

Orders and Fellowship 2017

Social Media 101

Why Social Media?

Channels + Tools

Our Strategy

Communication

Engagement

Outreach

Etiquette + Ground Rules

1. ALL CAPS MEANS YOU'RE SHOUTING. So does over-the-top punctuation!!!!!!!
But if u dnt use any punctuation and dnt spell things good and say bad grammer , ppl wont understand u and they wnt take ur srsly.... ← Don't do those things.
2. Sloppy design is seen as unprofessional. Stick to one font, a simple color palette, and avoid clip art like the plague.
3. Don't crowd the channel with messages that don't pertain to all people.
4. Engage. Social media is social. If someone comments, it's rude not to reply.
5. Images are important.
6. Whether you like it or not, your personal page is an extension of your church's social media page, and it's public. Even if the settings say "private." Keep it clean and professional, folks.

Tips + Best Practices

1. Practice stewardship of your viewership.
2. Have a plan and be intentional. Never post just because you feel like it, but never wait to post until you feel like it.
3. Crisis statements are key - use sparingly, but intentionally.
4. Have a purpose. Aim for views and engagements that make a difference.

5. Boost/pay for advertisement strategically.
6. Everything is permanent.
7. Be personal. You are a brand, but be a brand with a personality.
8. Less is more. Whitespace is your friend.
9. Look at what posts get the most interaction and learn from them.
10. If you lack design skills, find someone who does.

Additional Resources

1. iPhone-compatible Microphone: Movo PM20 Dual-Headed Lavalier Lapel Clip-on Omnidirectional Condenser Microphone
2. Tripod - JOBY Gorillapod Flexible Tripod (Black/Charcoal) and a Bonus Universal Smartphone Tripod Mount Adapter
3. Video Creation: Adobe Premier Elements 14; YouTube
4. Canva - free website that provides beautiful layouts and designs for multiple sized and shaped images
5. MailChimp - free website that provides easy newsletter services
6. Spotify
7. churchmarketingsucks.com