

# CREATING A STRONG **SOCIAL MEDIA** STRATEGY FOR YOUR **CHURCH**



Timeline

About

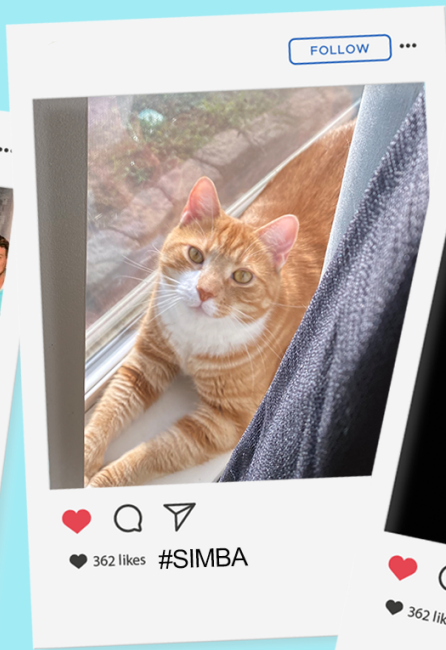
Friends

Photos

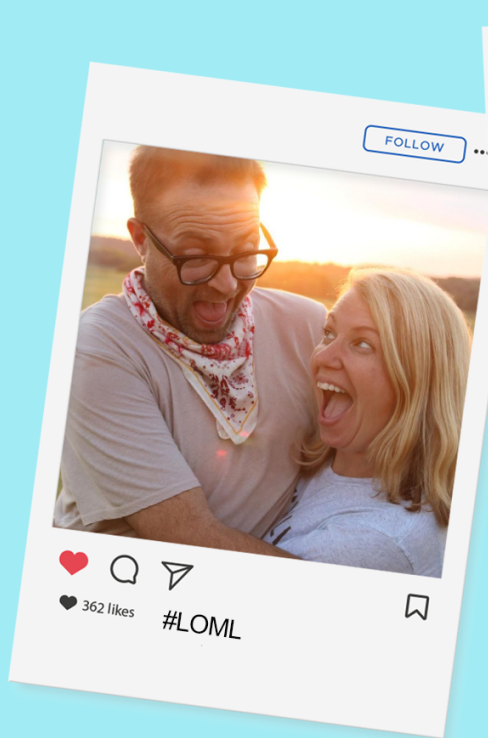
More ▾

@LAURENBIGGS 

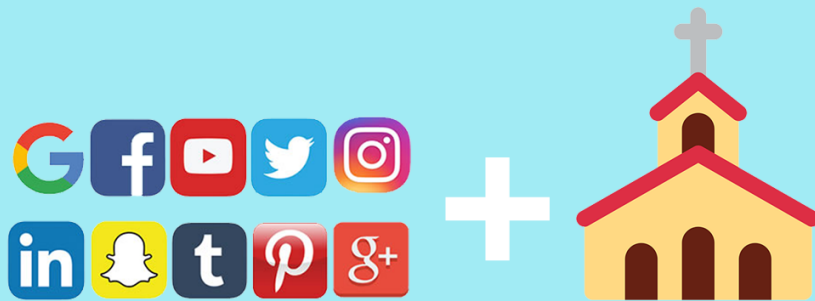
@LAURBIGGS4 



@LENAWOOTEN




# WHY SOCIAL MEDIA AT CHURCH?








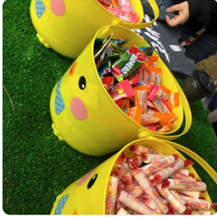






Find us on  
**Facebook**

 **Indian Lake Peninsula Church** [Send Message](#) [Liked](#) [Search](#) [More](#)

49 items

			
<b>META 2019</b> 156 items	<b>Kids Camp 2019</b> 64 items	<b>Block Party 2019</b> 38 items	<b>Graduation Sunday 2019</b> 32 items
			
<b>Easter at ILPC 2019</b> 49 items	<b>Wonderland Egg Hunt 2019</b> 33 items	<b>ILPC Santa Pictures 2018</b> 248 items	<b>Gingerbread House Party 2018</b> 141 items

# FACEBOOK GROUPS

### Manage Group

 **D6 Curriculum Teachers**  
Public group

[Home](#)

#### Admin Tools

- [Member Requests](#)
- [Automatic Member Approvals](#)
- [Membership Questions](#)
- [Pending Posts](#)
- [Post Topics](#)
- [Scheduled Posts](#)
- [Activity Log](#)
- [Group Rules](#)
- [Member-Reported Content](#)

## D6 Curriculum Teachers



**D6 Curriculum Teachers**  
Public group · 1.7K members

[About](#) [Discussion](#) [Announcements](#) [Members](#) [Events](#) [Media](#) [Files](#)

What's on your mind, Lauren?

[Photo/Video](#) [Tag People](#) [Feeling/Activity](#)

**Announcement · 1** [See All](#)

 **David Womack** ...

#### About

A place of community for D6 Curriculum teachers to share stories, ask questions, get advice, and engage in conversation. [See Less](#)

**Public**  
Anyone can see who's in the group and what they post

**Visible**  
Anyone can find this group.

# HELP ME HELP YOU



A screenshot of the Canva website dashboard. At the top, there is a navigation bar with the Canva logo, "Home", "Templates", "Features", and "Learn" menus, a search bar, and a "Create a design" button. Below the navigation is a "Recommended for you" sidebar with options like "All your designs", "Shared with you", "Brand Kit", "Content Planner", "Create a team", "All your folders", "Trash", "Starred", and "Uploads". The main content area features a large banner with the text "Design anything." and a quote by Yoko Ono. Below the banner are tabs for "Recommended", "Social Media", "Events", "Marketing", "Documents", "Prints", "Video", "School", "Pers", and "Custom Size". A row of design thumbnails is shown, including an Instagram Post, a Logo, a Poster, a Video Presentation, and another Instagram post. Below this is a "Your designs" section with a "See all" link and a row of design thumbnails, including a certificate, a sale sign, a quote card, and a business card. A "Help ?" button is visible in the bottom right corner.



# Later

- Later
- Calendar
- Media Library
- Conversations
- Analytics
- Collect Media
- Linkin.bio
- Settings
- Training New!
- Help
- Refer
- Suggestions
- D6 Family   
 3 Social Profiles

Upload Media

Show Filters

A grid of 18 social media posts, each with a checkmark and a number (1, 2, or 3) indicating the number of platforms it can be scheduled to. The posts include various promotional graphics for 'D6+ Media Mail' and other content.

Today < > Nov 22 - 28, 2020

America/Chi... Week Month

	22 SUN	23 MON	24 TUE	25 WED	26 THU	27 FRI	28 SAT
7AM							
8AM							
9AM							
10AM	Auto 10:00	Auto 10:01	Auto 10:02	Auto 10:03	Auto 10:04	Auto 10:05	Auto 10:06
11AM							
12PM							
1PM							
2PM		Auto 2:05					
3PM			Auto				
4PM			Auto				
5PM							
6PM							
7PM							
8PM							
9PM							
10PM							



## Training

Learn how to better manage your social media with Later.

### Save Time Writing Captions

Create Saved Captions when scheduling.



### Plan the Look of Your Feed

Design your feed with Visual Instagram Planner.



### Drive Traffic from Instagram

Add links to posts to create a clickable Linkin.bio page.



### Find Your Best Times to Post

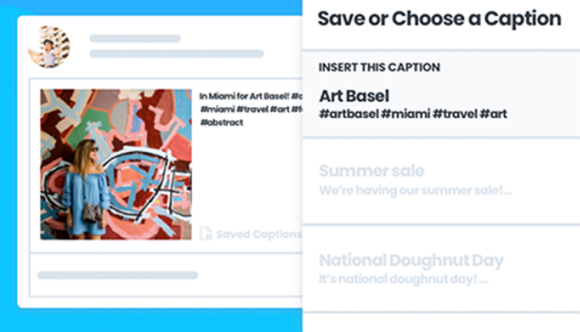
See the best times to post to Instagram in your Calendar.



### More Training & Guides

Develop your social media strategy with our free courses and guides.

[See More Training](#)



## Saved Captions

Plan and save captions, hashtags, and other text to save time when scheduling.

[Get Started](#) →

**BOOST**  
POSTS  
TO  
**GROW**  
YOUR  
REACH

### Audience

Who should see your ad?

People you choose through targeting

#### Audience Details

Location - Living In United States  
Age 18 - 65+

People who like your Page

People who like your Page and their friends

People in your local area

WMO 2020

Create New

# INVITE

[Edit Shop Now](#)

[Promote](#) [View as Visitor](#) [Search](#) [More](#)

**Create Post**

Photo/Video [Get Message](#)

**Create** [Live](#) [Event](#) [Offer](#)

**D6 Family**  
Published by Lauren Biggs · 1h · [Public](#)

**Other Actions**  
With your primary profile, Lauren Ashleigh Biggs, you can like this Page, follow it or take other actions.

- Liked**
- Follow Settings
- Share
- Create Page
- Like as your Page
- Unlike As Your Page
- Invite Friends

**SHOW A...**

All [12](#) [2](#) [Close](#)

- [Manuel Lopes](#) [Liked](#)
- [Clint West](#) [Liked](#)
- [WL Rebekah](#) [Invited](#)
- [Traci Grubbs](#) [Liked](#)
- [Connie Merchant](#) [Liked](#)
- [Connie Inguanzo](#) [Invite](#)
- [Genie Heldt](#) [Invited](#)

# PAGE INSIGHTS

D6 Family > Page Insights

## Page Insights

- Overview
- Followers
- Ads
- Shops
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content

Page Summary Last 28 days

Export Data

Results from Oct 27, 2020 - Nov 23, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

October 27 - November 23

9

Total Actions on Page ▲800%



### Page Views

October 27 - November 23

469

Total Page Views ▲47%



### Page Previews

October 27 - November 23

3

Page Previews ▲100%



### Page Likes

October 27 - November 23

38

Page Likes ▲19%



### Post Reach

October 27 - November 23

16,702

People Reached ▼1%



### Story Reach

October 27 - November 23

#### Get Story Insights

See stats on how your Page's recent stories have performed.

Learn More

### Recommendations

October 27 - November 23



### Post Engagement

October 27 - November 23

2,469

Post Engagement ▲14%

### Videos

October 27 - November 23

436

3-Second Video Views ▲106%

# MARKET YOUR CHURCH SOCIAL MEDIA PAGES

- CHURCH EMAILS
- BULLETINS
- “CHECK-IN” DURING SERVICE
- WORD OF MOUTH
- INVITE PEOPLE TO LIKE YOUR PAGE
- FLYERS
- SLIDES IN SERVICE

# GIVEAWAY TIME!!!



NONA JONES

# Q & A

