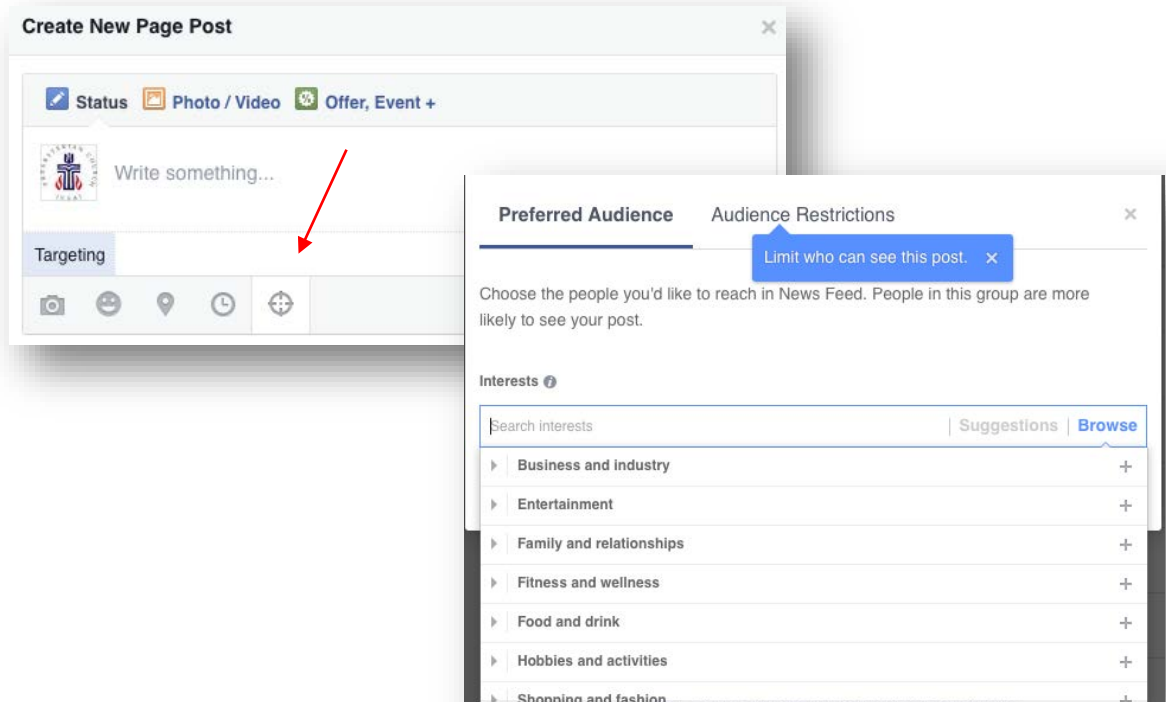


Facebook: Best Practices

- Great for posting multimedia (photos and videos), linking to external resources (like blogs or websites) and engaging with others.
 - Ability to set the privacy setting of each post on your personal page.

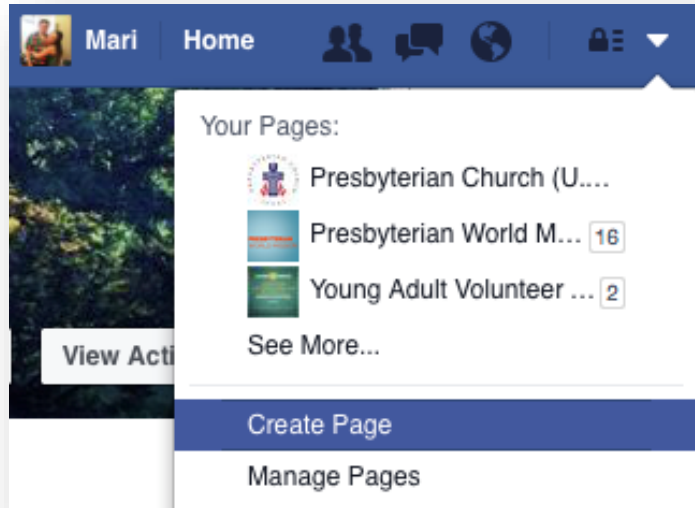


- On pages, you also have the ability to set a preferred audience.

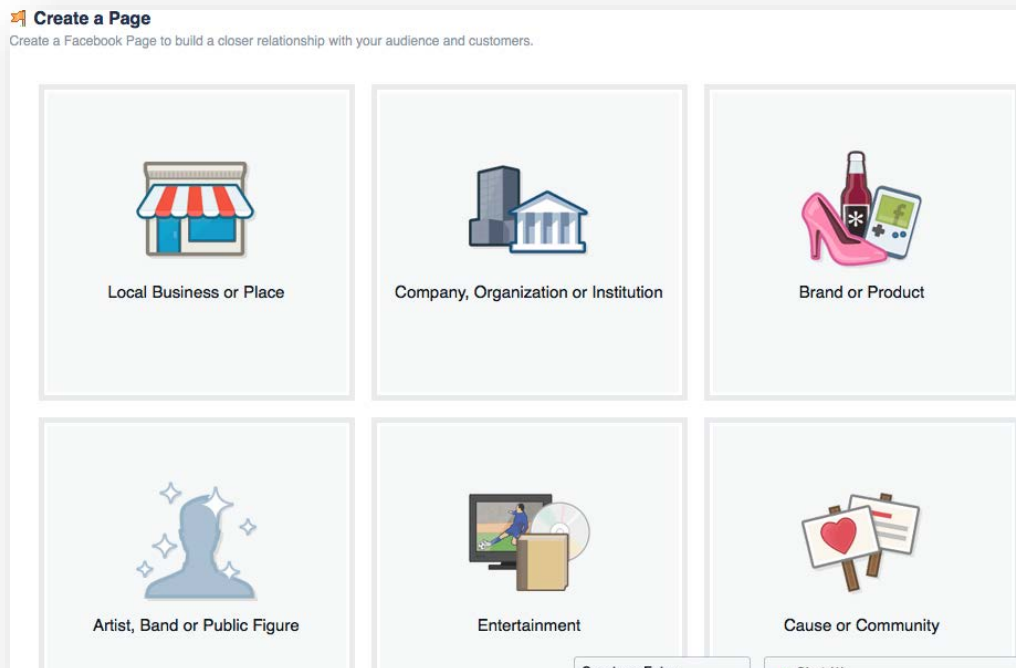


Facebook: Creating a Page

- To create a Facebook page, log into your personal account and click on the arrow in the top right-hand-corner where you will find "Create Page."



- In the next screen, you may list your church as an "Organization."



Facebook: Best Practice

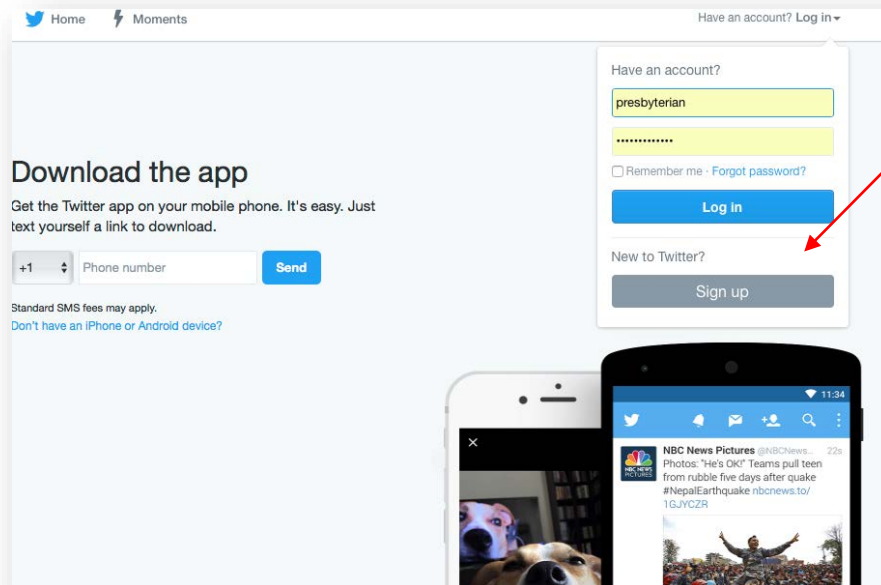
- Develop a **strategy**.
 - Who is your audience?
 - What are your goals?
 - How do you plan to engage with your audience?
 - What is your voice?
- **Messaging**: Keep it simple.
 - Most people check Facebook from their phones
 - Attention spans are short.
 - Content should be interesting and easily digestible.
- **Content**: Use a mix of original and curated content. (Curated content is content that other people create and that you share).
 - Ensure that content is timely.
 - Look at the lectionary calendar for ideas.
 - Include **images** with a few lines of text. Let the visuals do most of the talking.
 - Provide a **call to action**. Want them to watch the video? Tell them! Want them to click on the link? Ask them to.
 - **Share** content from other pages and people you follow. This encourages engagement and cross-promotion.
 - Utilize a URL shortener like bit.ly.
 - Experiment with different types of content to see what your audience responds to the most.
- Post **consistently**: 1-2 times a is usually ideal.
 - Schedule posts ahead of time and check Facebook insights to see when your audience interacts with your content the most.
- Have fun ☺

Twitter

- Great for sharing news, links to other websites and photos and videos.



- Character limits:
 - 140 characters (including spaces).
- To set up a Twitter account go to www.twitter.com (or download the app to your smartphone).



Twitter: Best Practices

- Develop a **strategy**.
- **Frequency:** Aim for two-to-three times per day.
 - Tweets should be a combination of retweets and original content.
- Use appropriate **hashtags:** Hashtags make content more searchable. They are used to send your tweet to a broader audience and to join conversations on Twitter. Examples: #PCUSA, #Election2016.
 - Research what hashtags you use before using them.
 - Know the origin of a hashtag as well as how it's being used in current conversations. To find out do a simple Google search or use Twitter's search function.
 - Use no more than two hashtags be used on any given post.



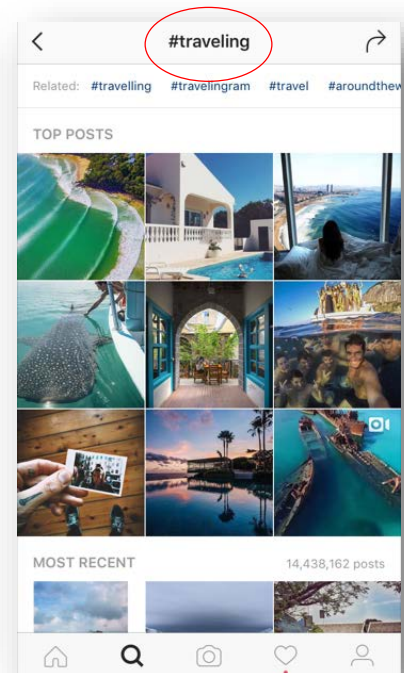
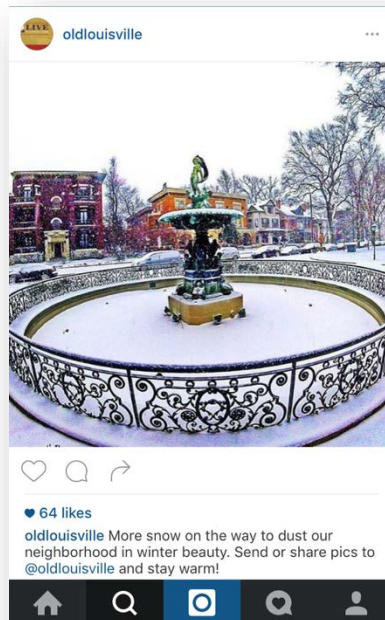
- Use **imagery:** Posts with images get more engagement than those without, so when possible add an image to your tweet.
- Be **responsive:** Like Facebook, Twitter is a place where conversations occur and where questions are asked. Answer questions in a timely manner (generally within 24 hours).
 - Questions can be addressed via direct message as well, which doesn't have the same character restrictions.
- Be **engaging:** Create content that is easily shareable. Content should be easy to read and interesting.
 - Prioritize content that is unique and avoid too many self-promoting tweets.
 - Ask your followers questions to invite them to engage directly.

Mari Graham, Social Media Strategist (mari.graham@pcusa.org)

- **Advanced:** Pay attention to **Twitter Analytics:** This will tell you who your audience is and how they are responding to your posts.
- **Dos and Don'ts**
 - Don't link Facebook and Twitter together. People use each channel for different reasons and these audiences don't necessarily overlap.
 - Don't tag users in tweets incessantly.
 - Do tag them when it's a relevant post (such as tagging an author in a link to their story or tagging a person who's featured in story).
- Do share posts from other churches, PC(USA) ministry areas and affiliated organizations to promote engagement and relationship building.
- Do use the social media strategist as a resource.

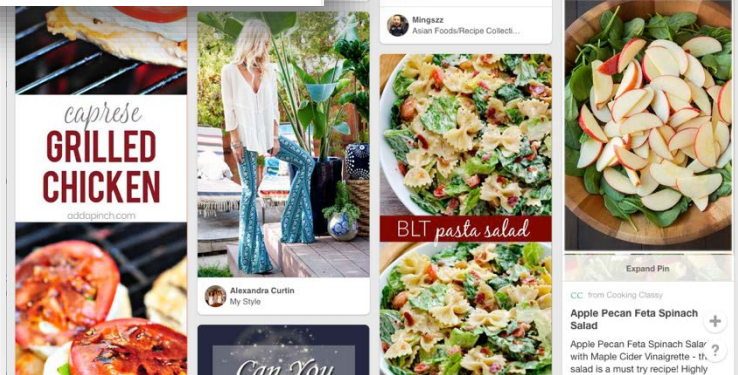
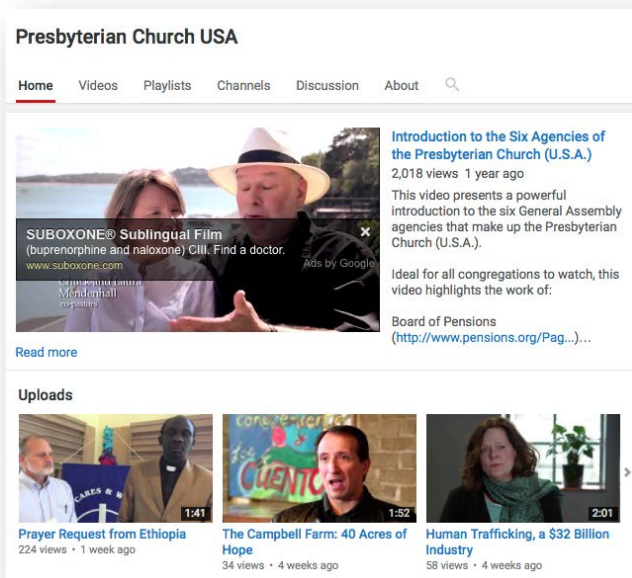
Instagram

- Great for posting short videos with a few sentences or more for context
 - Also a resource for inspiration from other accounts around the world.
- Best Practices
 - Utilize relevant hashtags to share photos with a wider audience.
 - Search for hashtags in Instagram to discover new posts and other like-minded accounts.
 - Tag your photo's location (if possible) to be aggregated with other photos taken in the same location.
 - Use the filters to improve quality of photos.



Other Social Media Sites

- **YouTube** (youtube.com)
 - A website and mobile app to share and watch online videos.
- **Pinterest** (pinterest.com)
 - Digital vision board where you can collect and organize content from other users.
 - Recommended for discovering new recipes, DIY projects and crafts.
 - Desktop site and mobile app available.
- **Snapchat**
 - A mobile app that specializes in photos and videos that disappear after a set amount of time.
 - Allows users to share the minutia of everyday life.
 - User may add Snapchat friends from mobile phone's address book and send photos and videos from the app to those friends.



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PC(USA) Social Accounts

- [Facebook.com/pcusa](https://www.facebook.com/pcusa)
- Twitter: [@Presbyterian](https://twitter.com/Presbyterian)
- Snapchat: [pcusa](#)
- Instagram: [pcusa](#)

Additional Resources

- Facebook Help Center: [facebook.com/help](https://www.facebook.com/help)
- Twitter Support: support.twitter.com
- Research and Trends
 - Adweek's Social Times: [adweek.com/socialtimes](https://www.adweek.com/socialtimes)
 - Digiday: [digiday.com](https://www.digiday.com)
 - Pew Research Center for Internet, Science and Technology: [pewinternet.org](https://www.pewinternet.org)
 - Social Media Examiner: [socialmediaexaminer.com](https://www.socialmediaexaminer.com)