Social Media

Telling your unique story
Storytelling using Social Media
Where to find stories

Your church’s history
Your staff and clergy
Your parishioners
People your church has helped
Your church’s location
Your events
News and media coverage
What to create or share

On-camera interviews
Concert or event videos
Live streams
User-generated content
Visual quotes

“One of the tragedies of our life is that we keep forgetting who we are.” — Henri J.M. Nouwen
Visual content types

- Photos
- Historic images
- Videos
- GIFs
Real-life examples

Architecture

Personality
Real-life examples

Causes

History
More tips

- Ask questions to encourage engagement.
- Use hashtags on Instagram to help people discover you.
- Make sure you have permission to post images and videos.
### Content calendar

- Plan at least one month out.
- Create weekly or monthly themes.
- Vary the content types.
- Assign content creation to staff and volunteers.
- Set deadlines.
- Schedule posts in advance as much as possible.

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<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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<td>How to Really Use ConvertKit</td>
<td>SM Success Launch</td>
<td>Build My Brand Kit</td>
<td>List-building with Facebook</td>
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|        |         | Social Media Success |          |        |
|        |         | Free Resources | 7-Day Social Media Plan |        |
|        |         | Facebook List-Building | Email |        |

| 23     | 24      | 25        | 26       |        |
|        |         | Social Media Success |          |        |
|        |         |            |          |        |
Scheduling tools

- Hootsuite
- Buffer
- Later
- Facebook
Design tools

Canva
Stock images sites
Photographers and videographers you know
Thank You!

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