SOCIAL MEDIA

101

Social media is a vast—and important—topic. But it's also an ever-changing field. Here, we aim to share guidance around concepts that stand the test of time. In this document, you'll find three key tips relating to platform choice, content recommendations, and management tools.

We have kept this guide brief because social media is always changing. For specific questions related to platforms or troubleshooting, Google will often point you to just the answer you need.

For more resources and guidance on social media, visit **https://scc.adventist.org/communication-starter-kit**.

1

Start with one platform. Add only as it is sustainable.

This means that it's OK not to be active on all the platforms at once! It's more important to be consistent and relevant with your activity than to have a page on every platform just for the sake of it. Just have time for Facebook right now? Great! Then work on making your Facebook page the most effective it can be. You can add more platforms, like Instagram, later on when you have the time and resources to do so.

facebook
Be sure your church has a Page versus a Group or a Profile.

instagram
You'll want a Business versus a Personal Profile for your church.

twitter **youtube**
Twitter & YouTube don't differentiate for businesses.

2

Follow the 80/20 content rule.

The 80/20 content rule says that no more than 20% of your posts should be promotional and the other 80% should provide value, education, or entertainment to your audience. People don't want to follow a page that's full of only advertising; they want to know that the brand cares about them and is interested in meeting their needs.

Here are some examples of what you can post that counts as part of the 80%:

– Sermon clips (videos)
– Sermon quotes (images)
– Sermon series teasers
– Church stories
– Volunteer/member spotlight
– Meet the staff
– Event promos
– Bible verse images/videos & inspiring quotes
– Photos, albums or collages of church life

20%

advertising & promotional content

80%

content tailored to your audience's needs & interests
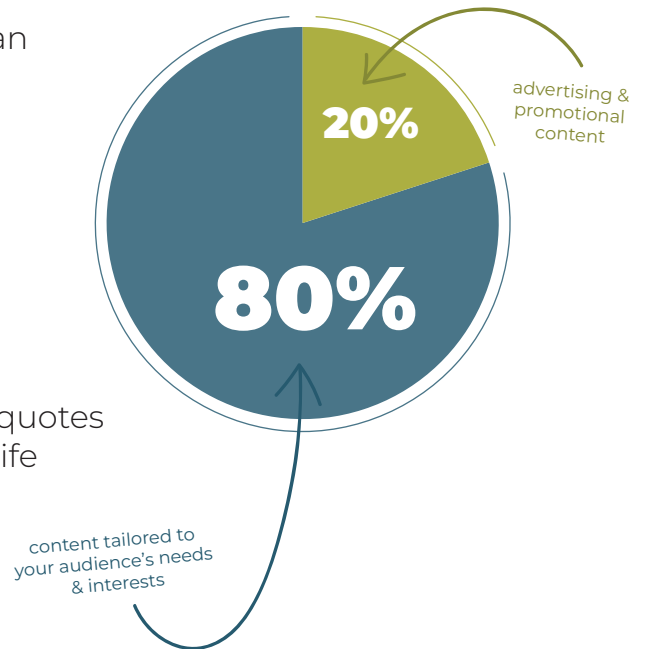
3

Use management & scheduling tools.

Social media management is a lot of work, but it doesn't have to be overwhelming! These are a few simple (and free) tools that will help you save time and be more efficient.

Recommended frequency: Post at least 3-5 days per week, 1-3 times per day.

Scheduling: Plan weeks of posts at a time and easily share platform-specific content.

hootsuite™
Social Media Dashboard

Hootsuite (and others) will allow you to schedule content ahead of time so it will post automatically.

asana   **Google** Sheets

Asana & Google Sheets are great options for planning out content ahead of time and strategizing posts on the calendar for each platform.