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.

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.

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.)

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.

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.