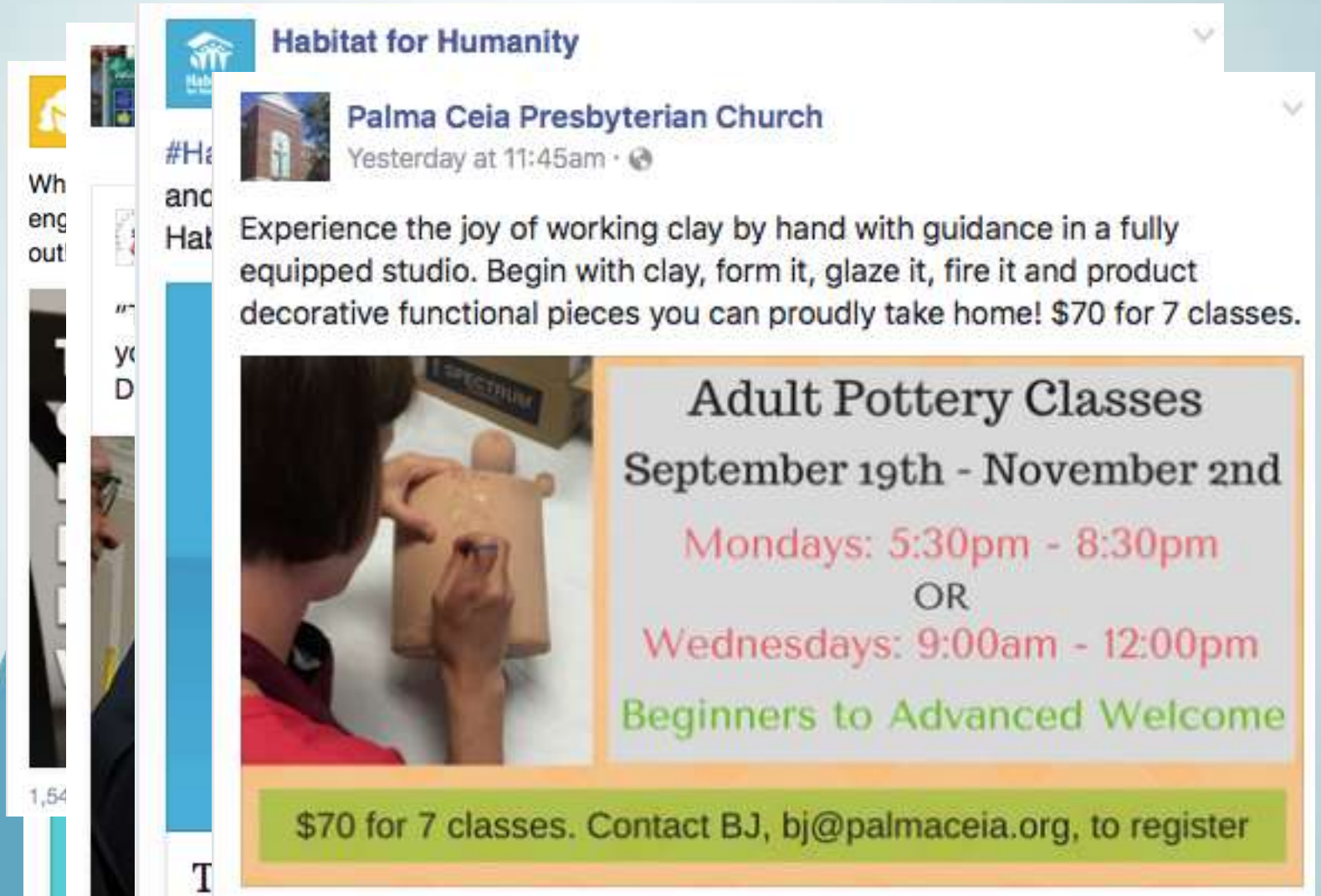
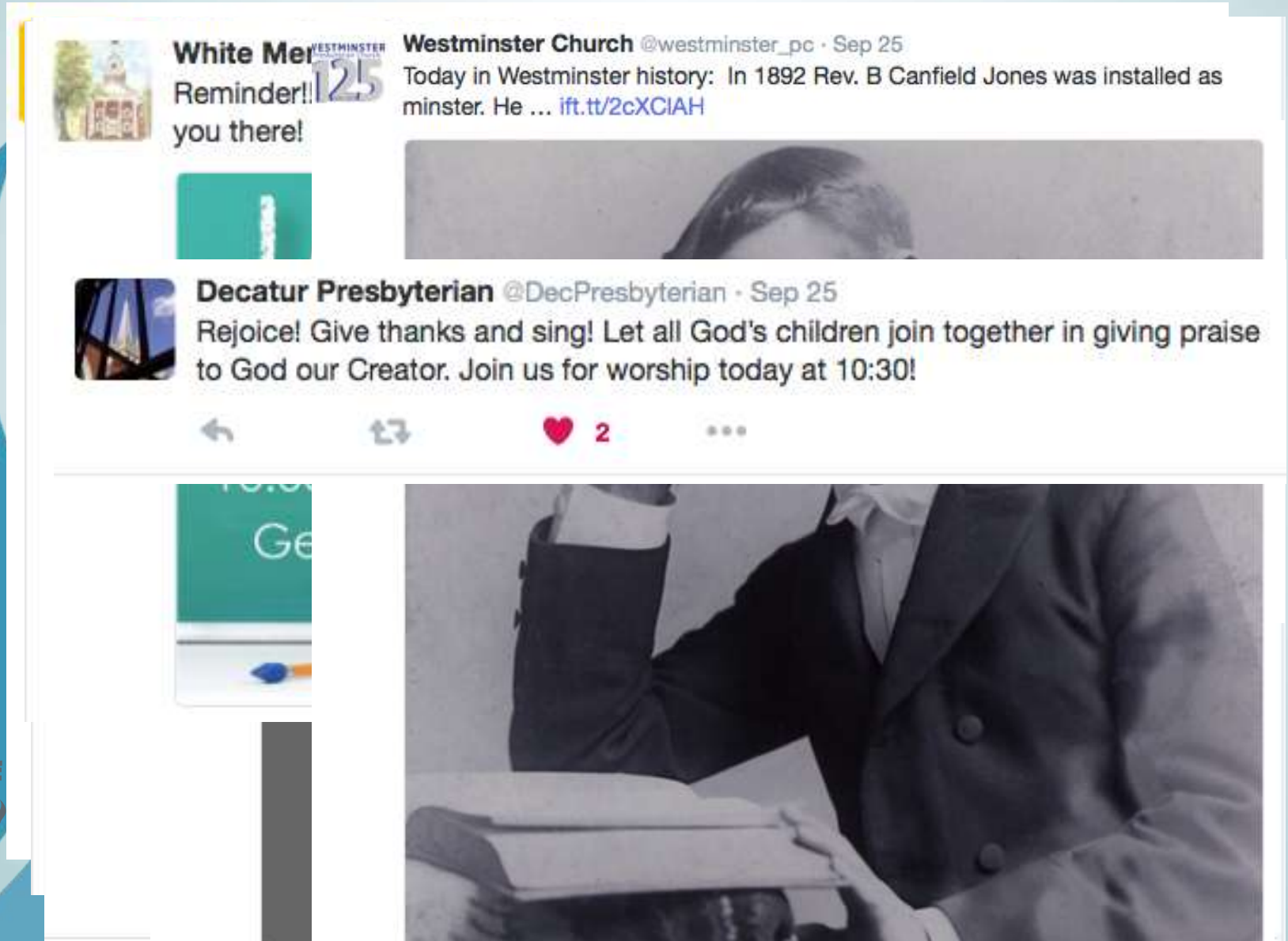
Social Media 101

September, 2016

Facebook Examples



Twitter Examples



Instagram Examples

Best Practices Overview

- Develop a strategy.
- Create content regularly
- Maintain, maintain, maintain
- Don’t be annoying
- Keep track of comments and messages
- Be responsive
- Be authentic

Content Ideas

- Story mining: what are some impactful stories coming from your church?
  - How can you share them with others on social media? (In a Facebook photo album? A video? A blog?)
- Resource mining: what resources do you already have that you can reuse on social media?

Content Resources

- Presbyterian Mission Agency: presbyterianmission.org
- Presbyterian News Service: presbyterianmission.org/news-communications/
- PC(USA) Blogs: presbyterianmission.org/blogs/
- PC(USA) Publications: presbyterianmission.org/programs-services/nav-pubs/

Images: Quick Tips

- Utilize a grid and the rule of thirds
- Watch your flash
- Avoid cluttered shots
- Make sure phone/camera is on the highest quality setting
- Experiment with filters and editing tool
- Risk Management: www.pcusa.org/resource/legal-resource-manual/

Websites: An Overview

- The importance of planning
- Website builders
- Content recommendations
- Best practices

The Importance of Planning

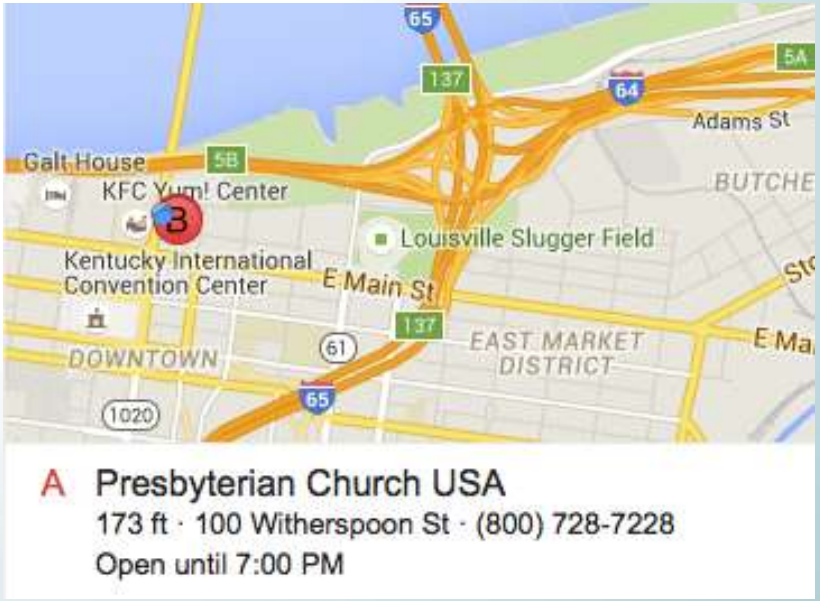
- Questions to ask?
  - What are your goals?
    - What purpose will it serve?
  - Who is your audience?
- Website needs are unique to the community you serve.
  - Is your congregation large, small or somewhere in the middle?
- Resource Evaluation

Website Builders

- Useful tool to avoid having to learn code
- Examples
  - Web
  - Weebly
  - Wix
  - Squarespace

What to include

- Photos and videos
  - Church, congregation, activity in the community
- Address of church
  - Embed Google Maps
- Service times



What to include continued

- Church history
  - Compelling story
  - Who your church elders are
- Events calendar
  - if applicable, but requires maintenance
- Social Icons

Best Practices

- Keep content brief
- Make it mobile (friendly)
- Review and edit
  - Avoid grammatical errors and inaccuracies
- Be engaging and get creative
- Maintain, maintain, maintain

Keep in contact!

- Facebook: @pcusa (facebook.com/pcusa)
- Instagram: @pcusa
- Pinterest: Presbyterian Church (U.S.A)
- Twitter @presbyterian or @PresbyNews
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