

# Church and Social Communication

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Wendy Kuschel and Emily Rae Schutte

# Meet Your Speakers



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# Topics

NOTE: You will have  
access to all slides  
and resources!

- Communications Strategy
  - Communications Tactics
  - Media Relations
  - Social Media
  - Tips & Tricks
  - Q & A
-

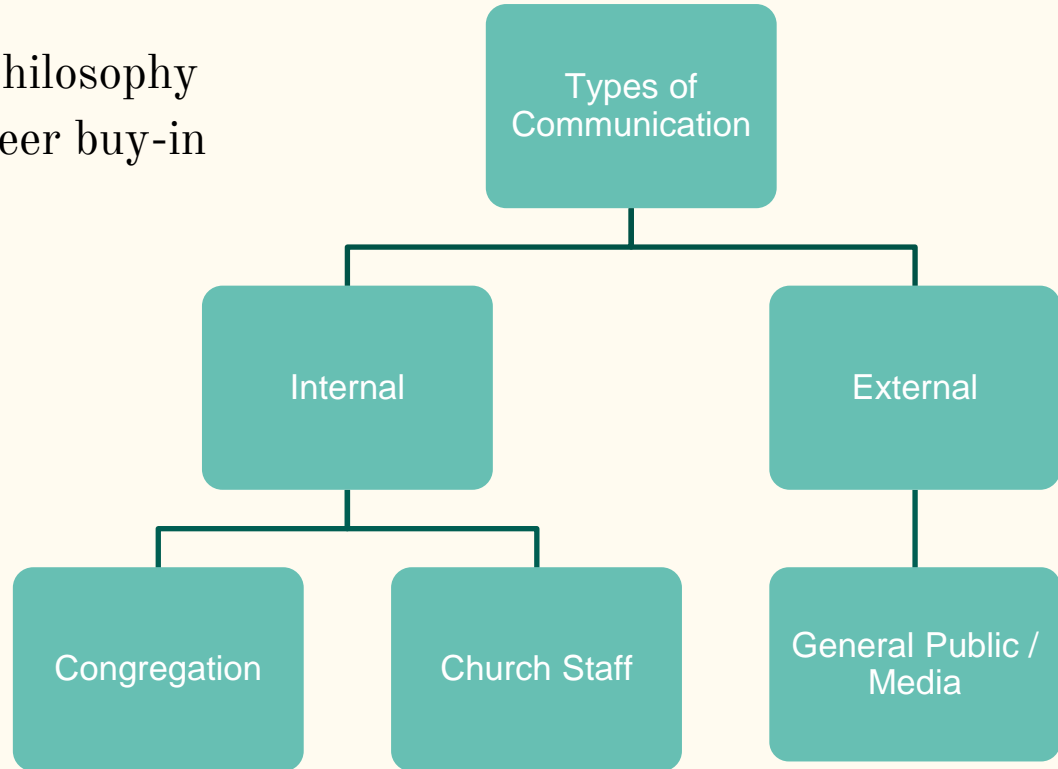
# Communications Strategy – Why “communications”?

An effective and coordinated communications strategy drives engagement.

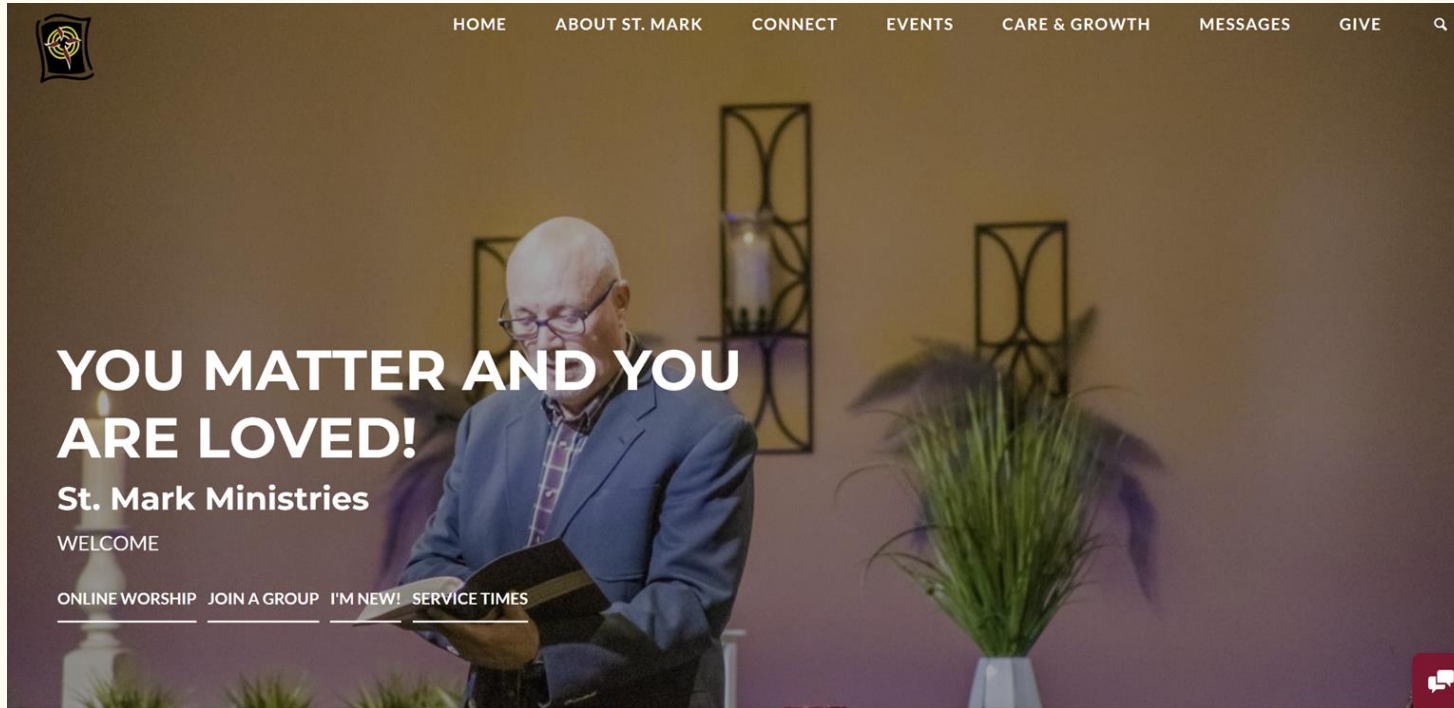


# Communications Strategy - Elements

- Our communications philosophy
- Getting staff & volunteer buy-in



# Communications Tactic #1: Website



St. Mark Ministries

# Communications Tactic #2: Video Messages



St. Mark Ministries  
820 subscribers

St. Mark YouTube

HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT



Welcome To St. Mark Ministries

996 views • 1 year ago

Uploads ▶ PLAY ALL



Living and Breathing THE  
Faith Part 16 - The Spirit Of...

40 views • 4 days ago



Living and Breathing THE  
Faith Part 15 - The Gift of...

116 views • 11 days ago



Pub Theology - Your Ministry  
Matters

50 views • Streamed 2 weeks ago



Pub Theology - Preview for  
February 3rd

31 views • 2 weeks ago



Wednesday Lent Services

1 view • 2 weeks ago



February Youth Events

25 views • 2 weeks ago

Where to Share Videos

Social media  
Church website  
Pre-service  
During service  
Livestream  
Email newsletter

# Communications Tactic #3: E-newsletter

Want to know the latest at St. Mark Ministries?

Get our digital "WHO" (worship handout) in your inbox!

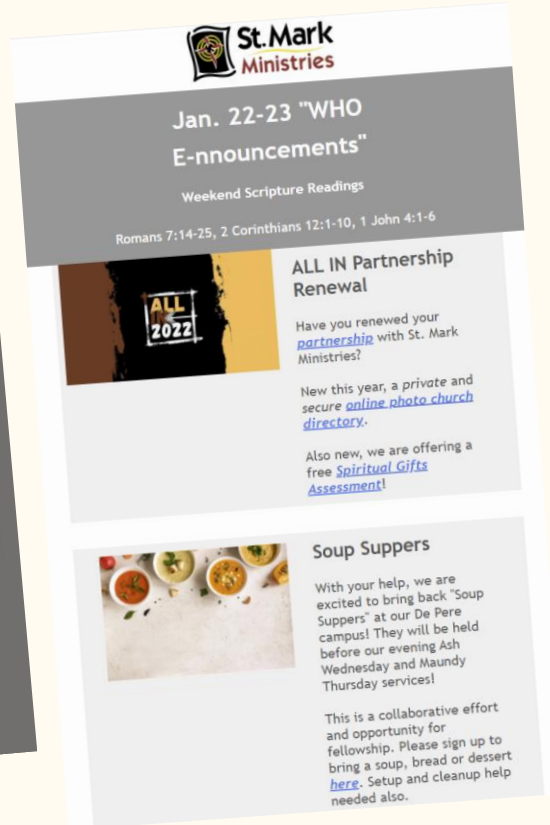
• Email

First Name

Last Name

• Email Lists

- ☐ "WHO E-nouncements" (worship handout)
- ☐ St. Mark partner email list



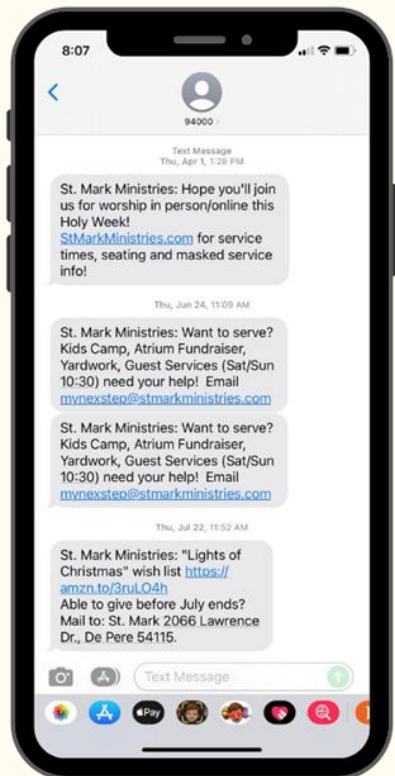
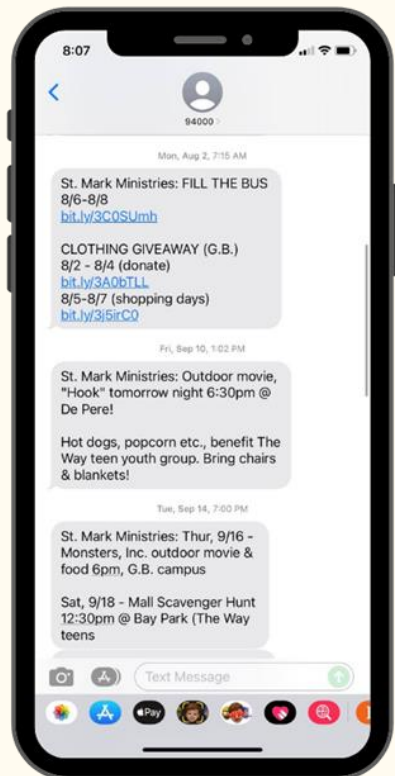
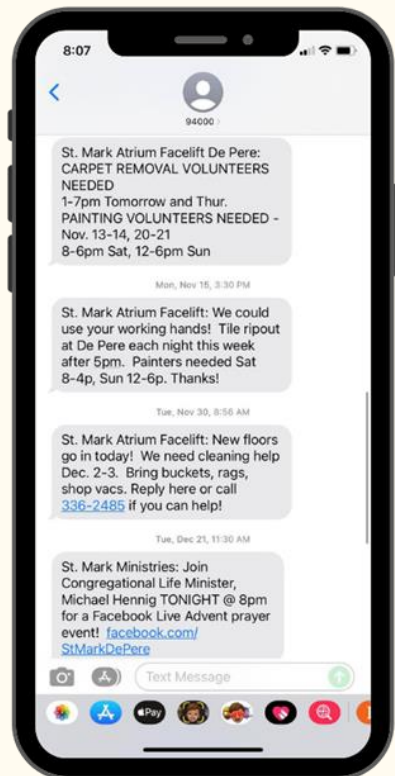
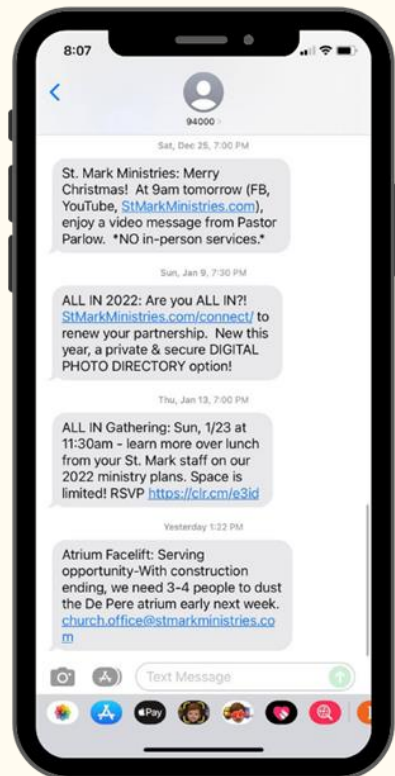
Email software ideas

Constant Contact  
Mailchimp  
Flodesk  
Active Campaign  
MyEmma

*see resources for  
subject line ideas*



# Communications Tactic #4: Texting



## Communications Tactic #5: Pre-service announcements



*full video included in  
your resources*

# Communications Tactic #6: Physical Collateral



# Communications Tactic #7: Digital Signage & In-House Screens

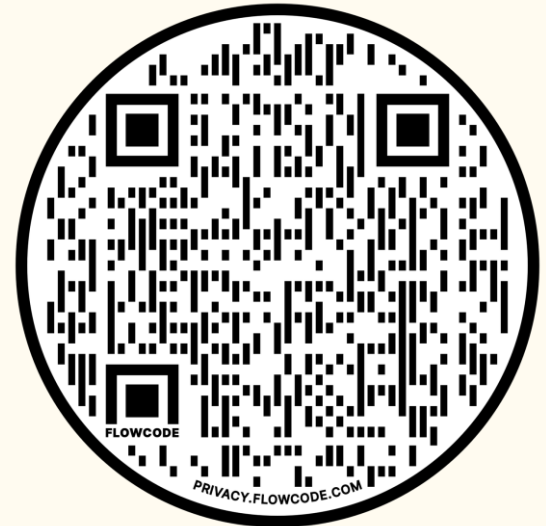




# Communications Tactic #8: QR Codes



Scan to get these slides!



# Media Relations

- Press releases (include CELL)
- On-air segment tips
- Plan in advance!



## PRESS RELEASE

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## Treats Delivered to Washington Middle School Staff Feb. 25 for In-Service Day!

**What:** "Juice and Kringle, No Mingle" will be a surprise for 120+ Washington Middle School teachers and staff on February 25, courtesy of Uncle Mike's Bake Shoppe and St. Mark Ministries!

As GBPS staff prep during in-service to invite their students back into their physical classrooms, St. Mark Ministries is teaming up with Uncle Mike's Bake Shoppe to deliver kringle and juice to all teachers and staff at Washington Middle School!

**When:** Thursday, Feb. 25 at 9:00 a.m.

**Where:** Washington Middle School (314 S. Baird St., Green Bay, WI 54301)

**Interviewee Contact Info:** Pastor Ben Workentine C: 920-770-3575

Washington 8<sup>th</sup> Grade Principal Jeanne Wall 920-562-4286

***"You Matter and You Are Loved!"***

# Social Media: Audience, Platforms, Frequency

Who is my audience?

Internal or external?

Age? Gender? Families? Singles? Languages spoken?

Where do they spend time?

Check out [this article](#) →

How often can I post and remain consistent?

Quality > Quantity  
Consistency > “this is what I *should* do”

## Who uses each social media platform

Usage of the major social media platforms varies by factors such as age, gender and educational attainment.

Facebook Instagram LinkedIn	% of U.S. adults in each demographic group who say they ever use ...		
	Facebook	Instagram	LinkedIn
Total	69%	40%	28%
Men	61%	36%	31%
Women	77%	44%	26%
Ages 18-29	70%	71%	30%
30-49	77%	48%	36%
50-64	73%	29%	33%
65+	50%	13%	11%
White	67%	35%	29%
Black	74%	49%	27%
Hispanic	72%	52%	19%
Less than \$30K	70%	35%	12%
\$30K-\$49,999	76%	45%	21%
\$50K-\$74,999	61%	39%	21%

# Social Media: Audience, Platforms, Frequency

- Our audience is both internal (staff + partners) and external, mostly regional (Northeast Wisconsin) but also national and even international.
- We aim to reach men and women of all ages, but our primary followers are 30-50, female, and native English speakers.
- We post on Facebook, Instagram, and YouTube.
- We utilize private Facebook groups for niche audiences (ministry staff admins)
- We post on Facebook/Instagram 3x/day weekdays, 1x/day weekends.
  - 6am, 12pm, 6pm
- We also post on Instagram & Facebook Stories.





# Social Media: Content Calendar & Content Buckets

Step-by-Step Guide ↓



Emily Writes blog

Free Church Template ↓

A screenshot of a Google Sheets spreadsheet. The title bar says 'Sample Church Content Calendar for Social Media'. The menu bar includes File, Edit, View, Insert, Format, Data, Tools, Extensions, and Help. The toolbar shows various icons for undo, redo, print, and formatting. The spreadsheet has columns A through F. Column A is 'Date', Column B is 'Post Type', Column C is 'Facebook', Column D is 'Instagram', Column E is 'Stories', and Column F is 'Media'. The first row of data is for 'Tues 2/1' with 'Inspiration' post type at '6am'. The second row of data is for 'Tues 2/1' with 'Announcement' post type at '12pm'. The third row of data is for 'Tues 2/1' with 'Celebration' post type at '6pm'. The fourth row of data is for 'Wed 2/2' with 'Inspiration' post type at '6am'.

	A	B	Platform - "X" once posted			F
	Date	Post Type	Facebook	Instagram	Stories	Media
3	Tues 2/1	Inspiration				
4		6am				
5						
6	Tues 2/1	Announcement				
7		12pm				
8						
9	Tues 2/1	Celebration				
10		6pm				
11						
12	Wed 2/2	Inspiration				
13		6am				
14						

*included in your resources*

# Social Media: Content Calendar & Content Buckets

- We use Google Sheets as our shared calendar. Any staff who post on social media have access to this.
- Our content buckets:
  - **Inspiration** - Bible passages, quotes from the message, engagement questions, throwback stories, staff spotlights
  - **Celebration** - stories from events, stories from partners, stories from staff
  - **Announcement** - upcoming events, reminders of resources
  - **Resource / Livestream** - worship services, Pub Theology, live Q&A, in-the-moment updates (i.e. construction)



# Social Media: Visuals (photos, videos, graphics)

## Photos

- Faces of real people
- Compelling stock photos
- Horizontal
- Designate a picture taker at events
- Share pics in Google Drive
- Professional shoots

## Videos

- Can outperform static photos
- Shorter is better - aim for  $< 1$  min
- Event promos
- See enclosed resources for affordable setup

## Graphics

- Keep brand consistency
- Light & bright is better than dark & drab
- Canva Pro for non-profits (free)
- Minimal text on graphic for readability
- Igniter Media

# Social Media: Building an engaged audience

## Why?

Social media algorithms are brutal!

Engaging content will be shown to more people

Build community, trust, and relationships

## How?

Always have a Call to Action (CTA) - *see resources for 100 examples*

Use text-only engagement questions

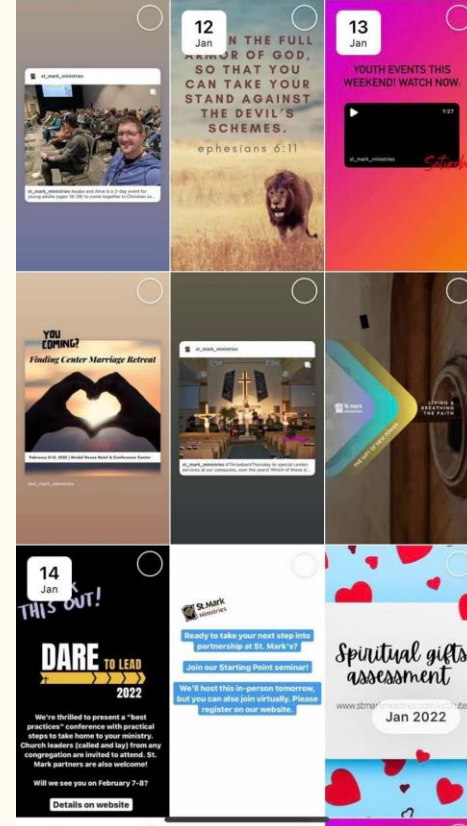
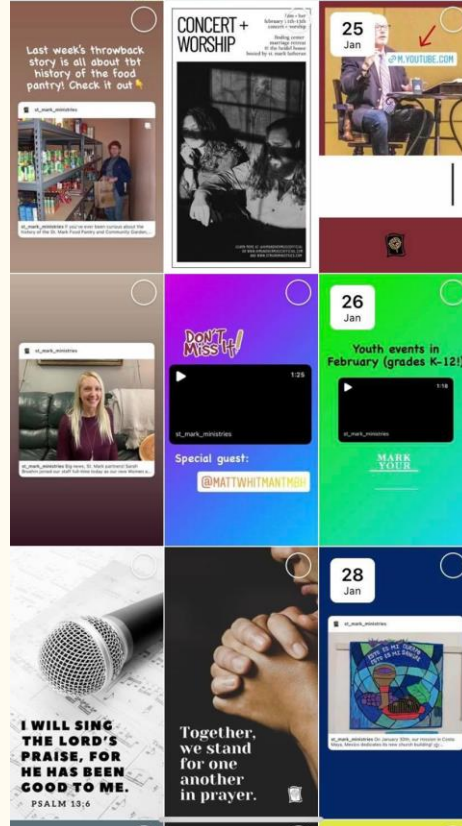
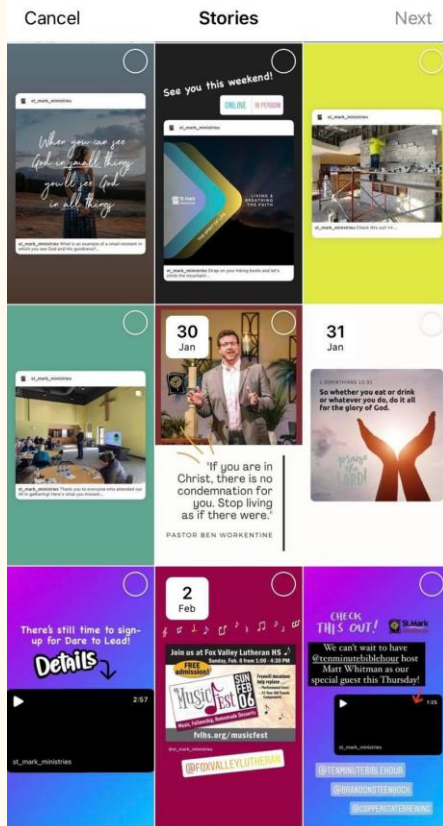
Use Facebook/Instagram Stories

Go into every post with the aim to build human to human connections

# Social Media: Building an engaged audience



# Social Media: Building an engaged audience



# Social Media: Scheduling & Analytics

## Scheduling

Use native platforms for FREE scheduling. You should rarely be posting “in the moment.”

## Analytics

What’s working? What reaches/engages/converts the most people? Followers are a vanity metric!

## Tools

We use [Agorapulse](#) for scheduling and analytics.

# Social Media: Paid Ads

- Boost posts to help with reach and engagement.
- We boost a lot of events for \$50-\$100/each.
- 2021 we spent \$1860 on Facebook ads (\$155/month)
  
- Need something more robust? Invest in an ads expert who can help build audience lists and target your messaging.
- NOTE: Facebook no longer allows targeting by religion.



# Tips & Tricks – Ten Easy Wins

1. Collect email addresses and cell phone numbers
2. Start a Facebook page or group(s)
3. Designate a “picture taker” at every event
4. Create 1 quick video/week. Start with event previews!
5. Make a social media calendar and schedule your posts
6. Invite people to “like” your page - *see resources for a tutorial*
7. Set a goal of 3 posts per week, work up to 1/day and eventually 2+/day
8. Add logo to everything
9. Join some Facebook groups to learn from others
10. Watch Brady Shearer resources

# Questions/Discussion