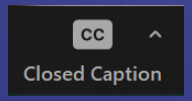
How to use your Facebook page to serve your church and community



Turn on automatic subtitles by clicking on Closed Captions in your Zoom menu

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Facebook

- Welcome
- Add value
- Get organised
- Measure success
- Be local

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Facebook stats

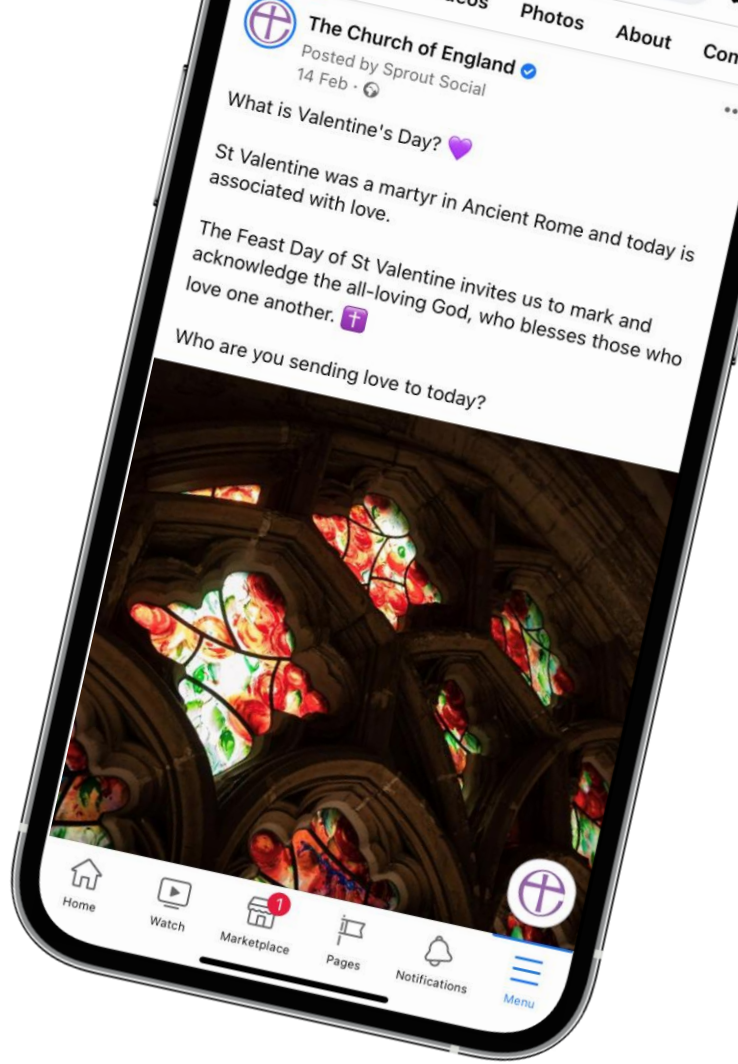
2.41 billion active monthly users

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

Useful tool for reaching **local people**

Millennials are the largest user group

1:3 use social media to look up brands



Statistica 2021, Global Web Index 2021

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Profiles, pages and groups

Profile

Your **personal presence**

and log-in

Friends only!

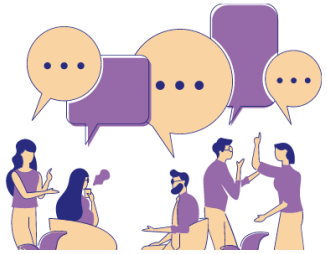
Page

A **mini website** for

your church

Anyone can view the

page



Group

A place to **share interests** and

community **mid-week**

Like a **church foyer or small group**

Conversations visible to **those**

in the group

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What are the challenges you experience with using Facebook?

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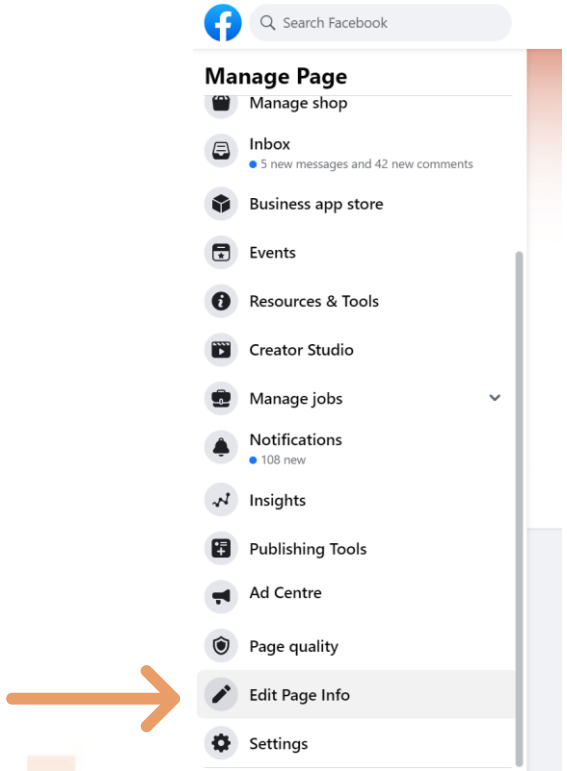
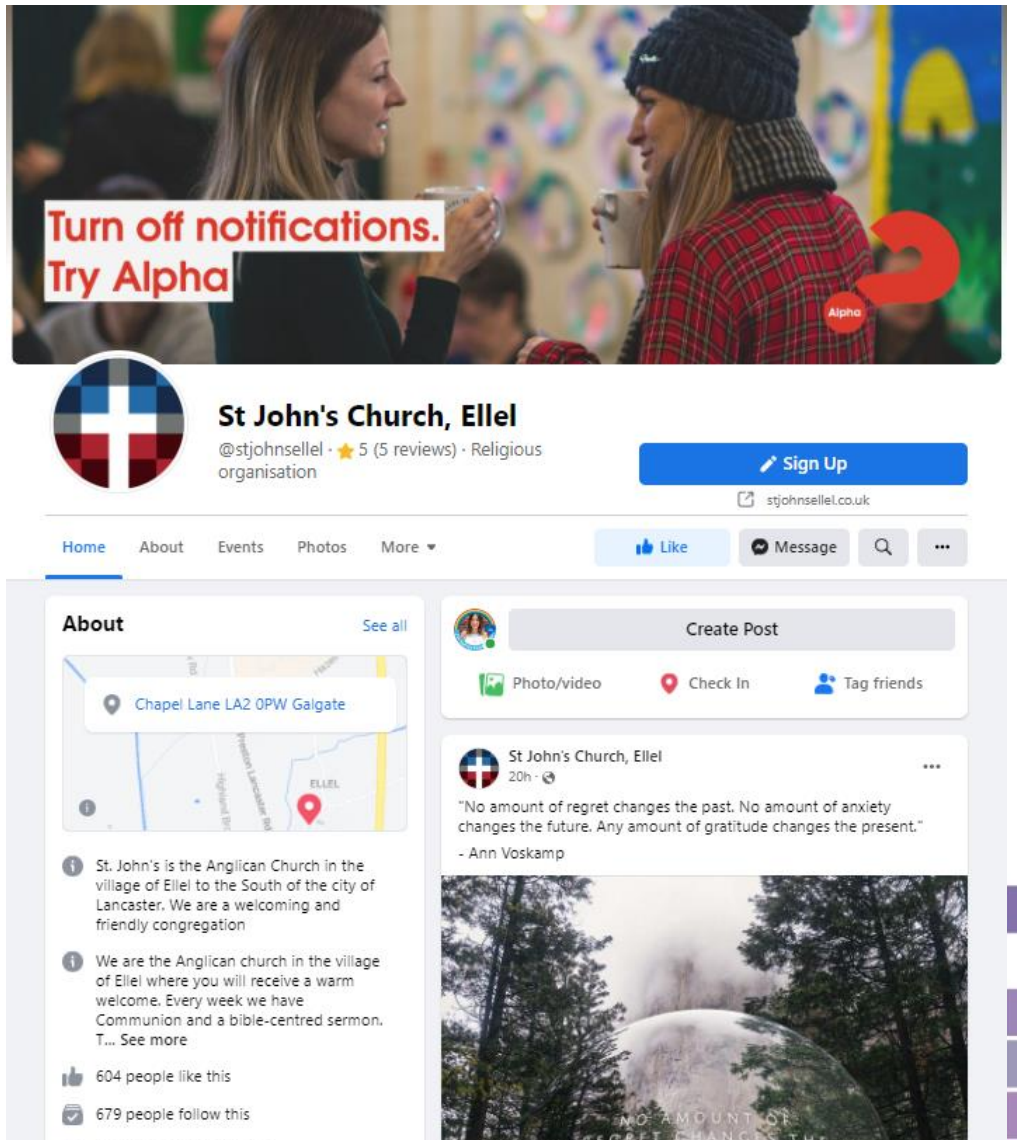
What first impression are you giving?

Go to: Your church Facebook page > Edit page info

- ✓ Cover picture
- ✓ Profile picture
- ✓ Create a username
- ✓ Contact details
- ✓ Edit your button
- ✓ Website
- ✓ Address
- ✓ About you





How to post

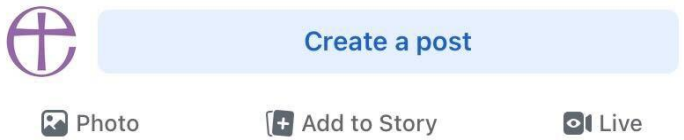
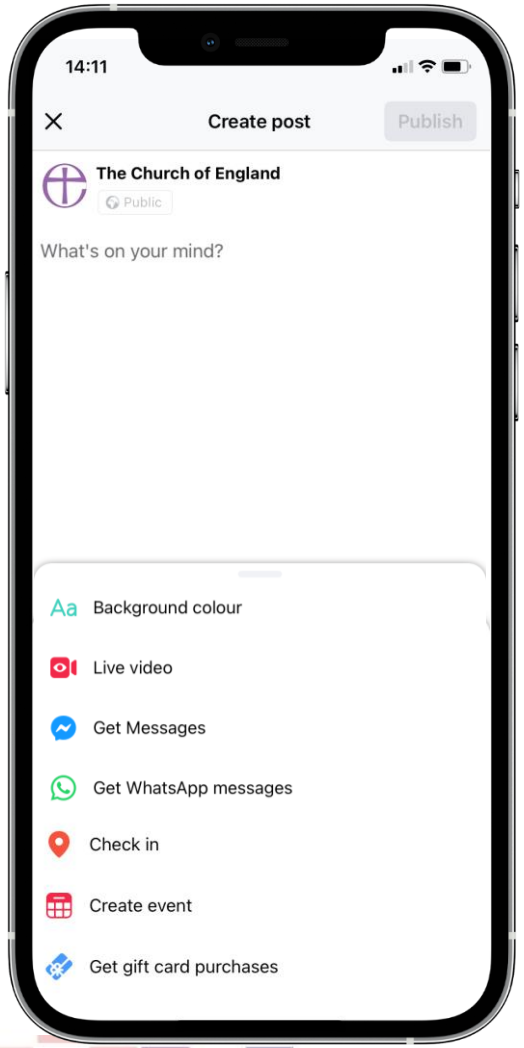


Image or video

People photos / tell a story
Use colour to stand out
Avoid stock photography
Consent!

Location

Help people find you



Caption

First line = headline
Use paragraphs and emojis
Ask a question or tell a story
Call to action

Background colour

Stand out when you don't have a photo or video

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What to post

1: 5 content rule

4 conversational

1 broadcast

Share faith
Prayer, reflections, bible verses

Invite
events and services

How can we add value to our community?

News and stories
from your community

Answer questions
What is____? Who is____?
Why do we ____?

Get to know
your community
Ask a question

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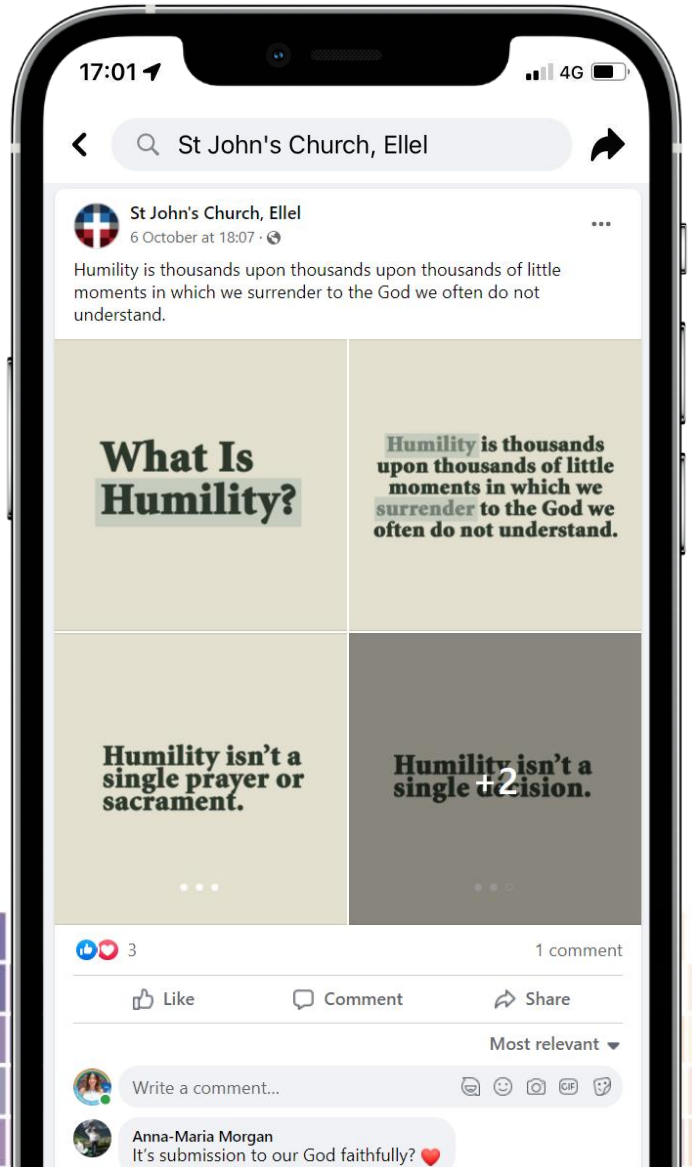
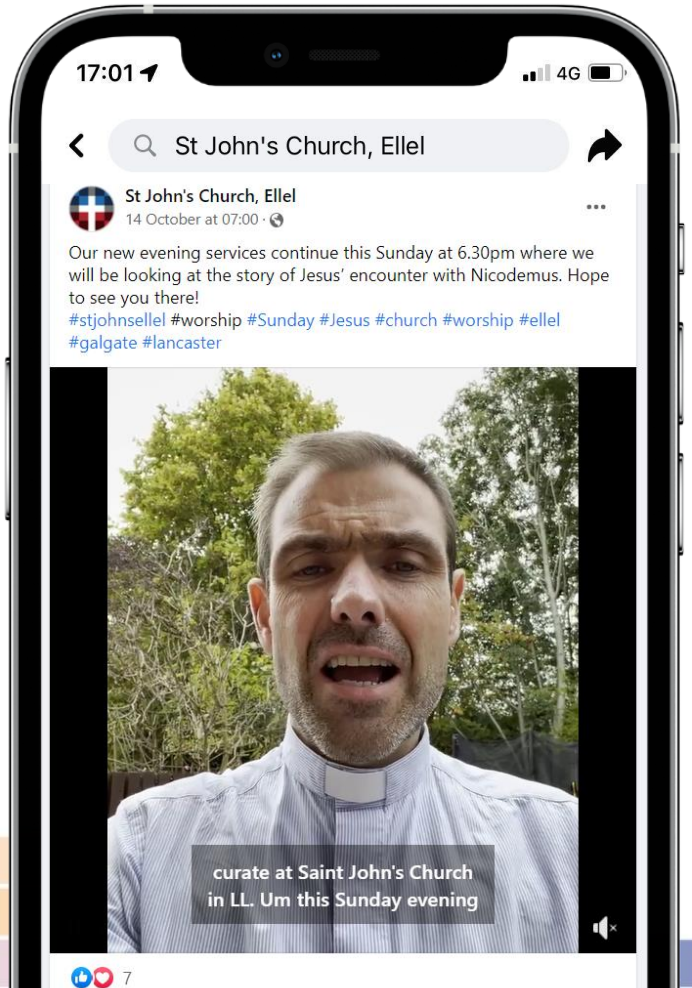
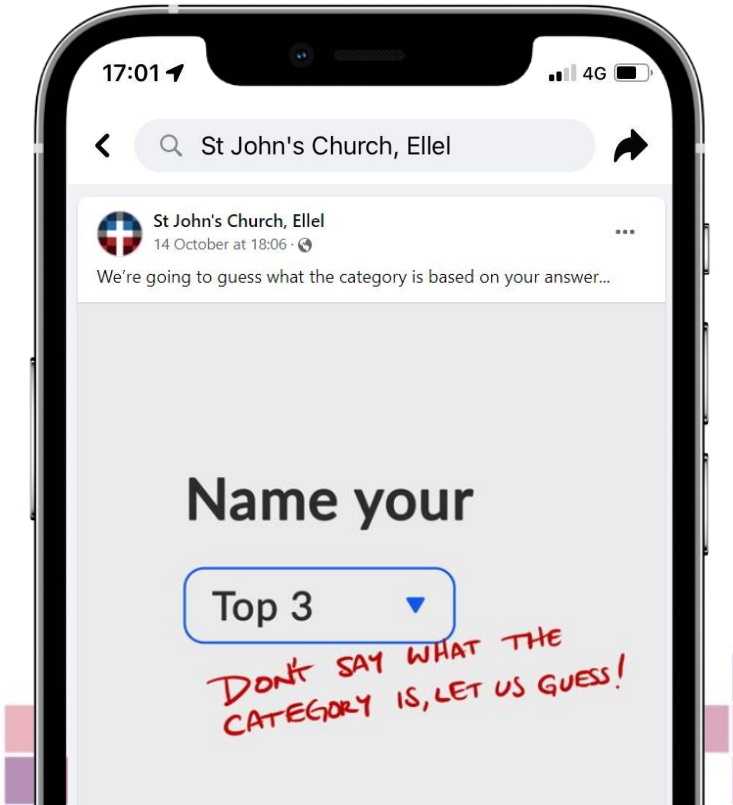
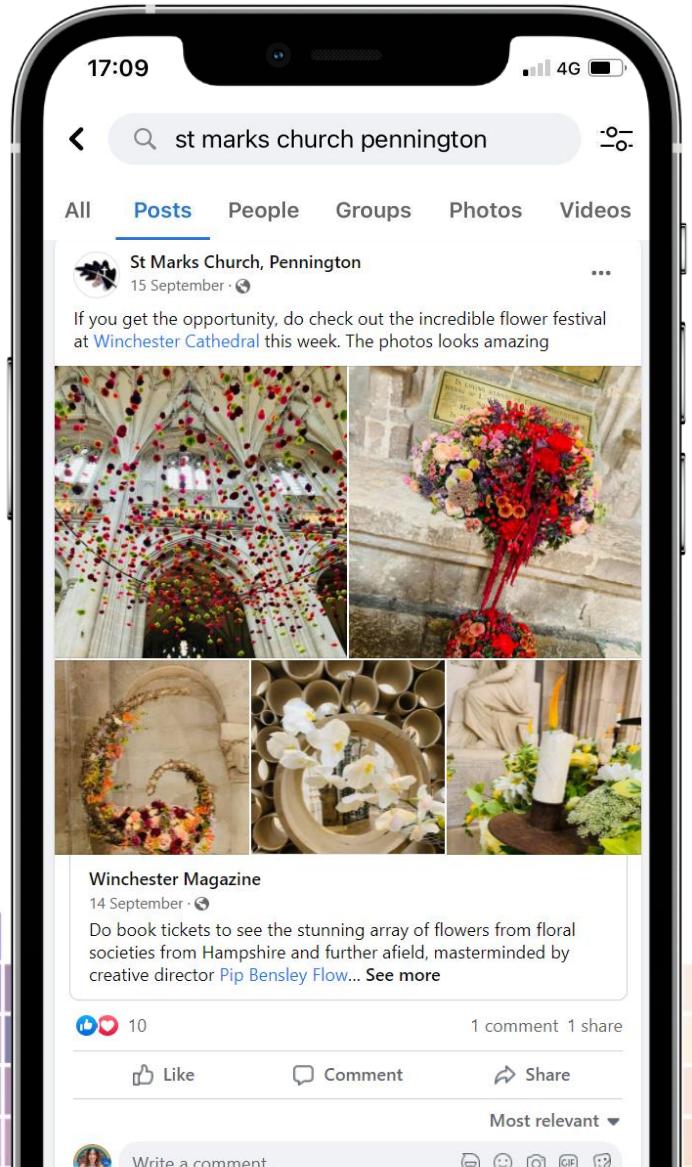
Examples

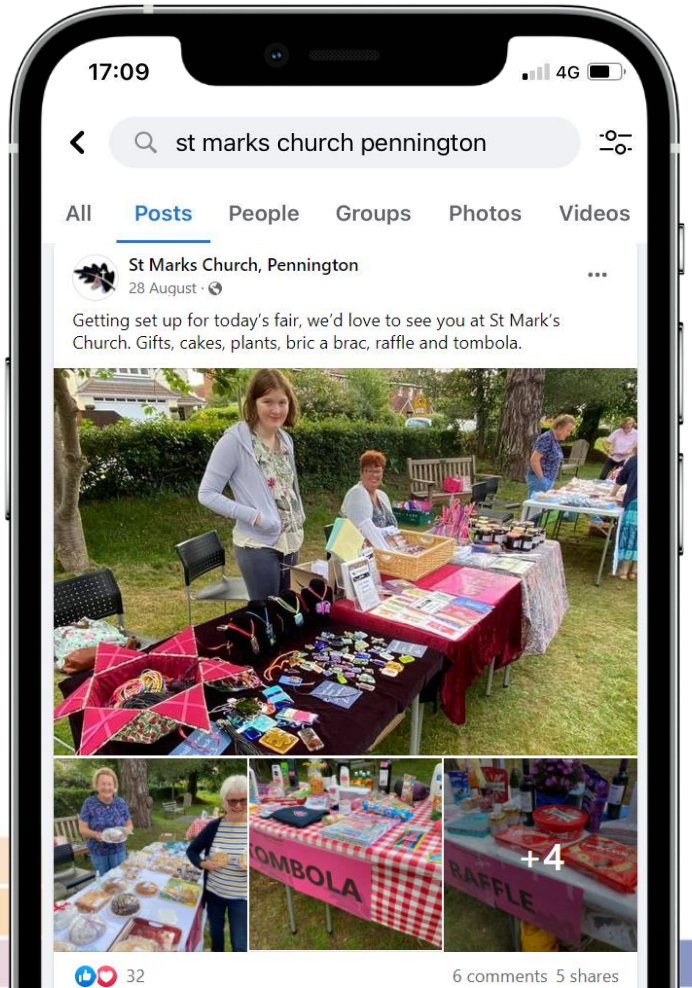

17:01
4G
St John's Church, Ellel
St John's Church, Ellel
6 October at 18:07 ·
Humility is thousands upon thousands upon thousands of little moments in which we surrender to the God we often do not understand.
What Is Humility?
Humility is thousands upon thousands of little moments in which we surrender to the God we often do not understand.
Humility isn't a single prayer or sacrament.
Humility isn't a single t +2 ision.
3
1 comment
Like
Comment
Share
Most relevant
Write a comment...
Anna-Maria Morgan
It's submission to our God faithfully?

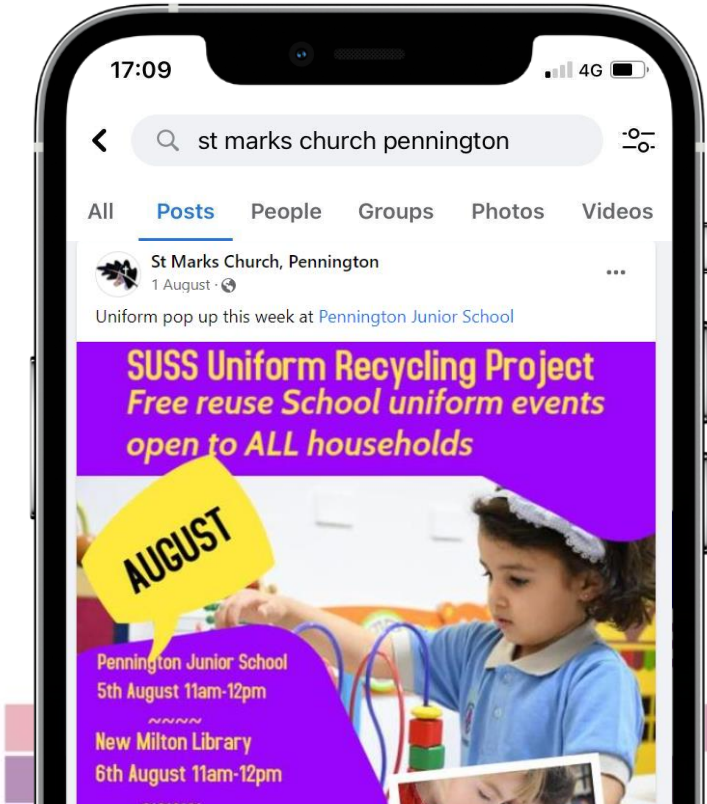

17:01
4G
St John's Church, Ellel
St John's Church, Ellel
14 October at 07:00 ·
Our new evening services continue this Sunday at 6.30pm where we will be looking at the story of Jesus' encounter with Nicodemus. Hope to see you there!
#stjohnsellel #worship #Sunday #Jesus #church #worship #ellel #galgate #lancaster
curate at Saint John's Church in LL. Um this Sunday evening
7


17:01
4G
St John's Church, Ellel
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
DONT SAY WHAT THE CATEGORY IS, LET US GUESS!

Examples


17:09
4G
st marks church pennington
All
Posts
People
Groups
Photos
Videos
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


17:09
4G
st marks church pennington
All
Posts
People
Groups
Photos
Videos
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.
+4
32
6 comments 5 shares


17:09
4G
st marks church pennington
All
Posts
People
Groups
Photos
Videos
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

What does success look like for you?

✗ Growing a large following

✗ Lots of likes on your posts

✗ Lots of people coming to church on Sunday

✓ Reaching your local community, one at a time

✓ Your church community sharing your posts

✓ Greater awareness amongst local people

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Insights

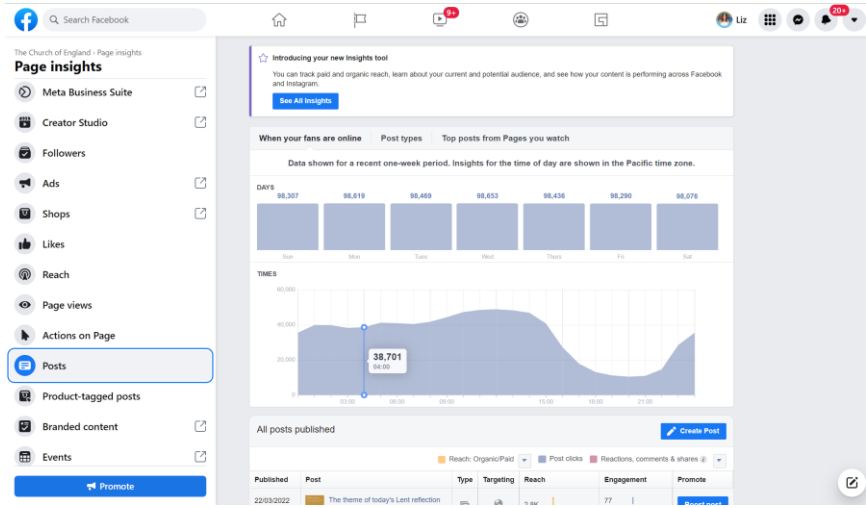
Engagements

How many times someone ***did something*** in response to your post (Like, comment, etc)

Reach

How many individual profiles have ***seen*** a post

Go to: Your church's page > Insights > Posts



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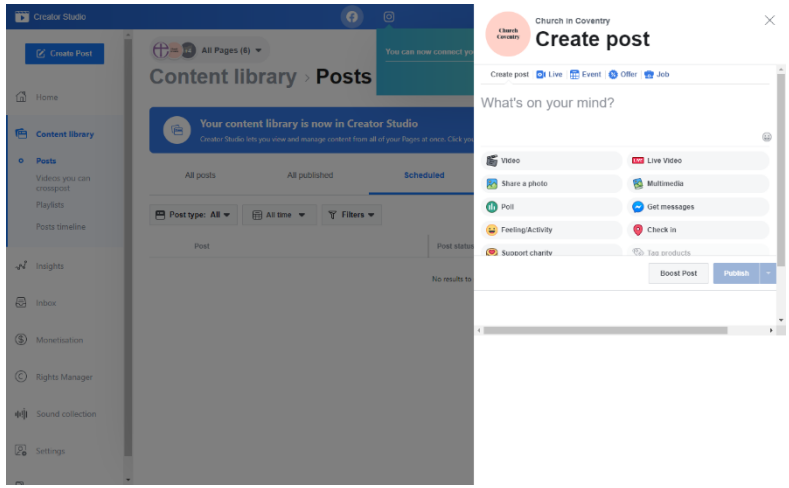
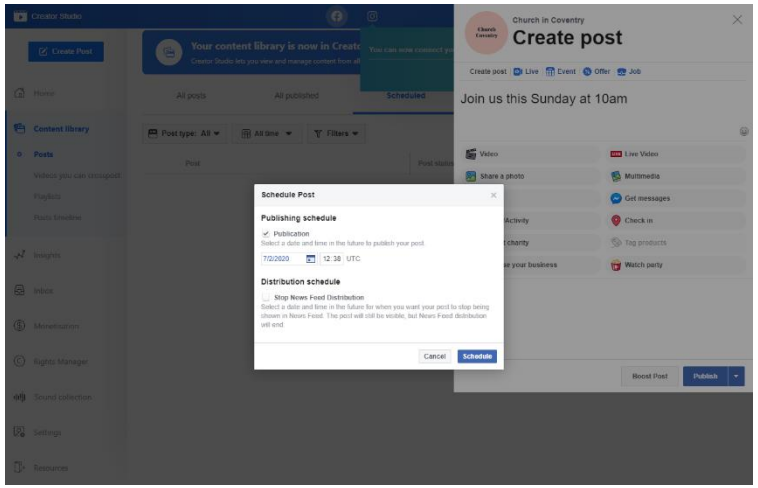
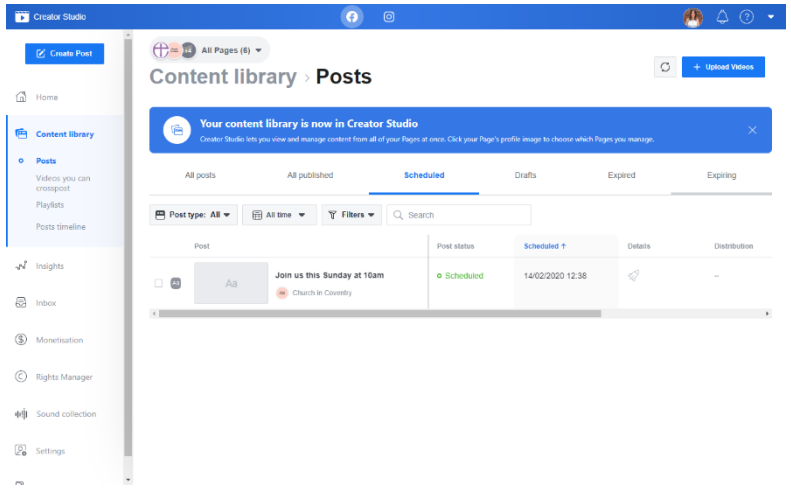
Get organised! Schedule your posts

To Schedule a post: Your church Facebook page > Creator studio > Create post







Schedule a post when your audience are most likely online

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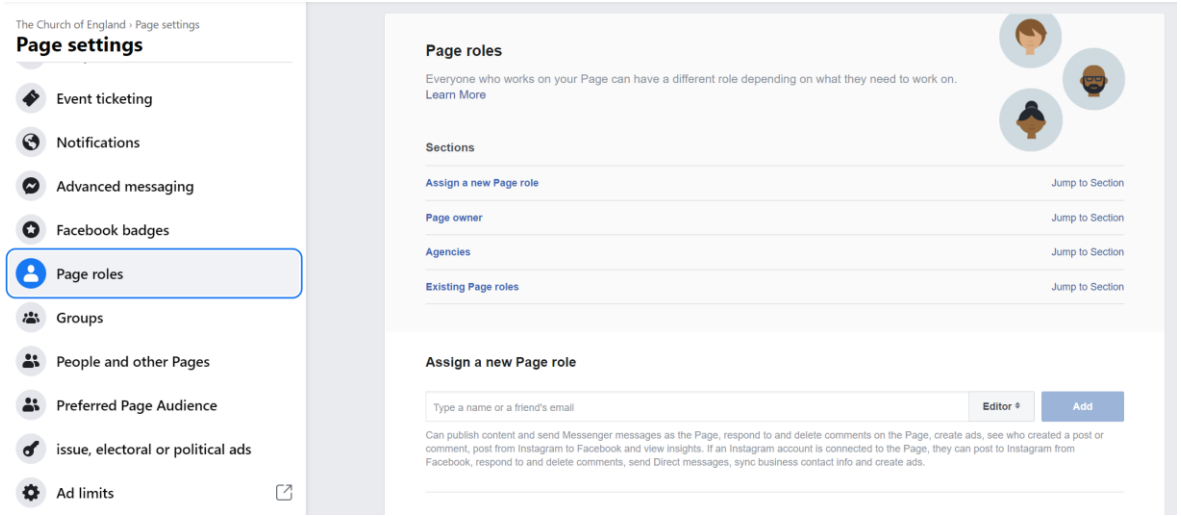
Get organised! Share the load

To add other admins or editors: Your church Facebook page > Settings > Page roles



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.

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Reach into your local community

- **Make it easy for your community** to share and invite
- Create **Facebook events**
- Share your events into **local Facebook groups**
- **Add locations** to *all* your posts (Check-In on Facebook)
- **Show your support** for local causes, business, schools
- Go **Live!**

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Useful tools – Photography and design

www.canva.com

www.spark.adobe.com

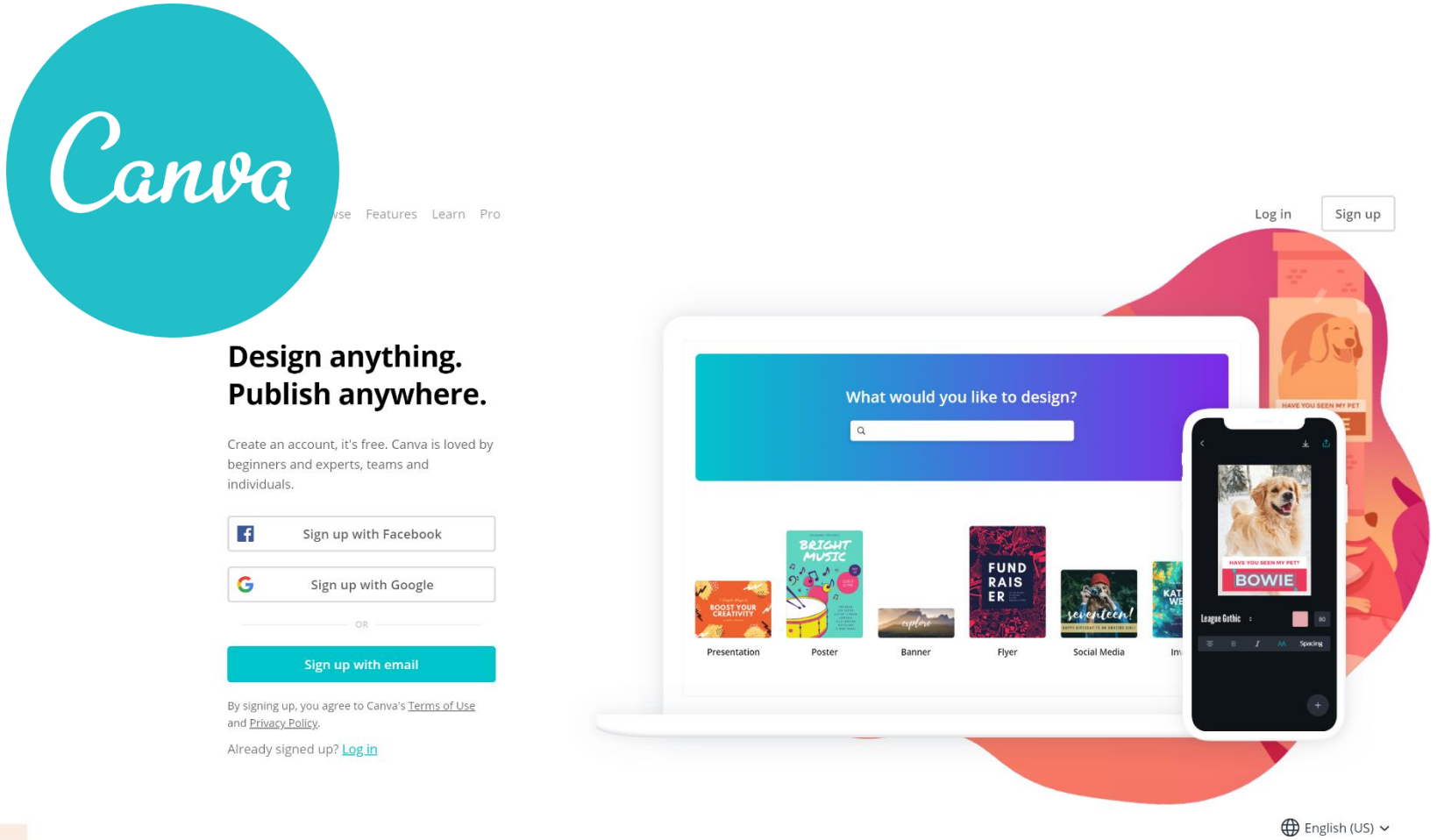
www.unsplash.com

www.pixabay.com

www.pexels.com

www.freepik.com

achurchnearyou.com/hub



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