






Basic Church Social Media Plan Guide

**Plan content schedule 1-2 months in advance*

	<ul style="list-style-type: none"> • Establish Page for church • Monitor Page presence • Update profile / cover photos per event changes • Post updates 2-3 times per week • Utilize calls to action (please share) • Monitor/moderate comments 	<p>2 hours per week</p>
	<ul style="list-style-type: none"> • Create account with official profile description and profile image • Tweet 1-2 times per day • Utilize calls to action (pls retweet) • Monitor followers / follow back • Reply to users who engage 	<p>1 hour per week</p>
	<ul style="list-style-type: none"> • Create blog • Write ≤ 500 word posts and create or gather associated images • Publish 1-2 posts per week • Reply to or moderate comments • Monitor blog statistics to shape content/posting frequency • Share links on social sites when updated 	<p>Varies. 2 hours per week to start.</p>

 	<p>Create channel for your church Add videos of sermons or other events Add video testimonials (text descriptions/captions) Copy code and share on social sites Monitor comments</p>	<p>Minimal; 1 hour per week once established.</p>
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Once a social media plan has been implemented and is consistently maintained, continue to monitor and respond to comments and followers. Neglecting engaged users will decrease effectiveness.

Social Media Church Policy Checklist

I. Objectives of Church SM Policy

- ☒ Write specific, measurable objectives describing the goals to accomplish using social media.
- ☒ Identify the parts of your church mission that underlie your social media usage.
- ☒ Establish who has authority to speak for your church on the church's social media platforms and to what degree without approval or oversight.

II. Establish Boundaries for Sharing Information and Content

- ☒ Determine what information is confidential and/or proprietary and should not be shared.
- ☒ Determine how account passwords will be handled if more than one person posts content.
- ☒ Plan (in advance) how to handle user comments – to moderate, respond, delete, escalate.
- ☒ Define/identify what kinds of descriptive language and visuals will be used in church and/or employee profiles.
- ☒ Define what constitutes inappropriate information and imagery.
- ☒ Define how employees or volunteers working on behalf of the church may interact with children and teenagers on social media.

III. Regular Usage

- ☒ Determine guidelines to govern employee use of personal social media – what kind of content and accounts are appropriate and inappropriate and what action should be taken if a staffer posts inappropriate content on a personal account.
- ☒ Determine if employees or volunteer accounts need disclaimers (for example, any views expressed are not the views of First Baptist Church).
- ☒ Determine policies for copyright, permissions, and rights for all content and images used on social media sites.

Monitoring and Management

- ☒ Identify guidelines for social media use in the event of a crisis, disaster, or emergency.
- ☒ Pinpoint the process by which content is approved for posting. An extended approval chain limits flexibility to respond quickly to events.

Identity

- ☒ Determine if specific logos/images/color can or cannot be used on social media accounts. Keep logos, fonts, and colors consistent across website, print media, and social media.
- ☒ Determine/plan for integration of social media accounts with existing print materials and church website (links, icons, images representing church accounts)
- ☒ Ensure contact information for the church, along with service times and directions are always available via social media accounts. Provide link to the church website from social media accounts.

Frequency

- ☒ Determine and establish the content calendar for posting, especially around holidays or church special events. Integrate social media posting with the regular church calendar. Try to plan content 1-2 months ahead. Post early and often.
- ☒ Refresh (change) profile and cover photos/imagery regularly, especially around special events.

Personnel

- ☒ Determine which staffers or volunteers can post to church social accounts, and establish this as a regular, weekly job duty if it is a percentage of a staffer's time.
- ☒ Establish evaluation procedures to govern the staffer's performance in social media management (if appropriate).

References for Social Media

Helpful Websites

Church Tech Today. <http://churchtechtoday.com/>

The Digital Sanctuary. <http://thedigitalsanctuary.org/>

Church Marketing <http://www.churchmarketingsucks.com/> (I didn't create this url)

Non-profit Social Media Posting Guide <http://topnonprofits.com/posting-guide/>

How Churches are Using Social Media <http://anthonycoppedge.com/problog/2013/01/infographic-social-media-trends-churches-must-understand/>

Lists of Church Social Media Policies. <http://justinwise.net/social-media-policies-churches-ministries>

Sticky Jesus. <http://stickyjesus.com/> (a very helpful and current site)

John Dyer's site (webmaster at Dallas Theological Seminary) <http://donteatthefruit.com/>

Books

Crawford, Terrance. (2012) Going Social: A Practical Guide on Social Media for Church Leaders.

Gould, Meredith. (2013). The Social Media Gospel.

Birdsong, Toni, and Heim, Tammi. @StickyJesus: How to Live Out Your Faith Online.

Chow, Bruce Reyes. The Definitive-ish Guide for Using Social Media in the Church [Kindle Edition only]

Social Media Management Applications with free service options

Buffer. <http://bufferapp.com>

Hootsuite. <https://hootsuite.com/>

Tweetdeck. <http://www.tweetdeck.com/> (Twitter only)

Facebook Insights. <https://www.facebook.com/insights/>

Google Analytics. <http://www.google.com/analytics> (for websites)