

GETTING STARTED WITH A DIGITAL COMMS STRATEGY

THIS DOCUMENT

- This document is a guide, to come back to, it will need reviewing and updating over time
- Write all your responses on notes first, share with your team or members of your congregation to offer feedback then create a confirmed version that is accessible to anyone who is involved in creating content and managing the social media platforms

SOCIAL MEDIA STRATEGY

- What are your goals?
 - Raising awareness of activities on your church site, fundraise for charities and mission partners, build community within your town or area so that people get to know each other a bit more or maintain the relationships that were established during lockdown
 - How will you track this?
 - What will be signs of success?
 - Who will be responsible for managing your social media and digital platforms?
- What is your key brand?
 - What are your messages, mission and key words?
 - What are your key colours, images and fonts?
- Who is your audience?
 - Both current and desired
 - Think about who you want to reach but be realistic about what is possible - no point trying to reach students if you live in a very rural area
 - Audience Avatar. Create an idea of the people you want to reach. Think about age, job, hobbies, music, styles of worship and more. Go in lots of detail!
 - What platforms are they on?

CONTENT PILLARS

- Also known as content buckets, this is how to categorise the themes of your content
- A generic list might be
 - Promotional / informational
 - Announcements, events
 - Educational
 - What can you help people learn?
 - What are frequent questions people ask?
 - Guides for bible studies, prayer, small group
 - Community / Engaging / Entertainment
 - What touches peoples hearts?
 - Testimonies
 - Impacts of mission and ministry

CONTENT CALENDERS

- Year plan
 - A brief overview of your year, key dates for the church, nationally and regionally
- Quarterly/seasonally
 - More specific dates including events and community activities
- Monthly
 - What are the sermon series, groups, meetings and activities happening onsite or online
- Weekly
 - An in detail plan of exactly what will be posted including text, images/videos and links.
 - Include what will be scheduled and what will be posted organically on the platforms
- Think about when you will go in to the platforms to respond to comments or messages
- Use the template below as a guide in planning out your content schedule. Adapt it where you feel you need to or add more columns if you have more platforms

Date	Topic	Pillar	Platform Text	Image	Link	Platform Text	Image	Link

WHERE TO START

Getting started with a digital strategy

CREATING CONTENT

- Think a month ahead about what important dates you might have coming up - either in your church (events, activities, services) or these could be national holidays or days (National Kindness Day, Coffee Day, Love Your Pet Day) that you could create fun content around
- Use the content planner to map out what you will post on what platform. Don't copy word for word on each platform, mix it up to think about your audience or where the focus on the main content will be (Instagram favours the graphics/image/video rather than the caption)
- Can you use clips from a Sunday service that may be inspiring, encouraging or challenging that you could use in the week? Could you ask a question relating back to the Sunday after audiences have had a chance to watch or listen?
- Look at what other accounts are doing - other churches, both locally and nationally as well as local businesses or organisations. Is there a new cafe you could share their 'we're open' post and encourage your congregation to try out?
- Mix up your content forms. Don't always post longform written posts, do shorter easy to read posts, use graphics, images, create videos. Make sure to show your church family so people get to know the faces. Could you create a series of posts with a photo or short video from someone in your congregation sharing on a similar theme - could be how they became a christian, why Easter means a lot to them, what does X/Y/Z from the Bible mean to them, a favourite verse or worship song.
- Make sure that anything visual you use are high quality, not pixelated or with big watermarks on it

THINKING PRACTICALLY

- How much time, effort and resources can YOU or a team put in? Don't let it all rest on one person
- What skills and resources do you have? Are there skills and giftings in your church or community you can use
- Can you build a new ministry opportunity for your church family?
- Reach out to your neighbouring churches, regional offices
- Talk to your current church family. Encourage them to like to share the content the church is producing. It takes a few clicks and will make a significant difference in the algorithms but also in just sharing the gospel out! You never know who might see it.
- Does it all point back to your goals and strategy? Reflect upon your content and review if it aligns with your strategy and your reasons for posting, otherwise what is the point?

RESOURCES

Inspiration

- [Pinterest \(pinterest.co.uk/homefeed/\)](https://www.pinterest.co.uk/homefeed/)
- Social accounts (Instagram, Your favourite church)

Activities Resources

- Bible Society - ([biblesociety.org.uk](https://www.biblesociety.org.uk))
- CPO ([cpo.org.uk](https://www.cpo.org.uk))
- Scripture Union (content.scriptureunion.org.uk)
- LICC ([licc.org.uk](https://www.licc.org.uk))
- Eden ([eden.co.uk](https://www.eden.co.uk))
- The Good Book ([thegoodbook.com](https://www.thegoodbook.com))
- <https://open.life.church> (open.life.church)

Creating

- Coolors ([coolors.co](https://www.coolors.co))
- Canva (Affiliate link partner.canva.com/fhdigitalUK)
- Crello ([crello.com](https://www.crello.com))
- Gravit (designer.gravit.io)

Visual

- Unsplash (unsplash.com)
 - Free royalty free, very high quality
- Pixabay (pixabay.com)
 - Free images and royalty free stock. Not as high quality but good random ones
- Pexels (pexels.com)
 - Free stock photos and videos
- Lightstock (lightstock.com)
 - Paid but free trials. Faith based design and photos
- Istock (istockphoto.com)
 - Online royalty free, international micro stock photography provider offering millions of photos, illustrations, clip art, videos and audio tracks.

Template resources

- fhdigital.co.uk/resources/