

CHURCH SOCIAL MEDIA TOOLKIT

*Everything a church needs
to crush it on social media.*



ABOUT THIS GUIDE

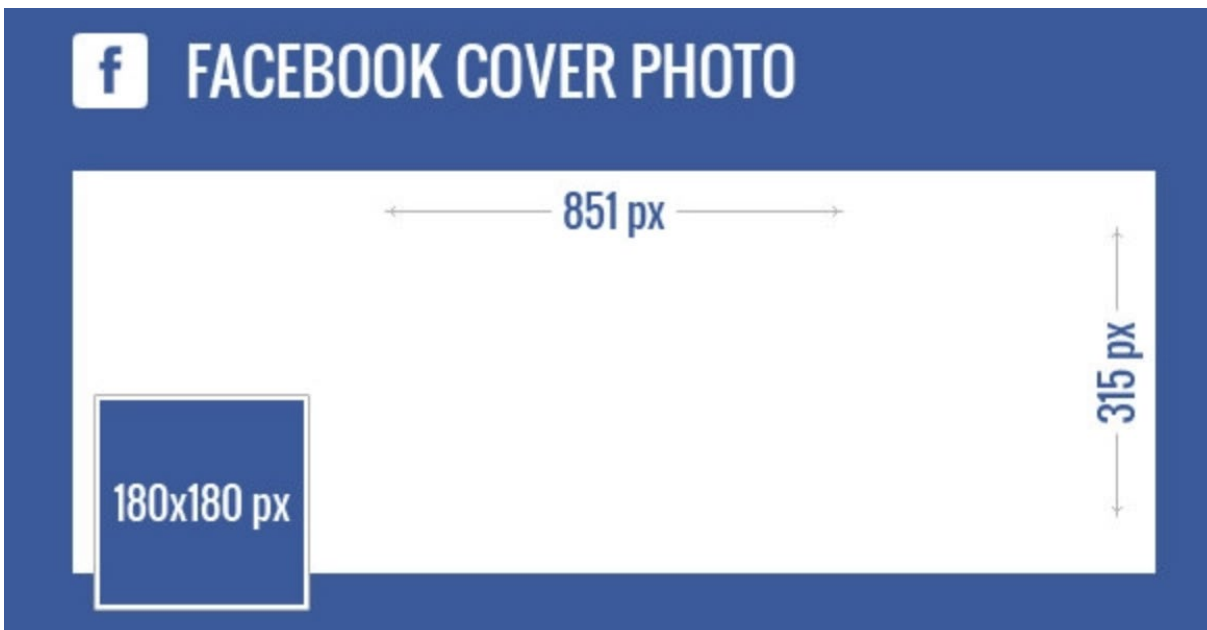
It's simple; this guide is jam packed with hashtags, quotes, links, verses, templates, and how-to's to help you with the most common social media needs of churches. Feel free to deliver it directly to your social media team and use as is, copy and paste, re-write, whatever you need. No attribution required. Mi social es tu social.

Now get out there and crush it!

We'll start with some loose odds and ends and then move on to the content and how-to's.



FACEBOOK COVER TEMPLATE



TWITTER COVER TEMPLATE



SOCIAL MEDIA CALENDAR

Here is a link to a [social media planning calendar](#) in spreadsheet format.

LIST OF HOLIDAYS TO RECOGNIZE

Make sure to include [these holidays](#) in your social media post planning.

LIST OF POPULAR HASHTAGS FOR EACH DAY OF THE WEEK

Get these in rotation to make sure you're connecting with wider audiences looking for these kinds of posts.

Monday

#MondayMotivation #MotivationMonday #MondayBlues #MarketingMonday #MusicMonday
#MeatlessMonday #MaxoutMonday #MondayRun #MondayOutfit #MindfulMonday
#ManicureMonday #MancrushMonday (or #MCM) #MondayFunday #ManicMonday

Tuesday

#TravelTuesday #TransformationTuesday #TipTuesday #TechTuesday #TuesdayTasting
#TuesdayShoesday #GoodNewsTues #TuesdayTunes #TakeMeBackTuesday #TastyTuesday

Wednesday

#WomancrushWednesday (or #WCW) #Humpday #WorkoutWednesday #WisdomWednesday
#WellnessWednesday #WayBackWednesday #WoofWednesday #WackyWednesday
#WomenWednesday #WinItWednesday

Thursday

#ThrowbackThursday (or #TBT) #ThankfulThursday #Thursdate #ThoughtfulThursday
#ThursdayThoughts #TGIT (Thank God It's Thursday)

Friday

#FlashBackFriday #FearlessFriday #FashionFriday #FictionFriday #FridayReads #FollowFriday
(or #FF) #FeatureFriday #FitnessFriday #FridayFun #FridayNight #FactFriday #FreebieFriday
#TGIF (Thank God It's Friday)

Saturday

#Caturday #SaturdayStyle #SaturdaySweat #SaturdaySpecial #SaturdaySale #SaturdayNight
#SaturdayNightFever #SaturdayShoutOut (or #SS)

Sunday

#SundayFunday #SundayRead #SpotlightSunday #StartupSunday #SundaySweat
#SelfieSunday #WeekendVibes #ScienceSunday #SundayBrunch

LINKS TO RESOURCES

Images

Paid:

www.shutterstock.com

www.depositphoto.com

Free:

<https://pixabay.com>

<https://www.pexels.com>

<https://burst.shopify.com>

Design Tools

<https://www.canva.com>

<https://spark.adobe.com>

<https://www.fotor.com>

<https://pixlr.com>

<http://www.facegarage.com/photoEditors/instagramQuotes>

Management Tools

<https://hootsuite.com/plans/free>

<https://buffer.com>

<https://tweetdeck.twitter.com>

<https://www.zoho.com/social/>

<https://www.sendible.com>

Sources for Content to Share

<https://www.christianitytoday.com>

<https://relevantmagazine.com>

<https://www.todayschristianwoman.com>

<https://urbanfaith.com>

<https://www.desiringgod.org>

<https://www.tvresources.net/resource-library>



PRE-PACKAGED POST CONTENT

Copy and paste these right into your social media calendar or publisher.

LOVE QUOTES

①

"To love someone means to see him as God intended him."

– Fyodor Dostoevsky

②

"You can always give without loving, but you can never love without giving."

– Amy Carmichael

③

"The chains of love are stronger than the chains of fear."

– William Gurnall

④

"God loves each one of us as if there were only one of us."

– Saint Augustine

⑤

"God teaches us to love by putting some unlovely people around us. It takes no character to love people who are lovely and loving to you."

– Rick Warren



6

"Faith makes all things possible... love makes all things easy."

-Dwight L. Moody

⑦

"Though our feelings come and go, God's love for us does not."

- C. S. Lewis

⑧

"There is no pit so deep, that God's love is not deeper still."

- Corrie ten Boom

⑨

"God is love. He didn't need us. But he wanted us. And that is the most amazing thing."

- Rick Warren

⑩

"You will never really love until you love someone who hates you."

- Jack Hyles

LOVE VERSES

①

"But God shows his love for us in that while we were still sinners, Christ died for us."

- Romans 5:8

②

"Give thanks to the Lord, for he is good; his love endures forever."

- 1 Chronicles 16:34

③

"His banner over me is love."

- Song of Songs 2:4

④

"Above all, love each other deeply, because love covers over a multitude of sins."

- 1 Peter 4:8

⑤

"Let all that you do be done in love."

- 1 Corinthians 16:14

⑥

"Hate stirs up trouble, but love forgives all offenses."

- Proverbs 10:12

⑦

"But love your enemies, do good to them, and lend to them without expecting to get anything back. Then your reward will be great..."

– Luke 6:35

⑧

"Jesus replied: 'Love the Lord your God with all your heart and with all your soul and with all your mind.'"

- Matthew 22:37

⑨

"For God gave us a spirit not of fear but of power and love and self-control."

– 2 Timothy 1:7

⑩

"We love because he first loved us."

- 1 John 4:19

FAITH QUOTES

①

"Let your life reflect the faith you have in God. Fear nothing and pray about everything. Be strong, trust God's word, and trust the process."

- Germany Kent

②

"Faith is a living, daring confidence in God's grace, so sure and certain that a man could stake his life on it a thousand times."

- Martin Luther

③

"The word hope I take for faith; and indeed hope is nothing else but the constancy of faith."

- John Calvin

④

"Faith has to do with things that are not seen and hope with things that are not at hand."

- Thomas Aquinas



⑤

“Faith is to believe what you do not see; the reward of this faith is to see what you believe.”

- Saint Augustine

⑥

“Never be afraid to trust an unknown future to a known God.”

- Corrie ten Boom

⑦

"My faith helps me understand that circumstances don't dictate my happiness."

- Denzel Washington

⑧

"Faith and prayer are the vitamins of the soul; man cannot live in health without them."

- Mahalia Jackson

⑨

"Faith is taking the first step even when you don't see the whole staircase."

- Martin Luther King Jr.

⑩

"The greatest legacy one can pass on to one's children and grandchildren is not money or other material things accumulated in one's life, but rather a legacy of character and faith."

- Billy Graham

FAITH VERSES

①

“Be strong and courageous. Do not be afraid or terrified because of them, for the LORD your God goes with you; he will never leave you nor forsake you.”

- Deuteronomy 31:6

②

“Trust in the LORD with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight.”

- Proverbs 3:5-6

③

“So we fix our eyes not on what is seen, but on what is unseen, since what is seen is temporary, but what is unseen is eternal.”

- 2 Corinthians 4:18

④

“So faith comes from hearing, and hearing through the word of Christ.”

- Romans 10:17

⑤

“Therefore, since we are surrounded by such a great cloud of witnesses, let us throw off everything that hinders and the sin that so easily entangles. And let us run with perseverance the race marked out for us, fixing our eyes on Jesus, the pioneer and perfecter of faith. For the joy set before him, he endured the cross, scorning its shame, and sat down at the right hand of the throne of God.”

- Hebrews 12:1-2



⑥

"Now faith is the assurance of things hoped for, the conviction of things not seen."

- Hebrews 11:1

⑦

"For by grace you have been saved through faith. And this is not your own doing; it is the gift of God, not a result of works, so that no one may boast."

- Ephesians 2:8-9

⑧

"I have been crucified with Christ. It is no longer I who live, but Christ who lives in me. And the life I now live in the flesh I live by faith in the Son of God, who loved me and gave himself for me."

- Galatians 2:20

⑨

"For we walk by faith, not by sight."

- 2 Corinthians 5:7

⑩

"And Jesus answered them, 'Truly, I say to you, if you have faith and do not doubt, you will not only do what has been done to the fig tree, but even if you say to this mountain, 'Be taken up and thrown into the sea,' it will happen. And whatever you ask in prayer, you will receive, if you have faith.'"

- Matthew 21:21-22

JOY QUOTES

①

"Joy does not simply happen to us. We have to choose joy and keep choosing it every day."

- Henri Nouwen

②

"Life doesn't have to be perfect to be filled with joy."

- Anonymous

③

"Joy; the kind of happiness that doesn't depend on what happens."

- David Steindl-Rast

④

"The healthiest response to life is joy."

- Mark Twain

⑤

"She found joy and wonder in every little thing. And joy and wonder always found her."

- Katrina Mayer

6

***“Joy is the
serious business
of Heaven.”***

- C. S. Lewis

⑦

"A joyful life is made up of joyful moments gracefully strung together."

- Brene Brown

⑧

"The Lord gives his people perpetual joy when they walk in obedience to him."

- Dwight L. Moody

⑨

"The joy we feel has little to do with the circumstances of our lives and everything to do with the focus of our lives."

- Russel M. Nelson

⑩

"Since you get more joy out of giving joy to others, you should put a good deal of thought into the happiness that you are able to give."

- Eleanor Roosevelt

JOY VERSES

①

"Clap your hands, all you nations; shout to God with cries of joy."

- Psalm 47:1

②

"Though you have not seen him, you love him; and even though you do not see him now, you believe in him and are filled with an inexpressible and glorious joy."

- Peter 1:8

③

"The prospect of the righteous is joy, but the hopes of the wicked come to nothing."

- Proverbs 10:28

④

"Shout aloud and sing for joy, people of Zion, for great is the Holy One of Israel among you."

- Isaiah 12:6

⑤

"And those the Lord has rescued will return. They will enter Zion with singing; everlasting joy will crown their heads. Gladness and joy will overtake them, and sorrow and sighing will flee away."

- Isaiah 35:10

⑥

"So with you: Now is your time of grief, but I will see you again and you will rejoice, and no one will take away your joy."

- John 16:22

⑦

"When anxiety was great within me, your consolation brought me joy."

- Psalm 94:19

⑧

"The Lord has done it this very day; let us rejoice today and be glad."

- Psalm 118:24



9

“You make known to me the path of life; you will fill me with joy in your presence, with eternal pleasures at your right hand.”

- Psalm 16:11

10

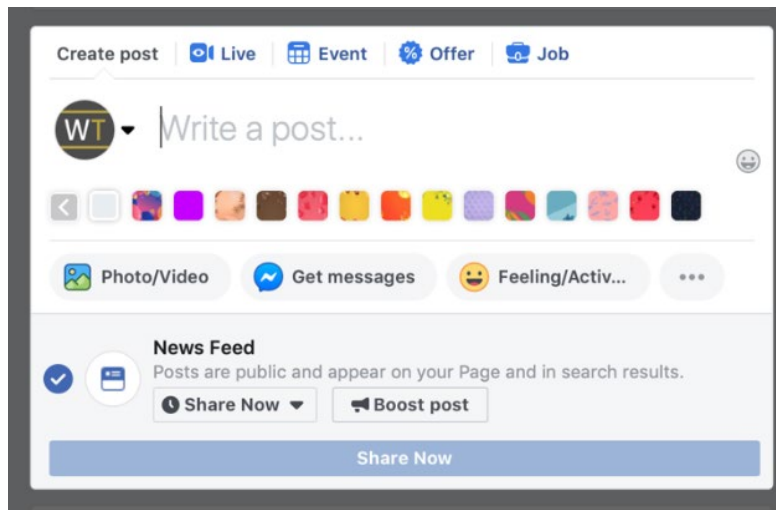
“You are my hiding place; you will protect me from trouble and surround me with songs of deliverance.”

- Psalm 32:7

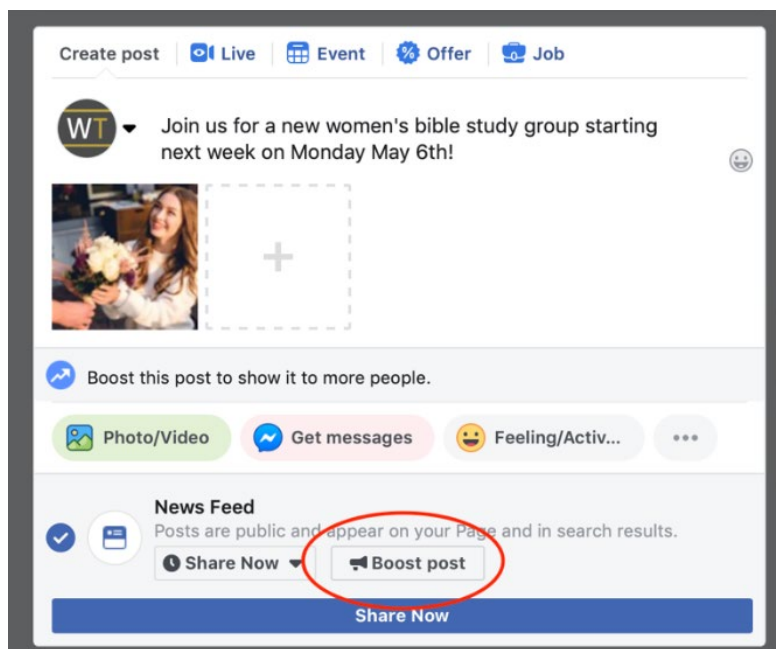
HOW TO BOOST A POST

Boosting a post is a great option for reaching a larger audience with content that lives on your timeline. Some things that you may want to boost are events that are coming up, a new sermon series, a big announcement, or something that is important for everyone who follows your page to see.

You begin the process by creating a post:



Be sure that your post includes all relevant details as well as an image or video. Once your post is written and you are ready to move forward with the boost, you will click the boost button.



After clicking boost, you will be directed to a page that allows you to decide who you want to see the post, how long you want the post to be boosted, and how much you want to spend.

Boost Post

AUDIENCE

- Automatic audience (recommended)
Let Facebook explore different audiences to help you reach people who may be interested in your business
- Location - Living in United States
- Age 18-65+
- People you choose through targeting
- People in your local area
- ALM Audience
- Anthem... - 21+

See all (8) Create new audience

DURATION AND BUDGET

Duration ⓘ
Days 10 End date 13/5/2019

Total budget ⓘ
10.00 USD

By clicking Set Budget, you agree to Facebook's Terms & Conditions | Help Centre

Clear Set Budget

Choosing your audience is the most important next step. You have the ability to allow Facebook to choose for you based on who they believe will be interested, you can choose people in your local area, people who like your page already, or you can create your own audience based on their interests and demographics. For instance, if you are starting a new women's Bible study and you think women who are 25 and older who live close to your church will be interested, you may develop an audience that looks like this:

Edit audience

Gender ⓘ
All Men Women

Age ⓘ
25 - 65+

Locations ⓘ
United States
Gilbert, Arizona + 40 km

Add locations

Detailed targeting ⓘ
INCLUDE people who match at least ONE of the following ⓘ
Interests > Additional interests
Bible
Add demographics, interests or behaviours Suggestions Browse

No results found

Detailed targeting ⓘ
Your audience size is defined. Good work!
Potential reach: 1,000,000 people ⓘ

Once you have chosen your audience, review the dates for your ad to run as well as the budget; then click set budget.

Boost Post

AUDIENCE

- ☒ Automatic audience (recommended)
Let Facebook explore different audiences to help you reach people who may be interested in your business
- ☐ Location – Living in United States
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See all (8) Create new audience

DURATION AND BUDGET

Duration ⓘ

Days 10 End date 13/5/2019

Total budget ⓘ

10.00 USD

By clicking Set Budget, you agree to Facebook's Terms & Conditions | Help Centre

Clear Set Budget

Your boosted post will then be submitted to Facebook for approval, and you will then click share now.

Create post | Live | Event | Offer | Job

WT Join us for a new women's bible study group starting next week on Monday May 6th!

Photo/Video | Get messages | Feeling/Activ... | ...

News Feed

Posts are public and appear on your Page and in search results.

Share Now Boost set for \$10

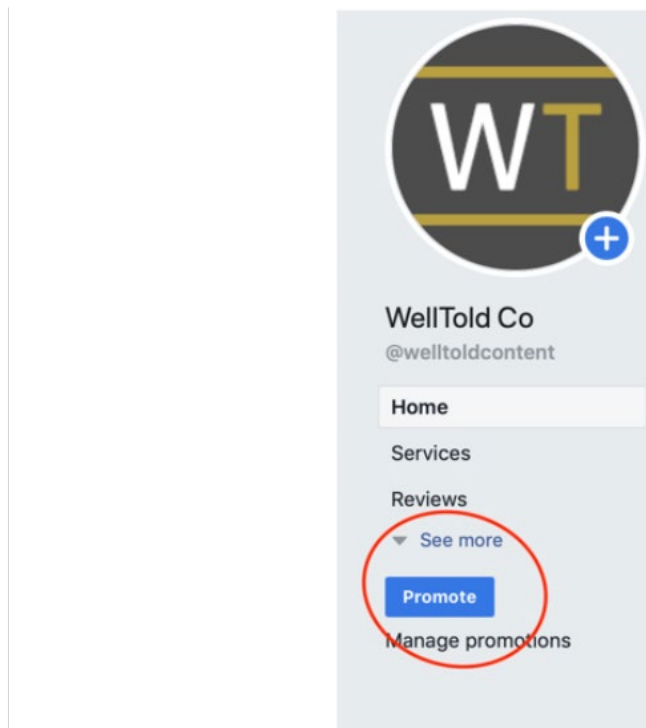
Share Now

HOW TO CREATE A LIKE CAMPAIGN

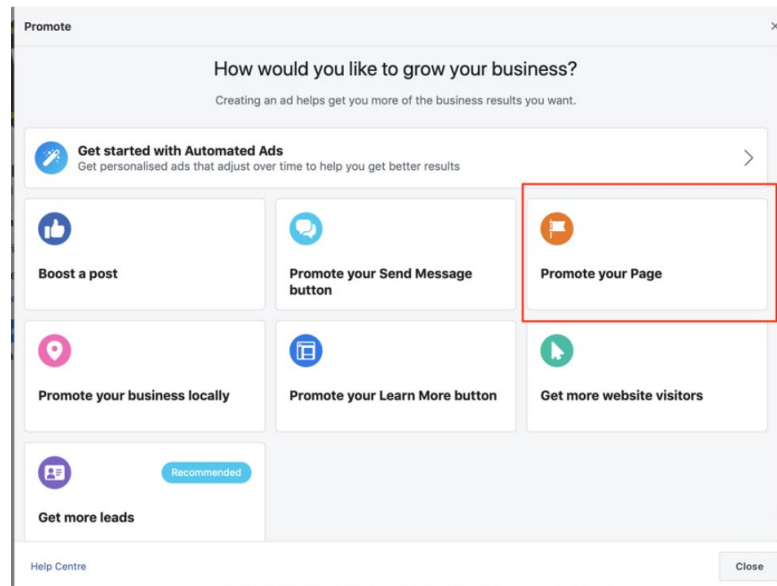
Facebook likes are indicators of how many people are interested in the content you post on your page and give them the ability to see your content in their timelines (just because they can doesn't mean they will because of the algorithm that determines what content people do and don't see). Despite the fact that a like doesn't guarantee that a follower will see all your content, they are still important. These likes establish your page as a place that people want to go and the more likes you have, the more likes you are likely to get.

Because FB has become "pay to play," it's often difficult to grow a page without running an ad that encourages people to like your page, called a like ad. This is the simplest type of ad on Facebook because it uses the information that already lives on your page to create the ad.

The first step to creating your like ad is to go to your home page and find the promote button on the left hand side.

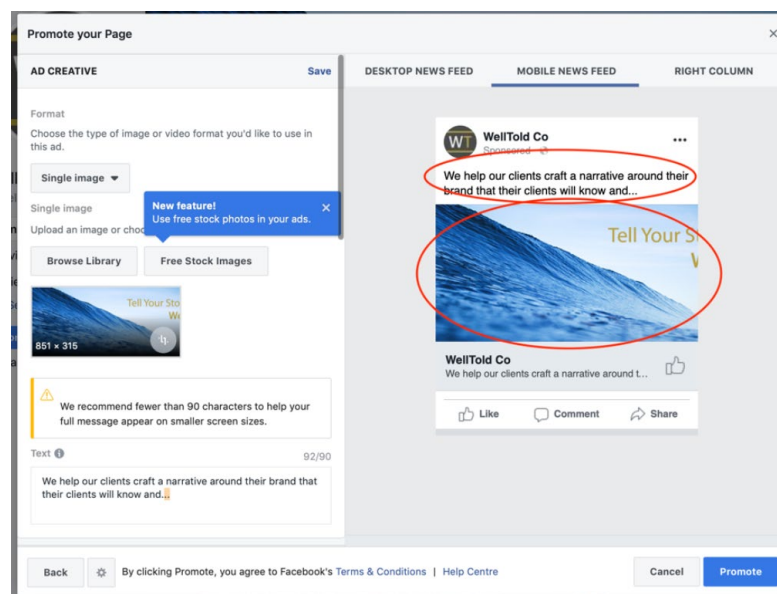


Once you click the promote button, you will be taken to a page with a variety of ad options. Choose promote page.

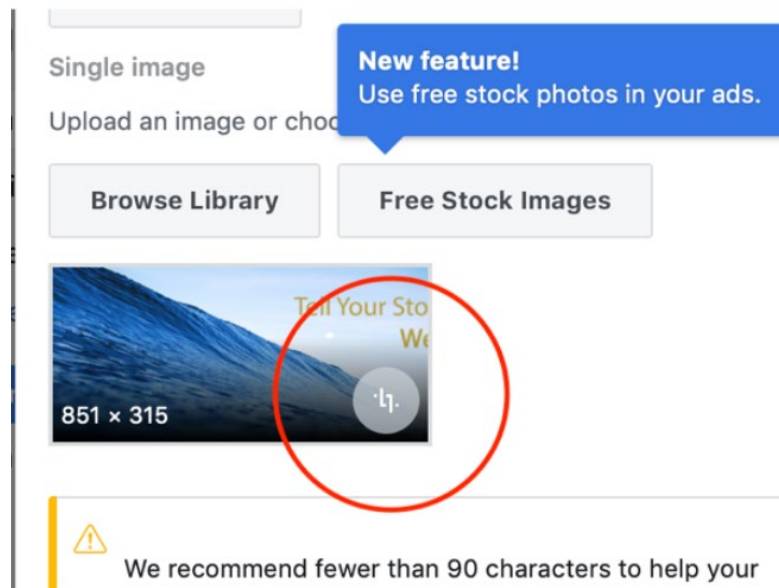


You will then be taken to the ad creation page where you can review the image and copy that is pre-populated from your page. The ad will automatically feature your cover photo as well as the about statement on your page. Please be sure to review the copy and image to make sure that the image fits correctly and the text is not too long. If the text is too long, make sure to shorten it into a 90-character phrase that tells the audience about your church.

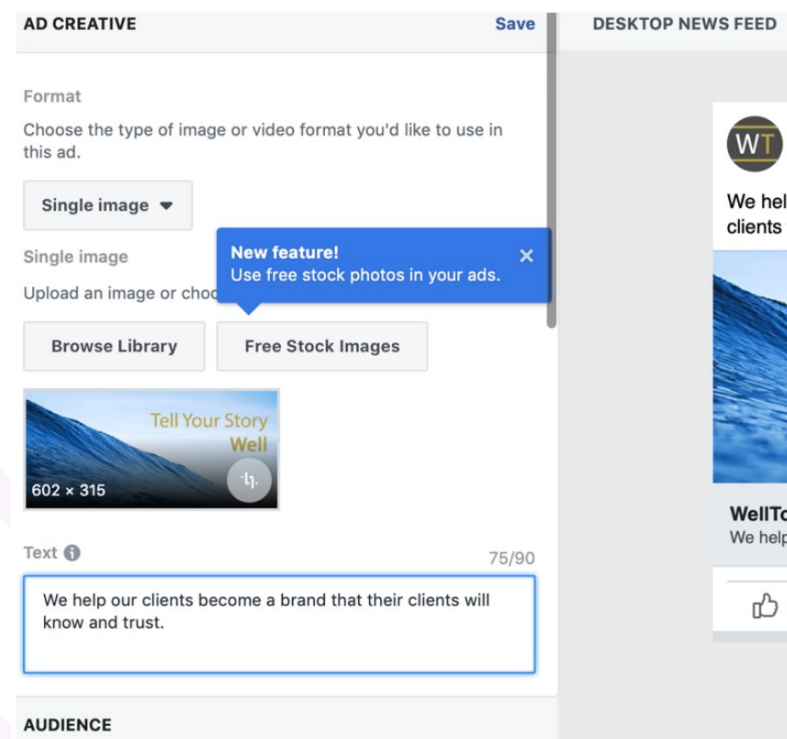
As you can see from this first screen shot, the image isn't centered well and the text is too long.



To resize or crop the image, click on the crop function on the image preview.



Once you crop the image, shorten the text to fit into the 90-character limit.



Once that is complete, you will choose your audience, ad duration, and budget. If you have created an audience in the past, this audience will be saved in your options. You can also create a new audience or you can choose people in your local area.

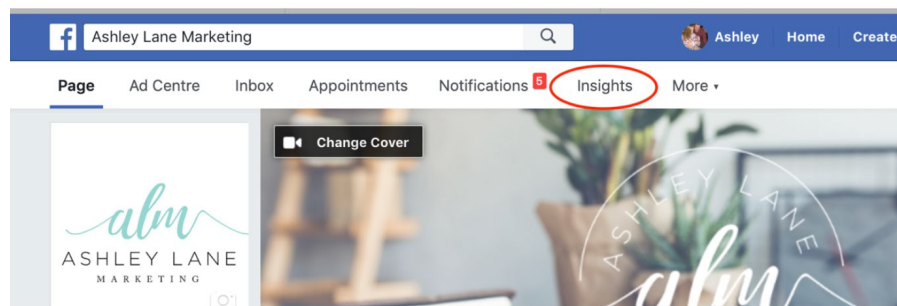
Once your audience is selected, verify your budget and duration as well as the payment method if you have more than one saved. For the duration, you have the option to run the ad for a specific number of days or you can run the ad continuously for a set amount each day. Verify your total spend and then click promote.

Your ad will then be submitted to Facebook for review, and you will get a notification once the ad is approved and running.

HOW TO UNDERSTAND FACEBOOK INSIGHTS

In order to be the most effective on social media, you have to understand who your audience is and how they engage with your content. In order to do this, Facebook has a tool called Facebook Insights that allows you to measure how your page performs including: likes, page views, reach, and actions on the page among other things.

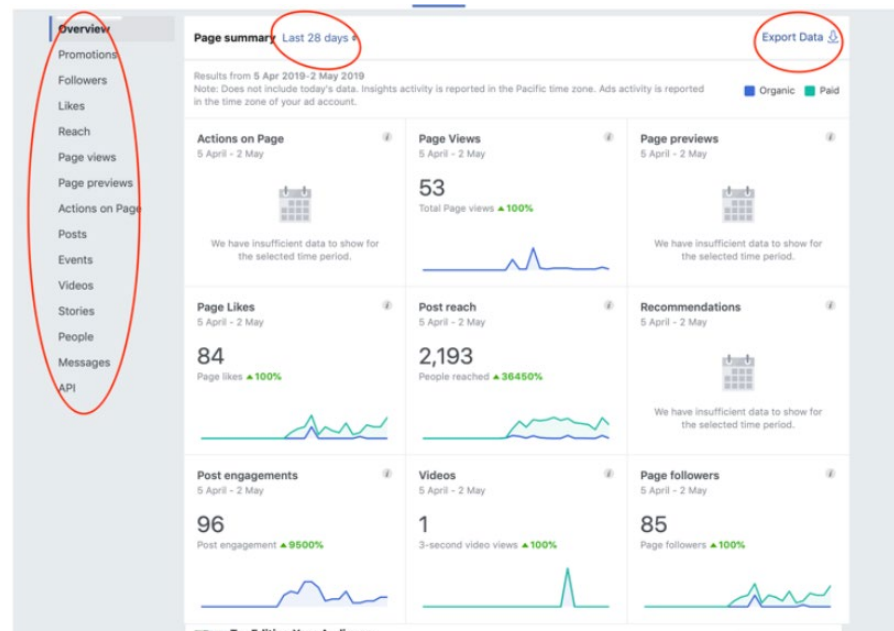
To begin the process, navigate to your home page and click on the insights tab.

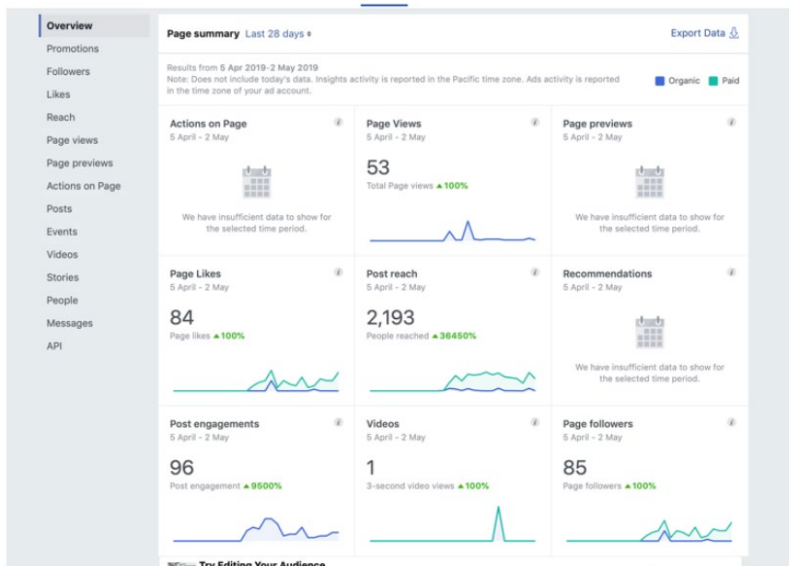


Once you click on that tab, you will be taken to your dashboard.

The overview shows you how your page has performed within a specified time frame. The default is 7 days, but you can change the time frame by clicking on the range next to the page summary. You also have the option to export all of the data into a report that you can share with others or reorganize.

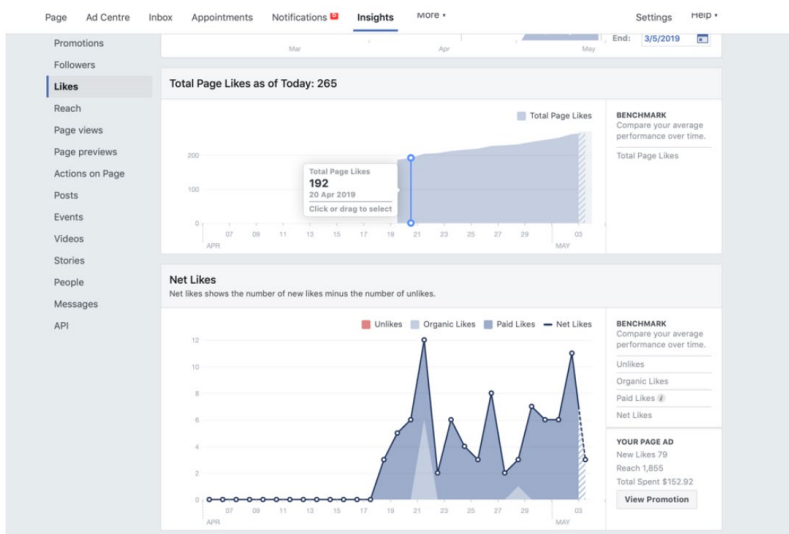
If you want to take a deeper dive into any particular metric, you can click on the menu on the left.





Definition of overview metrics

- Total likes: How many people liked your page in the time frame you selected (default is 7 days).
- Post reach: How many people saw the content that you posted.
- Engagement: How many people liked, shared, or commented on your content in that time frame.



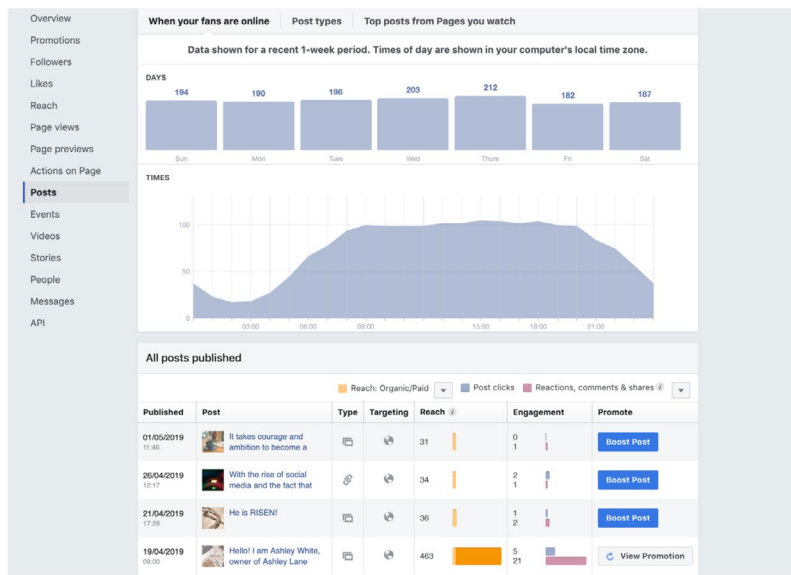
Like metrics

- Total likes: Total number of likes within a 28-day period.
- Net likes: Total number of new likes (new likes minus any unlikes).



Reach Metrics

- Post reach: Total number of people who were shown a specific post as well as which ones were paid and which were organic.
- Likes, comments, and shares: How much positive engagement you got. Remember that the more you get, the more likely it is that Facebook will show your posts in the future.
- Hide, reported as spam, and unlikes: How much negative engagement your page had. This will impact your content in the future and if there is too much, Facebook will hide your content.



Posts Metrics

- **When your fans are online:** When the people who like your page are on Facebook viewing content. This information gives you the chance to be strategic about when you post content so that more of your followers will see it.
- **Post type:** How successful the different types of posts were based on the reach and engagement.
- **Top posts from pages you watch:** This gives you the engagement of pages that your page follows. This is a good way to track how others are interacting with their audiences and provides you with examples and ideas.

People Metrics

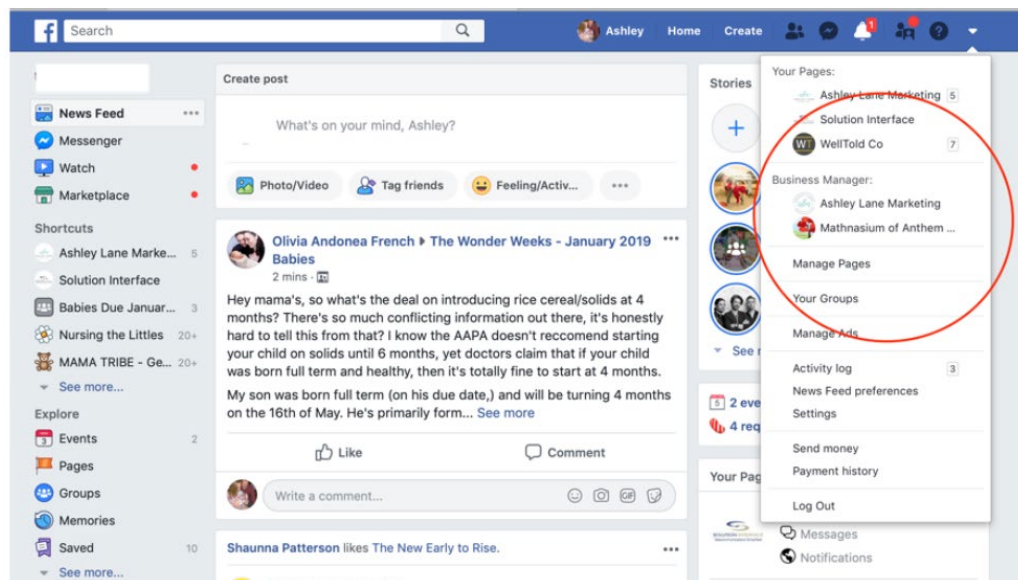
- **Your fans:** This tells you who likes your page by providing you with gender, age, location, and language. This information should be used to refine your audience selection when you run ads in the future as well as help you to be thoughtful about the way that you post. For instance, if your main audience is men between the ages of 25-45 who live in Arizona, you may not want to post a lot of content about events for women in their 60's who live in California.
- **People reached:** Data about the people that Facebook showed your page to over the last 28 days.
- **People engaged:** Data about who interacted with your page by liking, sharing, or commenting on your posts.

Remember to check this information often, particularly when you are going to create an ad or post a batch of new content.

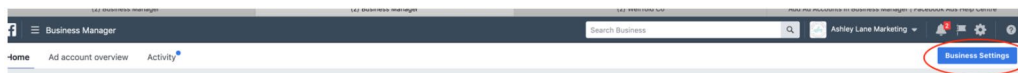
HOW TO CREATE AN AD ACCOUNT IN BUSINESS MANAGER

If your church is set up on Facebook with a Business Manager account, you have the ability to create an ad account, which will allow you to have deeper insights and advertising capabilities.

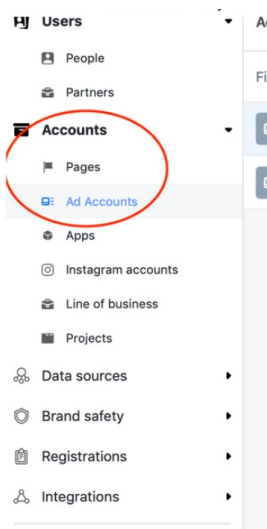
Begin by logging in to the page and navigating to your business manager:



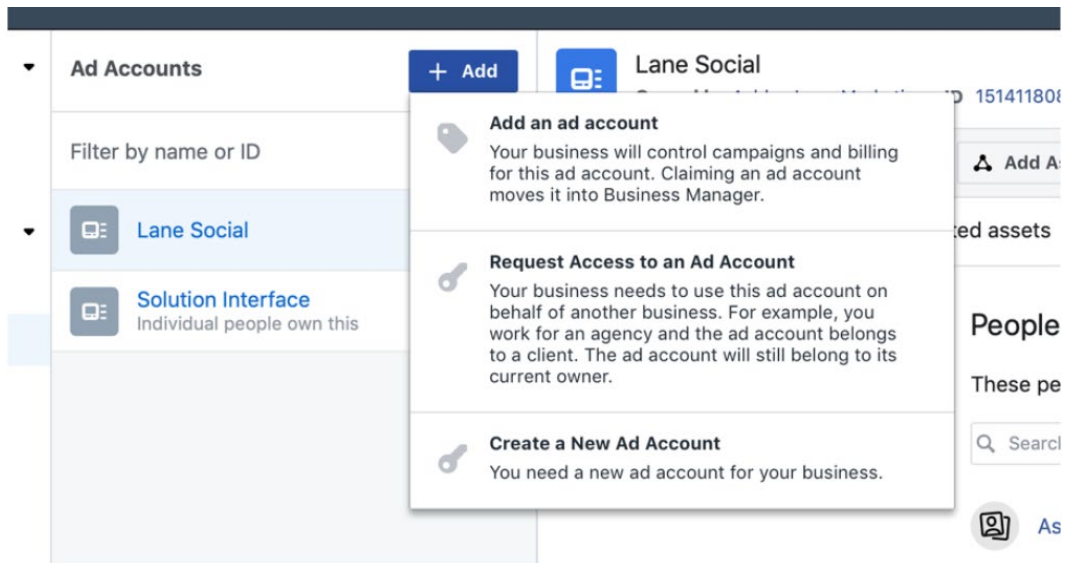
Click on business settings.



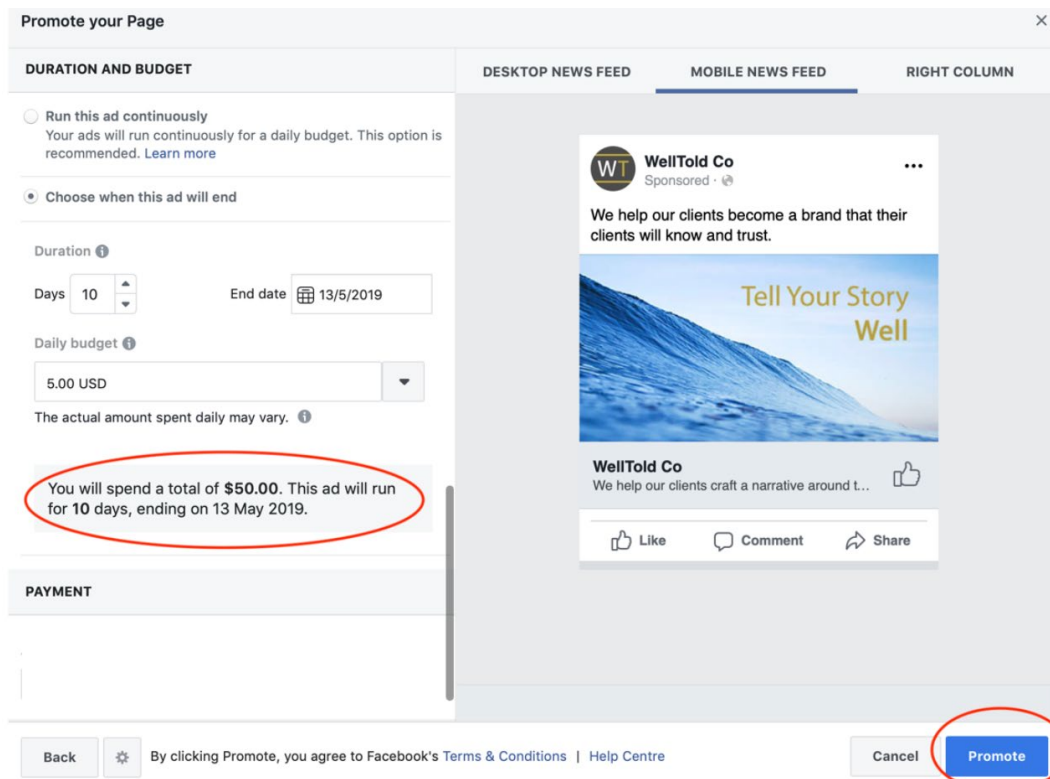
Click on accounts, then ad accounts.



Chose +Add and click create new ad account.



Then chose the name for the account.



Once you select create, you will then be able to choose who has the permission to use the account and how.

The screenshot shows a dialog box titled "Add people and set permissions". On the left, there is a search bar labeled "Search and filter" and a list of users. The user "Ashley White" is selected, indicated by a radio button. On the right, there is a section titled "Set asset permissions for the user that you've selected." with a sub-header "Ad account". Under "Standard access", there are two toggle switches: "Manage campaigns" (which is turned on) and "View performance" (which is turned off). Under "Admin access", there is a toggle switch for "Manage ad account" (which is turned off). At the bottom right, there are "Cancel" and "Assign" buttons.

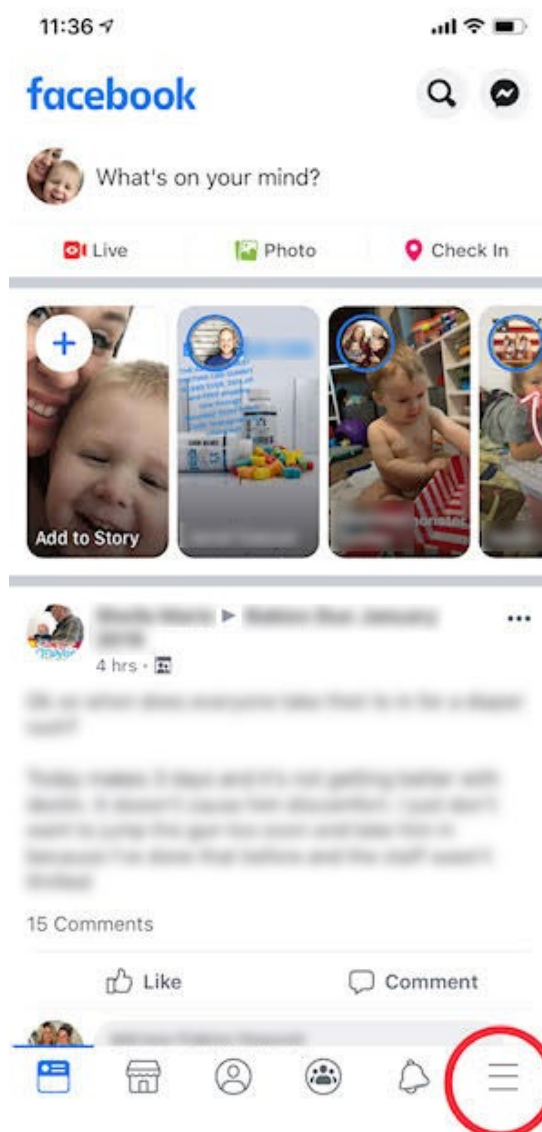
Once you have assigned people and chosen their access, you will get this final well done message and you can begin using the account!

The screenshot shows a success message dialog box. At the top, there is a green checkmark icon. Below it, the text "Well done!" is displayed. The message states: "435626020529191 has been created and added to this Business Manager account." A note follows: "Note: To use this ad account, you'll need to select a payment method. If you need to set up a new payment method, please go to [Payment methods](#) and add a payment method to your business." At the bottom, there is a blue "Close" button.

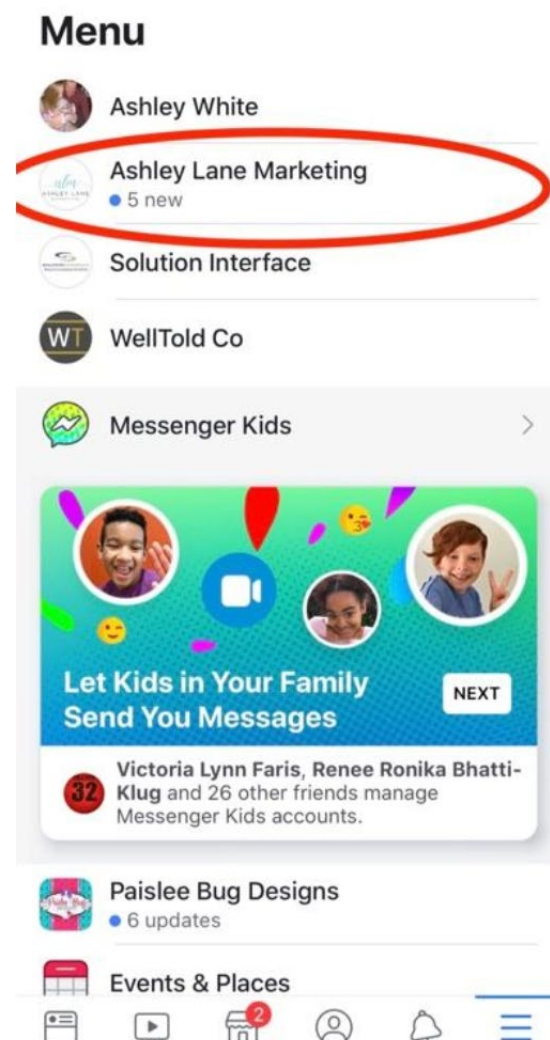
HOW TO USE STORIES ON FACEBOOK

**Can only be done through the mobile app.*

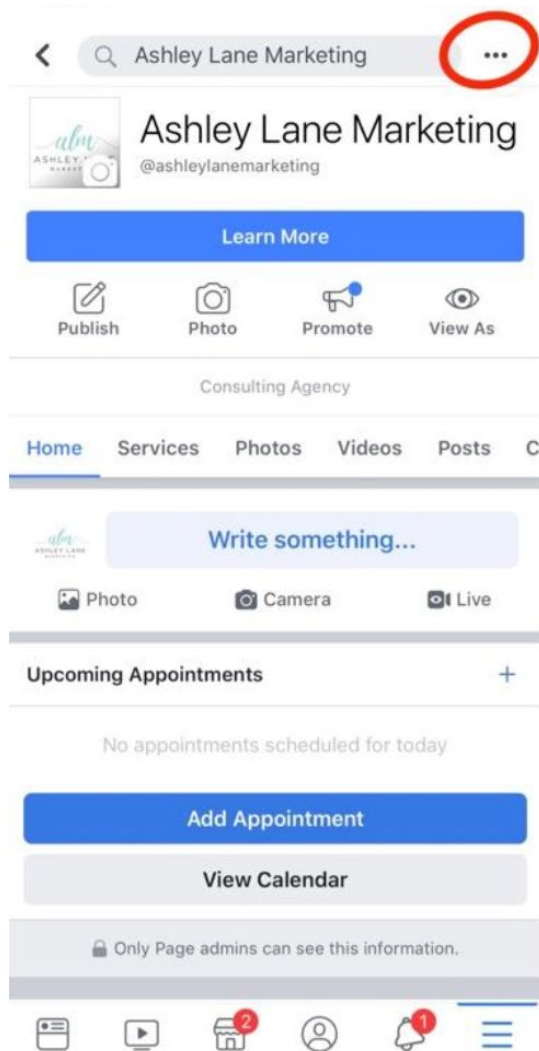
Open the Facebook app on your mobile device and tap the three lines on the bottom right side of the screen.



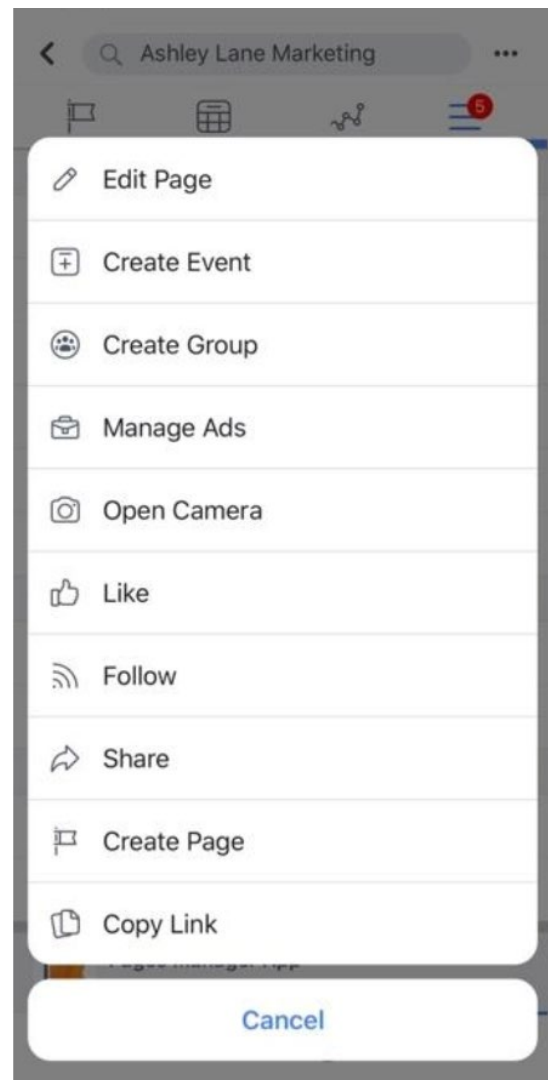
Select your business page.



Tap the three dots in the top right.



Tap open camera.



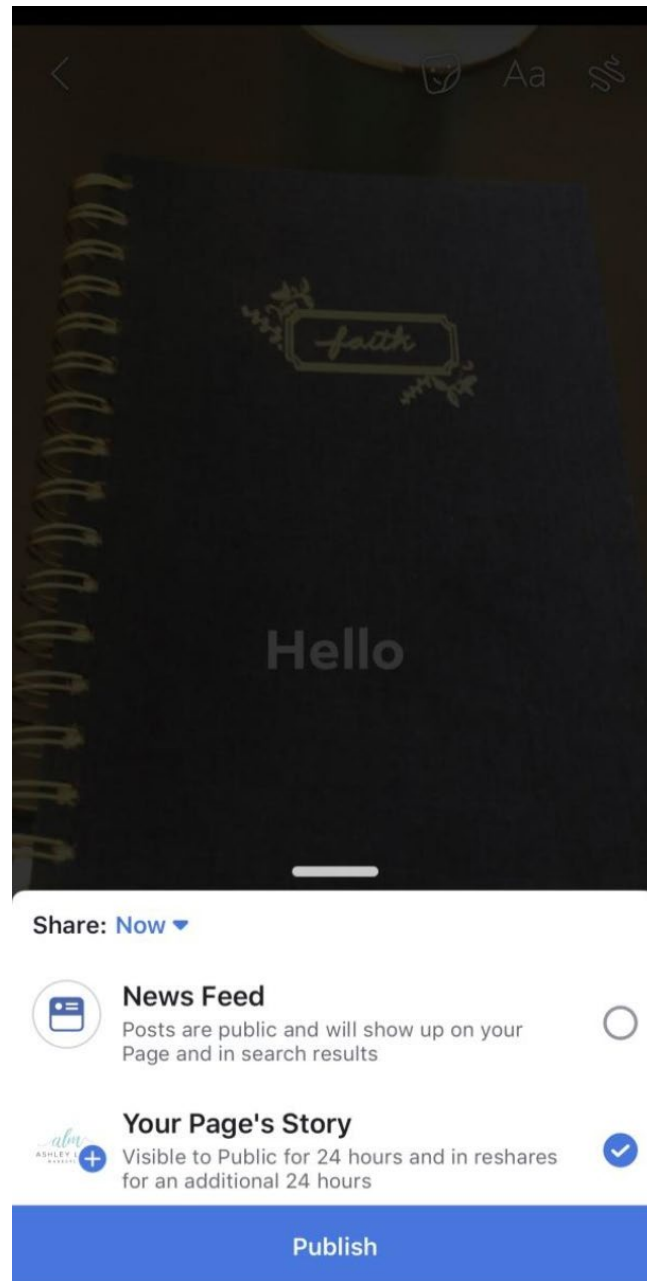
Take the photo or video that you want to share; then tap on the page story button.



Edit as desired.

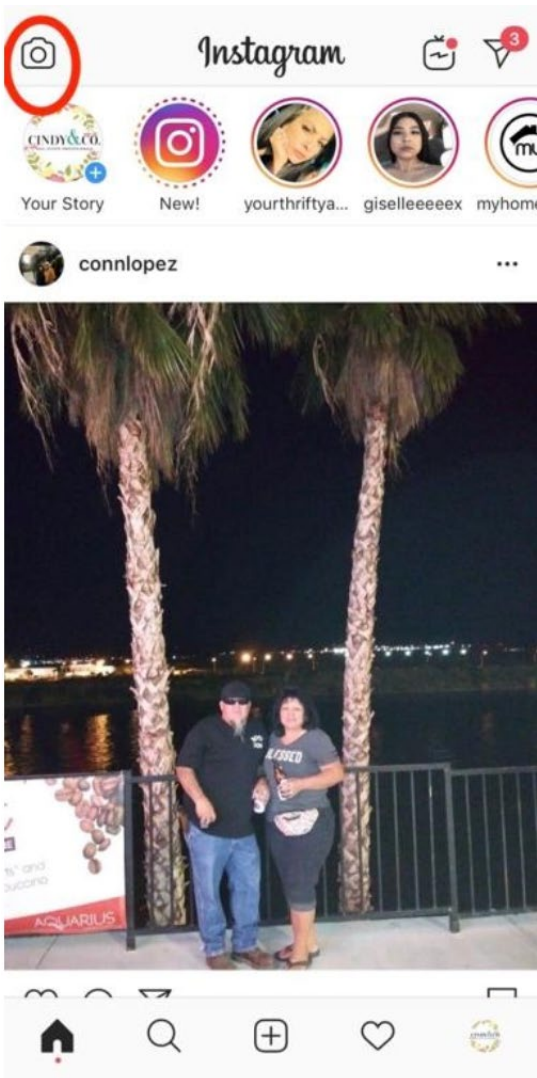


When you are finished, choose done, and share to your page's story.



HOW TO USE STORIES ON INSTAGRAM

Swipe right from your home screen or tap the camera icon in the top left.



Take a picture or video or choose an image or video that you already have in your photos.





Once you have the perfect picture or video and you have added the text, stickers, or filter you desire, tap your story, and you are all done!





®

Throughout this guide, you have seen several ways that Realm helps churches reach new people and manage the life and operations of a church. We're excited to share more about our revolutionary ministry tool, Realm.

Realm provides solutions that will make your ministry and life way easier. It is cutting-edge church management software that combines administration, accounting, and community into one system. It also connects your entire church and personalizes each person's involvement in your ministry.

We'd encourage you to explore all that Realm makes possible by taking a demo, walking through a self-guided tour, or speaking with an associate today!



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Our Mission: To help you have *real* ministry impact

ACS Technologies has provided over four decades of services and software to churches of all sizes throughout the world. During that time we have accumulated data, gained vital insight, and received thousands of first-hand testimonials on best practices and methods that most effectively help ministries.

Our years of service have allowed us to become the world's largest provider of ministry solutions to churches of all sizes. It is our mission to furnish advice, examples, tips, and information to help you turn your ideas into real ministry impact.

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