

Three Effective and Sustainable Social Media Strategies for Churches



Level 1 Social Pupa

- Website with:
 - correct service times and contact info.
 - a Location or services -address and current picture of church (Driving directions and a Google Map if needed).
 - staff or ministry contact emails.
 - a ministry page for the individual ministries to tell their story with contact info on how to get involved.
 - current images throughout.
 - a monitored email address for visitors to ask questions.
 - a link to the Facebook Page.
 - the ability to sign up for the monthly newsletter.
- A Facebook Page that is posted to at least twice a week.
- Monthly e-Newsletter (using Mailchimp, Constant Contact, or similar service).



Level 2 Social Larva

All of Level 1 plus:

- a weekly e-newsletter.
 - The ability to sign up from website or at church.
 - Newsletter shared on Thursday morning regarding the weekend events.
- a blog style page on the website that can hold sermons and public news of the community.
 - This can be a blog such as blogger or wordpress that is embedded on the site. This allows updating of the news without have to login to the site each time.
 - When possible the blog can also be used for sharing church announcements and news of the community.
 - Each week an excerpt of the sermon is shared on Facebook with a link to the site.
 - Each week the previous sermon page is linked in the newsletter.



Level 3 Social Butterfly

All of Level 1 and 2 plus:

- Facebook Pages for very active individual ministries. (ie. youth page, outreach ministry page)
 - At least 2 people are admins for these pages including one staff person.
 - Twice a month a post is shared to the main church Facebook page from these pages.
 - The Facebook page is linked to the specific ministry page on the church website.
- a church Twitter Page is integrated in with an active twitter user posting at least every other day.

Other Level 3 and beyond possibilities:

- A Pinterest page with “Faith at Home” ideas could be maintained.
- A Google Plus church page could also be started and maintained with content.
 - This can help with your Google search ranking.

At all levels can include targeted Facebook Ads or Google Ads. These strategies focus on a current website and Facebook presence as Facebook is the dominant social media as of May 2014.