



Digital Resources
to support and equip your church



Practical guides:

Best Practices for Church Facebook Pages



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1. Setup: Profile Picture & Cover Photo

The best profile picture is your church logo (ideal size: square – noting the corners will be cropped to form a circle). If you don't have a logo, consider creating a simple one using Canva – or many utilise the Methodist orb as a logo (find more guidance on creating a church logo [here](#)). Logos help showcase our church brand and provide a quick way for people to recognise us. Avoid using a photo of your church building and try not to change your profile picture very often (i.e., only if your church logo changes or is updated). Equally, your cover photo should also avoid being an image of your 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. Your cover photo provides an opportunity to attract and engage new visitors, it's one of the first things people see, so make sure it's welcoming and inviting. Make the most of this space and showcase your community or congregation (you can use a single photo, a slideshow of images, or a video as the cover of your Facebook Page). Be careful when using photos with identifiable adults or children (find more information on digital safeguarding [here](#))

2. 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' under the 'About' section. Make sure you use the 'call to action' button to your page, which is customisable.

3. Setup: 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)

4. Content: How to post?

Make sure to include **an image, graphic, video (or 'go live')** in all your posts on Facebook – just posting plain text is less engaging and won't reach as many people. You can also improve your posts by including:

- a location (“check in”)
- tag relevant organisations or other Facebook Pages (using “@” symbol)
- use an emoji
- create an event
- add a “feeling or activity”
- a colourful text background.

You can also pin a post to the top of your Page so it's the first thing visitors see and schedule posts in advance by using the Facebook “Creator Studio”. Try to avoid using acronyms and church “jargon” in the text of your posts, and avoid taking photos of physical posters – convert them to digital versions instead (see additional guide: [converting a word document to an image](#))

Finally, avoid posting too many external links to websites or other social media (competitors to Facebook) – it's better to upload a video directly to Facebook rather than linking to a YouTube video.

5. Content: What to post?

Your Facebook Page is the public face of your church, much like a website, and so it should be used for external communication not internal. Social media is also not a notice board – it's not a platform for only self-promotion and advertising your events. Social media is a place for having conversations and developing relationships. Your Church Facebook Page isn't just a channel for communication, but a digital space for engaging in evangelism, discipleship, worship, mission and ministry. The way to achieve this is through what you post. **Try to post: 80% conversational content (provoking engagement) and 20% broadcasting content (publicising an event).** It can be hard sometimes to know what to post: ultimately this will come down to your strategy and purpose for being on Facebook - what is your church story? A post can't reach everyone, so we must consider who is our 'target audience'? Is our aim to attract visitors? Engage our local community? Support our existing congregation? Reach young people? (Find more on digital strategy [here](#))

Suggestions on what to post: try a range of content (photos, videos, audio or going live) / 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 / morning prayers on Facebook Live / daily devotionals / “How can we pray for you?” / 60 second sermons / Good News Stories / turn your Sunday service or online worship into a podcast, or bitesize pieces that you can re-purpose during the week / share testimony from your congregation, either as videos or graphics / consider a regular pattern of posts such as: Monday Motivation, Tuesday Tips, Wisdom Wednesday (or Worship on Wednesday), Thursday Thoughts, Friday Feeling etc. / let your youth do a ‘social media take over’ for a day or a week / link in with national campaigns, such as bible month or Thy Kingdom Come / get involved with national celebration days, such as black history month, national poetry day, world mental health day, back to school, talk like a pirate day etc.)

There’s lots to choose from, the challenge is making it relatable to your audience and authentic to your church.

6. Advanced: 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 Facebook currently favours video in its algorithms. Try using Facebook Live.
- **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 cost much to reach local people.

For more on reaching people online, see guidance on [Digital Evangelism](#)

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More guides and resources can be found on our District website:
www.yorkshirenemethodist.org/digital-resources