

# PUMP UP YOUR

# SOCIAL MEDIA

## 1 POST ORIGINAL CONTENT

Facebook prioritizes original content from users. This means **more photos, videos, and written statuses**. Although it may be tempting to constantly post web links, Facebook will limit how many people see them.

Besides, who doesn't want to see a photo of your church's ministry over a blog post about medieval Scandinavian hymnals? (Except for maybe professors of medieval hymnology, but you get the idea.)

## 2 KNOW YOUR AUDIENCE

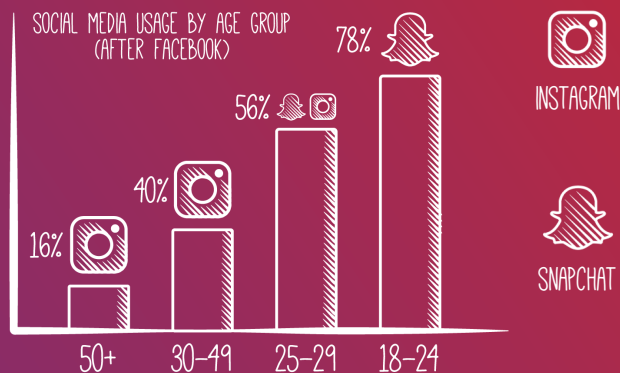
According to Pew Research, Facebook is still king of social media. However, **Snapchat and Instagram** are much more popular among teenagers and young adults. Who you are directing your message to may determine which platform you use.

## 3

## SCHEDULE YOUR POSTING

Don't let social media stress you out. Plan your posts out in advance. Online services, such as **Buffer.com** (which is free, by the way) allow you to create an online calendar.

We have a sample schedule of what a church social media calendar might look like. **Every church is different**, and your calendar may look very different than the sample, but we hope it gives you some inspiration.



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



QUOTE FROM  
SERMON OR  
SERMON POINT

SERMON VIDEO

PHOTO OF STAFF  
OR MEMBER WITH  
SHORT TESTIMONY  
IN CAPTION

POSE AN  
INTERESTING  
QUESTION TO  
AUDIENCE

THROWBACK  
THURSDAY: POST  
AN OLD PHOTO OR  
MEMORY

SHARE A  
HUMOROUS POST  
OR MEME

TAKE THE DAY  
OFF AND SPEND  
QUALITY TIME  
WITH THE LORD.



LINK TO  
SERMON VIDEO  
  
SERMON PASSAGE  
  
CHURCH NEWS

BIBLE VERSE  
  
QUOTE  
  
ENCOURAGING  
THOUGHT

LINK TO BLOG  
  
RETWEET FROM  
PASTOR OR STAFF  
  
BIBLE VERSE

BIBLE VERSE  
  
QUOTE  
  
INSPIRATIONAL  
THOUGHT

RETWEET FROM  
PASTOR OR STAFF  
  
CHURCH NEWS  
  
BIBLE VERSE

SPEND TIME  
WITH YOUR  
FAMILY.



PHOTO WITH  
QUOTE FROM  
SERMON OR  
SERMON POINT

PHOTO OF STAFF  
OR MEMBER WITH  
SHORT TESTIMONY  
IN CAPTION

PHOTO FROM  
WEDNESDAY NIGHT  
BIBLE STUDY

IMAGE-BASED  
VERSE OR  
QUOTE

HIKE THROUGH  
THE WOODS AND  
ENJOY NATURE.