

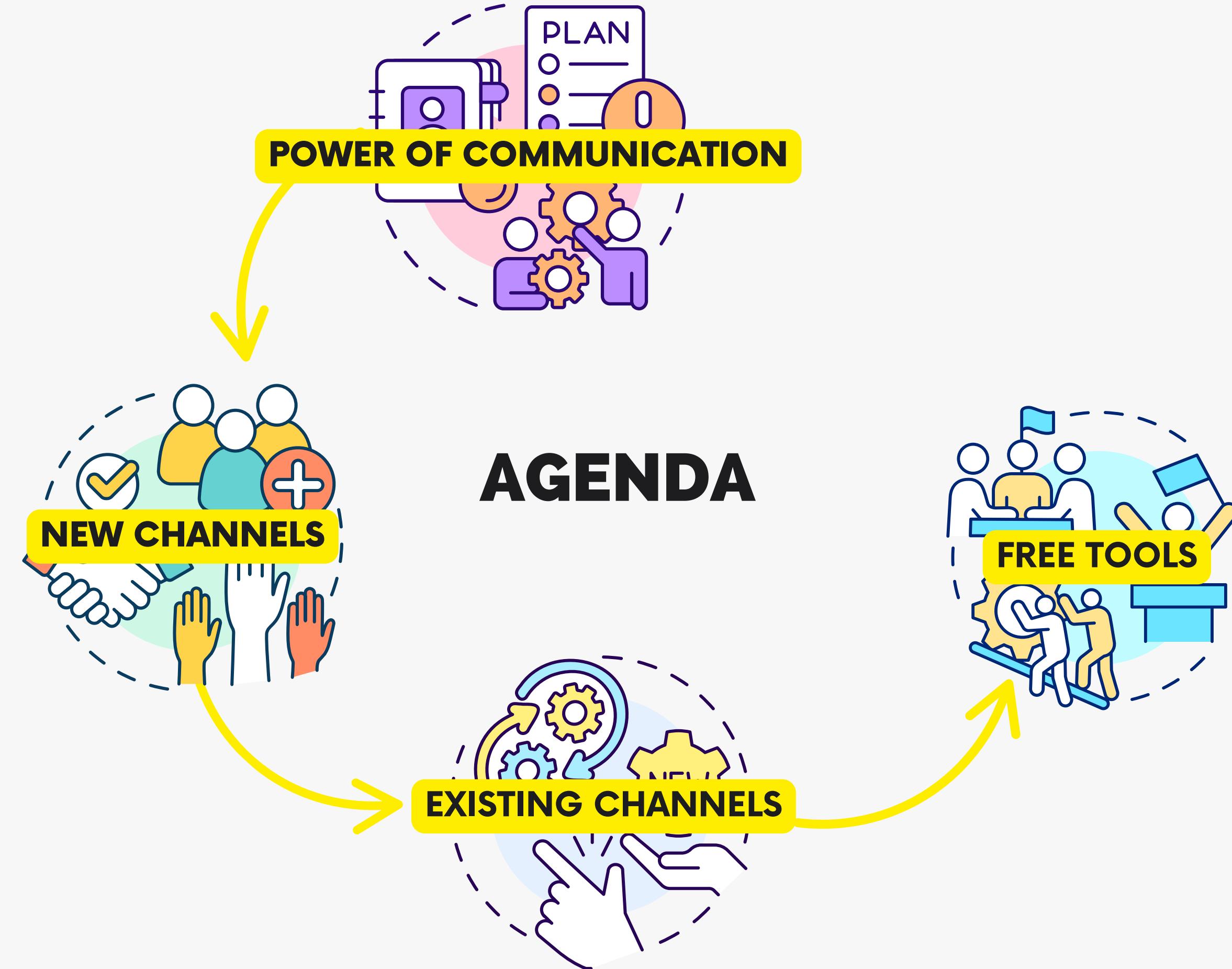
SOCIAL MEDIA 101

FOR LOCAL CHURCHES

*Dr. Alyssa Fisher
Director of Communications
California-Pacific Annual Conference*



California-Pacific Conference
The United Methodist Church



POWER OF COMMUNICATION

Why do you communicate online?

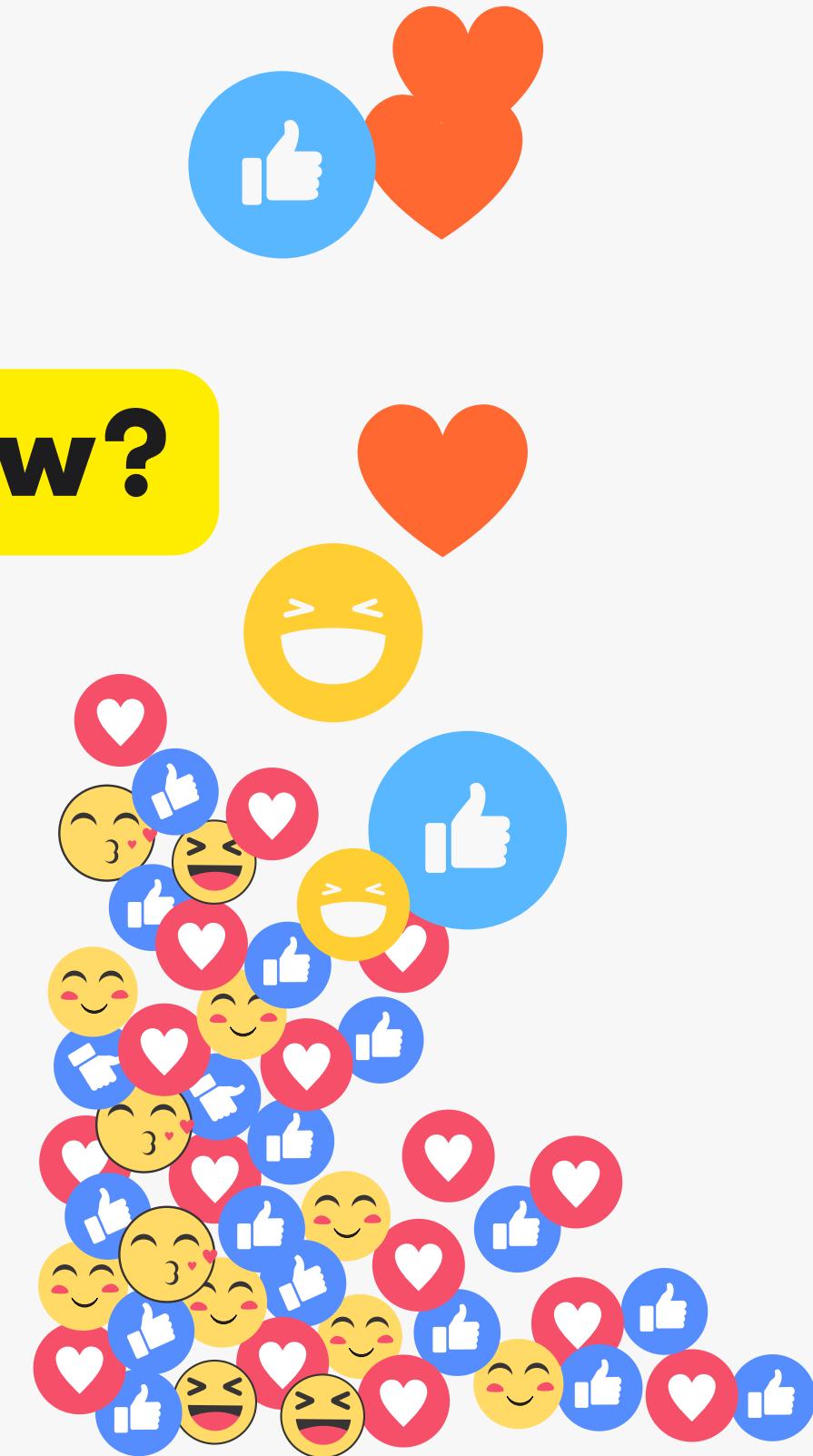
POWER OF COMMUNICATION

- Event Information
- Call for giving
- Encouragement
- Community engagement
- Brand awareness

NEW CHANNELS

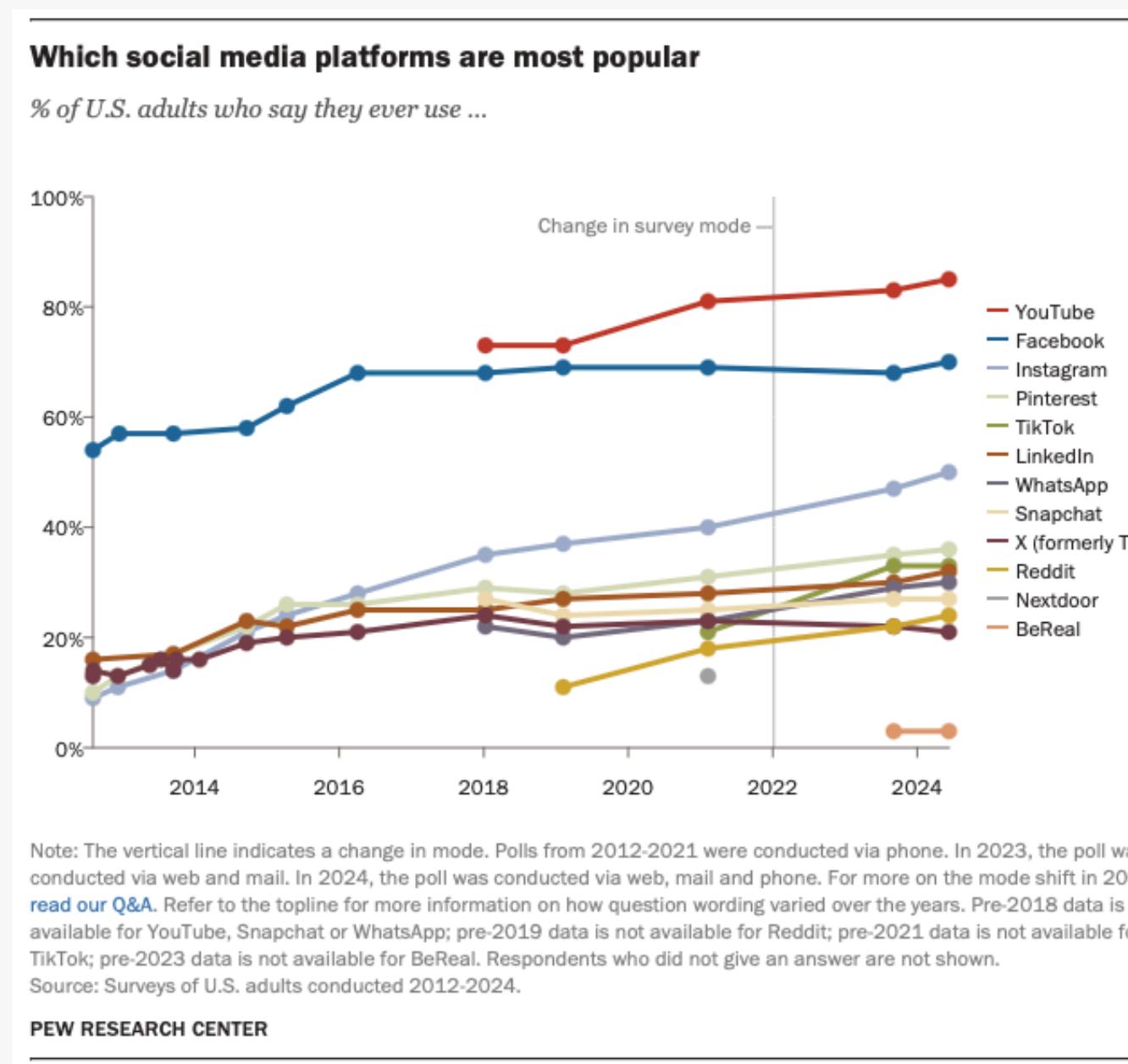
Which channels are you using now?

- **Facebook**
- **Instagram**
- **TikTok**
- **Threads**
- **X**
- **Bluesky**
- **LinkedIn**
- **YouTube**



SOCIAL MEDIA 101 TIP: PICK 1-3 PLATFORMS TO START

- **What do you want to share?**
- **Who do you want to reach?**



	Ages 18-29	30-49	50-64	65+
Facebook	68	78	70	59
Instagram	76	66	36	19
LinkedIn	40	41	30	15
X (formerly Twitter)	38	25	15	8
Pinterest	43	43	33	22
Snapchat	65	32	14	4
YouTube	93	94	86	65
WhatsApp	30	40	28	18
Reddit	46	35	11	4
TikTok	59	40	26	10
BeReal	10	2	1	<1

Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Feb. 1-June 10, 2024.

GENERAL BEST PRACTICES

- **Post consistently.**
- **Multiple authorized users.**
- **Engage with others.**

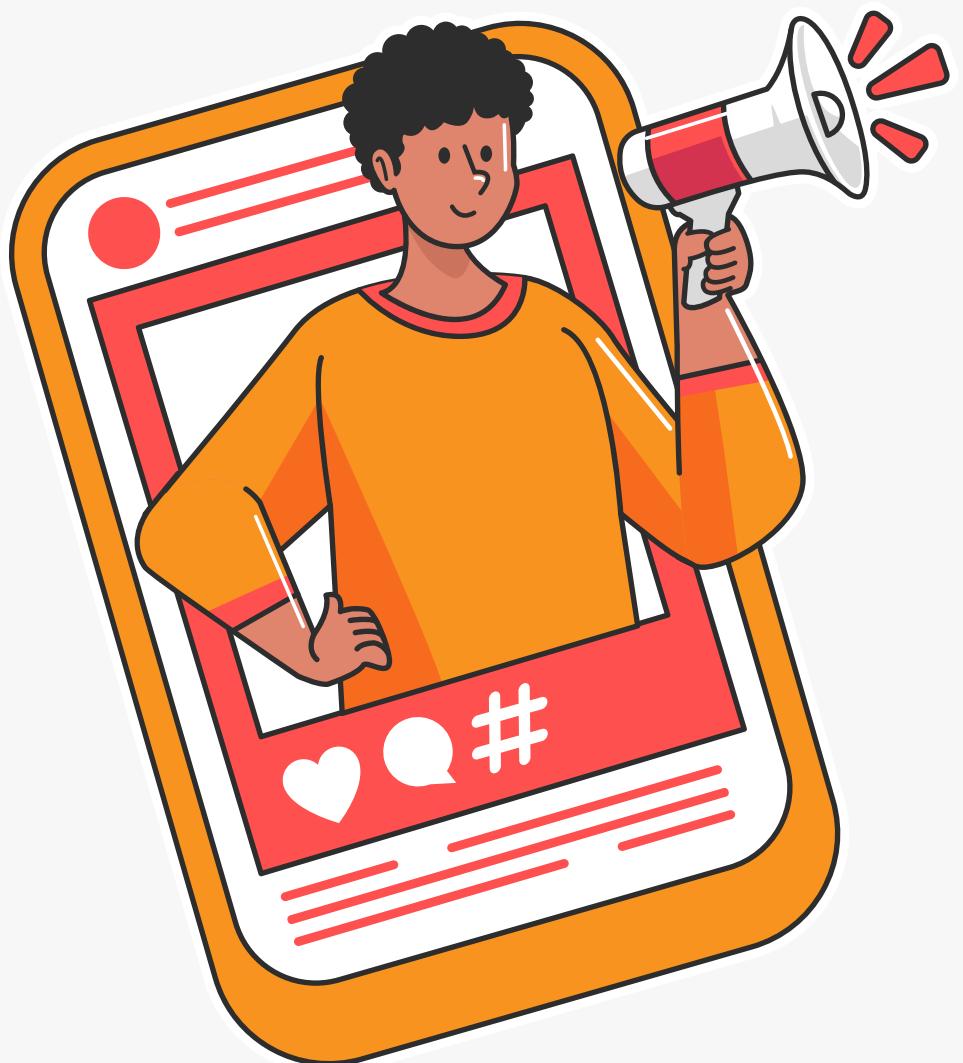
NEW CHANNELS



**In your first 3 months,
focus on 2 things:**

- What are three things that those outside of your community should know about you?
- How can your audience engage?

NEW CHANNELS

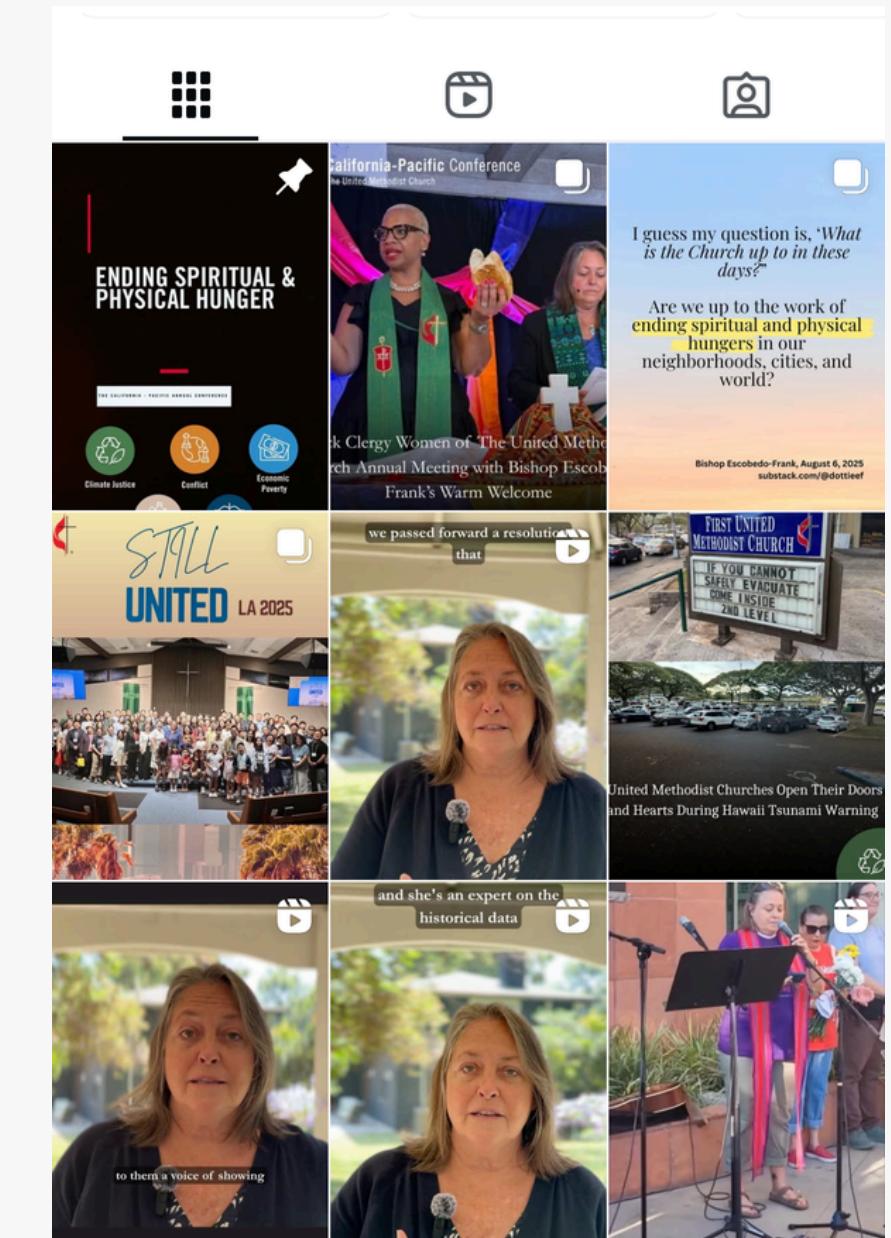
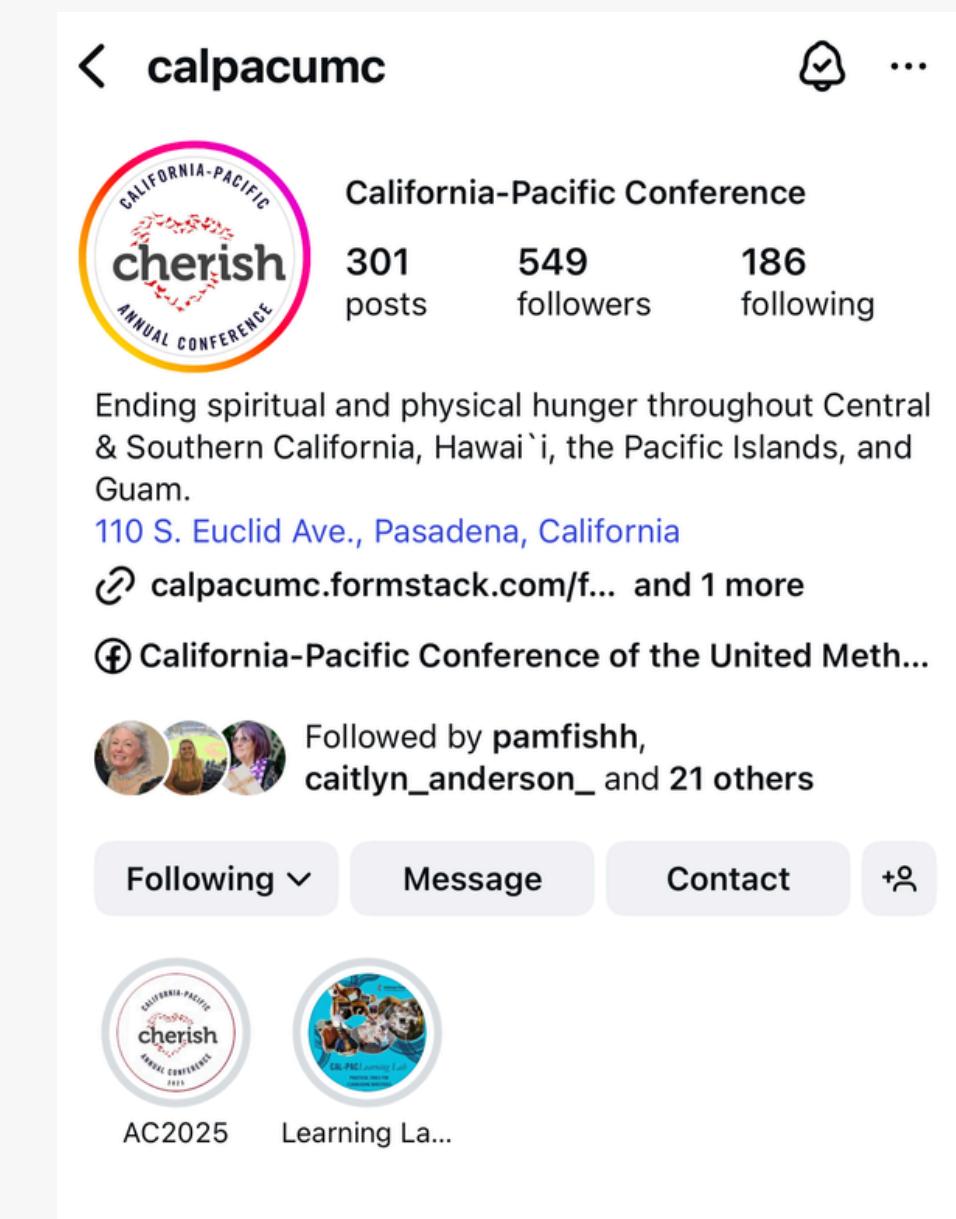


Content Strategies:

- Post regularly.
- Be uniquely you.
- Always have a picture or video.
- Use audio.
- Keywords.
- Try different post types!
 - Stories, reels, posts, etc.
- Use insights to see what is resonating.

SOCIAL MEDIA 101 TIP: POST TYPES

- **Posts**
 - **Image**
 - **Carousel**
 - **Reel / Video**
- **Stories**
- **Highlights**
- **Pinned posts**



NEW CHANNELS



Interactive Strategies

- Polls
- Collaborate and tag.
- Features and takeovers with multiple voices.
- Comment and follow!
- Add QR codes for your accounts to pre-service slides, bulletin, newsletters

NEW CHANNELS

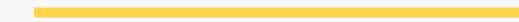


In general...

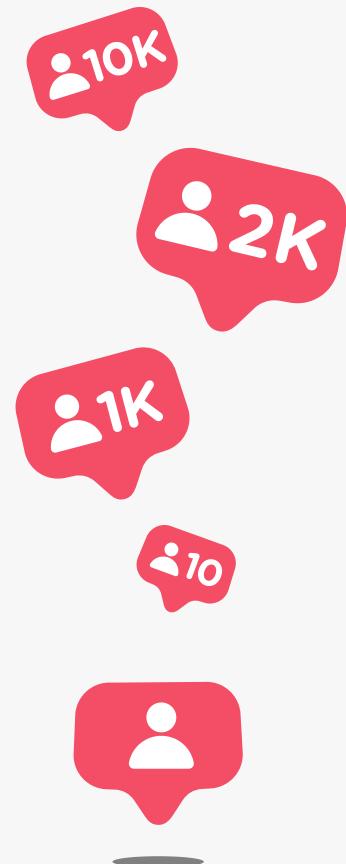
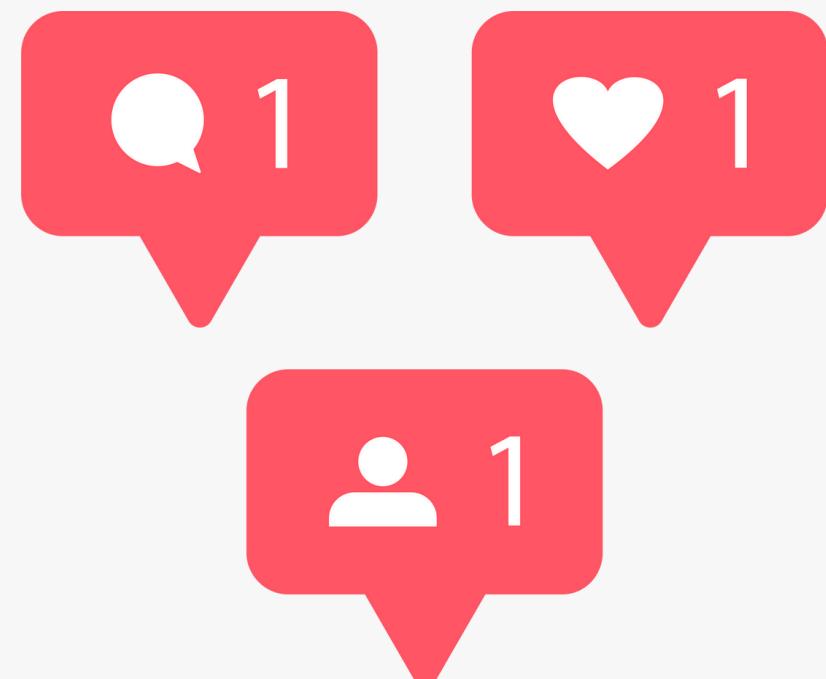
Be Clear about your brand.
Be Consistent.
Be Curious.

EXISTING CHANNELS

In the chat...



**What is working well?
What do you want to change?**



EXISTING CHANNELS:



**Strategize:
Identify, build, and evaluate.**

EXISTING CHANNELS:

Strategize:

IDENTIFY



- Who is your existing audience?
 - in-person and online
- How often are you reaching them?
- With what channels?
- What is your goal in communicating to them?

EXISTING CHANNELS:



Strategize:

BUILD

- Set 1 measurable goal at a time:
 - Grow audience: reach OR followers
 - Increase engagement: likes, comments, shares, saves
 - Conversion to contacts, giving, or in-person attendance

EXISTING CHANNELS:

Strategize:

BUILD

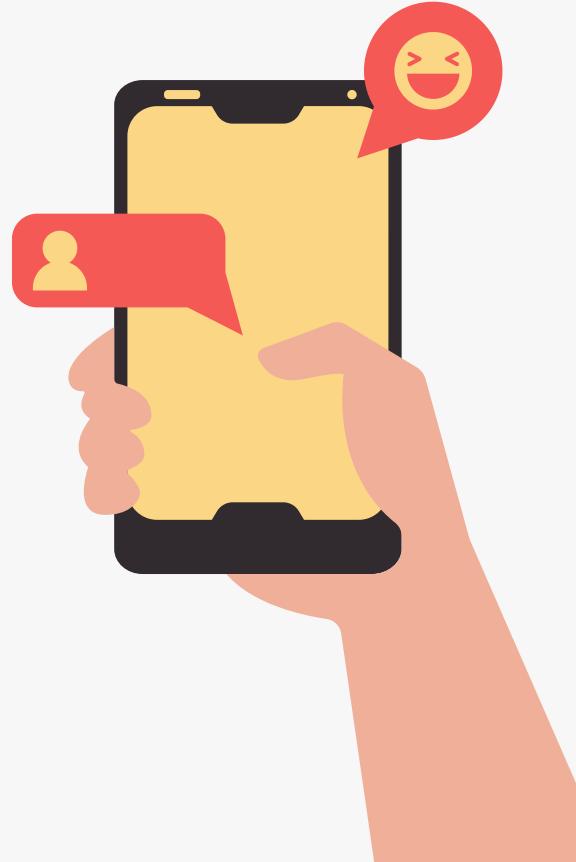


- How will you achieve that goal? (free options)
 - Post more regularly or at active times
 - Use trending audio
 - Use popular post types (reels, carousels)
 - Tag and collaborate with others
 - Create calls to action to DM or visit website

EXISTING CHANNELS:

Strategize:

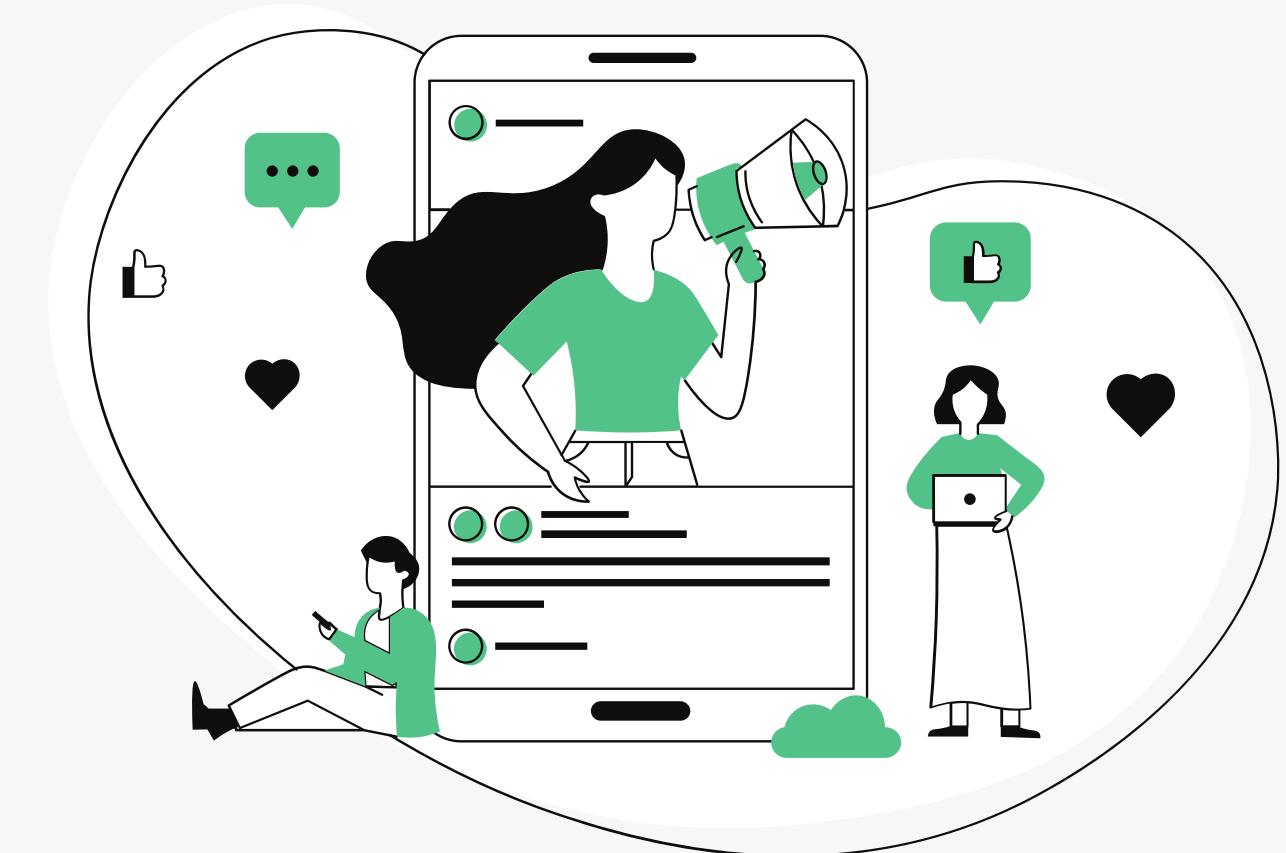
EVALUATE



- Gather baseline data, and compare after 1-3 months.
- Reset or change goals and strategies.

WHAT ABOUT...

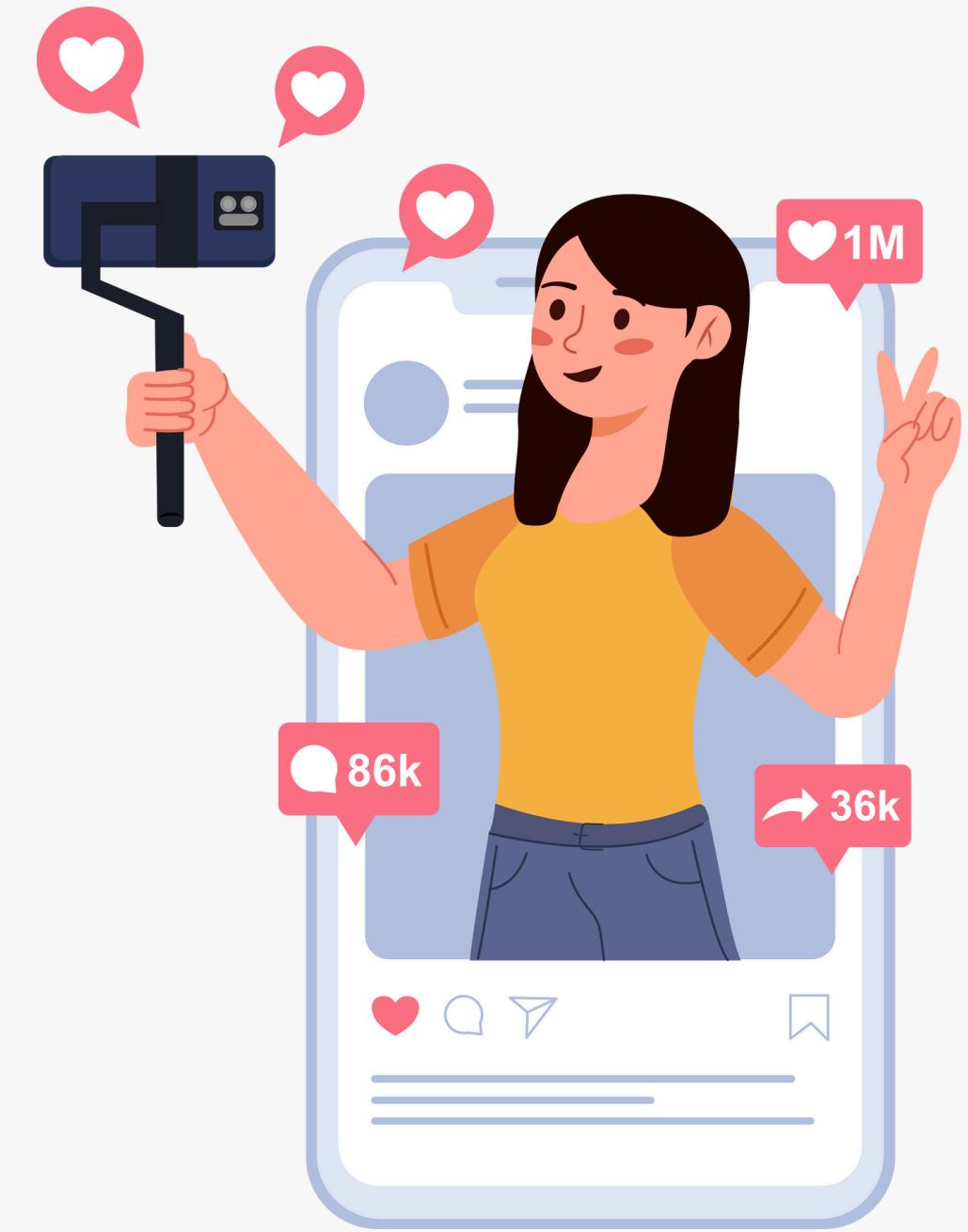
- TikTok
- Bluesky
- Threads
- [insert new platform here]



HERE'S WHAT I KNOW...

TikTok

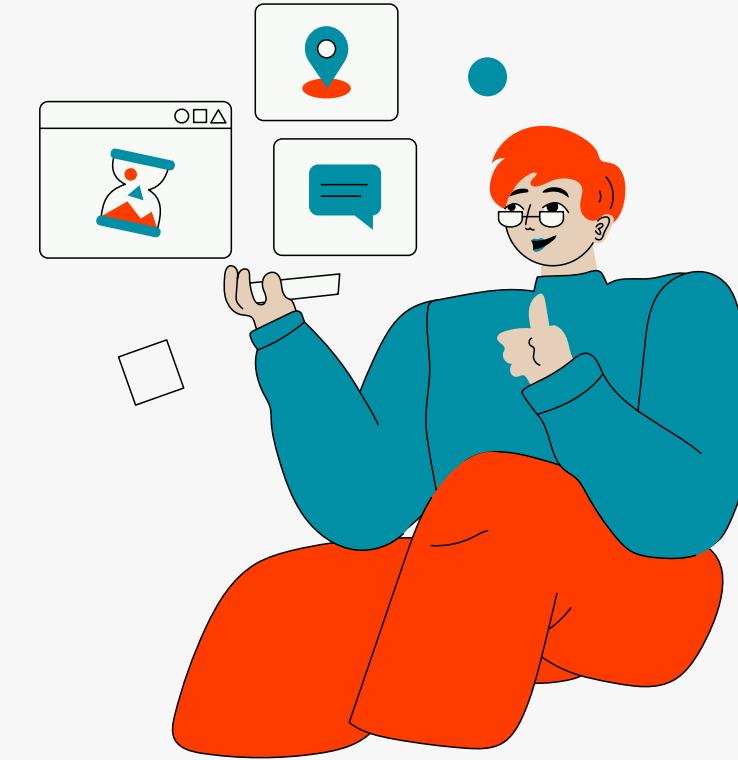
- Video of all lengths
- Photo carousels
- Content has a longer lifespan in the algorithm
- Engagement is key
- Individual accounts are more successful than organizational accounts



HERE'S WHAT I KNOW...

Bluesky & Threads

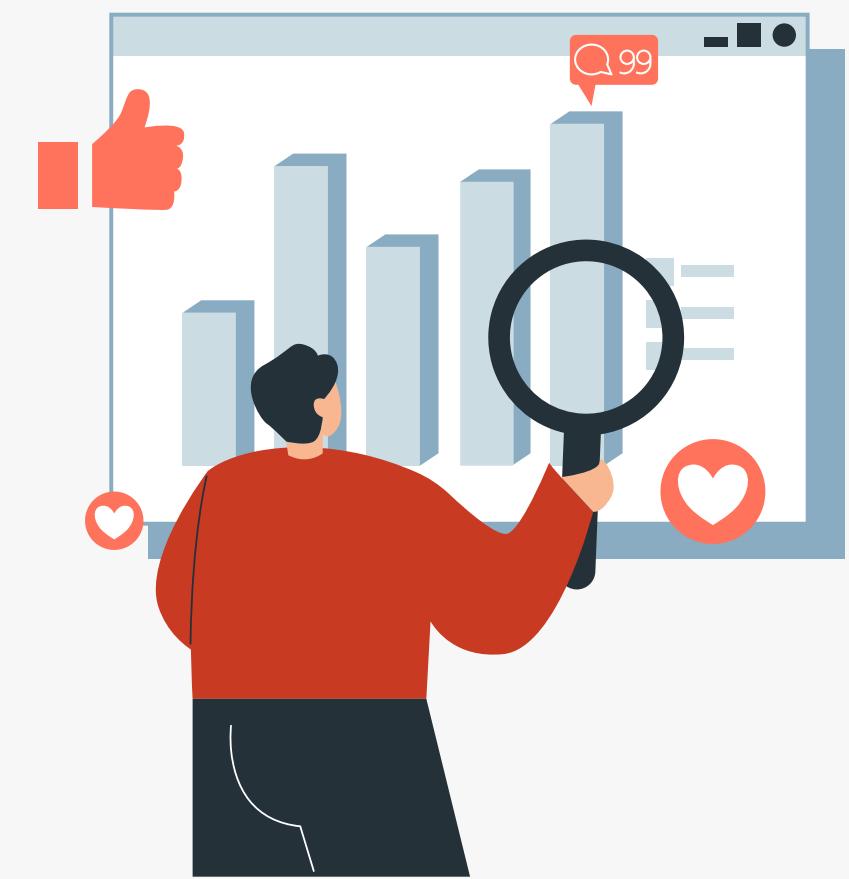
- Twitter replacements
- A lot of text-first posts
- Threads is integrated with Instagram & Facebook, but seemed to be a lot of divisive conversation.
- Bluesky is largely an alternative to Meta social media platforms



OPPORTUNITIES FOR REUSING CONTENT

YouTube

- Video of all lengths (aka your livestream!)
- Create clips, playlists, shorts
- Long lifespan for content



FREE SOCIAL MEDIA TOOLS

SOCIAL MEDIA TOOLS

- **Free Design & Planning Support -**
 - Canva for Non-Profits
- **Free analytics -**
 - Meta Business Suite, native platform insights
- **Free keyword tools -**
 - Semrush, Google Trends
- **Free posting and monitoring tools -**
 - Buffer, Hootsuite



AS A REMINDER...

Every place that you're communicating - whether in person or online - is church.



THANK YOU

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