



COMMUNICATIONS

United Methodist Communications

THE UNITED METHODIST CHURCH

*Communicating all
the good we can.*

How to use Social Media Shareables

Actively posting content on your local church's social media profiles is an important part of engaging your online congregation!

United Methodist Communications developed a Social Media Shareables library to help you find free, ready-to-post seasonal and non-seasonal content for your various social media accounts.

The Shareables are the correct size for use on Facebook, Instagram and Twitter.

Use the Shareables of your choice by:

1. Downloading the graphic(s) you feel would be a good fit on your social media channels
2. Saving the graphic(s) to your computer or other device
3. Logging in to your church's social media account(s) and creating a new post, including a photo
4. Uploading your selected Shareable graphic and adding a written message of your own (see ideas below)
5. Post!

Ideas for written social media posts to accompany your Shareables graphics:

- Invitations/reminders for upcoming events and worship services
- Inspirational messages
- Encouraging words from a pastor
- Celebratory statements
- Questions that will encourage people to respond to your post

Want to know more about using social media for ministry?

Explore these learning opportunities:

- Free webinars explore many aspects of social media: [UMCom.org/webinars](https://umcom.org/webinars)
- Online training courses help you delve deeper into the topic: [UMCtraining.org](https://umctraining.org)
- The twice-monthly MyCom e-newsletter is full of great church marketing ideas: [UMCom.org/MyCom](https://umcom.org/MyCom)