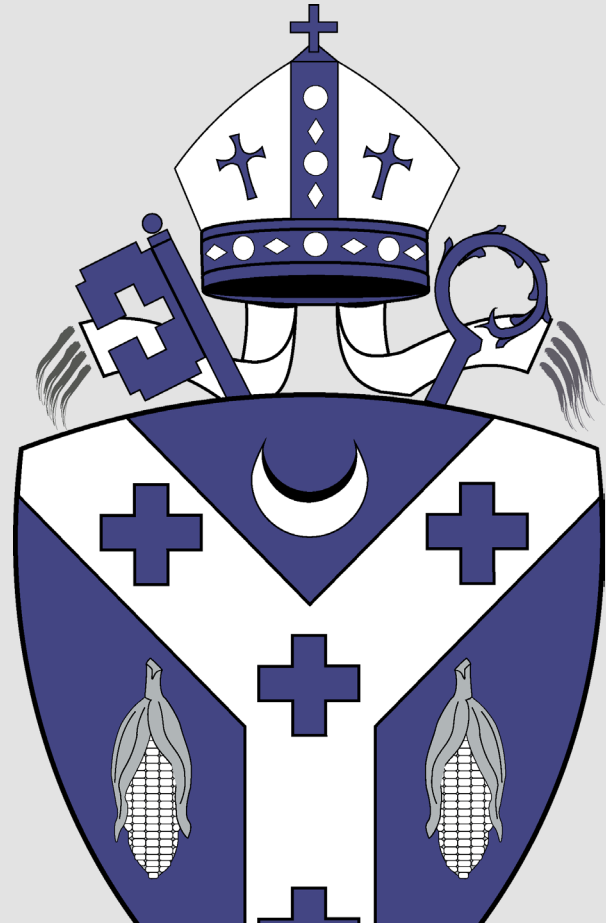


The Diocese of West Missouri Social Media Best Practices

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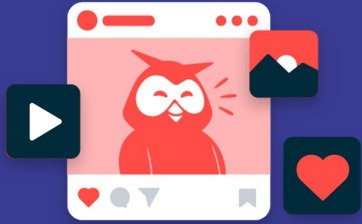


Introduction

The following presentation is meant to act as a guide on how parishes can use, maintain, and administer their social media profiles.

Please note that this presentation is NOT a definitive strategy plan that your parish must follow, but rather a starting point on the best ways to manage and use your profiles. Each parish's needs will be unique. Feel free to experiment and branch out with ideas as you get comfortable with your social media marketing strategy.

This guide also answers common questions that parishes and administrators have when using social media.



Social Media

Social Media Platforms

How we spread our message digitally

There are an increasing number of social media platforms that your parish can use to expand your reach and communicate with those in your parish and community.

Below you will find a list of recommended social media platforms that your parish can use. If you do not have a social media account to some of these platforms, please consider creating one **using a parish email**.

It's important to start out with just 2 or 3 social media platforms (Facebook and Instagram are recommended). If you can continue to maintain a consistent social media presence, you can expand your social media outreach to other platforms.



Facebook



Instagram



Twitter/X



YouTube



TikTok

Setting Up Your Social Accounts

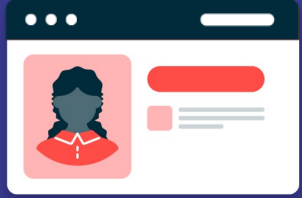
What you need to do to get started

Chances are your parish has a Facebook or Instagram account already. If you are unsure, double check with your parish administrator, Rector, and/or Warden.

If you do not have a social media account for your desired platform, then proceed to make one using an office parish email, or one that is managed by your parish staff or volunteers (ex. office@yourparish.org or yourparishoffice@gmail.com).

If you already have an account, but is associated with a personal email address, consider changing it to your parish's general office email. This will make it easier for recovery access in the future for your parish.

Please note that for Facebook, you will need to [create a Business Facebook Page](#) through your personal Facebook account.



Content Ideas

Setting Up Your Content

How to get started creating and posting content

The beauty of social media is that there are an endless number of items you can post about and ways to engage with followers.

If you already have an established social media presence, now is the time to look through your social media profiles analytics (or just simply scroll your page) and see what kinds of posts get more likes, comments, and shares than others and see what they have in common. This will give you an idea of the content you can focus on and maintain.

Try to use pictures of your church and vestry/rector when possible. Pictures that include people tend to receive more engagement than graphics or other types of images.

What Should You Post?

Ideas on how you can inform and engage with your followers

Here are a list of things your parish can do to support your online presence. Remember, it's important to use pictures of your church, staff, volunteers, and events to receive the most engagement.

- Upcoming parish events
- Latest parish news
- Spotlight staff/warden/vestry member
- A history of your church
- Highlight important architect features of your church
- Share news from the diocese or other parishes in our diocese
- Daily prayers / Prayers on Feast Days
- "A word from your Rector/Warden"
- Highlight a parishioner's most recent accomplishment (make sure they are comfortable being posted about first).
- Livestream services and events



Scheduling Content

Platforms for Scheduling

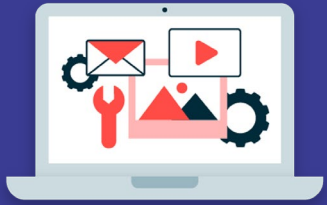
Plan ahead when you can, so that your social media will remain active even when you're not.

An important feature to managing your social media presence is creating content ahead of schedule. A good rule for scheduling content is to try and get posts ready for the next 2 weeks. This will ensure that your social media will still be active and drive-up engagement, while giving you time to focus on other things in the interim.

If you're not able to use a social media scheduling platform, try to keep a sheet of days and times you plan to post and stick to that!

Below are a list of platforms you can look at to schedule content.

- [Meta Business Suite \(Free\)](#)
- [Later](#)
- [Publer](#)



Social Media Advertising

Advertise, Advertise, Advertise.

Test out ways to get the word out

Advertising is an important part of sharing your message, especially when it comes to bigger events that are open to the wider community.

Luckily, Facebook and Instagram make advertising a breeze, especially with their “Boost” feature.

If you’re planning on a larger event, consider putting money aside to help spread the word. Even a little money can go a long way in expanding your reach. Make sure to [follow these steps](#) to start up your advertisements on Facebook and Instagram.

- [How to Boost Social Media Posts](#)



FAQs

Frequently Asked Questions

Common questions or obstacles your parish can face when using social media.

What's the best way to make sure my parish will always have access to our social media platforms?

A common practice is to create a secured list of account login information in a password manager (or a document or a piece of paper if you don't have one). Many platforms have required 2FA (two-factor authentication) to login to accounts, especially from new devices. This means a separate recovery code is sent to an email or phone number. If possible, make sure any recovery codes are linked to emails and/or phone numbers that are associated with the parish (such as an office email or phone number). On platforms like Facebook, which require a personal Facebook account to have access, it's important that at least TWO members of the congregation (such as the Rector and parish administrator, a warden and staff member, etc.) always have access. If one of those two were to stop assisting with social media, it's important to offboard them and add a new person in their place.

Frequently Asked Questions

Common questions or obstacles your parish can face when using social media.

Social media doesn't really seem to help our church. Why should I bother making content?

While it can be disheartening to see little engagement, or to hear that people aren't finding your accounts, social media is meant to help in the long run! Not only is it free to create these accounts, but social media is another platform which you can communicate and reach out to others and build community. One way to increase engagement is to be on your parish account and to like, comment, and share relevant posts (and to do it consistently!)

What platforms should I be focused on?

Facebook and Instagram are the two primary social platforms. Start with these and then don't be afraid to ask the congregation what social media platforms they use. If you find another common platform among members, consider making an account for that one.

Frequently Asked Questions

Common questions or obstacles your parish can face when using social media.

It's difficult to create consistent content. What should I do?

Start with content that you're comfortable with and can easily do. This can range from talking about events from other churches to sharing a favorite Bible verse. Find what works for you and keep going!

My parish has already created a “generic profile” to link to our Facebook page. Do I really need to connect a personal Facebook account still?

YES! These generic profiles are called “gray accounts”, which is an account specifically made to manage Facebook pages. These accounts go against Facebook's terms of service, and they will delete these profiles, which will also remove any pages and content associated with that account. Be sure to have multiple people link their personal Facebook account to your page so you always have access.



Resources

Resources

Resources and other tips to managing your social media accounts.

Here are a list of other links and resources you can use to start supporting your social media presence.

- [Getting Started with Social Media \(Social Media Examiner\)](#)
- [Social Media Best Practices \(UC Santa Barbara\)](#)
- [12 Best Social Media Courses \(Buffer Blog\)](#)
- [How to Drive Organic Social Media Growth \(Sprout Social\)](#)
- [17 Social Media Management Tips](#)
- [Facebook Ads Manager](#)
- [Tips to Social Media Advertising](#)

Thank You!

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