

How to improve your Church Twitter?

A guide for all in our District

We have 23 Twitter Accounts in our District* – no matter what your context or skill level this guide will help improve yours. *(at the time of writing)

It's important to consider the purpose of your Twitter Account – is it for; (a) Attracting visitors to your church? (b) Engaging with your local community? (c) Communicating with your church congregation? | A Tweet can't reach everyone, so we must consider who is our **'target audience'**?

1. Setup: Profile Picture and Cover Photo

We want to avoid using the church building – “Church” is not the building, but the people. It's great to share photos of your building, just don't make it the first thing people see. Logos work best and there are many ways to produce a 'logo' if you don't have a church one already. *Canva* is a great resource which is free. Maybe just your church name / initials – many of our churches utilise the Methodist logo. The cover photo is less important, but it's still a great opportunity to showcase our community and give a welcoming message – again avoid using an image of the outside of your building if possible. Be careful when using photos with identifiable adults or children (GDPR / safeguarding) – more advice on this can be found on the District website.

2. Setup: Bio

Twitter gives you a “Bio” which is like a description and your main opportunity to encourage people to engage with your account. You only have 160 characters – but it's recommended you use all of it. Provide useful info such as your regular service times. Twitter also allows you to add a location and website link: use these to display your church location and church website.

3. Content: How to post?

It's important to post regularly – you can't post 'too much' on Twitter. Use hashtags in your posts but no more than 2: research shows this is the ideal amount. Remember you can share posts (retweet) as well as creating your own content. Try to always “retweet with comment” and add your own text. Whilst it can be tempting to cross-post to Twitter (i.e. automatically share Facebook posts), this is something to avoid as the tweet appears as a link with no text. Finally, when applicable, tag others in your posts using the '@' symbol.

4. Content: What to post?

It can be hard sometimes to know what to post on Twitter: be careful to avoid just posting service information and events. Twitter isn't a notice board for your church, it's a conversation – our aim is promote engagement. Use a range of content (text, photos or video); ask a question; run a poll; post a sermon quote, bible passage or prayer; share pictures from events; behind the scenes at your church; thought of the day; what to expect on Sunday etc.

5. Engage with others

Twitter is a community. Comment on other people's / organisations posts and support them, engage with the conversation. Share local events. Get involved!