

How to improve your Facebook Page?

A guide for all in our District

We have 53 Facebook Pages 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 Facebook Page – A post can't reach everyone, so we must consider who is our **'target audience'**? (Also see companion guide: "How to create a Facebook Page?")

1. Setup: Profile Picture

We want to avoid using the church building – "Church" is not about the building, it's about the people. It's great to share photos of your building, just don't make it the first thing people see. Logos work best as they quickly show what your church is about. There are many ways to produce a 'logo' if you don't have a church logo already. *Canva* is a great resource which is free. Simplicity is best (maybe just your church name) – many of our churches utilise the Methodist logo (download from the district website).

2. Setup: Cover Photo

As with the above, we don't want to show just our building, but rather we have an opportunity to showcase our congregation and community. Be careful when using photos with identifiable adults or children (GDPR / safeguarding) – more advice on this can be found on the District website. The cover picture is one of the first things potential visitors see, so make sure it's welcoming and inviting.

3. Setup: Contact details

Facebook allows you to add contact details for your church: email / phone / church address / website / other social media sites. Don't forget to utilise all of these and fill in the page 'description' and 'story' under the 'About' section. Make sure you use the 'call to action' button to your page, which is customisable.

4. Create a Username

Your Page username affects your Page URL. For example, in the address bar, you might see a long line of numbers at the end. With a username we can make this more friendly: by setting your username to @ExampleMethodistChurch (with "Example" being the name of your church), the URL will become: www.facebook.com/ExampleMethodistChurch

5. Have 2 Admins

For safeguarding purposes, you must make sure you always have at least 2 admins on your page.

6. Content: How to post?

Top tip: always include **an image and/or website link** in all your posts (this gets best engagement). Other things to include: ● add a location ("check in") ● tag relevant organisations (using "@" symbol) ● use an emoji ● create an event ● add a "feeling or activity" ● add a relevant hashtag ● a colourful text background.

It's ok to ask your congregation to like and share your posts. Schedule posts for during the week. Pin a post to the top of your Page so it's the first thing visitors see.

Things not to do: don't just post about services and events (see number 7) / avoid using Christian "jargon" – use plain English / don't photograph church posters – create digital copies instead.

7. Content: What to post?

Try to post: **80% conversational** (provoking engagement) and **20% broadcasting** (publicising an event).

It can be hard sometimes to know what to post: be careful to avoid just posting service information and events. Facebook isn't a noticeboard for your church, it's a conversation – our aim is to engage. Don't be afraid to post the same content more than once – particularly when advertising an event.

Tips on what to post: try a range of content (photos, videos or audio) / pictures from events / relevant news articles / share posts from your Circuit, District or Methodist GB / worship song / introduce your minister, superintendent or church staff / sermon quotes / prayers / ask a question / run a poll / local news / bible passage or quote / tell a joke / behind the scenes at church / what to expect on a Sunday.

8. Advanced: Reaching more people

Less than 3% of your followers will see your organic Facebook posts

- **Post regularly:** a busy Facebook feed shows a busy church. Remember you can 'share' posts as well as making original content. Schedule posts for during the week to make this easier.
- **When to post?** Are you posting at times when your audience is online? Use your insights and analytics to help with this, but you can also find best times to post for Facebook online. Schedule posts for the best times: you don't have to physically be there to post.
- **Use video:** video is the best content to engage audiences, and it's suggested that Facebook currently favours video content in its algorithms. Try using Facebook Live and livestream your Sunday service (remember GDPR and safeguarding! – more info on District website).
- **Use paid advertising:** sometimes this is the only way to get your content seen. Don't be afraid of paying to advertise, this is an effective tool and doesn't have to cost a lot.

9. Focus on your target audience

- a) **Attracting Visitors:** Most people will only visit your Facebook Page once (then they'll just see your posts in their feed), so your first impression is key – focus on your Profile Picture and Cover Photo. Encourage people to 'recommend' you on Facebook and share positive reviews on your page.
- b) **Engaging with your Local Community:** Tag local organisations in relevant posts. Engage as your page with local organisations (like and comment on their posts). Share other local events. Always tag your location in your post. Promote the good things you are already doing with your community.
- c) **Supporting your Existing Congregation:** Focus your content on provoking spiritual conversation such as prayers, bible passages, snippets from sermons, quotes, questions, etc. The idea is to provide something throughout the week as church isn't just for Sundays.
- d) **Reaching Young People:** Try to provide visual content (photos and videos). Use a 'casual' tone of voice and utilize humour. Friend recommendations are key, so encourage your young people to share posts. Include youth group times and locations on all posts (you never know who might see it).