



# Social Media Strategy Template

So you want to take your church's social media seriously? That's great! Social media is a great way to stay connected with church members, build an online community and reach out to people who do not normally attend Sunday services.

One way to use your congregation's social media effectively is to design a social media strategy.

**This social media strategy template will guide you as you think about the following questions:**

- Why is my congregation using social media?
- Who are we trying to reach?
- How frequently should we post on social media?
- Who is going to be managing the social media accounts?
- Do we have volunteers in our church who can take photos and create interesting social media content?
- What do we as a congregation hope to achieve on social media? What action steps are we going to take to reach these goals?

We have also included a bonus content guide at the end of this template to give you inspiration for the different stories you can share on social media.

*This guide is for more advanced users of social media. If you are just starting out on social media, we recommend using the **Getting Started on Social Media** document found in this toolkit.*

## Purpose

Before you embark on your social media adventure, identify *why* you want to be on social media in the first place.

## Why does your congregation want to use social media? (circle all that apply)

- Share links to your church website
- Publish photos
- Share videos
- Raise awareness about social issues
- Share upcoming events or activities
- Share news stories
- Celebrate events
- Announce new appointments
- Post sermons and services
- Engage in conversations with members of your church
- Connect with youth audiences
- Reach out to new members
- Build relationships with other congregations and faith groups
- Comment on current events
- Other \_\_\_\_\_





## Audit of current channels

If your church already has a social media presence, list all of your channels below – eg Facebook, Twitter, Instagram, Snapchat, Google Plus, YouTube, Vimeo, etc.

Channel .....

Number of followers .....

Posting frequency .....

Channel .....

Number of followers .....

Post frequency .....

Channel .....

Number of followers .....

Post frequency .....

Goal 1: \_\_\_\_\_

How will you achieve this goal?

\_\_\_\_\_

\_\_\_\_\_

Goal 2: \_\_\_\_\_

How will you achieve this goal?

\_\_\_\_\_

\_\_\_\_\_

Goal 3: \_\_\_\_\_

How will you achieve this goal?

\_\_\_\_\_

\_\_\_\_\_

## Choose a platform

Refer to our **Getting Started on Social Media** guide to choose a platform. We recommend using just one platform when you are first starting on social media.

Platform 1 \_\_\_\_\_

Platform 2 (optional) \_\_\_\_\_

## Goals

After you have chosen your platforms, set three social media goals for the next 12 months and outline how you will go about achieving them. You don't need to be super ambitious with your goals. Building social media audiences takes time.

Some examples of goals include: increasing your audience base, increasing post frequency, producing more photos, improving social media engagement.

The goals should be SMART – Specific, Measureable, Achievable, Relevant and Time-bound.

## Audience

Now it's time to define your audience. If you are using two social media platforms, your social media audience may be different according to each platform.

### **Who is your current social media audience? (skip this step if you don't have a social media account yet).**

Go to Facebook Insights, Twitter Analytics or Instagram Insights for data on the age, gender and location of users following your page. List these details on the following pages.





## Who is your intended audience?

Now, think about who you want to reach on social media. Refer to the **Getting Started on Social Media** guide in this toolkit if you are unsure.

### Platform 1:

Age group (select maximum of two):

Under 18    18-35    36-49    50-65    65+

Gender: \_\_\_\_\_

Location: \_\_\_\_\_

### Platform 2:

Age group (select maximum of two):

Under 18    18-35    36-49    50-65    65+

Gender: \_\_\_\_\_

Location: \_\_\_\_\_

## Frequency of posts

The more you post, the more likely your content is going to appear on a follower's news feed.

We recommend posting daily on Facebook, 2-3 times per day on Twitter and once every 2-3 days on Instagram.

I can post \_\_\_\_\_ times a day/week on \_\_\_\_\_ (name the social media platform).

I can post \_\_\_\_\_ times a day/week on \_\_\_\_\_ (name the social media platform).

## Page roles

It is important to have clearly defined page roles to ensure your social media channels are updated regularly. Your social media roles can be divided into three broad responsibilities: strategy, implementation and monitoring/measurement.

## Strategy

The Social Media Strategy sets the overall direction of your social media channels. It will outline the broad vision of your social media use and set specific and measurable goals for the year. It is important to make sure your social media strategy aligns with your congregation's overarching vision. The strategy should be updated at the **start of every year**.

### List the names of the people who will be involved in setting the strategy:

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## Implementation

Implementation is where you create and share content on social media. Here are some suggested roles you may wish to consider:

- Someone to post on social media
- Someone to take photos and videos
- Someone to design graphics
- Someone to update the church website – if you are sharing content from your website, the person managing social media needs to coordinate with the website manager to ensure the content they share is up to date.

As these roles are closely intertwined, a person can take up more than one role at a time.

Who will post on social media? (It is advisable to have multiple account managers, just in case one person loses access)

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Who is managing the website? \_\_\_\_\_





## Monitoring and measurement

Monitoring is another key element of the social media process. Someone should be monitoring your social media pages and respond to comments or messages you receive.

If your page is targeted by negative comments, refer to our **Dealing with Trolls and Angry Users guide** in the toolkit or contact the Synod at:

[communications@victas.uca.org.au](mailto:communications@victas.uca.org.au).

Who will monitor and respond to comments on your page?

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To maximise your social media performance, check your analytics at least once a month to assess the performance and engagement of your social media channels.

### Some tools to measure social media performance are:

- **Facebook Insights** – look out for: reach, engagement (shares, comments and likes), post clicks and video views.
- **Twitter Analytics** – metrics to look for: impressions, engagement (retweets, likes) and follower growth.
- **Instagram Insights** – see which photos have a high engagement.
- **Google Analytics** – see which articles on your website are getting the most clicks or referrals from social media.





## Bonus Content Guide

It can sometimes be hard to find enough content to post consistently on social media.

### **Here is a list of the types of content you can share on your congregation's social media channels:**

- Videos of church services
- Photo albums of church events (you will need permission forms from parents/legal guardians). Only use first names of children.
- Share photos and events from other churches
- Crosslight articles
- Synod news
- National Assembly updates
- Opinion pieces and news articles from other websites
- Share breaking news on Twitter – but check it is factual!
- Share inspirational quotes
- Share short bible passages
- Live tweet from events, rallies and public lectures
- Share your church's pew sheets and newsletters
- Promote upcoming events
- Share prayers
- Articles that stimulate discussion and reflection
- Resources to enhance spiritual growth – prayers, workshops and events

Social media can also be a forum to discuss topical news and issues.

### **Some topics you may want to focus on are:**

- Indigenous reconciliation
- Climate change and the environment
- Homelessness
- Spirituality • Foreign aid and international justice
- Interfaith relations
- Racism and discrimination
- Intercultural communities
- Fresh expressions of church
- Refugees and people seeking asylum
- Religion and politics

