

RMC Facebook Guidelines

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The Rocky Mountain Conference of the UCC uses social media channels such as Facebook to achieve our big inspirational goal of being radically connected. Specifically, we use it to:

- **Champion our local churches** by sharing church events and news.
- **Share news** at the Association, Conference, and National levels.
- **Connect with current and potential RMC members** and likeminded organizations.
- **Create a place for meaningful dialogue** about current events and issues.

We adhere to Facebook posting guidelines to make our feed engaging, timely, informative, authentic, consistent, and trustworthy. Listed below are the Conference's basic Facebook posting guidelines. **Note:** This list is subject to change at any time.

- **Post at least three times a week;** more if possible.
- **Post on a mixture of topics** including local church news, Association/Conference news, National UCC news, and news from affiliated organizations.
- **Make your posts relevant to all followers.** Occasionally, it's OK to post something that only pertains to a portion of your audience, but you should try and make each post be as relevant as possible to all of your followers.
- When possible, **include images, links, and videos** to increase interest.
- If you include a link in your post, **remember to delete the hyperlink after the link is attached.**
- **Be genuine.** Certain posts may get a lot of traction, but if it's disingenuous, your audience will be confused about who you are.
- **Post original content AND shared content.** A good rule is 80% original content and 20% shared.
- **Avoid controversy.** It's OK to pose a question about an issue, but be mindful of the range of opinions in our followership and the purpose of the page.
- **Respond to messages, comments, and posts to your page** in a timely manner. If people know that you will respond, they'll be much more likely to engage.
- **Get permission** before posting other people's pictures (or pictures of others).
- **Respect people's privacy;** don't post personal information.
- **"Like" other related pages as your page,** including churches, nonprofits, and other Conferences. This will raise the RMC's profile and develop relationships.
- Multiple FB Page Managers is OK; just **be of one voice.** It is often helpful to have a post-approval process in place.
- **Look at the numbers.** Facebook offers several metrics, including post statistics and follower demographics, than can help you learn what's resonating for your audience and what's not quite landing.

Ultimately, the success of our Facebook page hinges on whether it makes people feel engaged, connected, and inspired. Have fun, take calculated risks, and develop your unique voice!

Questions, comments, or concerns? Email Cory Kibler at cory@rmcucc.org.