

# TAKE-AWAY TOOL: 5 STEPS FOR SOCIAL MEDIA

## A QUICK GUIDE TO GETTING STARTED WITH SOCIAL MEDIA

### 1. Write a policy

Before entering the world of social media, plan what you're going to do. You will want to consider:

- Who is allowed to post / contribute? Who is being tasked with this responsibility? Will posts be identified to an individual or always as the corporate entity?
- What are you aiming to post? Event adverts, event feedback, sermon quotations? Just information, or theological reflection? Only church-wide information, or age-specific content? Will all posts go through a centralised church brand or will you use individual accounts for subgroups - youth, students etc.
- Just text or photos? If using photos (which is a good idea), make sure you have the correct permissions and all posts are in line with your safeguarding guidelines.
- How frequently will you post? Only in advance of events, or after events as well?

### 2. Choose and register for your platforms

Multiple platforms exist on social media. Over 60 in total. It's a crowded marketplace. Consider where you want to appear and try to maintain a consistent and regular presence. Facebook, instagram and twitter may be a good start. A separate account will be required for each platform but you can interact with them through a central tool (see (4) opposite). Make sure all accounts are in the name of the church (not an individual) and use public pages for content posting as opposed to groups of members. Best to avoid inadvertently operating a membership database through a social media platform.



### 3. Brand your presence

In line with your brand guidelines, ensure a consistent look and feel operates across all your social media platforms. Use appropriate size and scaled logos. Try and make the text in your posts 'sound like your church'!

### 4. Use a scheduling tool

Give yourself a fighting chance to keep up with the world of social media. There will always be a need (and benefit) to posting on an ad-hoc basis as events happen and information changes. However, sometimes it will be difficult to find a convenient time to update your social network platforms during the week. Use advance planning and 'quiet' times to schedule your posts to multiple platforms in advance. Various tools exist but two good starting options are Buffer ([buffer.com](http://buffer.com)) and Hootsuite ([hootsuite.com](http://hootsuite.com)).

### 5. Include in your weekly work-flow

Once you embrace social media it becomes increasingly important to keep up-to-date with it. From a human point-of-view this will mean building the requirement into a weekly work-flow. As part of ongoing management and planning discussions, continually consider:

- What are we posting this week? What news do we have to share or what events do we need to promote?
- How can we provide a follow-up to the Sunday service? Is there a photo we can post about a particularly successful or joyful event?

#### **NEWSFLASH - SOCIAL MEDIA IS NOT A FAD!**

Visit: [wearesocial.com/uk/digital-in-the-uk](http://wearesocial.com/uk/digital-in-the-uk) to find out the facts, some of which are shown on the charts on the next page.

