gifts, cakes, plants, bric a brac, raffle and tombola.



👍❤️ 32 6 comments 5 shares

👍 Like 💬 Comment ➦ Share

Most relevant ▾

 Write a comment...

 **Frances Newman**
The carrot cake was fabulous! Haven't tried the jam yet!

Like · Reply · 8 w

[View 2 more comments](#)

St Marks Church, Pennington
1 August · 🌐

Uniform pop up this week at [Pennington Junior School](#)

SUSS Uniform Recycling Project
Free reuse School uniform events open to ALL households

AUGUST

- Pennington Junior School
5th August 11am-12pm
- ~~~~~
- New Milton Library
6th August 11am-12pm
- ~~~~~
- Lymington Food Bank
19th August 11am-12pm
- ~~~~~
- Pennington Junior School
26th August 11am-12pm
- ~~~~~
- New Milton Library
27th August 11am-12pm

Uniform donations gratefully received
Email: suzanne.stepupsafespace@gmail.com
www.stepupsafespace.com

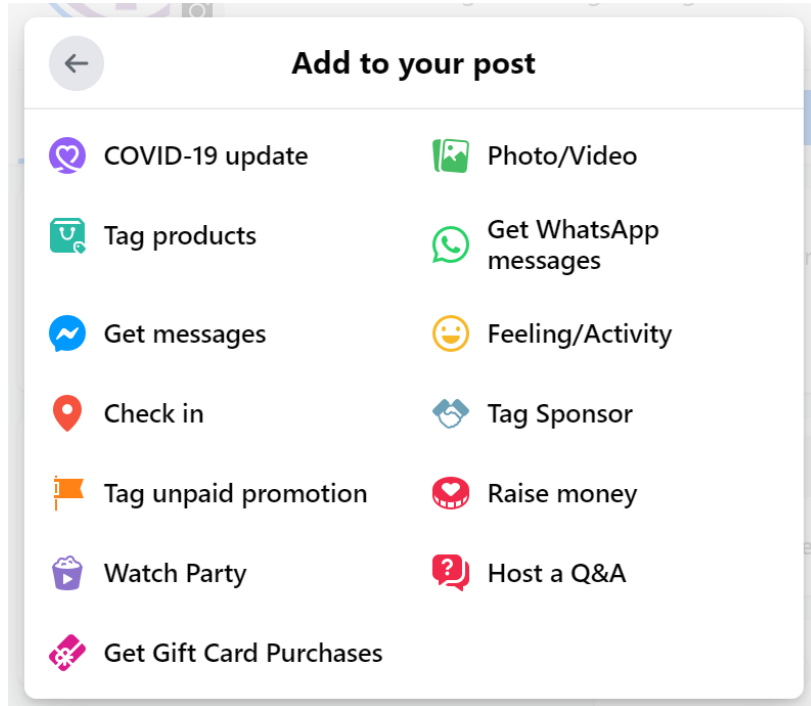
SUSS Uniform Recycling Project
Charitable organisation

Send Message

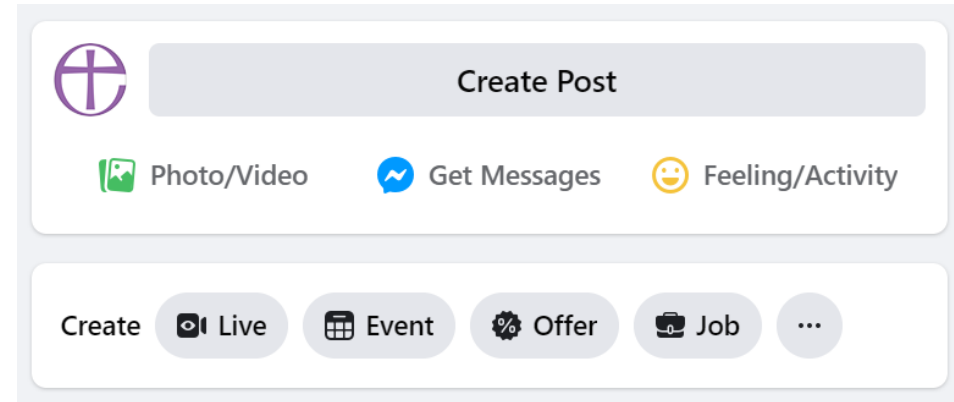




How to post



What medium compliments what I'm trying to say to our community?



Try going live, creating an event, posting a video or writing a post





Best practice when posting

Location

Help people find you



Call to action

What could readers do next?
Add a link at the end



Caption

Question

Use paragraphs

First line

Tell a story



Image or video

People

Use colour to stand out

Avoid stock photography

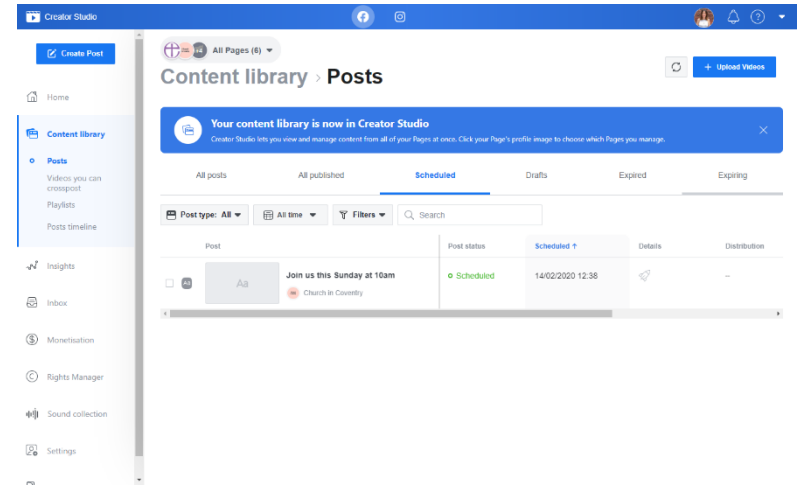
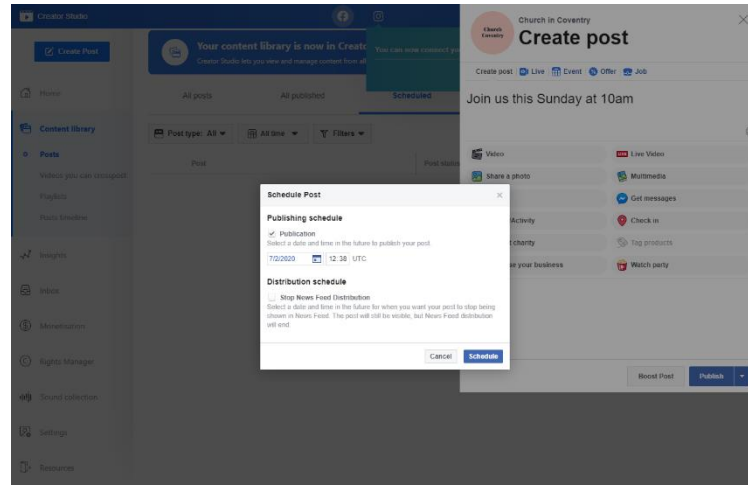
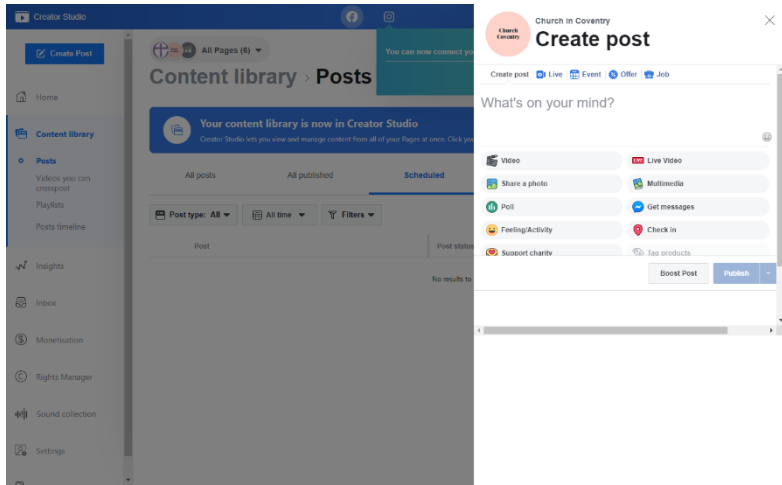
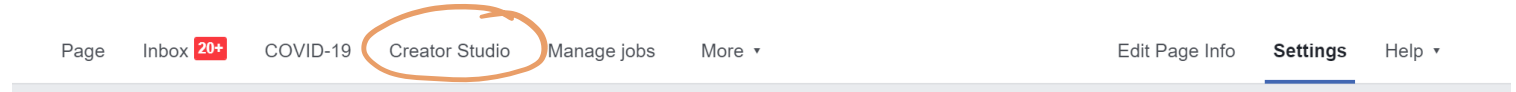
Get consent





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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Free advertising

1. Create a Facebook event
2. Post regularly and add your location – once is not enough!
3. Find local groups



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



**Design anything.
Publish anywhere.**

Create an account, it's free. Canva is loved by beginners and experts, teams and individuals.

 Sign up with Facebook

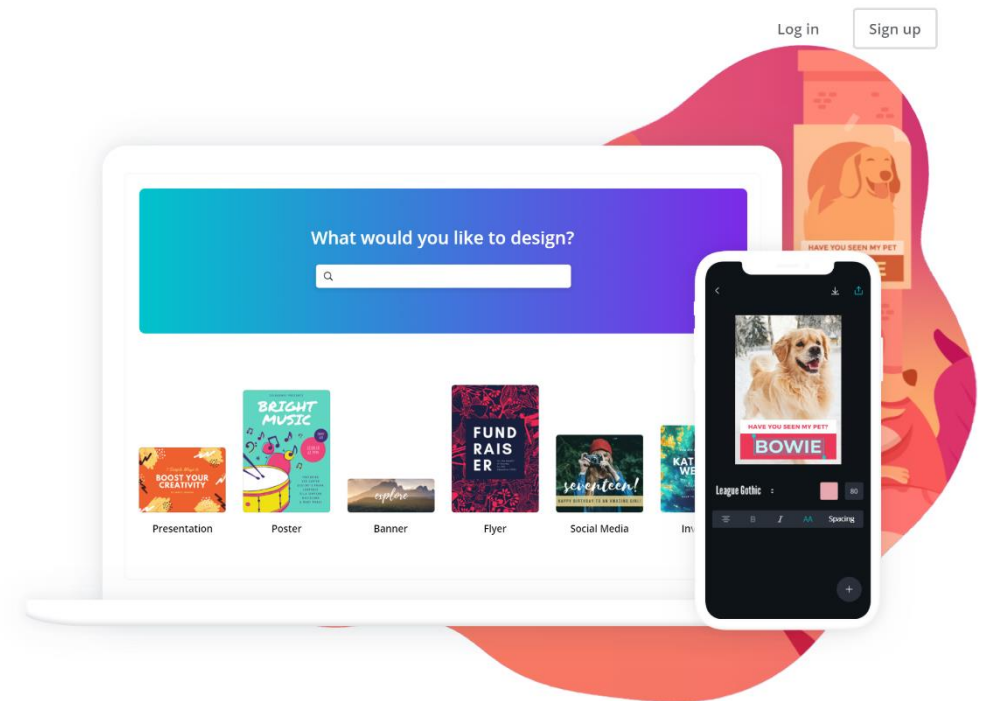
 Sign up with Google

OR

Sign up with email

By signing up, you agree to Canva's [Terms of Use](#) and [Privacy Policy](#).

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