

How to post on Facebook?

A guide for all in our District

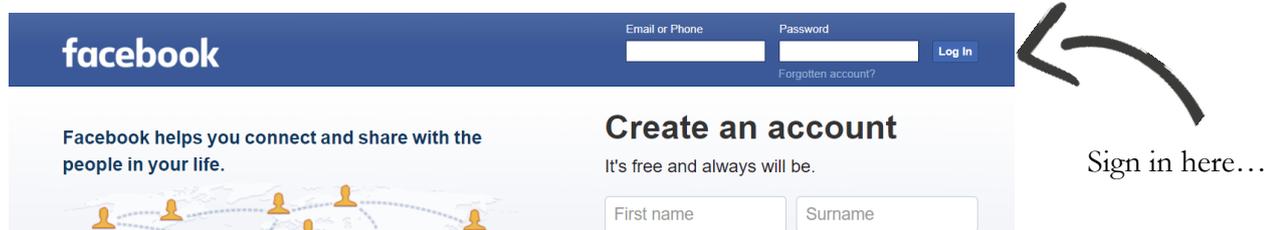
Learn how to post on your church Facebook Page

If you don't already use Facebook, consider spending time getting used to how things work. Please note: Facebook changes regularly, so this information is only accurate at the time of writing.

This guide assumes your church already has a Facebook Page. If not, please see "How to create a Facebook Page" guide. You also need to have been given "admin" access (or equivalent) – this must be done by an existing admin (details in the above guide). For more advice, see "How to improve your Facebook Page?".

1. Log in to your Facebook

You must have your own personal Facebook account in order to post on a Page for your Church.



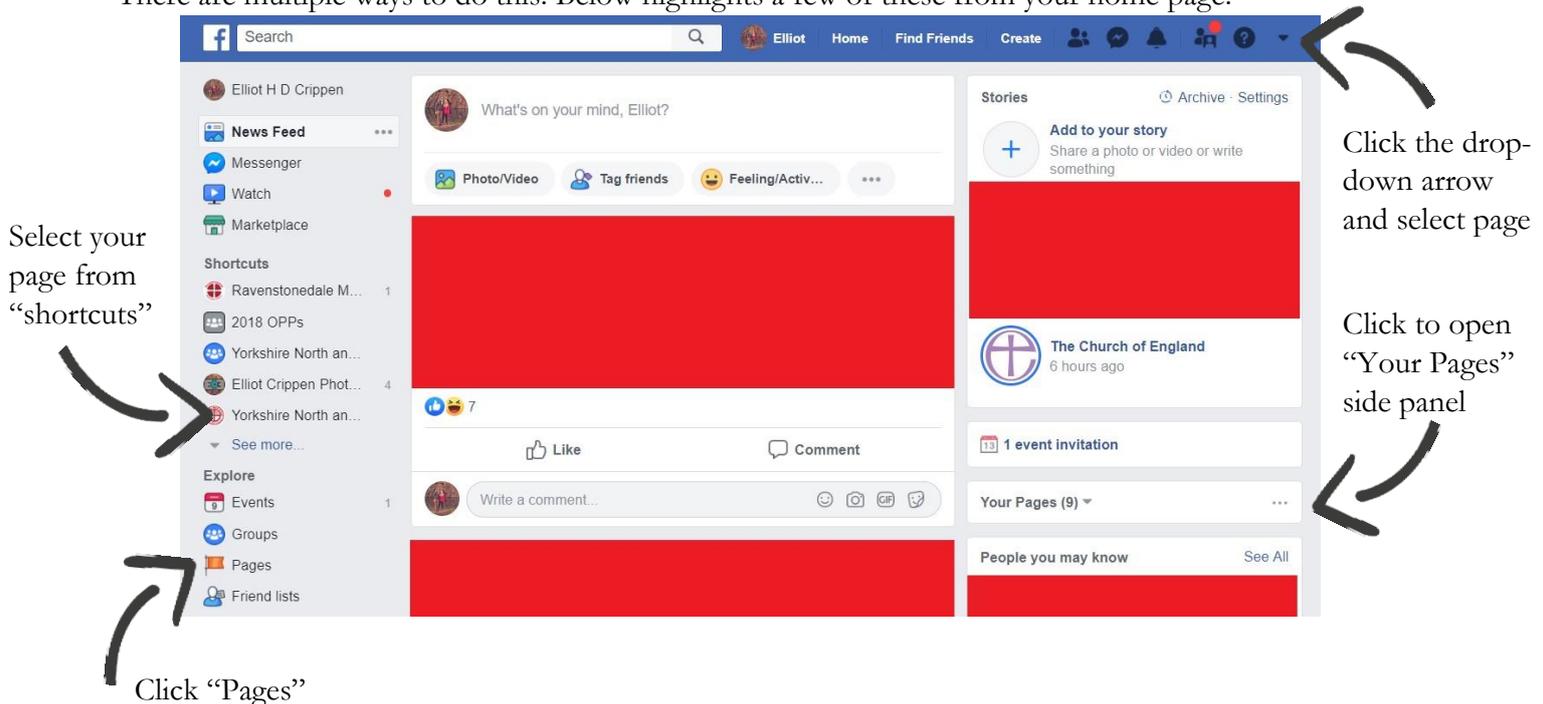
2. Accept the invitation to become an admin

Click the notifications icon ("bell" symbol in top right) to confirm you are happy to access your church Page.

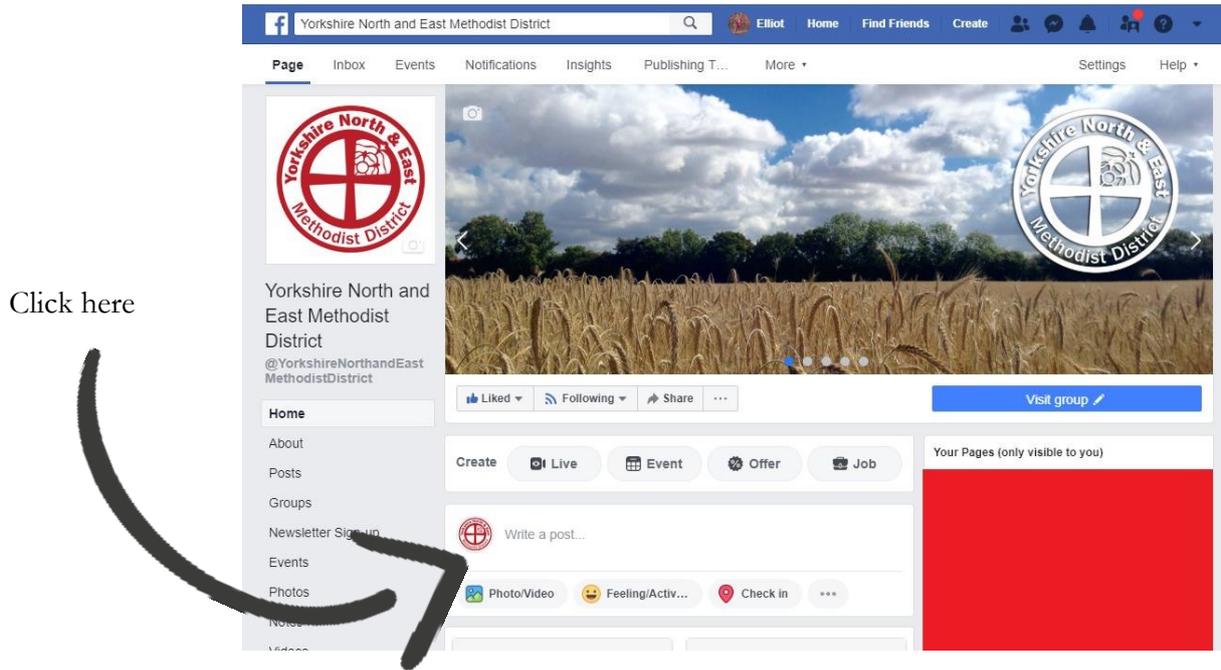


3. Navigate to your church Facebook Page

There are multiple ways to do this. Below highlights a few of these from your home page.



4. Create a new post



5. Write a post...

Maybe write a welcome message and include a link to your website

For posting text without a photo or link, maybe add background colour



Tips for writing a post

- **Top Tip: try to include an image and/or website link in every post** (this gets best engagement)
- Add a location (“check in”)
- Tag relevant organisations or people (using “@” symbol)
- Use an emoji
- Create an event
- Add a “feeling or activity”
- Add a relevant hashtag
- Use a colourful text background
- Schedule posts for during the week.

“Include an image and/or website link in every post”

What to post?

Keep to the 80:20 ratio: 80% conversational (engaging) and 20% broadcasting (publicising).

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.

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.

Reaching more people

- **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 Facebook insights to find when your audience is online and schedule posts for these times.
- **Post useful resources without promoting your church:** create content for your follows without expecting anything in return. This goes a long way to building relationships and reflects the 80:20 ratio.
- **Create content people want to share:** people who hear about your church from a friend are far more likely to take the next step and the best way to achieve this is to encourage people to share your posts.
- **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 to 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.