

# GETTING STARTED WITH SOCIAL MEDIA

# Hello

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# Challenges

- Churches are getting smaller
- Competing with 101 other things going on
- Difficult with reduced teams & limited resources
- Can become time consuming
- Overwhelming - What do I do?!





# Opportunities

- Great Commission in 21st century?
- Salt & light
- Reach is bigger than ever before
- Use communication to build relationships throughout the week



# Getting Started

## Why?

- Build a comms strategy
- Guide for you & teams especially when there are changes
- Guide for you when trying new platforms
- Needs to be accessible, used & adapted where appropriate
- Doesn't need to be overly complicated or big.
  - Who are you? Organisational identity, brand, resources
  - Audience - current & goal
  - Platforms
  - Content pillars

# Content Planning

## What?

- Start big & work down
  - Year overview
  - Quarterly / termly
  - Community / liturgical calendar / events
  - Monthly / weekly
  - Schedule
- Platforms
  - Website
  - Newsletter
  - Youtube
  - Facebook
  - Twitter
  - Instagram
  - TikTok
  - Threads
- Content forms
  - Written - long / short form
  - Image - photos / graphics - single / collection
  - Video - short / long - vertical / landscape - audio / visual
  - Links
  - Evergreen / topical
  - Organic / curated
  - Trends

# Content Ideas

## What?

- Shouldn't always need to be Sunday centric, but don't forget to invite people in the week
  - We're onsite & online
  - There's Sunday school & kids clubs
  - Here are some key reflections/questions from the service
  - We're looking forward to .....
- Week activities
  - Places of Welcome
  - Community cafes
  - Drop in services
  - Kids club
- Missional/ Evangelism
  - Stories from your church family
  - Bitesized chunks from sermons or parts of teachings
- Engage with your local community
  - Where is a favourite place for coffee in town?
  - Do you recognise this spot [photo]
  - Great to see this new businesses just around the corner from us
  - Praying for all those starting school/university over this month, praying for getting results, praying for those in the holidays
  - Share local charities/ causes

# Building a Team

## Who?

- Comms is not just for a few people in the church.  
**It's for everyone**
- Listening & prayer
  - What is your community saying?
- Content ideas
  - Looking at what others are doing
  - Finding appropriate resources
- Content creation
  - Photography
  - Videography
  - Graphic design
  - Writing
- Social media management
  - Scheduling/ posting
  - Responding
  - Engaging with other accounts
  - Accessibility



# Tools & Resources

## How?

- Canva
- Unsplash
- Pixabay
- Pexels
- Buffer
- Hootsuite
- Meta Business suite

# Things To Remember

- Get support from your church
- Do what you can
- Have fun, experiment with the platforms
- It's social not broadcast - chat to your audience & other accounts
- Try something & if it doesn't work for your team, church or community, that's fine!

# Things To Help

- Resources on my website - [fhdigital.co.uk/hubb-church/](https://fhdigital.co.uk/hubb-church/)
  - Slides from today
  - Content ideas
  - Content planner template
  - Strategy template
- First Friday webinars
- Gourds & Pomegranates podcast



Thank you  
for listening,  
any questions?

You can find out more on [fhdigital.co.uk](https://fhdigital.co.uk) or  
get in touch on [hannah@fhdigital.co.uk](mailto:hannah@fhdigital.co.uk)