



SOCIAL MEDIA GUIDE

- 2022 -



SOCIAL MEDIA

BEST PRACTICES FOR YOUR CHURCH

You don't have to be a big church to win at social media. Churches like yours are doing it every single day. With a little bit of knowledge on today's most popular websites and a few simple tips for getting the most out of your media, your church can begin maximizing your online presence right away. This guide will walk you through the most popular sites and provide helpful tips to put your church on the right digital track!



FACEBOOK

Facebook is a great tool for reaching out to your members and your community—after all, on average Americans spend over 2 hours a day on the platform! Setting up a Facebook account for your church is fast and easy, but there are some best practices you should follow to ensure your page looks clean, helpful and professional.

THE MUST HAVES

A complete profile: Your page absolutely must have an address, phone, website link, short bio and any other important information.

A profile picture: Use a good quality profile photo. Your church's logo is your best bet for helping your audience know they are in the right spot!

A cover photo: Use a good quality cover photo. Size your photo to 851x315 and make sure it's not blurry before adding it to your page.

OUTREACH SOCIAL

Use a scheduling platform to schedule content in advance. Outreach Social has over 3500 graphics that can easily be scheduled out.

Free Trial: Get FREE access to Outreach Social - including one-click auto-posting to Facebook and Twitter plus access to 3500+ church social graphics!

QUICK DOS & DON'TS:

▼ DO

- Post 2-3 times a week!
- Share photos of your church events! Highlight all the great work & events your church has and encourage your members to share their favorites with their FB friends.
- Post engagement-themed content: Inspiring quotes, meaningful scripture & compelling concepts.
- Create Facebook Events for your church's events.
- Share short videos from your events or a mini uplifting word for the day.
- Share curated news - news and stories from your community (or the country or the world) of God's incredible love and work.
- Engage with your members and social visitors - respond to their comments, posts and messages on your Page.

▼ DON'T

- Write lengthy, text-heavy posts.
- Over post - don't be the annoying Facebook friend.
- Over self-promote - use this platform to connect with your community and to the digital masses in a meaningful way.
- Link to your church's website on every post. Facebook doesn't reward you for it.



INSTAGRAM

Instagram now has the highest number of daily users than any other social platform with 400 million daily users. It's a visual story of your church and your members, culture and more. Your church can thrive on this social media platform by following a few simple rules.

THE MUST HAVES

A complete profile: Make sure it's a business profile and includes your website and address.

A short bio: Create a short and simple blurb that lays out your church's purpose and values.

A profile picture: Use your church's logo.

A scheduling platform to schedule content in advance. Outreach Social has over 3500 graphics that can easily be scheduled out.

QUICK DOS & DON'TS:

▼ DO

- Post at least every other day.
- Share short sermon clips of positive, powerful messages.
- Share 1-2 meaningful pictures of your events — always pick your best.
- Post inspiring graphics: Quotes, meaningful scripture & compelling concepts.
- Share graphic event reminders or announcements for upcoming events.
- Use relevant hashtags, always do #yourcityname (Try to stay under 10 – no one likes the hashtag-obsessed).
- Shoutout to your volunteers and tag them.
- Use Instagram stories: Share your favorite moments from church events and services. Engage with your audience by using polls, GIFs and Ask Me a Question feature. You can use this as a tool to ask people how you can pray for them today.

▼ DON'T

- Overuse irrelevant hashtags.
- Post poor quality photos.
- Share boring content. Always share photos that are interesting and inspiring.



TWITTER

Twitter is a unique site in the social media world. It's meant for news and quick thoughts and statements. 71% of users say they use it mainly for news consumption. This can be a great opportunity for your church to share the Good News, your church events and connect with your community.

THE MUST HAVES

Complete profile: A very short bio and your church website

Profile pic: Church logo sized to 400x400

Cover photo: Use a high-quality photo sized to 1500x500

QUICK DOS & DON'TS:

▼ DO

- Pick a church hashtag specifically for your church members to join in the conversations. *Example:* New Life Church Pleasantville #nlpleasant.
- Make announcements about upcoming events, services.
- Share Instagram photos to Twitter (connect the two so you can do this automatically).
- Tweet sermon quote blurbs from your weekly service.
- Tweet twice a day, ideally.
- Give shoutouts to members, new visitors and staff.
- Use tiny.url to save characters when posting websites.
- Retweet businesses, news and community organizations in your city to share about their upcoming events, news in the community. Be connected!

▼ DON'T

- Overpost dull content.
- Self promote.
- Re-tweet without checking content carefully.

Whether you choose one or all of these platforms, your church should definitely create a social media presence. It is one of the easiest and best opportunities available for reaching people in your community and introducing them to your church. By following the best practices of your chosen platform and focusing on thoughtful, helpful content, your church is sure to enjoy great success!

GRAPHIC SIZE GUIDE



FACEBOOK

Cover: 851 x 315

Profile: 180x180 but any size square graphic will size down

Posts: 1080 x 1080 (our recommendation)

Single Image Ad Size: 1200 x 628

Carousel Ad Size: 600 x 600



TWITTER

Cover Photo: 1500x500

Profile: 400 x 400 but any size square graphic will size down



INSTAGRAM

Profile: 161 x 161 but any size square graphic will size down

Posts: 1080 x 1080 (our recommendation)



YOUTUBE

Profile: 250 x 250 but any size square graphic will size down

Cover: 2560 x 1440

Video Thumbnail: 1280 x 760



PINTEREST

Profile: 600 x 600

Pin: 600 x any length