

face your **facebook** fears

Presented by: Marchae Grair
Social Media Associate
United Church of Christ

Set up for Success

- Use a church logo or UCC logo as the profile image.
- Your "About Section" should feature 1-2 characteristics that make your church unique.
- Link to your church website.
- Establish Admin Rules for page managers and keep them with church records.

Images Matter

- Always use the recommended dimensions for images.
- Avoid images that don't tell a story or give a statement.
- Pull quotes are a great tool for social media.
- Prepare visuals for popular holidays and cultural events. (From Christmas to the Superbowl.)

Other Tips

- Utilize Facebook ads, and consider boosting your most popular posts.
- Take advantage Facebook video and work into your content strategy.
- Develop a comment policy about what stays and what goes. You will need it.
- Always respond to social media questions and messages within 24 hours.

Write Well for Facebook

- Shorten/erase all links in copy.
- Write conversationally and keep copy brief.
- Avoid hashtags/use hashtags selectively.
- Ask your followers questions.

Content, Content, Content

- Use Facebook tools to schedule posts ahead of time.
- Follow relevant pages that are doing well and emulate their content.
- Use Facebook insights to discover your peak traffic times for posting.
- Like pages that would provide good content for your feed.