

Social Media 101

September, 2016




Facebook Examples

Habitat for Humanity

Palma Ceia Presbyterian Church
Yesterday at 11:45am · 🌐

Experience the joy of working clay by hand with guidance in a fully equipped studio. Begin with clay, form it, glaze it, fire it and product decorative functional pieces you can proudly take home! \$70 for 7 classes.



Adult Pottery Classes
September 19th - November 2nd
Mondays: 5:30pm - 8:30pm
OR
Wednesdays: 9:00am - 12:00pm
Beginners to Advanced Welcome

\$70 for 7 classes. Contact BJ, bj@palmaceia.org, to register

T
Families who work with Habitat help build their own homes alongside volunteers, pay an affordable mortgage and attend personal finance classes.

P
HABITAT.ORG



Twitter Examples



White Memorial Presbyterian
Reminder!!
you there!



Westminster Church @westminster_pc · Sep 25

Today in Westminster history: In 1892 Rev. B Canfield Jones was installed as minister. He ... ift.tt/2cXCIAH

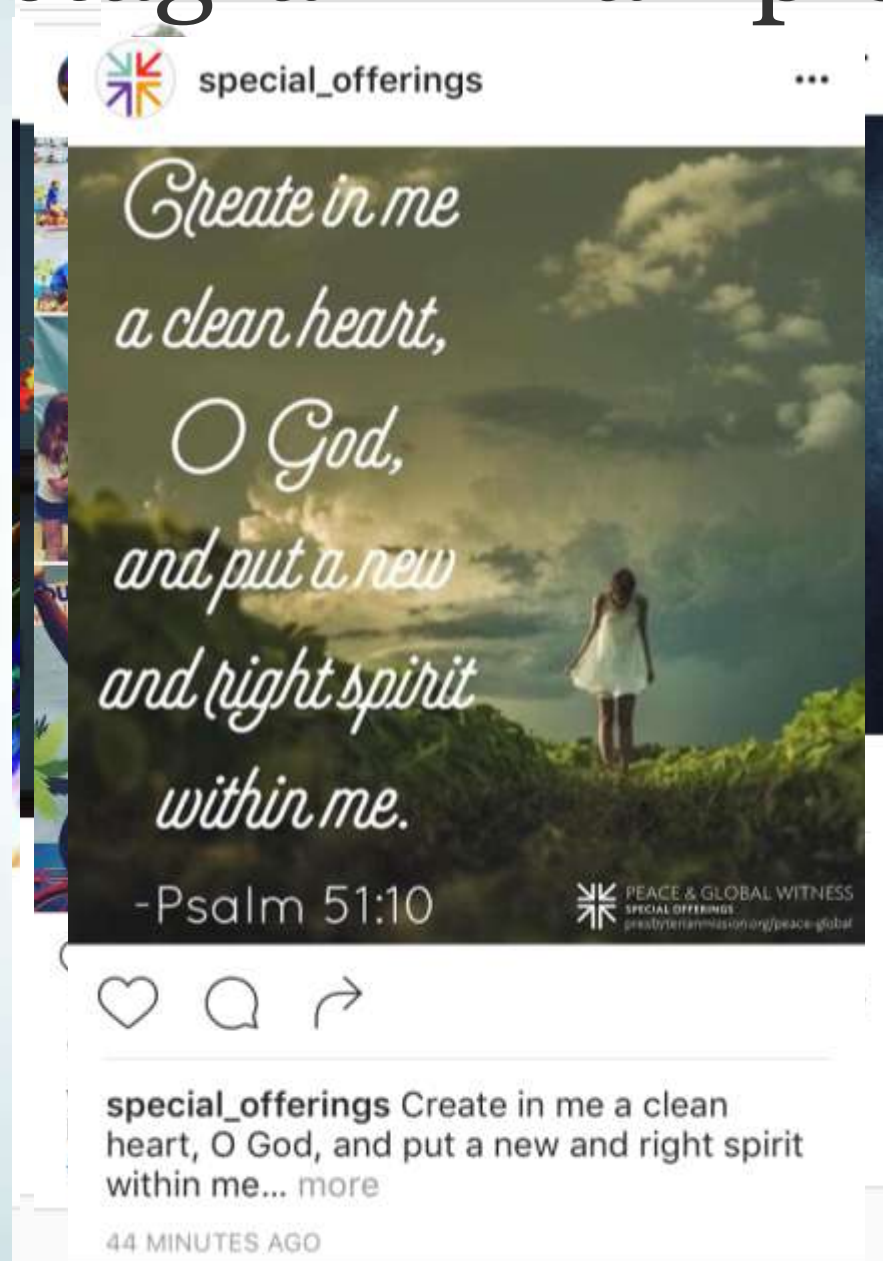


Decatur Presbyterian @DecPresbyterian · Sep 25

Rejoice! Give thanks and sing! Let all God's children join together in giving praise to God our Creator. Join us for worship today at 10:30!



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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