

CHURCH SOCIAL MEDIA CHECKLIST

Like having a website, social media is no longer optional for churches. Your members and guests are on social media, so your church should be as well. While you don't have to chase after every social media fad or network, these ten items will help guide your church toward effective social media usage.

1  **FACEBOOK**
IS A MUST

Your members are on Facebook. Your potential guests are on Facebook. Your church should be on Facebook too.

6  **CONTROL ACCESS**
TO ACCOUNTS

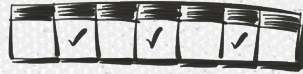
Always have a backup to get into an account if needed. Like finances, you need accountability and safety checks for your social media accounts. Also, keep a master list of passwords and email accounts associated with each social media platform.

2  **OTHERWISE, BE ACTIVE**
WHERE YOUR CONGREGATION IS

After Facebook, choose services where your people are engaged and ones you can manage. If you don't have the staff or resources to consistently post to Twitter or Instagram, then stick with Facebook until you can.

7  **CREATE SHARABLE CONTENT**


Create content that your followers will want to share with their friends. Keep the audience and the channel in mind when you create social media updates and information.

3  **BE CONSISTENT WITH UPDATES**

Develop a strategy for what will be posted and when. Stick with your plans and provide updates consistently to those who follow you.

8  **HAVE CONSISTENT AVATARS**

Using the same profile picture for all social media channels allows those who follow you to easily identify you visually. You can use your church's logo, a picture of the church or a special logo. Just be consistent across your platforms.

4 **Listey**  **TO THOSE TALKING ABOUT YOUR CHURCH**

Respond to comments, tweets, or messages. Social media is a two-way street. Don't let your accounts become black holes for feedback.

9 **USE FACEBOOK PROMOTIONS WISELY AND PRECISELY** 

With Facebook, you can target specific ZIP codes and demographics with your posts. Use tailored audiences to get the most effectiveness from your Facebook usage. If you're going to promote posts or events, promote them to the most specific audience possible.

5 **RESPOND TO MESSAGES AND QUESTIONS PROMPTLY**

When someone asks a question on social media, they typically expect an answer within 24 hours. Set up alerts to let you know when someone has sent a message or mentioned your account and respond promptly.

10  **DON'T FORGET THAT EVERYTHING IS PUBLIC**

Even if you delete something embarrassing, it's likely that someone has gotten a screenshot of it. Always review grammar and spelling before posting updates to social media.