



## Church social media 101

### Choose the social media that is best for your church

With many social media channels available, it's important to not spread your time and resources across too many channels. Instead, choose the best social media platform(s) for the demographic of your church or faith community (or the demographic you want to grow).

**Facebook** is one of the most popular social media channels with a diverse reach across genders and age divides. When using Facebook for your church set up a brand page, not a profile. The opportunities for your church on Facebook include:

- Nicely edited photographs of church worship, baptisms, speakers, events and more. Do not post photographs of people without their permission, particularly children.
- Well-designed and copyright free graphics of Bible verses and sermon quotes that followers will want to share or download.
- Pre-recorded videos of the service, short clips from the sermon, or videos that promote an event or the church.
- Facebook live videos of services, devotions or events.
- Build Facebook groups for youth groups, children's ministry, and Bible studies to help members stay connected.

**Instagram** has the highest usage by those aged 18-29, followed by those in the 30-39 age bracket (Sensis, 2018). Instagram is best for church youth groups and young adults. The opportunities for your church on Instagram include:

- Can post on Facebook and Instagram simultaneously.
- Nicely edited photographs of church worship, baptisms, speakers, events and more. Do not post photographs of people without their permission, particularly children.
- Well-designed and copyright free graphics of Bible verses and sermon quotes.
- Unique church or sermon series hashtags. Along with popular hashtags to reach a broader audience and gain new followers.
- Instagram stories and live videos.

**SnapChat**, like Instagram, has a younger audience. The photos and videos posted disappear after they've been viewed. The opportunities for your church on SnapChat include:

- Youth group engagement
- Ministry agents can show a behind-the-scenes look at their lives.
- Share short videos and photographs of youth group, church worship, baptisms and more. Do not post photographs or videos of people without their permission.

**Twitter** is most popular for males aged 30-39 (Sensis, 2018). The 280-character limit keeps messages succinct and to the point, making sure you only share the most important information. The opportunities for your church on Twitter include:

- Breaking news and imminent activity.
- Quotes from the sermon.
- Discover and engage in conversations with your local community.
- Share links to videos and blogs.
- Post nicely edited photographs of church worship, baptisms, speakers, events and more. Do not post photographs of people without their permission, particularly children.



**TikTok** is a short-form video platform popular with Generation Z. It has a newsfeed like Facebook where you can view music videos, comedy, lip-synced songs and virtual trends e.g. the bottle cap challenge. Tik Tok has extremely low usage by churches due to the nature of the content.

**YouTube and Vimeo** are video platforms with different benefits. YouTube is more popular than Vimeo, thus has the potential to reach a larger audience. YouTube is free to upload videos but has ads. Vimeo has no ads, focusses on quality videos and gives people the option to download your videos. Vimeo's free basic plan has an upload limit, but the paid plans allow video customisation, higher upload limits, and live streaming options.

### **Build a social media ministry team**

When building a social media team look for people with skills in photography, graphic design, writing and social media. Furthermore, you need a team leader who is part of the leadership of the church or reports to the church leadership to ensure the social media ministry team meets the church's goals and portrays the correct vision and values of the church.

Top tip: It is recommended that each social media account has two admins so that the church doesn't lose access if the main account holder leaves the church. The Synod office

### **We can be you team!**

Each social media account is a newborn baby in the way that it needs daily attention, effort and work, so it is important to consider if you have the time. We are here to help with social media advice, issues, content, or participate in the running of your social media channels and content calendar.

Download or share content from the Queensland Synod's social media.

### **Clarify your goals**

Does your church want to use social media as an opportunity to reach new members and/or engage with the current members? Your social media goals should align with the overall vision and goals of your church.

### **Measure social media performance**

The church's goals will determine what social media metrics need to be monitored to discover if the social media strategy is achieving the goals. The most useful metrics are reach (unique views of a post) and engagement (total likes, comments, shares, retweets).

### **Copyright on social media**

It is important to always use copyright free images and licenced music on social media. The following are some tips on creating copyright free images:

- If you find an image on social media that you want to publish to a page, use the share button instead of downloading the image.
- Canva is a free app or website to create well-designed and copyright free graphics of Bible verses and sermon quotes that followers will want to share.
- Free stock images are available from Pixabay, Pexels, and Unsplash.
- Paid stock images are available from Shutterstock, iStock and Adobe stock photos.
- Pre-made Bible verse graphics can be purchased from Sharefaith, SundaySocial.tv and Igniter Media.



The Uniting Church in Australia  
QUEENSLAND SYNOD

## Branding

For presbyteries and congregations that use the Uniting Church in Australia logo there are guidelines around its usage. For more information, visit <https://ucaqld.com.au/synod-services/communications/tool-kit/>

For more information or assistance in setting up a social media account, contact [communications@ucaqld.com.au](mailto:communications@ucaqld.com.au).