

## SOCIAL MEDIA TIPS



**Maintaining a social media presence is essential to building awareness of your site's programs and opportunities, as well as building community among your students and church members.**

- Create a social media brand style guide that's clear and easy for your team to follow
- Decide on 3 to 5 "buckets" or themes for content that are consistent with your brand and don't deviate from them.
- Using your buckets from step 2, develop a content calendar and stick to it. This helps you plan for the content you need.
- Only use high-quality images and videos
- Create engaging content that achieves a goal
  - Strategic Content
  - Savable Content
  - Shareable Content
- Build engagement through following trends, writing creative copy, giving a call to action (CTA), and utilizing a variety of post styles available on social platforms. (e.g. live videos, stories, reels, carousels, static images, etc.)
- Show natural, behind-the-scenes types of content in your stories to build a feeling of authenticity and a relationship with your engaged audience
- Assess your content every 15 to 30 days to see what types of content have been performing best, then make any necessary adjustments.
- Don't just expect engagement from your audience, give it as well. Respond and interact with people who engage with you. Engaging content is prioritized in feeds by many social platforms.
- Build a social media team with your students. Instruct them on how to follow your established guidelines and build in checkpoints to ensure compliance.
  - Social media manager (to post the content and engage with your audience)
  - Content creator(s) (who creates the content)
  - Strategist for planning (to decide when and what the content should be)