



Practical Checklist CHURCH OUTREACH ON SOCIAL MEDIA

Refresh and improve how you reach people outside our churches in the online space – going to where they are on social media.

Ideal if you are a local lay leader, volunteer, steward, Minister, or have ended up running your church's social media account

This is not a comprehensive list but outlines key areas that Methodist Churches often struggle with, and signposts resources to help.

Collated by Elliot Crippen - Digital Enabler for Yorkshire North&East Methodist District

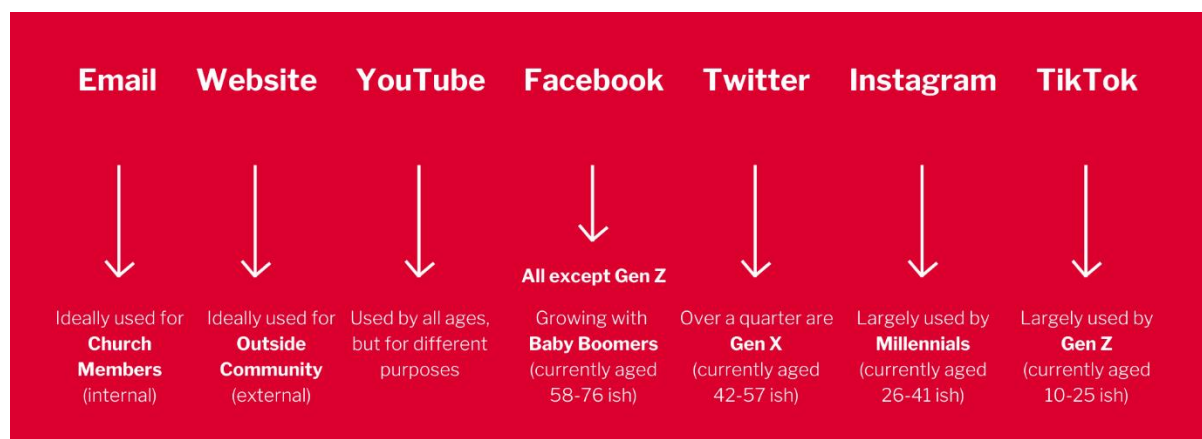
www.yorkshirenemethodist.org/digital-resources



ARE YOU USING THE RIGHT PLATFORM FOR THE AUDIENCE?



Our message of hope, faith, and love may be needed in today's world, but unless it is being communicated via the best medium then it might never reach your intended audience. It's always best to do some research in your local context, but here's a suggested starting point, based on general trends:



Of course, there are others such as WhatsApp (best for small groups) or Facebook Groups (best for community), but whatever you're using, try to define your target audience very precisely. It can be tempting to say we want to reach 'everyone', but this isn't possible and waters down our effectiveness. Focus in on exactly who you are trying to reach. Finally, remember, when resources are limited, don't spread yourself too thin. You don't need to use all these channels - it's best to do one well, rather than lots poorly.

Find more resources, help, and guidance on Digital Strategy [here](#)

ARE YOU DESIGNING APPEALING AND ACCESSIBLE GRAPHICS?



It's important that our communications are presented professionally and clearly for everyone - giving a good first impression. We want our online posters, social media graphics, videos, and images to look the best they can and enhance our message.

NEW DESIGN AND BRANDING TRAINING (click to follow link)

A full guide for anyone involved with creating church content who doesn't have a background in graphic design. Use it to help make small adjustments to improve how your church communicates.

Find more resources, help, and guidance on Graphic Design [here](#)



ARE YOU USING THE RIGHT METHODS ON SOCIAL MEDIA?

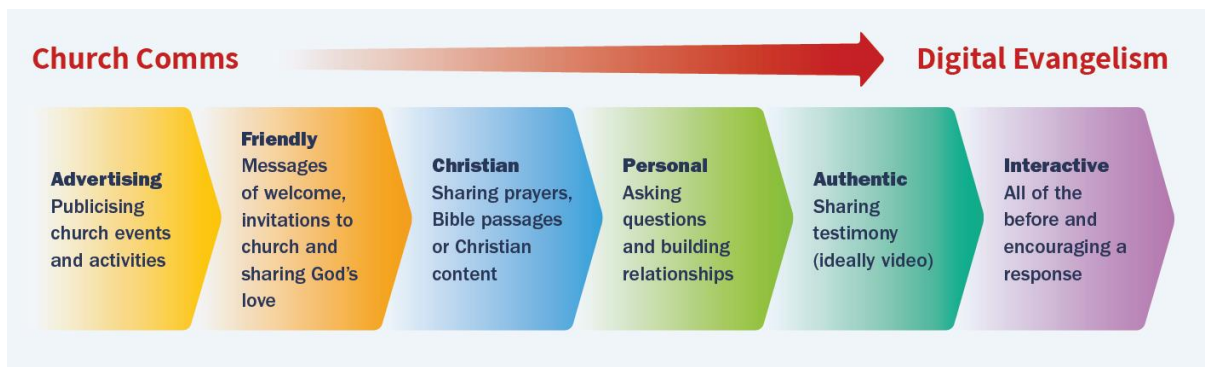
As well as thinking about ‘what’ message we communicate online, it’s also important to consider ‘how’ we communicate our message. Use the following scale to try and improve the effectiveness of what you post on your church social media account: These are not exclusive to each other but try to include more of the content types to the right of the scale. What do you currently post? Why not try to take the next step?



ARE YOU DOING MORE THAN PROMOTING CHURCH EVENTS?



You may have many aims and purposes for your Church Social Media account: as an internal communication tool to let members know the weekly notices; to promote church events; or maybe to share photos of your missional activities. Whatever your church’s level of engagement, it is probably already being used purposely to engage with a specific audience (and maybe that includes those outside church), but how could you be more intentional about using social media for outreach? It is not clear cut, and there isn’t a clear line in the sand, however the below spectrum may help your church to increase the effectiveness of your posts.



Are you intentionally creating content that is relevant to your audience?

Are all your social media posts only about things happening in the church building? Or are you sharing content on topics that connect with people: messages of hope, practical support, appropriate content on the cost of living, mental health, the environment, parenting, loneliness, or other relevant topics?

For guides to using social media for evangelism click [here](#)