



Co+Create Network Guide

FACEBOOK FOR CHURCHES

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Overview

This guide covers the basics of how to use your church's Facebook page to encourage new visitors and promote engagement among your current church members. We will also go over how often to post, how to schedule posts in advance, and how to share posts from and tag other organizations.

Co+Create Network
for Church Admins and
Communicators

Contact: Daryl Schreiber
connect@rmcucc.org

From The Rocky Mountain
Conference, UCC

www.rmcucc.org

New Visitors

Most first time visitors will check out your church's website, Facebook (FB) page, or Google reviews before ever setting foot in your door. Make sure your FB page has high-quality, recent photos of your building and church life, including a good cover photo. Complete the 'About' section with your hours, phone number, website, and address. This will reassure visitors that you are a vital and active church body.

Engaging Current Members

Creating engaging content for your members is a great way to keep people connected between Sundays. Post as much of the following as you can: upcoming events, sermon teasers, photos of church life (get people's consent before posting their photo), and holiday services. Other good post options include announcements, calls for volunteers, office closure for weather or holidays, and staffing updates. You can also share posts from the national UCC, the RMC, or local organizations that your church partners with.

How Often to Post

Ideally, you should be posting 5-7 times per week. The minimum number of posts you should strive for is 3 posts per week. Be sure to spread your posts out throughout the week, don't post more than once per day as this reduces the number of people who will see each post. A good ratio is 70% original content relevant to your church, 30% shared posts or links to other content.

How to Schedule Posts in Advance

Take care of your FB posts for the week, or even the whole month, by scheduling posts in advance. From your church FB page, click 'More' on the



top menu bar, then 'Publishing Tools.' Click 'Scheduled Posts,' then 'Create.' Create a post as you normally would with images, text, graphics, or links. To schedule the post, click the drop down menu next to 'Share Now' and select 'Schedule.' Choose the date and time you'd like to post to appear, click 'Schedule,' then 'Schedule Post.' You can schedule as many posts as you'd like using this tool. You will see all your scheduled posts and have the option to edit them from the Scheduled Posts screen.

How to Share Posts From and Tag Other Organizations

Tag or share posts from other organizations with whom you share a mission, ministry, or event. To share a post from another page, click the 'Share' button on the bottom of their post, then select 'Share to a Page' and select your church page. Don't forget to add your own message before posting to your page. A shared post appears on your church FB page, allowing all of your followers to see it. You can also tag someone in a post by using the @ sign followed by their page name. This brings the post to the tagged organization's attention and broadens the reach of your post by including their page audience as well as yours.

Still Have Questions?

The Co+Create Network hosts an online Zoom meeting on technology and communication topics every month. Our meetings typically take place on the third Thursday of the month from 4:00-5:00 pm. To join us, go to www.rmucc.org and click on Co+Create Network to register.