

SOCIAL MEDIA & MINISTRY: MAXIMIZE YOUR EASTER



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WHAT SHOULD I BE PROMOTING?



- Easter Egg Hunt
- Sunrise Service
- Any community event for this season

WE WILL BE COVERING



ENGAGE. INVITE. PROMOTE

Engage. Get your members and prospective guests engaged with your social media. Build relationships.

Invite. Announce your upcoming event with a warm & welcoming invitation.

Promote. Get people excited about your upcoming event. We will show you how!

INSTAGRAM

By the minute: Over 60,000
pictures are posted

Millennials live here

Posts with at least 1 hashtag average
12.6% more engagement.

INSTAGRAM & EASTER



What do I post leading up to Easter?

- Behind the scenes
- Graphics with the date on them
- Inspiring quotes & scripture graphics
- Countdown graphics
- Video(s) – selfie videos
- Instagram stories

INSTAGRAM & EASTER



INSTAGRAM HASHTAGS



- Create an event hashtag
 - Simple & easy to remember
 - Members/visitors easy way to get involved
 - Announce the hashtag
- Hashtag other engaging & inspiring posts with 3-5 relevant hashtags
- Do not over hashtag

INSTAGRAM

3 EASY-TO-IMPLEMENT TIPS

1

Create an event hashtag

2

Simply find smart #'s

3

Post an Instagram Story: behind the scenes work, a quick inspiring message & stay tuned...

TWITTER

By the minute: 347,222 tweets

71% of users check it more than once a day

Average person has 208 followers

TWITTER & EASTER



An event is a great way to launch

Enlist your Twitter RT Crew

Cover photo size: 1500 x 500 (pixels)

Tweet images

TWITTER

3 EASY-TO-IMPLEMENT TIPS

1 Create an Event Hashtag

2 Engage people before, during
and following your event

3 Create a Contest to Promote the Event

FACEBOOK

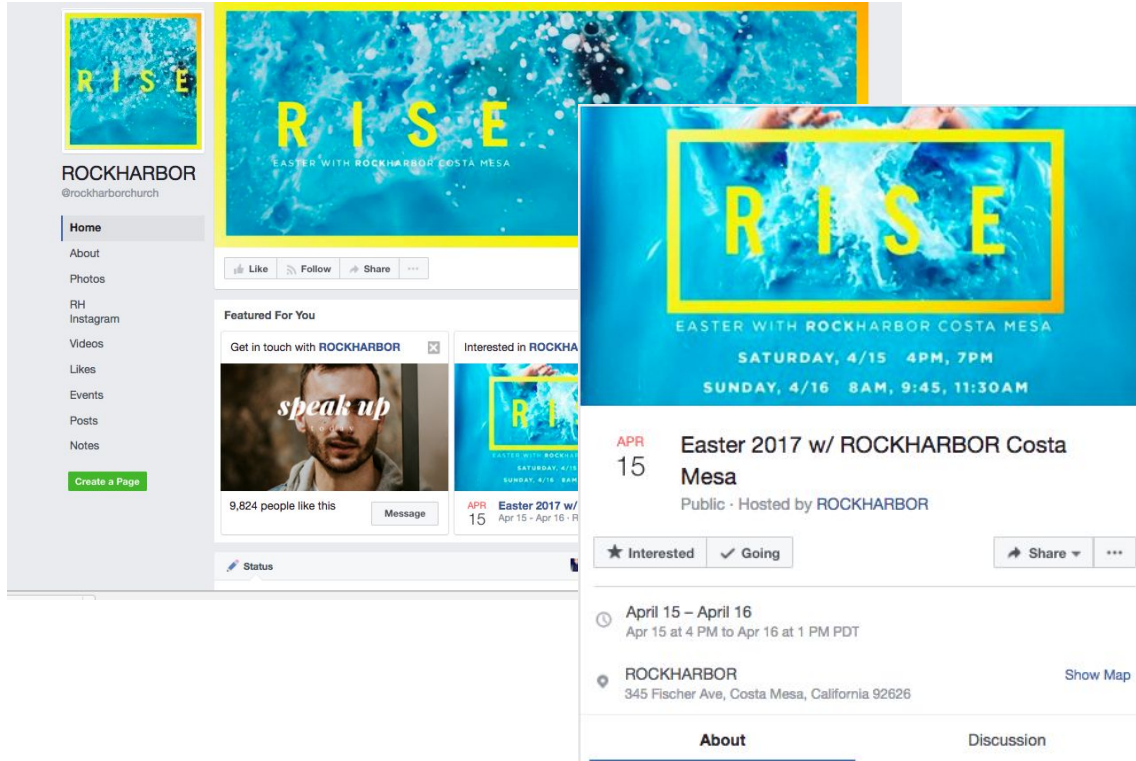
By the minute: Over 31 million Facebook messages are sent

Largest audience. Most diverse.

Made for event promotion.

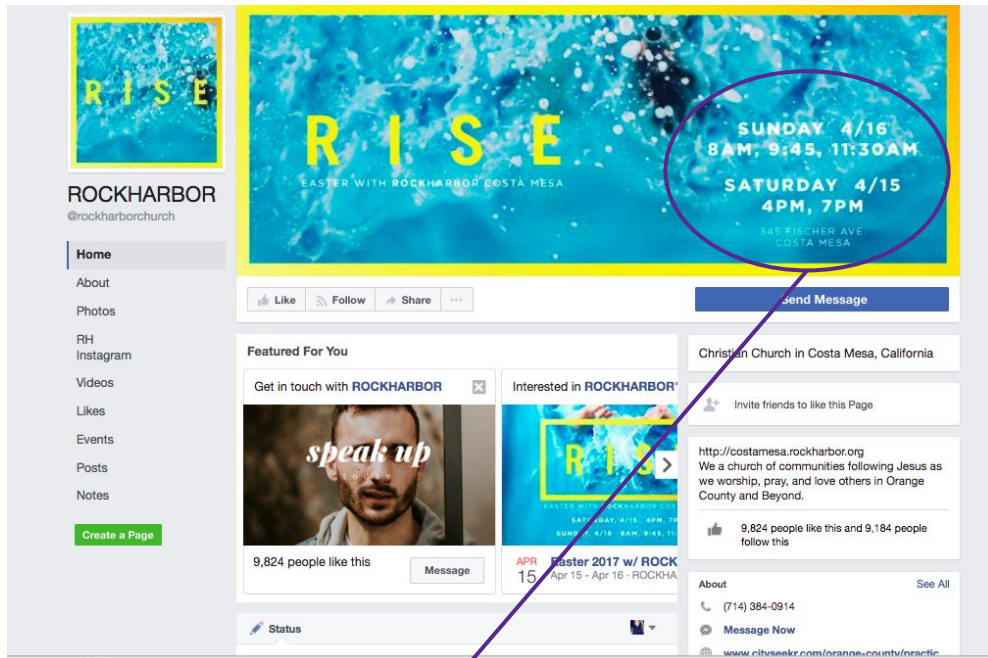
1.57 billion daily users with an average of 155 friends.

FACEBOOK & EASTER



- Strong cover photo
 - Size: 851 x 315 (pixels)
- Create an event
 - <http://bit.ly/2dbxoQZ>
 - Completely fill info out
 - Event cover photo

FACEBOOK PAGE



DATE & TIME

CONSISTENT
GOOD QUALITY
DETAILED

EVENT



FACEBOOK & EASTER




What do I post leading up to Easter?

- Behind the scenes
- Sneak peeks
- Video(s) – selfie videos
- Meaningful visuals
- Shareable quotes & scripture
- Pieces of “The Story” of Easter
- Ask questions

FACEBOOK

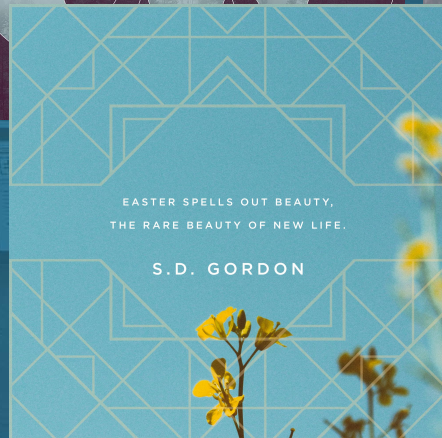
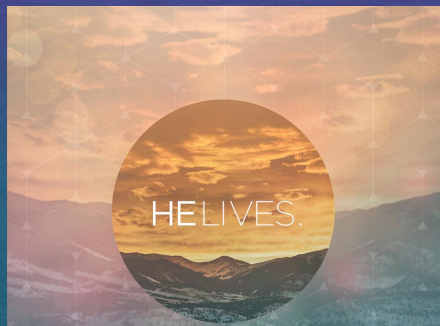
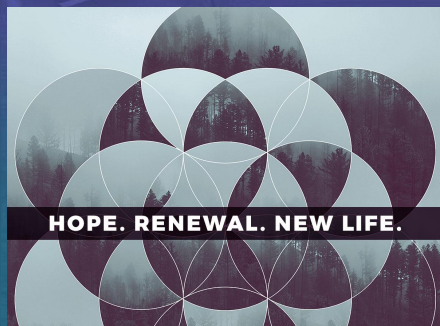
3 EASY-TO-IMPLEMENT TIPS

- 1 Update cover photo to match your Easter graphics
- 2 Find a creative way to share “The Story” of Easter in a series of posts
- 3 Have your pastor share a short selfie video about the upcoming events



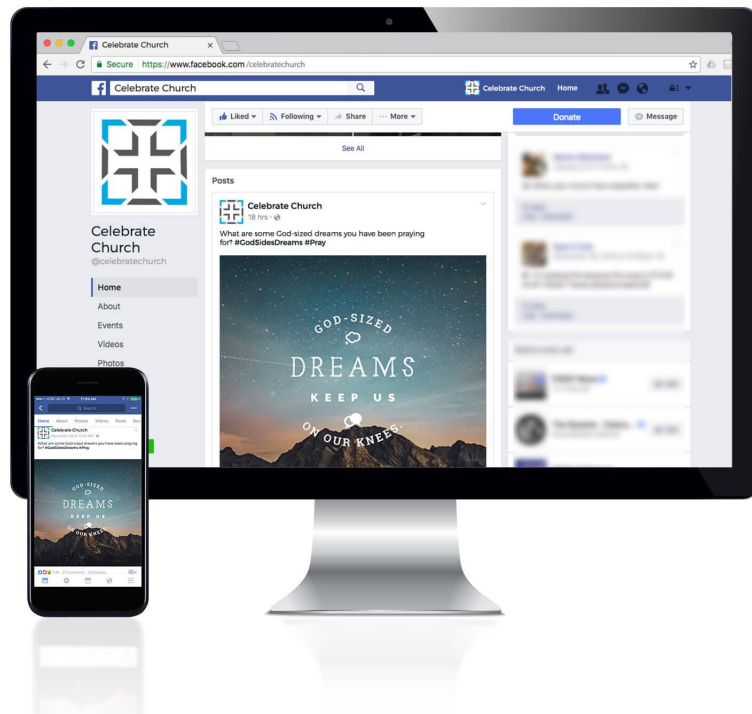
Social media management
can become time-consuming
very quickly...

Two weeks of engaging Easter graphics...designed and posted for you! FREE



SOCIAL REACH DAILY

- Professionally-designed images with shareable content posted everyday to your church's Facebook page
- Posting is automated through a simple API access by connecting your church's Facebook page
- Every post is unique – never repeated



\$29/month

FIRST 30 Days FREE: SRDEAS30

WHAT DO WE POST?



Scriptures, quotes & faith-based concepts

A top-down view of several people's hands and arms as they sit around a wooden table, using various electronic devices. One person is using a laptop, another a smartphone, and others are using tablets. The image is overlaid with a semi-transparent blue and purple gradient.

Social Reach | DAILY

OUTREACH

\$29/month

TRY FREE FOR 30 DAYS: SRDEAS30

www.socialreachdaily.com



Q&A