

Digital Ministry

Licensing School 2022

kimjohnson@vaumc.org



Roadmap



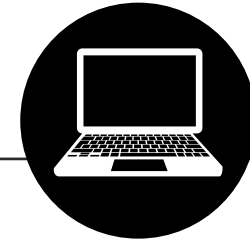
01

BASICS: WHY



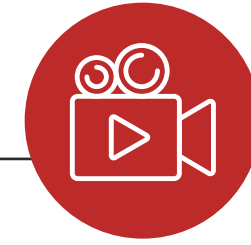
02

AUDIENCE



05

WEBSITES



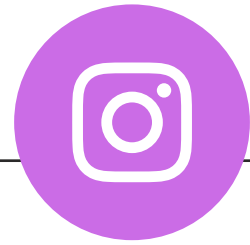
06

LIVESTREAMING



03

FACEBOOK



04

INSTAGRAM



07

GRAPHIC DESIGN



08

EMAIL

It's A LOT!

?

WHY
DOES
THIS
MATTER?

IT'S 2022!!!!





There are

168

hours in EVERY week!

Typically only

1

is spent in worship.





How are you
spending the
other **167**?



What's Our Mission?

"Go therefore and make disciples of all nations,
baptizing them in the name of the Father and of
the Son and of the Holy Spirit, and teaching them
to obey everything that I have commanded you"

Matthew 28:19-20

**We have greater opportunity
to do so than ever before!**



Platforms



There. Are. So. Many.

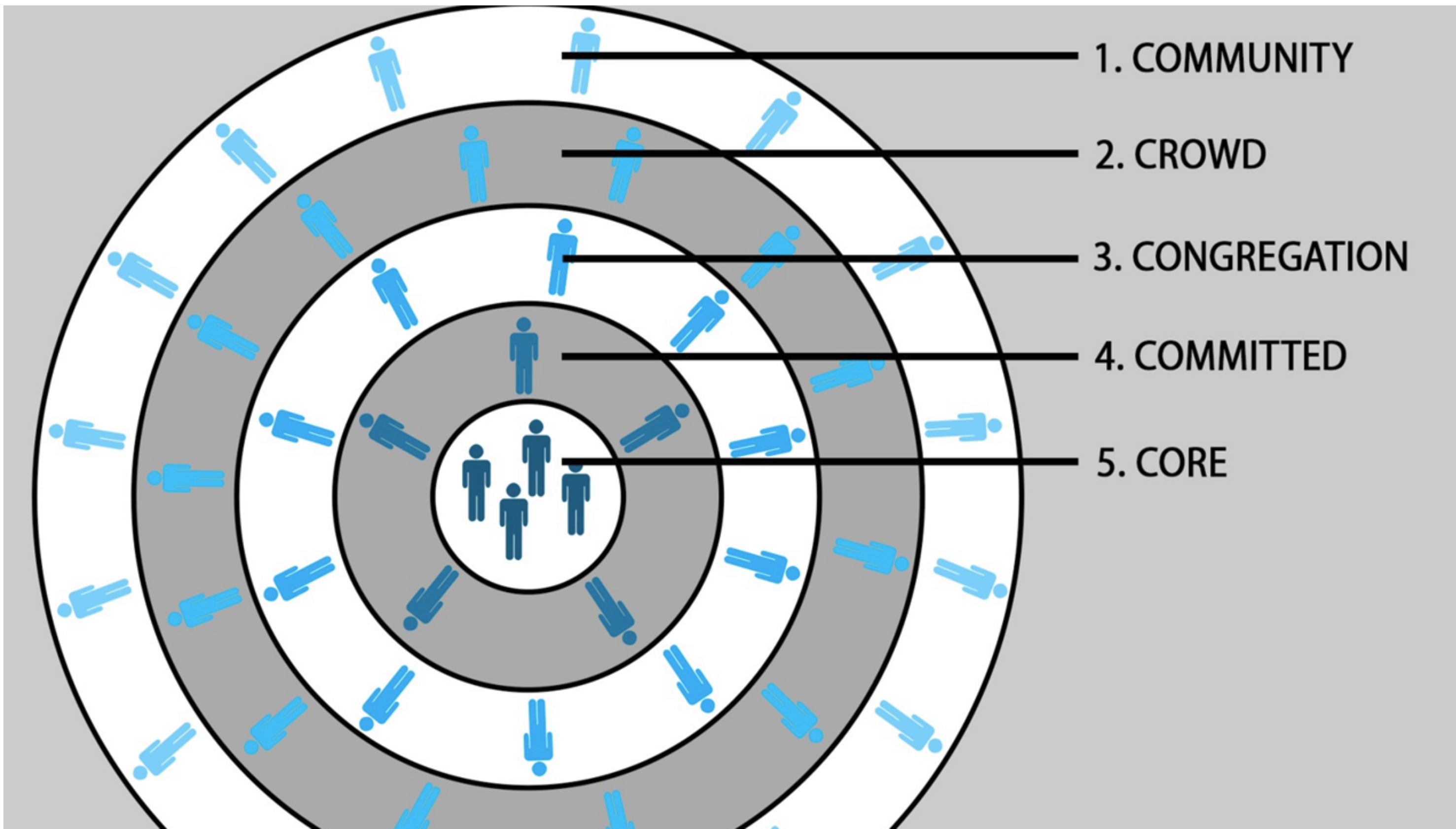


Who is your audience?

- Inside the church
- New to church
- Community member
(unfamiliar with church)



Who is your audience?





Where do we start?

- One piece of content-- multiple uses, forms, audiences
- Start with the website
 - Everything one needs to know should be there, in one place
- Parcel out the pieces as needed based on use/form/audience



Back to Basics
You. Need. A. Website.



Why?

YOUR CHURCH WEBSITE

- The place for visitors to find you
- The place for information about what is coming up
- The place to seek and find information ABOUT your church
- A place with infinite space

YOUR SOCIAL MEDIA

- The place to **connect with** and **interact with** BOTH visitors and members
- A place to dig deeper, share more, create community, engage in **conversation**.

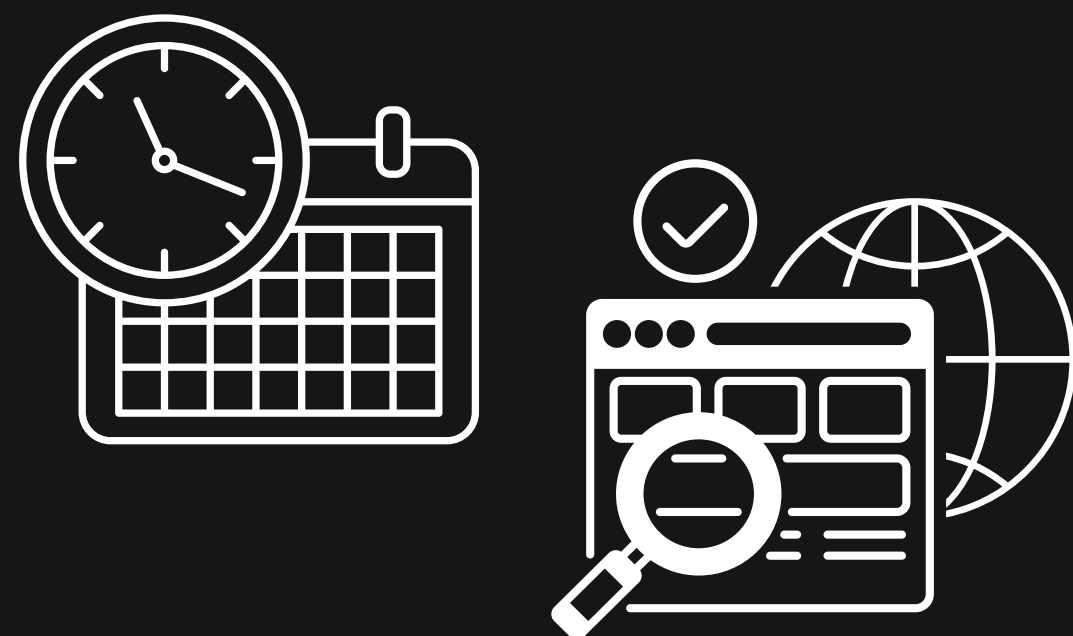


Why?

Up to 80% of people looking for a new church home begin their search online. Your website matters as much (if not more) than your church exterior.



Back to Basics



- Is your website mobile-friendly?
- Is your website (in its current form/design) less than 1-year-old?
 - 3 years old?
 - 5 years old?
- Do you know what platform your site was built on and who your host provider is?



Why?

WHAT MATTERS MOST ON YOUR WEBSITE



94% of people mistrust or reject websites because of poor web design.⁴



7–8 seconds are all that your church website has to impress visitors.⁵



30% of people abandon websites that take over 6–10 seconds to load.⁶





The Guest Needs:

- Service times
- Address of the church
- What to expect
- Place to ask questions
- Sample sermon
- REALness
- Beliefs/Leadership
- Directions/Map/Etc.

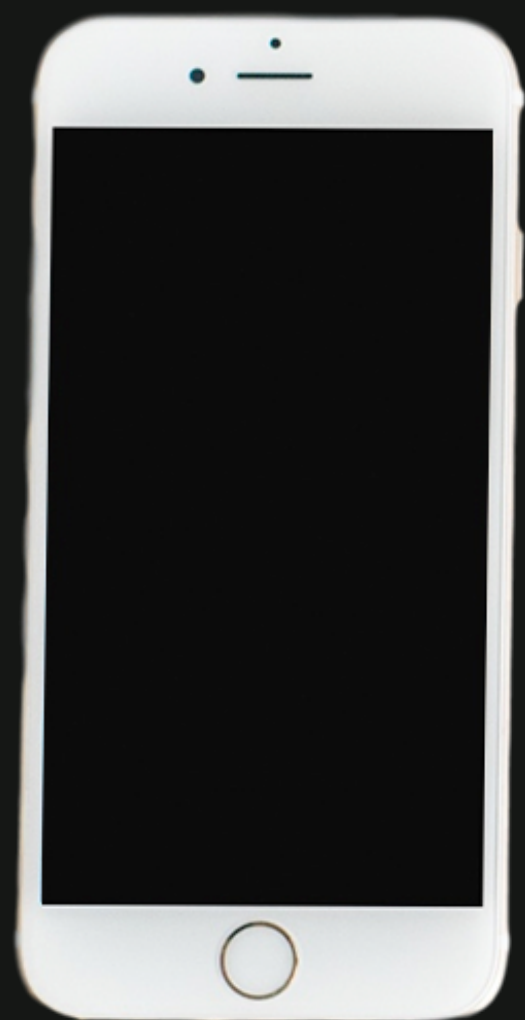


The Church Attender Needs:

- Calendar
- Ways to Sign Up
- Additional
Information/Details
- Stories and Celebrations



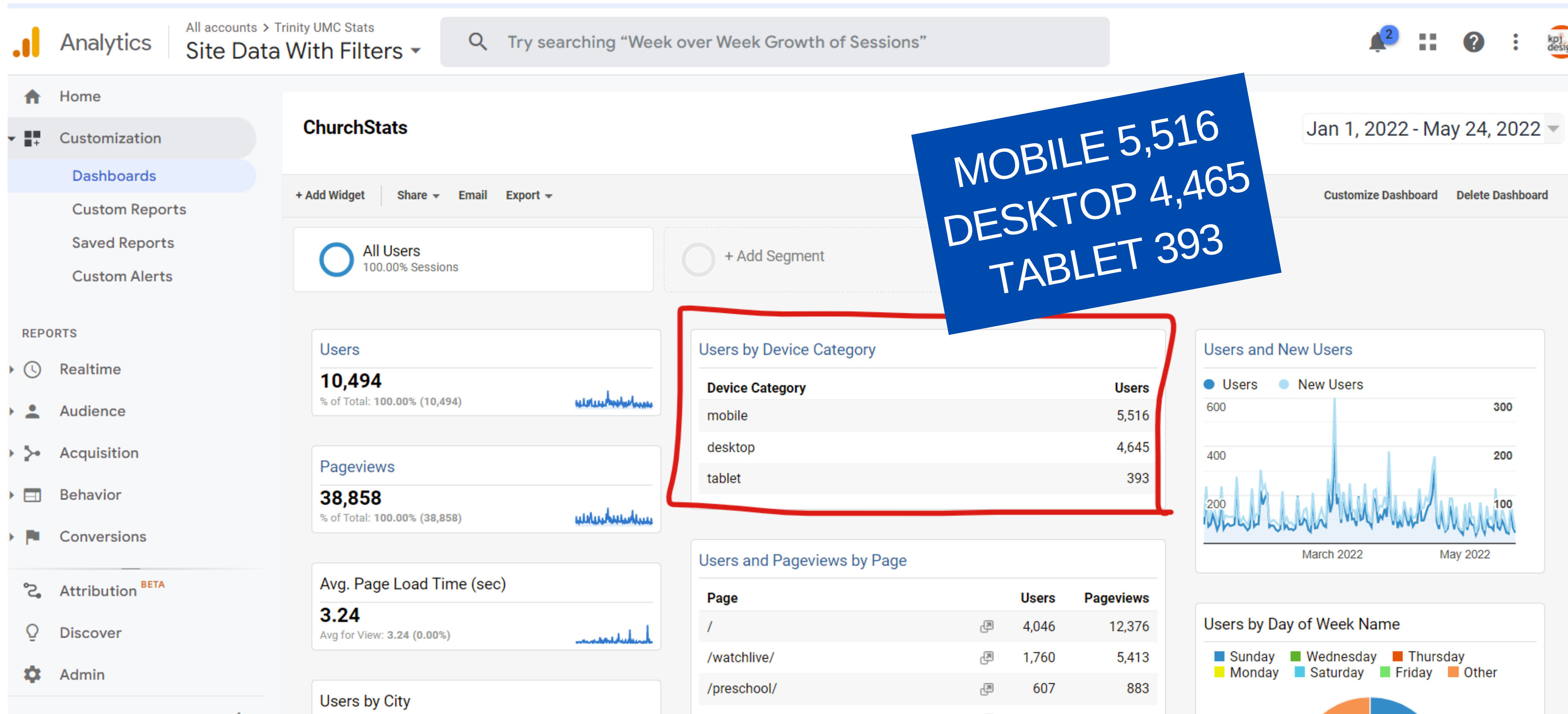
Phone First



- It's 2022. MOST people who visit your website are visiting via their PHONE!
- Is your site built phone-first?

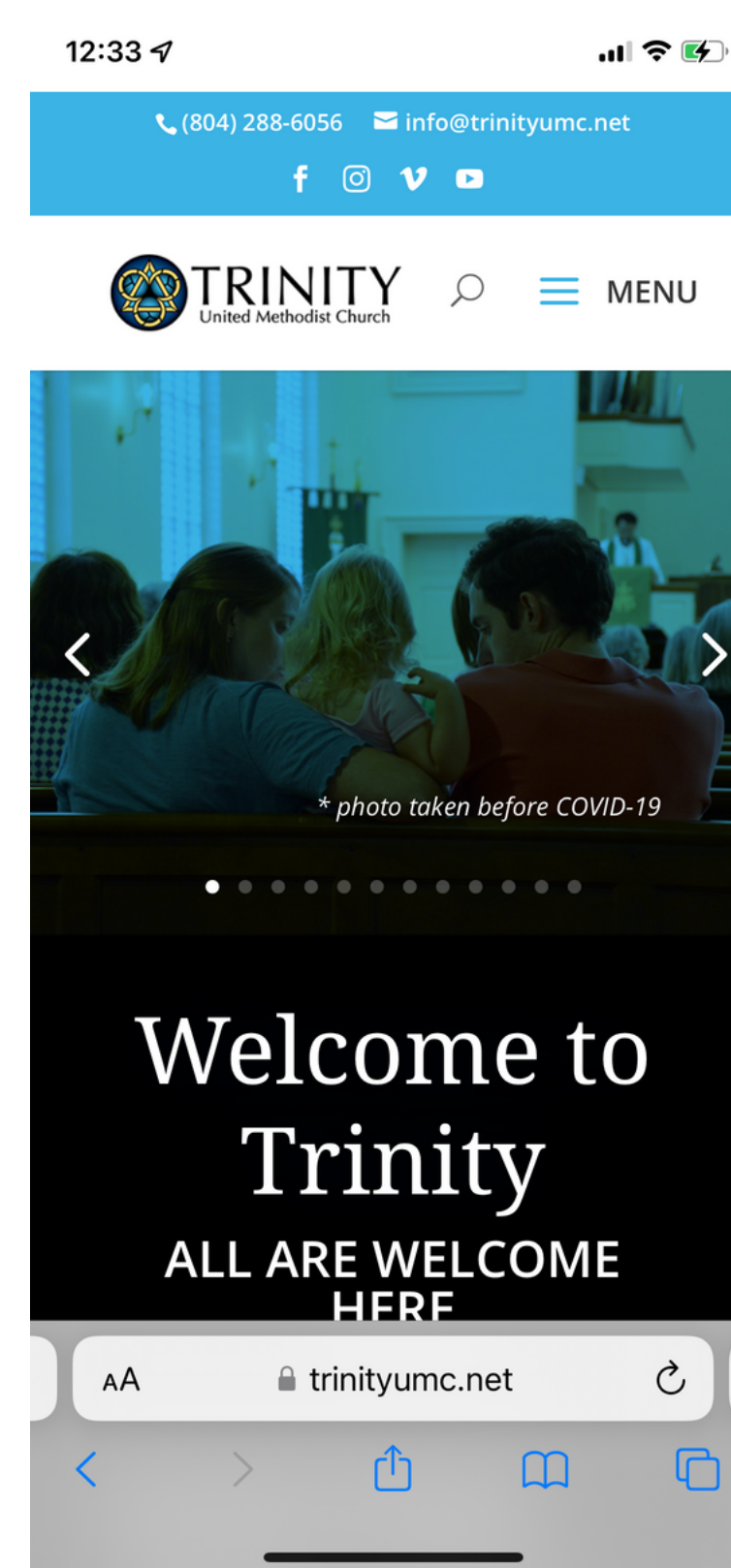
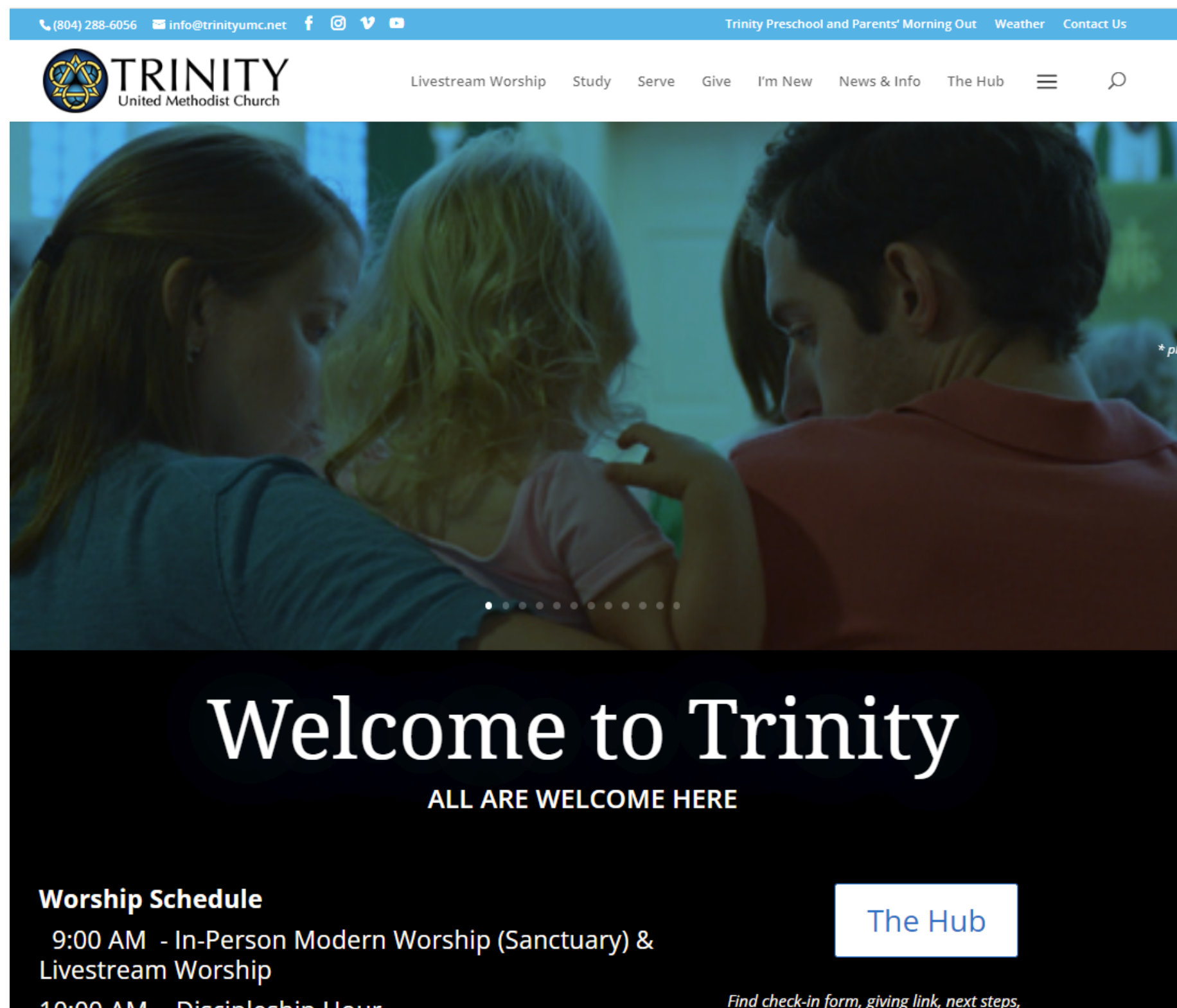


Phone First: Responsive Web Design



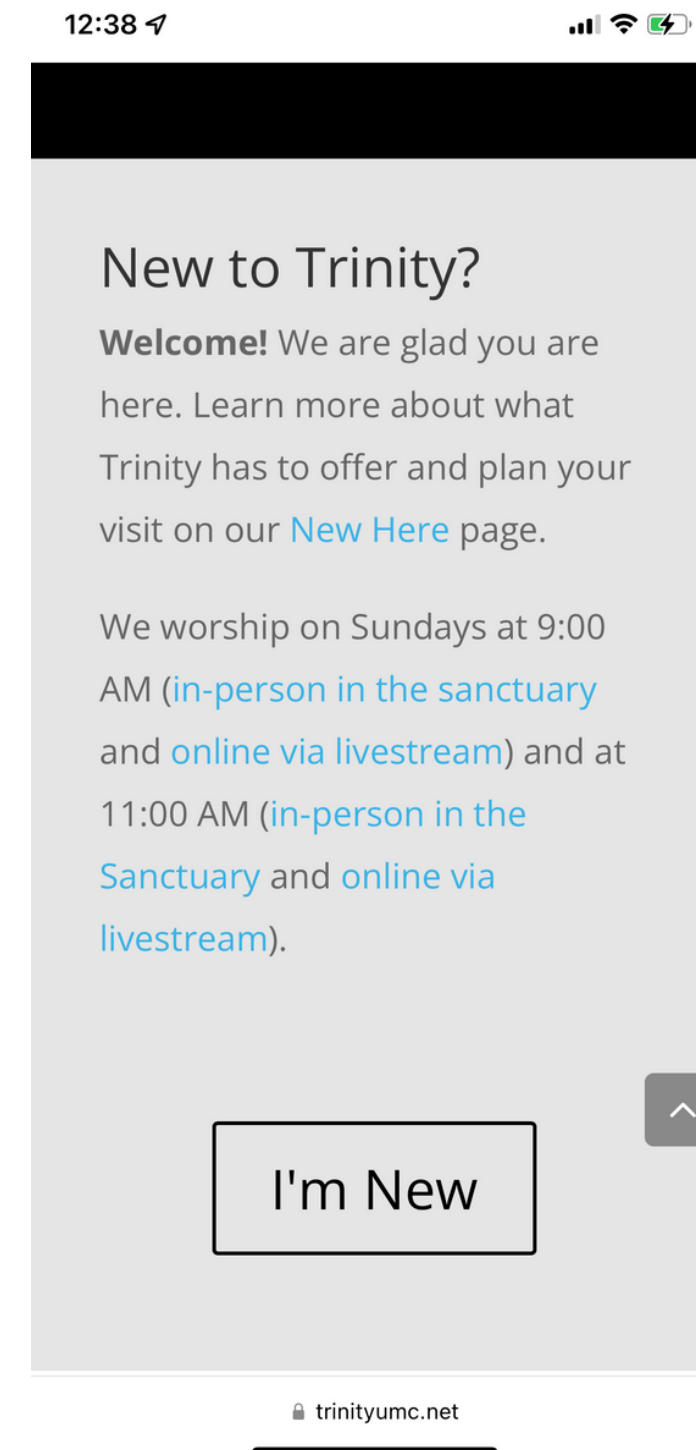
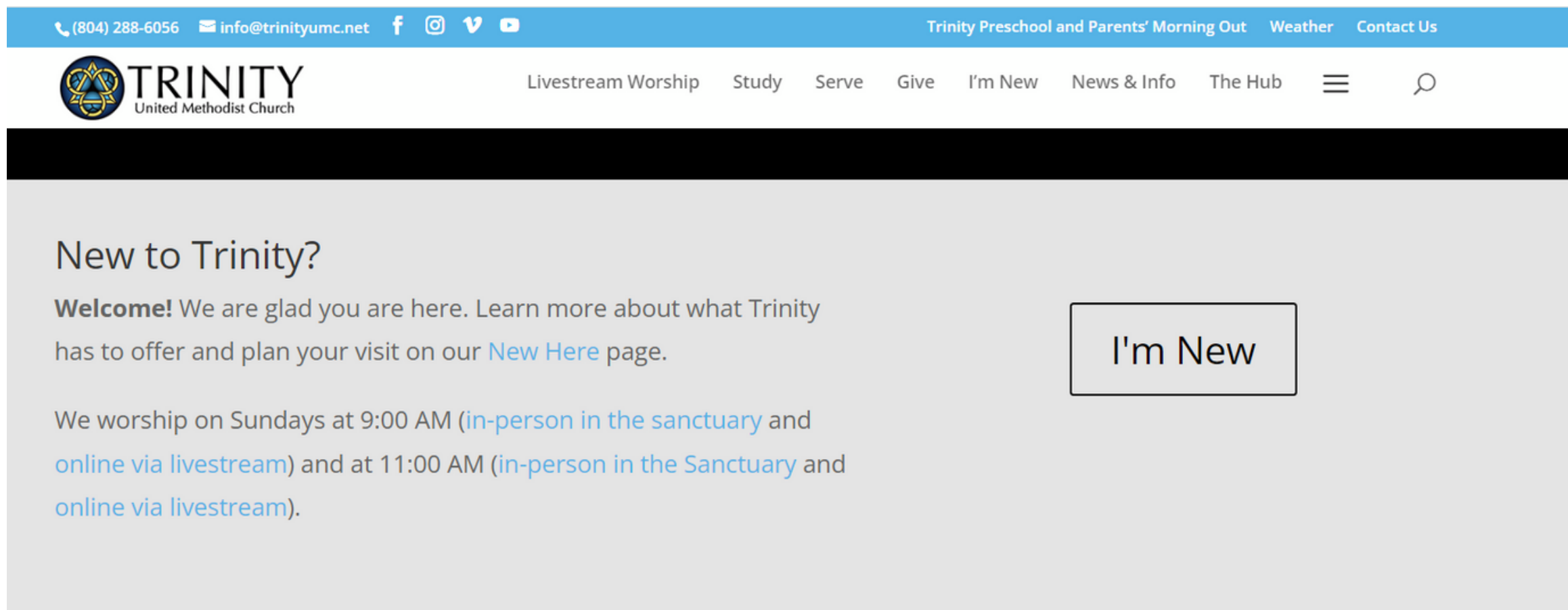


Phone First: Responsive Web Design



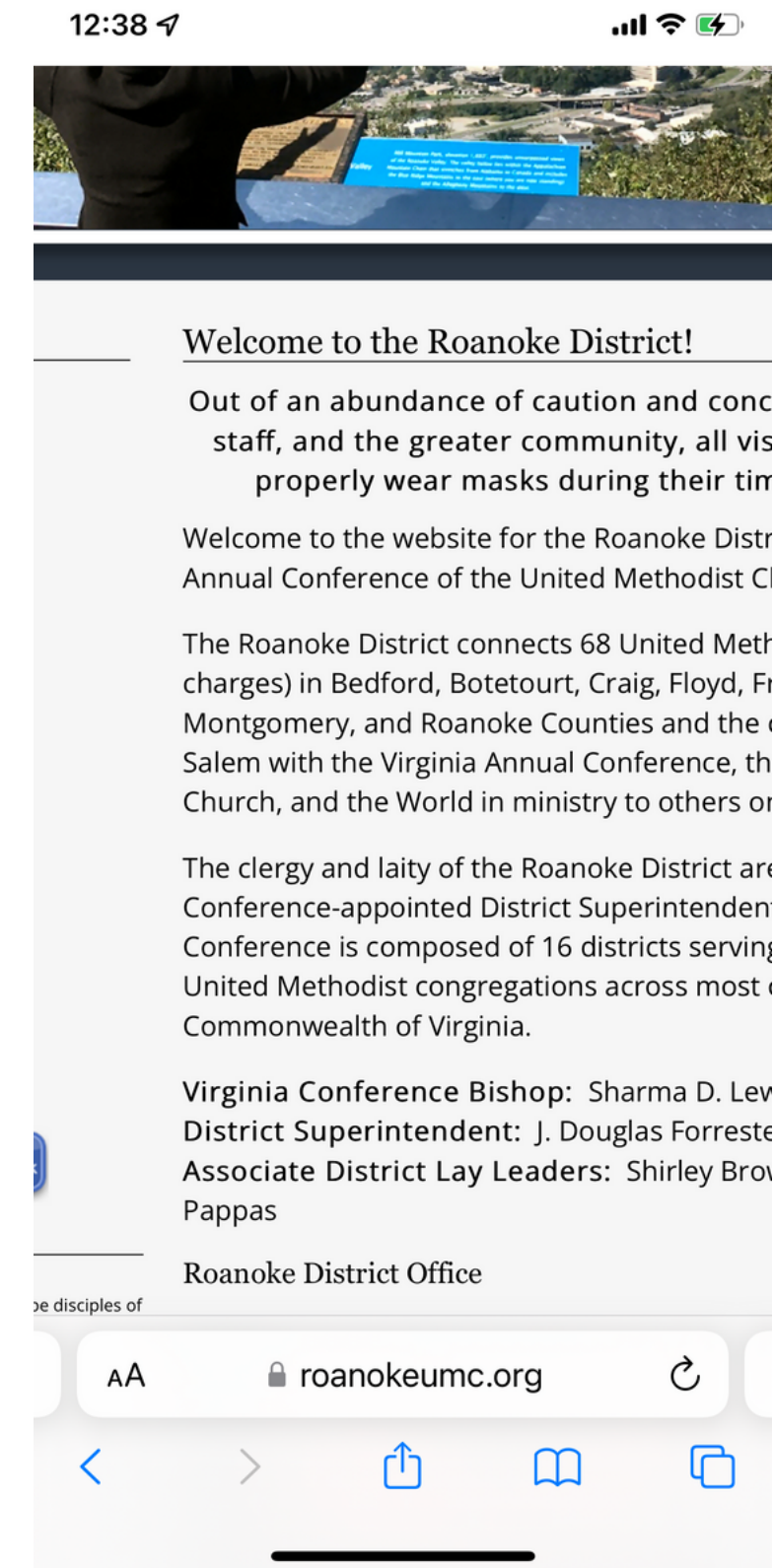
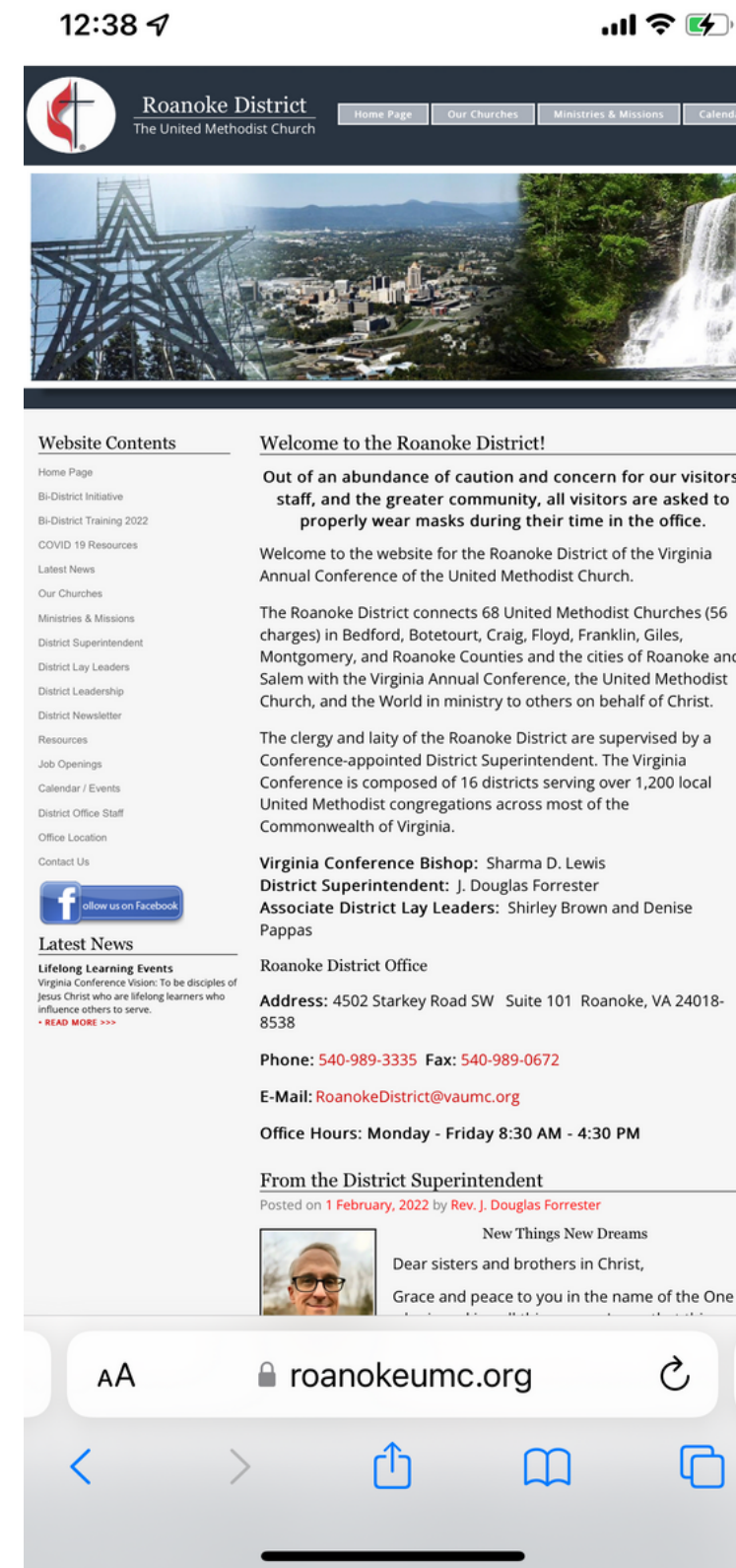
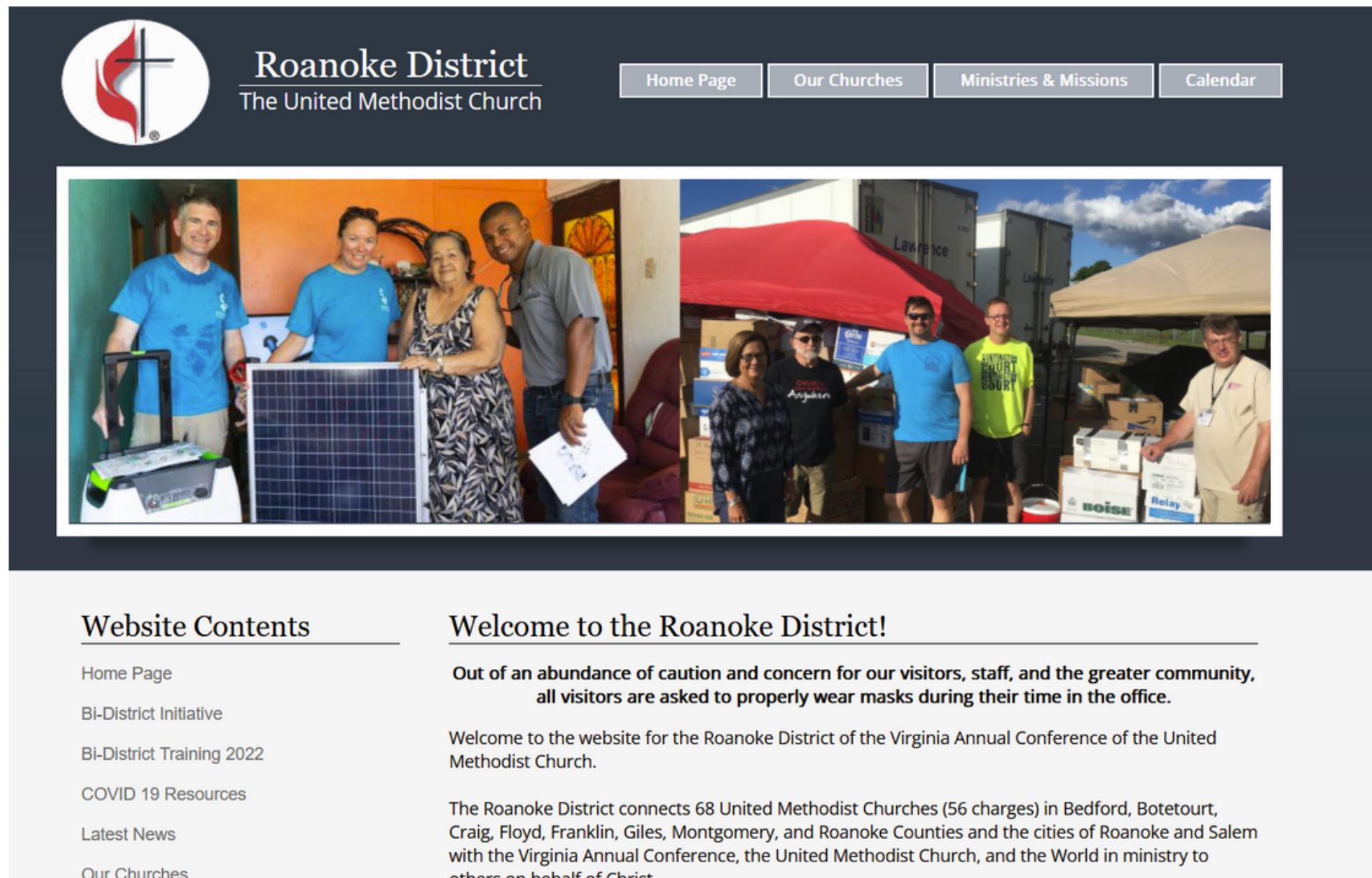


Phone First: Responsive Web Design



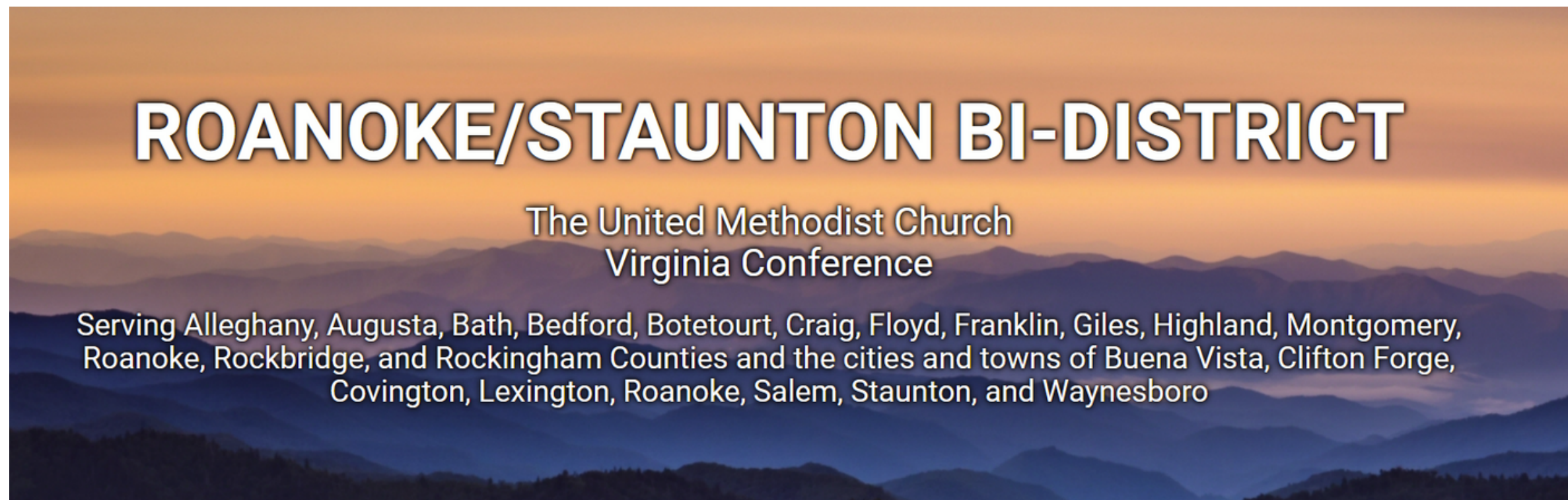


Phone First: Responsive Web Design





Phone First: Responsive Web Design

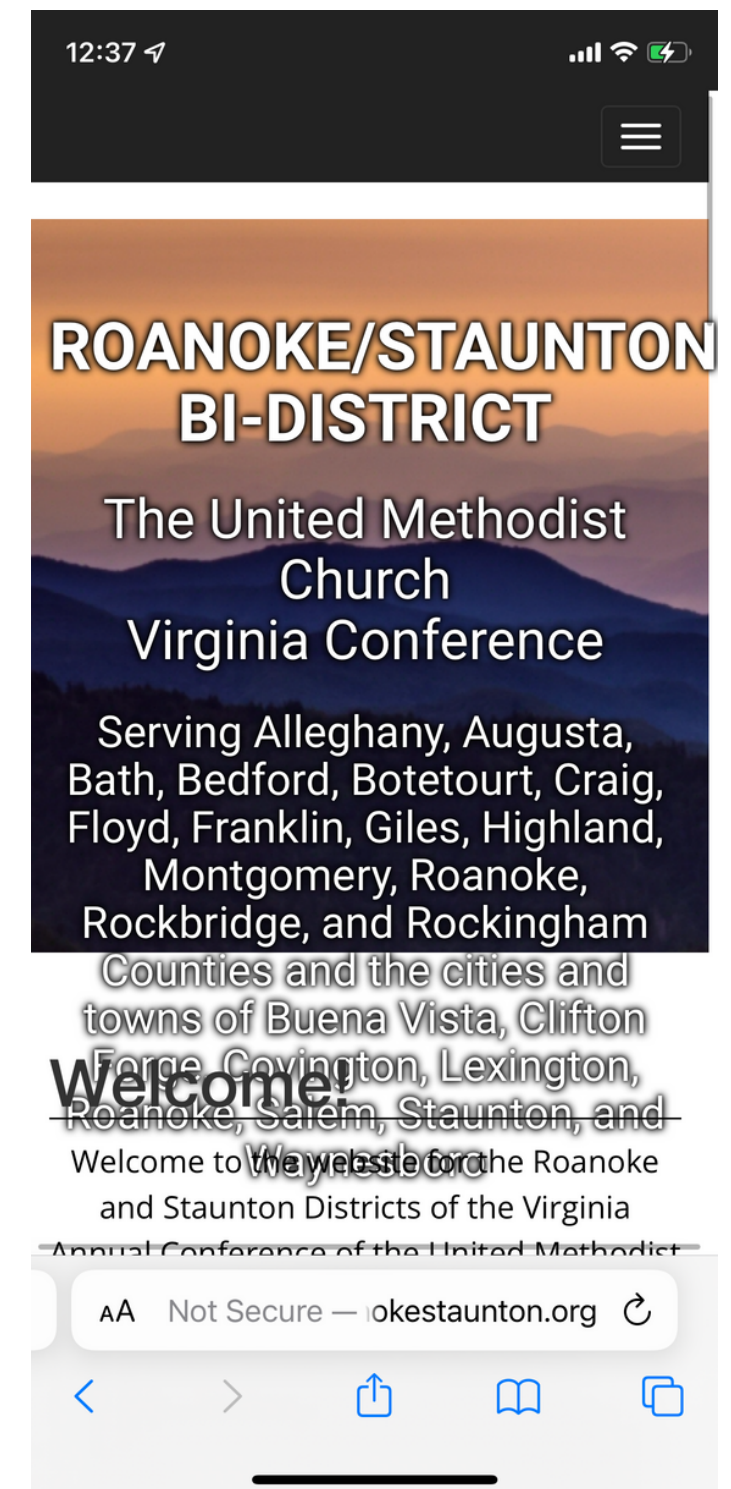


- [Home Page](#)
- [Our Churches](#)
- [Calendar](#)
- [Bi-District Initiative](#)
- [District Office Staff](#)
- [District Lay Leaders](#)

Welcome!

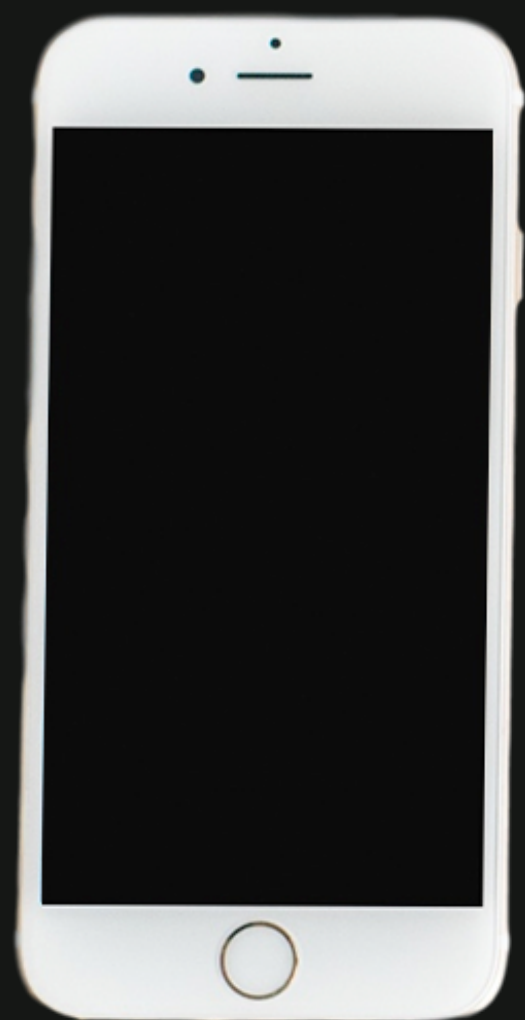
Welcome to the website for the Roanoke and Staunton Districts of the Virginia Annual Conference of the United Methodist Church.

The Roanoke and Staunton Districts connect members (19,311 in the Roanoke District and 11,626 in the Staunton District) of 144 United Methodist Churches (67 in Roanoke and 77 in Staunton) in Alleghany, Augusta, Bath, Bedford, Botetourt, Craig, Floyd, Franklin, Giles, Highland, Montgomery, Roanoke, Rockbridge and Rockingham Counties and the cities and towns of Buena Vista, Clifton Forge, Covington, Lexington, Roanoke, Salem, Staunton, and Waynesboro with the Virginia Annual Conference, the United Methodist Church, and the World in ministry to others on behalf of Christ.





Phone First



Step 1: Test it!

- Use your own device

OR use an internet tool!

- search.google.com/test/mobile-friendly



HOW?



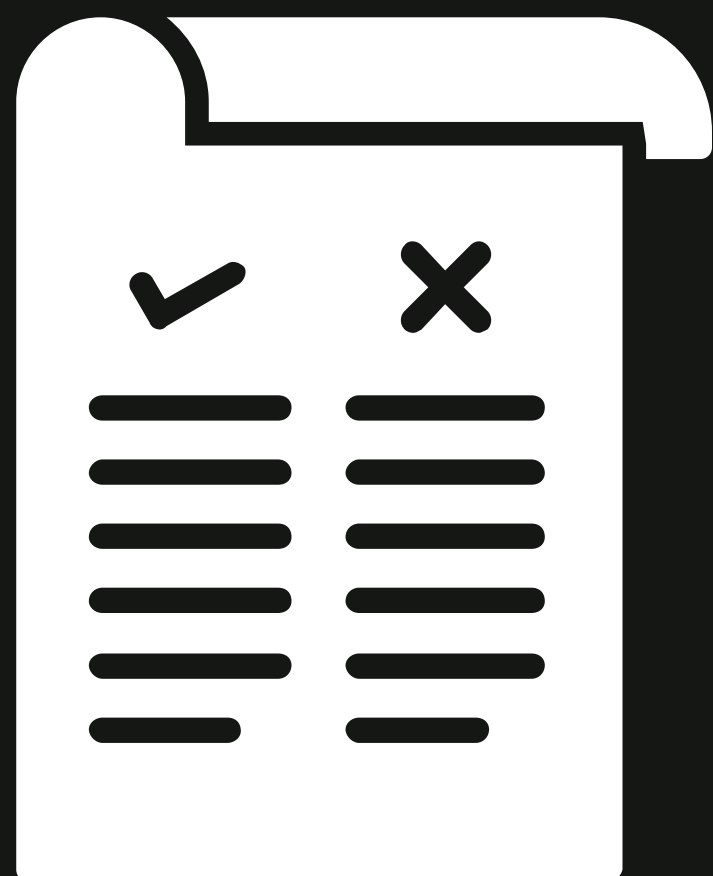
Step 1: DO YOUR HOMEWORK!



You wouldn't buy a new church van without LOTS of homework-- this should be no different.



Pros/Cons



A) Made by a volunteer for free on whatever platform they like best

PROS

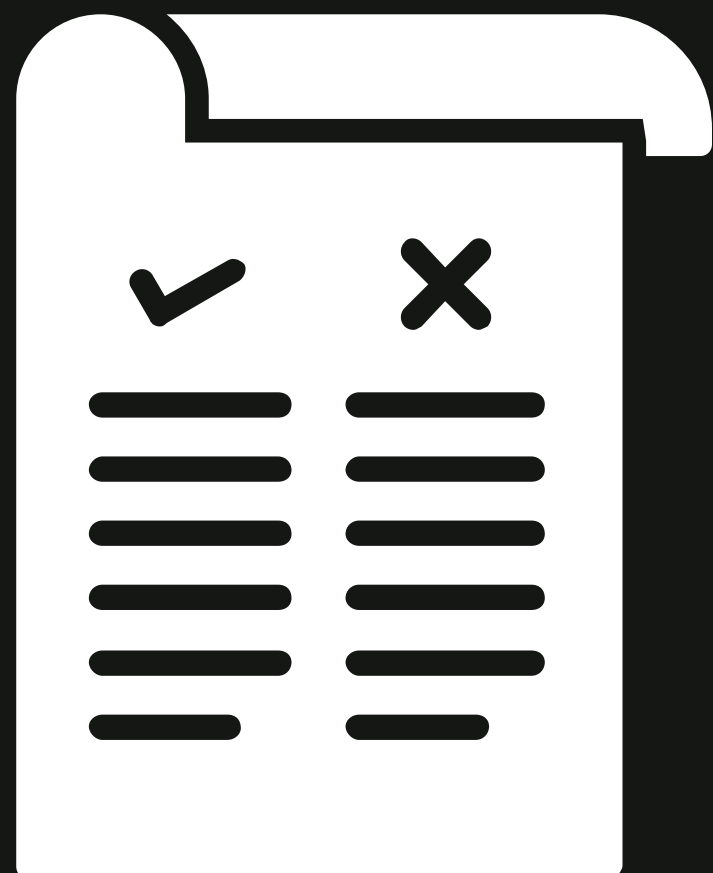
- FREE
- Can offer a ministry opportunity

CONS

- Site is tied to that person and his/her knowledge and TIME
- Can lead to less control over the site
- If that person moves/leaves/gets mad/etc. you can lose access to your site
- There can be big feelings involved



Pros/Cons



B) Using a Website Builder and CMS (Content Management System)

PROS

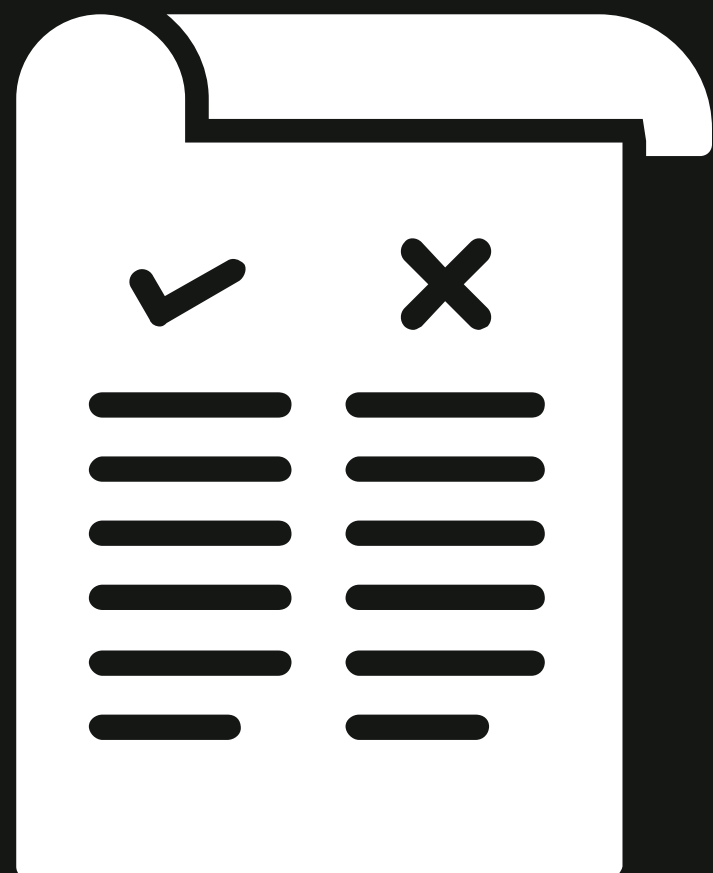
- Easy to use
- Usually mobile-ready/friendly
- Reasonably priced
- Give you some control over look/feel
- Can have multiple users update content
- Someone to call when something breaks

CONS

- Can get expensive depending on what the church is looking for/because of hidden costs
- Don't have total control over the site-must work within CMS constraints
- Some CMS companies have better support/troubleshooting options than others



Pros/Cons

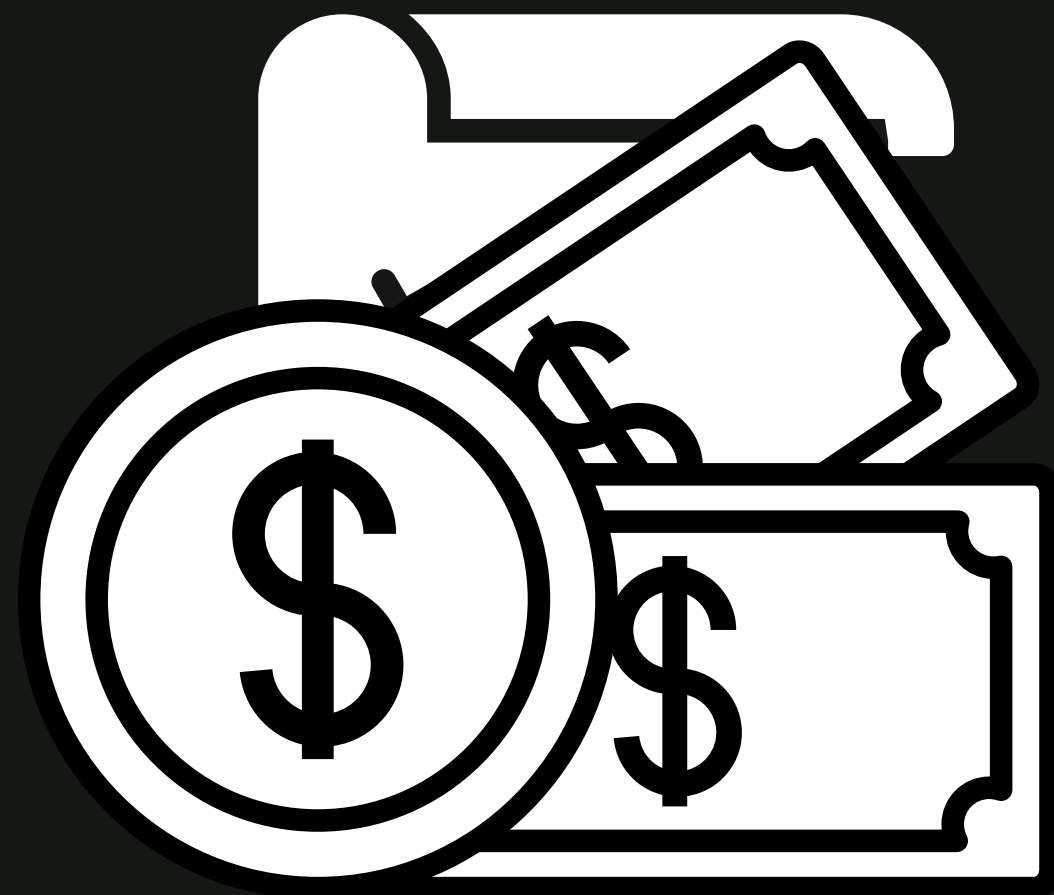


C) Hire a Web Designer

PROS	CONS
<ul style="list-style-type: none">• Full control over your site design-can make it look however you want it.• Knowledge that comes with/from a professional designer	<ul style="list-style-type: none">• Price can be prohibitive• Can be responsible for maintenance and upkeep after site launch



How Much Does it Cost?



On **average**, you can expect to pay an upfront cost of **around \$200** to build a website, with an ongoing cost of around \$50 per month to maintain it.

This estimate is higher if you hire a designer or developer – expect an upfront charge of around \$6,000, with an ongoing cost of \$1,000 per year.



What am I paying for?



Website Feature	Upfront Website Cost
Website Domain	\$12-\$60
Website Hosting	\$35-\$600
SSL Certificate	\$0-\$200
Website Template/Theme	\$0-\$200
Ecommerce Functionality	\$20-\$24,000
Website Content	\$0-\$5000
Add Ons/Integrations	\$0-\$100
SEO and Marketing	\$0-\$90



Where do I start?

Note- this list is alphabetical--some I like better than others--do your homework!

Church Co.	thechurchco.com
Church Dev	churchdev.com
Clover	cloversites.com
Ekklesia360	ekkleisia360.com
Gator	hostgator.com/website-builder
Ministry Designs	ministrydesigns.com
Outreach Websites	digital.outreach.com
Sharefaith	sharefaith.com
Squarespace	squarespace.com
UMCom	umcom.org/services-products/web-services
Weebly	weebly.com
Wix	wix.com



Extras

- Online Giving
- Sermons/Podcasts
- Statistics
- The Hub
- Telling Your Story



Online Giving



- In 2022 ALL websites should have an EXTERNAL online giving option
- Give to specific departments/causes
- Set up recurring giving
- Give anytime or anywhere without cash or check
- Special offerings
- Give when not able to attend worship (weather, sick, etc.)
- Event registration



Online Giving



Questions to ask:

- Is your church ready?
- How can you get them ready?
- Is your financial team ready?

How to connect to online giving

- VAUMC works with VANCO to walk you through it!
- Easy!
- How to let your church know about online giving



Sermons



Questions to Ask

- Audio or Video?
- Who will record the service?
- How will you record the service?
- Will you just be putting the sermon online?
- Who will edit the files?
- Where will you store the files?
- Do you have proper copyright?

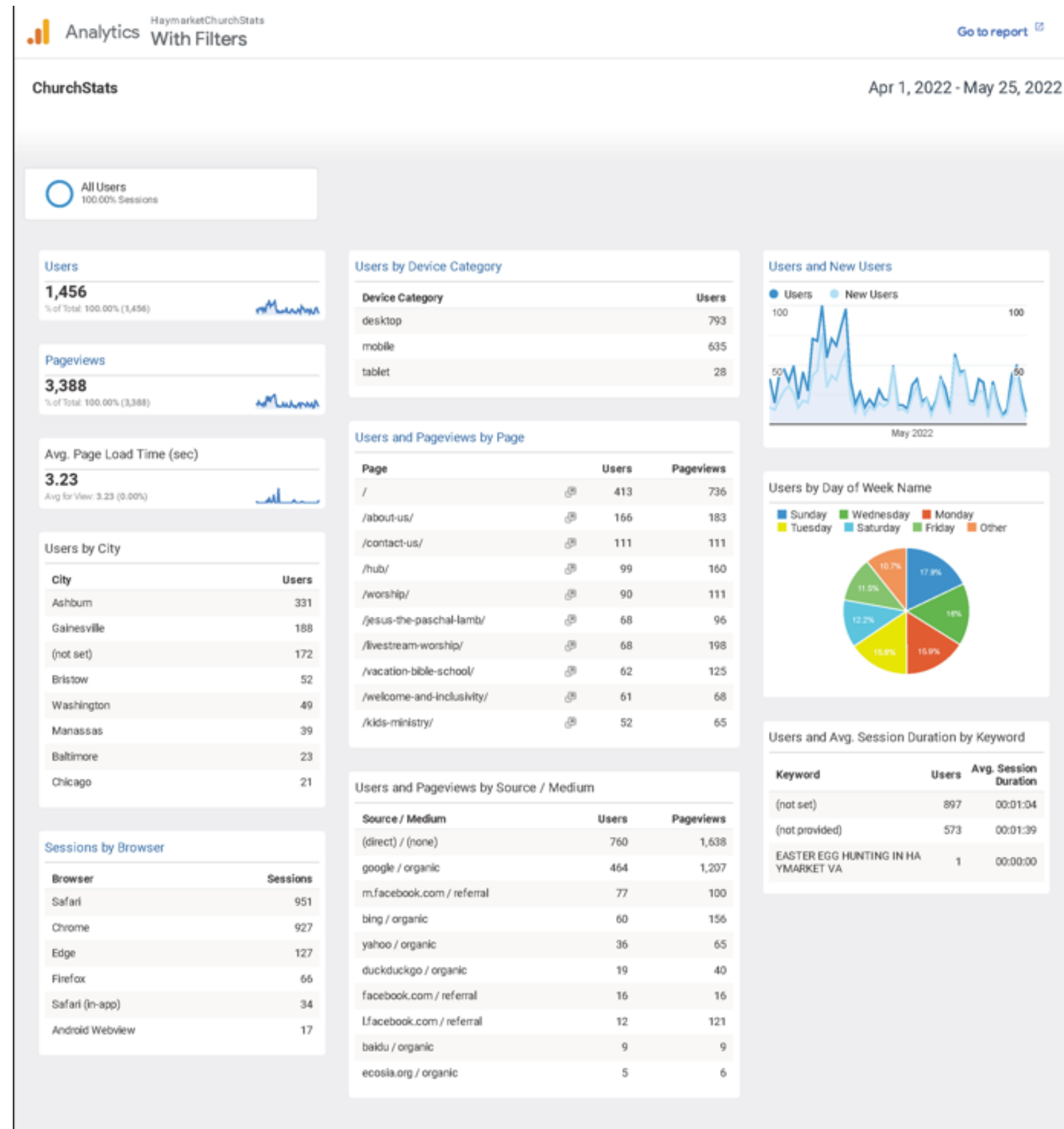
Livestream vs Recording/Storage



Statistics



Google Analytics is FREE





Statistics

April 1-May 24 haymarketchurch.org

Users

1,456

% of Total: 100.00% (1,456)



Pageviews

3,388

% of Total: 100.00% (3,388)



Users and Pageviews by Source / Medium

Source / Medium	Users	Pageviews
(direct) / (none)	760	1,638
google / organic	464	1,207
m.facebook.com / referral	77	100
bing / organic	60	156
yahoo / organic	36	65
duckduckgo / organic	19	40
facebook.com / referral	16	16
l.facebook.com / referral	12	121
baidu / organic	9	9
ecosia.org / organic	5	6

Users and Pageviews by Page

Page		Users	Pageviews
/		413	736
/about-us/		166	183
/contact-us/		111	111
/hub/		99	160
/worship/		90	111
/jesus-the-paschal-lamb/		68	96
/livestream-worship/		68	198
/vacation-bible-school/		62	125
/welcome-and-inclusivity/		61	68
/kids-ministry/		52	65

Avg. Page Load Time (sec)

3.23

Avg for View: 3.23 (0.00%)



Users by City

City	Users
Ashburn	331
Gainesville	188
(not set)	172
Bristow	52
Washington	49
Manassas	39
Baltimore	23
Chicago	21

[Livestream Worship](#) [What's Happening?](#) [I'm New](#) [Contact Us](#)

[Worship](#)
[Connect](#)
[Serve](#)
[The Hub](#)
[About Us](#)
[Give](#)

Welcome to The Hub!



Sunday Morning Worship

We are so glad you have chosen to worship with Haymarket Church today! Please register your attendance below!

Final

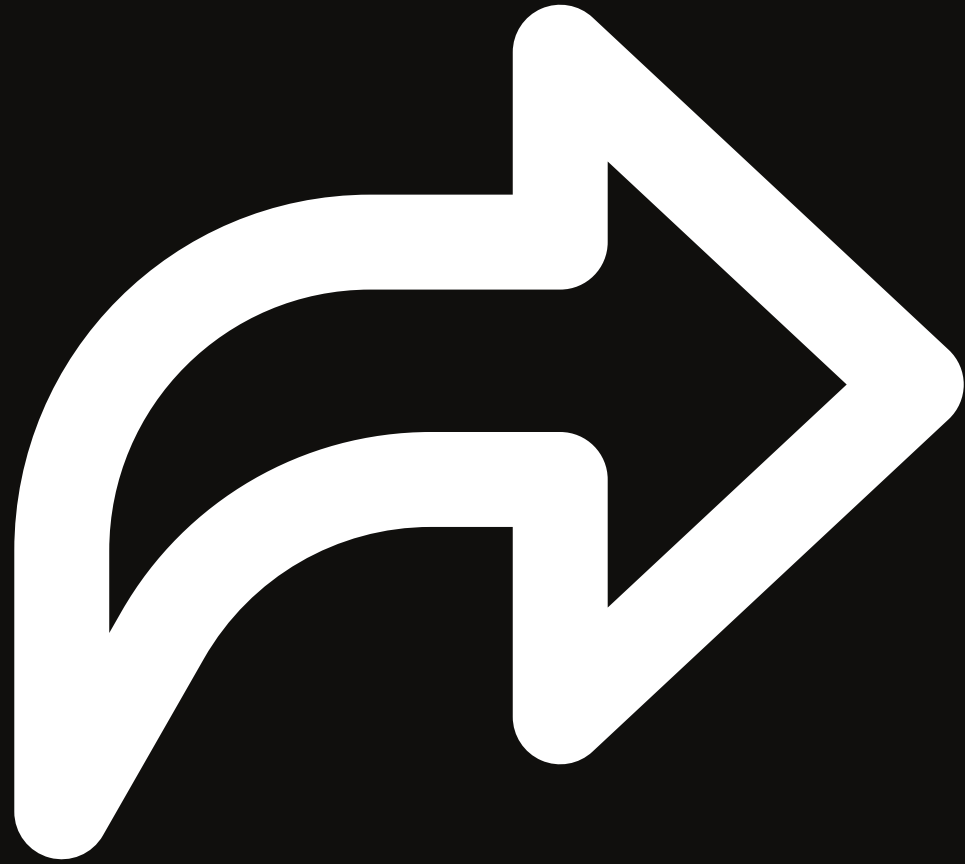
100

Article Service1

How many people are worshipping along with you today? (Think of



Telling Our Stories



Your Website Should Tell Your Story!

- We do a good job of ASKING for people to DO things.
- We don't do a great job of celebrating the good things people are doing.
- A website provides the opportunity to collect and tell those stories
- This can be through videos, photos, articles, podcasts, etc.
- These things can be connected to social media and shared.



Telling Our Stories

Follow us on: [Preschool](#) | [Resources](#) | [Photos](#) | [Contact Us](#)

[Home](#) | [Who We Are](#) | [Worship](#) | [Ministries](#) | [Events](#) | [News & Info](#) | [Give](#) | [New to Trinity](#)

Trinity in Ministry

Welcome to our **Trinity in Ministry** page where we highlight and celebrate some of Trinity's great ministries, events, and opportunities. Browse our Trinity in Ministry posts below and see some of the cool things going on at Trinity and in our community.

Do you have a ministry that you'd like celebrated? Simply fill out the form (at right or below on mobile devices) and let us know.

Trinity In Ministry

A Day Away
Twenty-four persons enjoyed a trip to Monticello with Trinity's Young at Heart group on Thursday...

The Pumpkins are Here!
It was a beautiful morning on Saturday to unload a tractor-trailer full of pumpkins! Many...

A Note of Thanks
Trinity received this thank you note from our friends at the Muslim Community Center after...

School Kits for UMCOR
One way UMCOR (United Methodist Community Outreach Resources)...

Let Us Feature Your Ministry

Tell us about your ministry! Answer a few simple questions, upload some photos directly from your phone or camera and be featured in our weekly e-mail and our Trinity in Ministry area. [\(View this form in full page format here.\)](#)

Name *

Email Address *
Please provide a contact address in case we have any questions for you.

Ministry Name *

When did this ministry project take place? *

Where did this ministry event take place? *

How Many Involved? *

What did you do during this event? *
Please briefly describe your activities during this ministry event.

Who did you serve during this event? *
Please briefly describe who you served.

Twenty-four persons enjoyed a trip to Monticello with Trinity's Young at Heart group on Thursday, October 12. Although it was an overcast day with on and off sprinkles, a wonderful time was had by all! We came away with a greater admiration of Mr. Jefferson – the person he was, the inventions he crafted, and the amazing leader he was of our young country. What an intelligent man. We weren't able to take pictures inside the house. A delicious lunch was enjoyed by all at the café on the premises, and a quick stop at Carter's Mountain Orchard completed the fun-filled day. Young at Heart's next program will be on Thursday, November 14 with Dr. Jerre Johnson presenting a program on the geology of Virginia. Come and bring a friend!

<http://trinityumc.net/trinity-in-ministry/>



Telling Our Stories

1 2 →

What's Happened?

Check out some of the great events that have happened previously at Haymarket Church!

Like what you see here? Be a part of all that is happening at Haymarket Church and in our community. Sign up for Haymarket Church emails to receive information about our events and opportunities. Be sure to check out our [Calendar](#) for event dates and times.

Other questions? Email info@haymarketchurch.org or visit our [Contact Us](#) page. We'd love to hear from you!

Videos

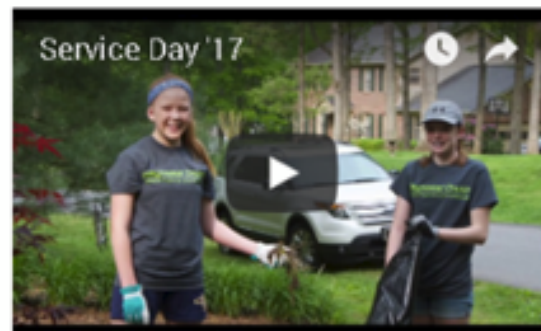


Photo Galleries





Livestreaming

Just because
you can doesn't
mean you
should!





Engagement Matters

We wouldn't want a visitor to our sanctuary to not be welcomed—your livestream folks should be welcomed.

This requires a moderator or host.

Haymarket Church was live.
on Sunday · 🌐

Online worship, Sunday March 15. Welcome! #HaymarketChurch

792 People Reached 318 Engagements [Boost Post](#)

👍❤️ 22 5 Shares 543 Views

👍 Like 💬 Comment ➦ Share 📺 Up Next

Comments

Realtime Comments ▾

Replying to Dawn
Haymarket Church · 2:30 Good morning, Dawn!
Like · See Thread · Commented on by Kim Johnson [?] · 1d

Denise Stephenson Strickland · 2:34 Good morning!
Like · Reply · 1d

Replying to Denise
Haymarket Church · 3:01 Good Morning, Denise
Like · See Thread · Commented on by Kim Johnson [?] · 1d

Write a comment... 📷 📺 📄

👍 Share 💬 Comment 👍 Like



Host Duties

- Welcome folks
- Comment/like/say hello to all who participate
- Ask folks to register attendance
- Ask if there are prayer concerns or requests
- Post prayers or words if not on screen
- Post link to online bulletin
- Post other links as needed
 - announcements, etc.
- Post online giving link.
- BE HUMAN
- Apologize for/address any tech issues
- Offer a goodbye at the end of the service



Copyright Cautions

Before you jump right into livestreaming worship, you **MUST** be sure that you have the proper copyrights in place. A license for streaming is different from a standard CCLI license.

novaumc.org/digital-ministry-resources

Social Media





Back to Basics

so·cialme·di·a, noun

websites and applications that enable users to create and share content or to participate in social networking.





NO!!



How does
it work?

It's
SOCIAL





Why?

YOUR CHURCH WEBSITE

- The place for visitors to find you
- The place for information about what is coming up
- The place to seek and find information ABOUT your church
- A place with infinite space

YOUR SOCIAL MEDIA

- The place to **connect with** and **interact with** BOTH visitors and members
- A place to dig deeper, share more, create community, engage in **conversation**.



Why?

THAT'S WHERE THE PEOPLE ARE!

- People are connected to their phones and devices All the time.
- They are on social media.
- You should be too!

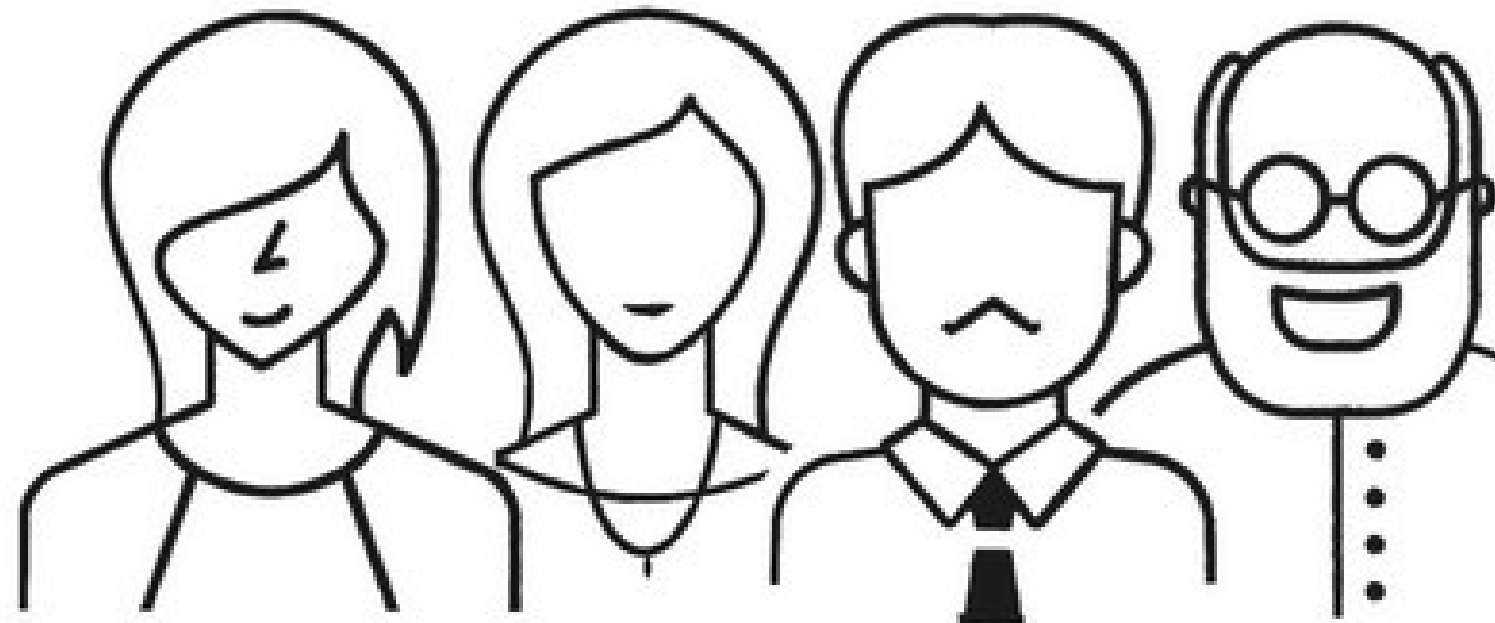
OPPORTUNITY TO ENGAGE

- Connect
- Have conversations.
- ALL WEEK LONG!
- Be more than just 'a place to go for an hour on Sunday'



OBERLO

Social media users by generation



84%

aged 18-29

81%

30-49

73%

50-64

45%

65 and above

(Pew Research Center, 2021)



OBERLO

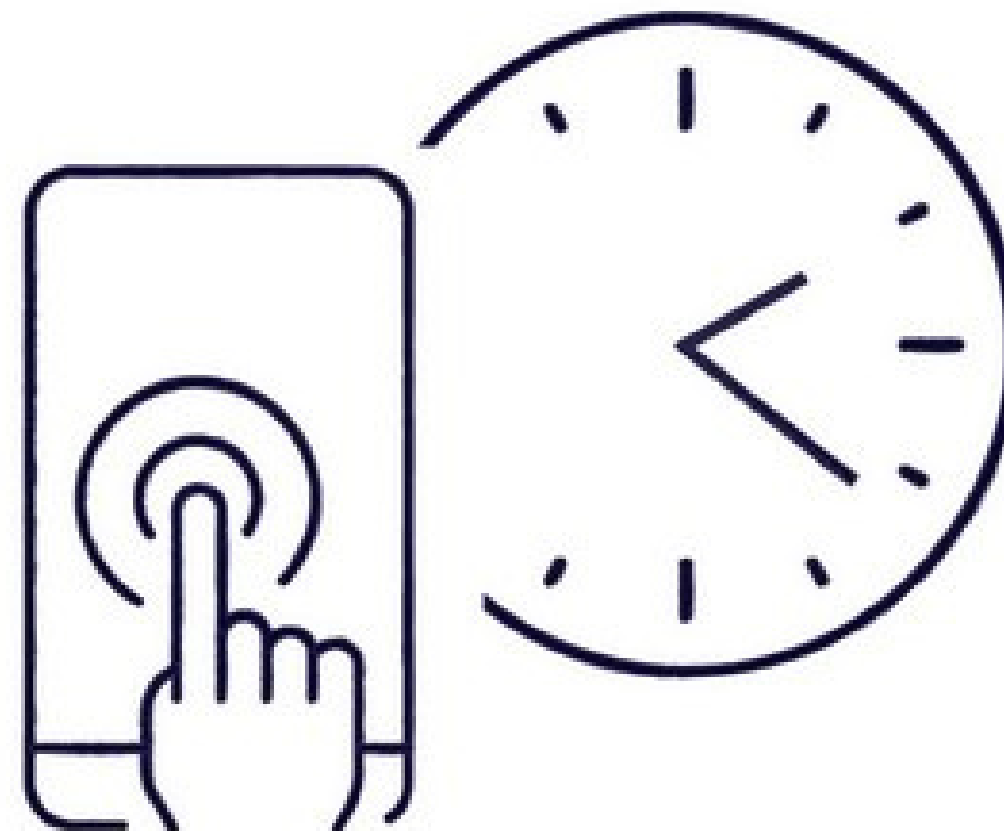
Time spent on social media per day

An average of

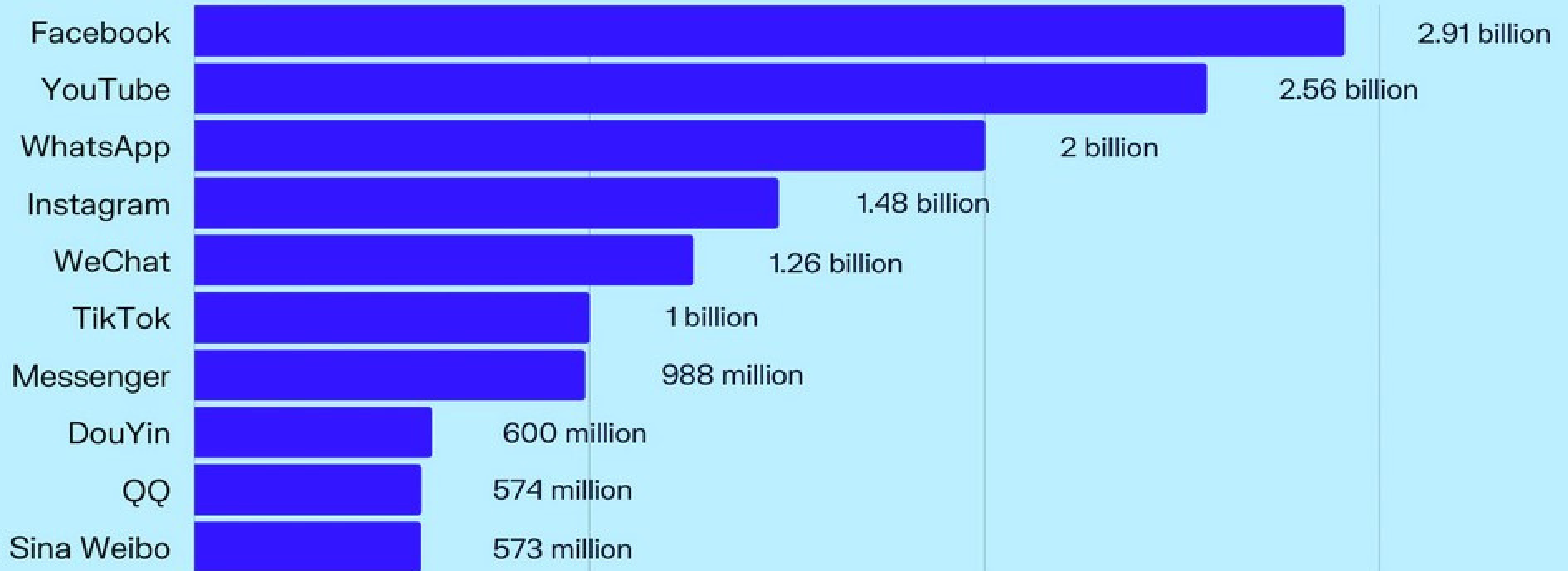
2.5 HOURS

per day is spent on **social
networks and
messaging.**

(DataReportal, 2021)



Most Popular Social Media Platforms in 2022



OBERLO

How Many Americans Use Facebook?



Over six out of ten,

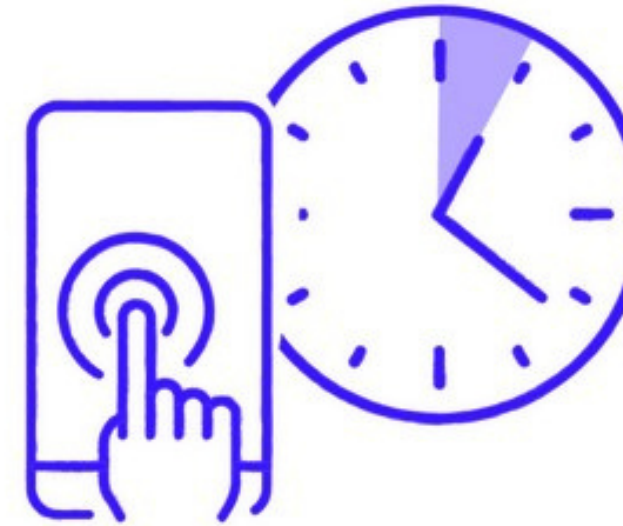
63%

of the U.S. population aged 12+ say they use Facebook.

(Edison Research and Triton Digital, 2020)

OBERLO

Average Time Spent on Facebook



Users spend an average of
19.5 HOURS
on the Facebook app
each month.

(DataReportal, 2021)

OBERLO

Facebook Users Choose Mobile over Desktop

98.3%

of Facebook users access the social media app via their mobile phones.

(DataReportal, 2021)



Oberlo

Social Media Users Via Mobile

91%

of all social media users access social channels via mobile devices. Likewise, almost 80% of total time spent on social media sites occurs on mobile platforms. (Lyfemarketing, 2018)





The Basics

STEP 1

- Does your church have a Facebook PAGE?
 - If not, then make one!
 - (facebook.com)

STEP 1B

- Do you have a Facebook account?
 - Someone will need one.

STEP 2

- Is your Facebook page a PAGE? or a PERSON?
 - this is important!



The Basics

Facebook page for Restoration Church: Reston. The page features a cover photo with the text "WHAT'S IN A NAME?" and "SERMON SERIES March 6-April 17". The profile picture is a blue flame logo. The page includes an "About" section with a map showing the location at 11400 South Lakes Drive, Reston, VA 20191. The "About" section also lists the church's mission, contact information, and a link to the website. The main content area shows a video post from Restoration Church: Reston, dated 2h, with the text "Join us for a few minutes of prayer and inspiration each day, as we navigate these uncertain times together. Pastors from Floris UMC and Restoration Church will share words of hope and our congregation will share songs of their own." The video thumbnail shows a woman speaking, with the text "best definition of a friend. And among the thousands of" overlaid. The post has 1 like and 1 comment.

Facebook page for Restoration Church. The page features a cover photo with the text "RESTORATION CHURCH". The profile picture is a blue flame logo. The page includes an "Intro" section with the text "ESP 9:00AM DOM ENG 11:15AM SUN" and a link to the website. The "Posts" section shows a live video post from Restoration Church, dated March 9 at 9:51 PM, with the text "School of Discipleship | Pastor Rudy Santos Give online at our website under the GIVE tab- https://www.restorationtx.org/". The post has 2 likes and 1 comment. The "Friends" section shows 330 friends.



**Make a
Page!**

facebook.com/pages/create

Manage Page

Kim's Example Page

Meta Business Suite

- Inbox
- Planner
- Publishing tools
- News Feed
- Business Apps

Home

News Feed

Messenger tools

Promote



Kim's Example Page

@kimsexamplepage · Religious organization

+ Add a button

Home Groups Events Volunteering **More**

Promote Search More

Manage your Page and Instagram account together with Me

Set your Page up for success
Finish setting up your Page so people on Facebook know you're a credible business.
5 of 13 steps completed

Choose how to interact
Post, comment, and react as your profile or your Page.

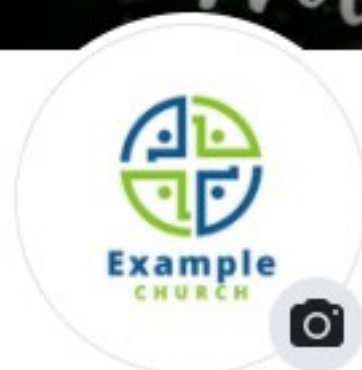
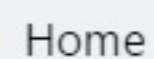
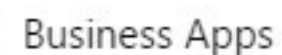
- Kim's Example Page
- Kim Johnson

Photo/video Get messages Feeling/activity





Kim's Example Page

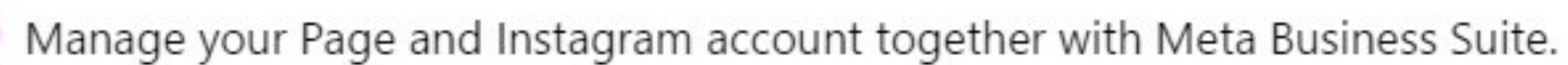
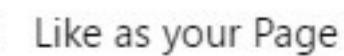
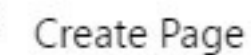


Kim's Example Page

@kimsexamplepage · Religious organization

Other actions

With your primary profile, **Kim's Example Page**, you can like this Page, follow it or take other actions.

[Open now](#)

Set your Page up for success

Create post ▼





Navigating Facebook



← → ↺ 🏠 🔒 facebook.com

f

Search Facebook

🏠

🚩

🛒 3

👤

📁

Kim

⋮

💬

🔔 1

⌵

👤 Kim Johnson

👥 Friends

📄 Pages

👥 Groups

🕒 Memories

🕒 Most Recent

📢 Ad Center

📊 Ads Manager

📈 Blood Donations

🌱 Climate Science Center

👥 Community Help

🏥 COVID-19 Information Center

🎬 Creator Studio

💡 Emotional health

📷 Create story

👤 Katie Allred

👤 The Holderness...

👤 Meredith Simmons...

👤 Lulu y Lala

👤 What's on your mind, Kim?

📺 Live video

📷 Photo/video

😊 Feeling/activity

🏠 Create room

👤

👤

👤

👤

👤

👤

➡

🍪 Cookies & Cream is at Cookies & Cream.

55m · Haymarket, VA · 🌐

We are excited to be the finish line of the welcome home parade for Evan Nichols, USA Paralympic Sled Hockey Gold Medalist Beijing 2022 and Battlefield High School senior! It's going to be a beautiful night to be outside and welcome home our newest local celebrity! #cookiesandcreamhaymarket #haymarketva #townofhaymarketva

CONGRATULATIONS
EVAN NICHOLS

Groups · Suggested for you

🏰

Walt Disney World Tips and Tricks

444K members · 10+ posts a day

Join group

Sponsored

🪑

Article

article.com

📖 Ana Paula and the Kingdom of Clouds


Critical Message for Your Children

puppydogsandicecream.com

Your Pages

⋮

Manage Page




Haymarket Church

▼





Meta Business Suite


^


- 

Inbox


42 new comments
- 


Planner
- 

Publishing tools
- 


News Feed
- 

Business Apps

- 

Home
- 

News Feed

8 new
- 

Messenger tools
- Promote



Haymarket Church

@haymarketchurch · ★ 5 (9 reviews) · Religious organization

Edit Learn more

- Home
- About
- Live
- Groups
- More

Promote



Manage your Page and Instagram account together with Meta Business Suite.

Open now

Upcoming live videos

See all



Create post



In Facebook



In Meta Business Suite

Create



Live



Event



Job



Haymarket Church plans to go live.



Meta Business Suite

Haymarket Church

Home

Notifications

Inbox

Posts & stories

Planner

Ads


Insights

All tools

Help

Give feedback

Home



Haymarket Church

Manage Facebook Page | Go to Instagram

Create post

Create story

Create ad

To-do list

Comments

Haymarket Chu... Have a great week! and 1 other 3d

Dessirae Mantas Brenda Contreras 1w

simplyoursociet... Love this!! 1w

Haymarket Chu... It has been a joy to worship with you this mo... and 10 others 1w

Haymarket Chu... Welcome to worship! If you are worshipping on Sunday mo... 1w


See all

Recent posts

"Proclaiming the Ki... Mar 16, 2022, 8:39 AM 0 People reached 0 Reactions 0 Comments Boost unavailable

We continue our st... Mar 14, 2022, 3:53 PM 41 People reached 0 Reactions 0 Comments Boost post

Your goals



Set a goal, track progress and learn helpful tips for your business success.

Get started

Insights

Trends

Last 28 days: February 16 – March 15

Facebook page reach 4K ↑ 192%

Instagram reach 130 ↑ 44%

Audience

Lifetime

Facebook page likes 583

Instagram followers 189

See all insights



Planner

Create

Week Month < Today >

March 2022

Content type: all Shared to: all

Sun 13 Mon 14 Tue 15 Wed 16 Thu 17 Fri 18 Sat 19

Daylight Saving...

Ticket sales • Paused

Pi Day

St. Patrick's Day

Holi

7:06 AM

In-person worship is happening. There are a few small snowy patches in the

2

3:53 PM

We continue our study of "The Way" by Adam Hamilton by looking at Chapter 2 "The

8:39 AM

"Proclaiming the Kingdom" - Haymarket Church Online Worship for March 20, 2022

8:55 AM

THE WAY Walking in the Footsteps of Jesus

6

9:58 AM

1 17

9:00 PM

This week, your Facebook followers are most active at this time.

Schedule

Moments Drafts

Moments

See how it works

Mar 2022

5 Upcoming moments

Thu, Mar 17

St. Patrick's Day

Take a few minutes to schedule a post or story

Schedule

Fri, Mar 18

Holi

Take a few minutes to schedule a post or story

Schedule




Planner

Create

New post


Publish to Facebook and Instagram

☒



Haymarket Church


☒



haymarketchurch

Publish to Facebook Groups

☒



Haymarket Kids

Private group • 93 members

[See more groups](#)


Text


Test Post!
YAY!

😊

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

 Add media

 Create video

Location · Optional

Enter a location

Facebook

Instagram

Customize your Facebook posts

These features and text will only appear in your Facebook News Feed and Facebook Groups posts.

Facebook text

Test Post!
YAY!

😊

Call to action

☐ Get messages

Link preview · Optional ⓘ


Enter a link

Add Feeling/Activity

Raise Money


☐ Add a button to your post to raise


Desktop News Feed


 Haymarket Church

1m · 🌐

Test Post!
YAY!


 Like

 Comment

 Share

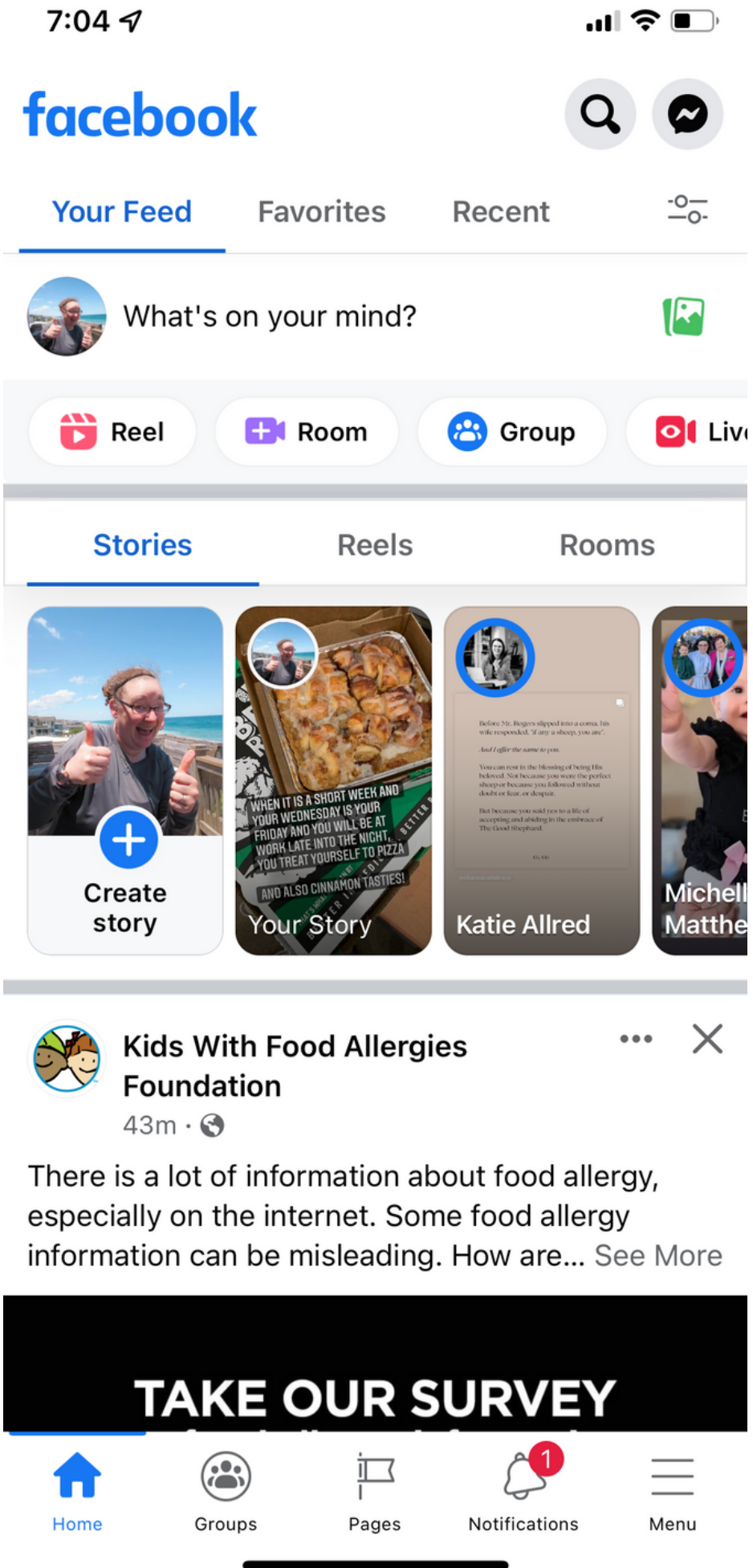
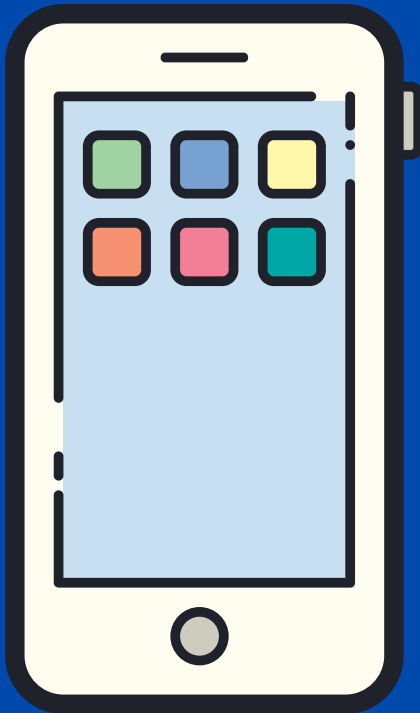
☐ Boost post

☐ Optimal times

 Publish

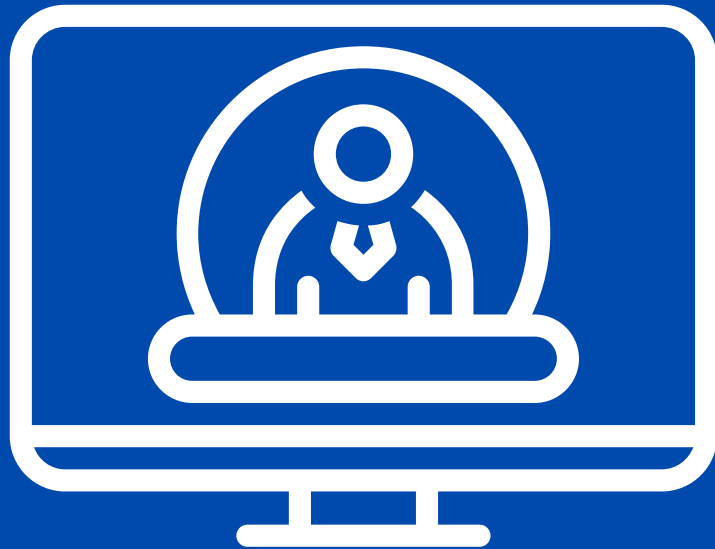


Navigating Facebook





Administrators and Roles



facebook.com/kimsexamplepage/settings/?tab=people_and_other_pages

Search Facebook

Home

Shop

Groups

Pages

Kim

More

Kim's Example Page > Page settings

Page settings

Search Page settings

General

Messaging

Page Info

Templates and Tabs

Event Ticketing

Notifications

Advanced messaging

Page Roles

People and other Pages

Preferred Page Audience

Issue, Electoral or Political Ads

Page roles

Everyone who works on your Page can have a different role depending on what they need to work on.
[Learn More](#)

Sections

Assign a new Page role

Jump to section

Existing Page roles

Jump to section

Assign a new Page role

Type a name or a friend's email

Admin

✓ Editor

Moderator

Advertiser

Analyst

Add

Can publish content and send Messenger messages as the Page, respond to and delete comments on the Page, create content, post from Instagram to Facebook, and view insights. If an Instagram account is connected to the Page, they can create posts, comments, send Direct messages, sync business contact info and create ads.

Existing Page roles

Admin

Can manage all aspects of the Page. They can publish and send Messenger messages as the Page, respond to and delete comments on the Page, post from Instagram to Facebook, create ads, see who created a post or comment, view insights, and assign Page roles. If an Instagram account is connected to the Page, they can respond to and delete comments, send Direct messages, sync business contact info and create ads.

Kim Johnson

Admin

Edit

(You must be friends in order to add them)



What to Post



Use EVENTS

Use Facebook LIVE

Use Groups

Advertise on Facebook

Encourage People to

Tag the Church

- A question
- A shared article
- A shared post from a partner organization (Rising Hope, Just Neighbors, Lamb Center, Hypothermia Ministries, Grace Ministries, the church next door...)
- A shared post from a denominational resource (VAUMC, UMC.org, umcom.org)
- A Scripture verse
- A call to prayer/A prayer to pray
- A silly question
- A story/photo/celebration of good ministry that has happened recently
- Did you know?
- Church Fun Fact
- Building Scavenger Hunt/Trivia



**YOU HAVE
CONTENT!!!**



- Don't be intimidated by needing to create ALL THE THINGS
- Remember, you plan for Sunday EVERY week—there's always scripture, prayer, a sermon
- Use those things, schedule those things in advance
- Don't recreate the wheel!
- Takes planning upfront but can get into the rhythm
- Create your list of top 5 events at each week's staff meeting
- Decide which will be pushed on social—is it the same as the email? Or a different focus?
- Remember to celebrate with photos shared/taken!



It's 2022



- Everyone has a Camera at all times
- Some of your social media 'team' is already doing this work for you—on their own social feeds
- Harnessing that energy and enthusiasm takes strategic thought, planning, and ASKING for help will move you forward



Building Your Team



- Staff have the most direct access to what is going on when and priorities
- Staff can also balance the posts on a schedule
- Volunteers can be granted access
- Create a team of Social Media ‘engagers’
- “the un-committee”
- People who are already active on social media-people who already understand and use it
- People who have diverse circles of influence—UMW, Kids, Youth, Sunday School, Serve, etc.
- People who are eager to share and engage and be ambassadors
- People who have a passion for your church



Ask Your Team For



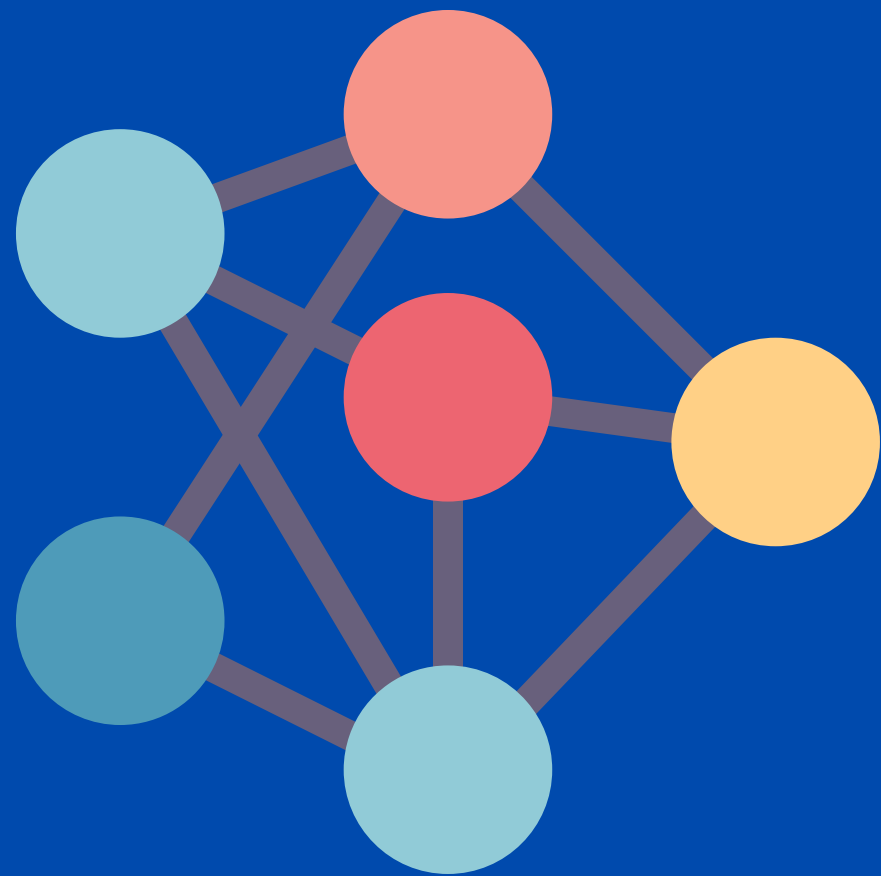
- Actively and intentionally interact with your content
- Make this part of their ministry to your church—using their gifts
- Ask them to
- Follow, Like, Comment
- Answer the questions asked, pose further questions
- Share with their circles/spheres of influence by sharing your content
- Intentionally watch for and interact with your content
- Feed you photos/ideas/content to post---remember
THEY HAVE CAMERAS AT ALL TIMES
- Evaluate your posts monthly/quarterly---do they feel engaged by the content?



REMEMBER!



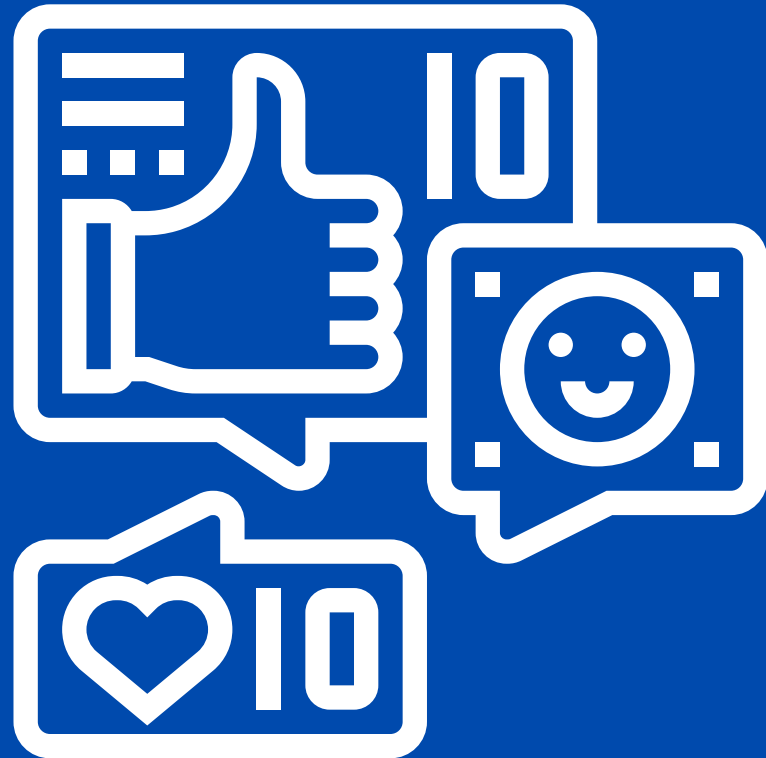
The Algorithm



- Facebook's algorithm is what determines your feed. It sorts through all of your posts and decides which ones are more interesting to you than others. The more engaging posts get pushed higher on your news feed. Since Facebook is constantly changing its algorithm, it is challenging to keep up with the changes.
- The algorithm considers your past interactions within Facebook, what you currently have open, and what other people are doing to decide what should be shown on your feed.



Let's Look at Some Posts



**United Methodist Church in Northern Virginia** is 🎃 feeling spooky.
Published by Kim Johnson [?] · October 31, 2018 · 🌐

Happy Halloween! Since we all seem to have candy on the brain today, we thought we'd ask the question: Which is YOUR favorite?! Choose from the numbered items or tell us about something not pictured.



Which number?

333
People Reached

138
Engagements

Boost Post


Like

Comment

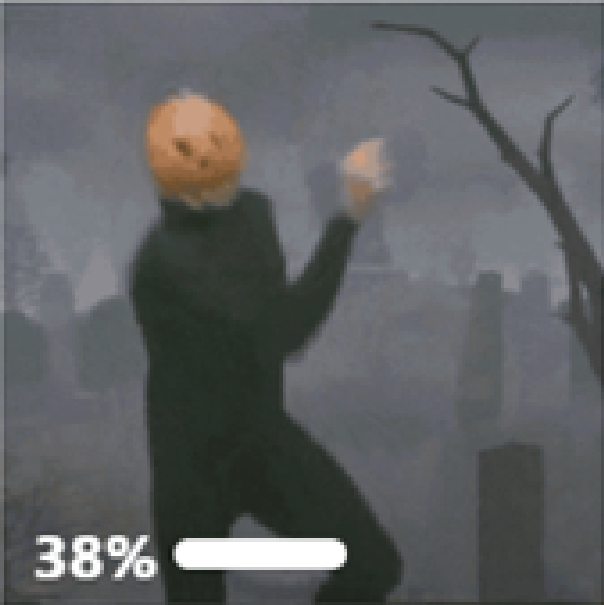
Share

Iristyne Beale, Gwendolyn Sharp and 3 others

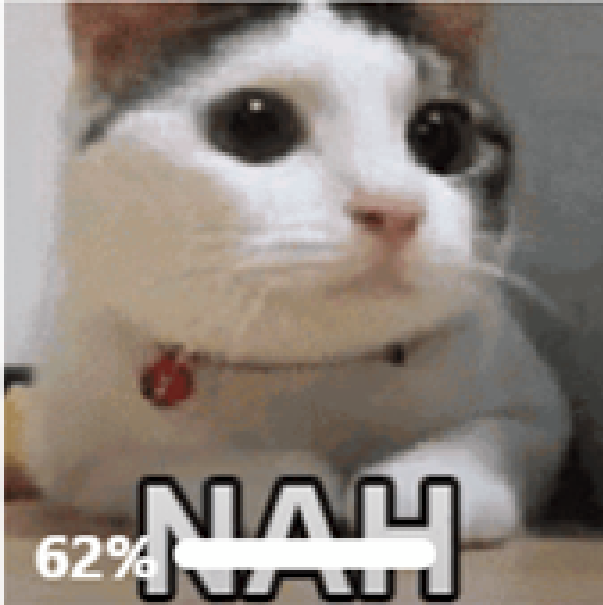
43 Comments

**United Methodist Church in Northern Virginia** created a poll.
Published by Kim Johnson [?] · October 29 at 11:29 AM · 🌐

It's Spooky Week and we are curious---will your workplace/church staff dress up Thurs?



38%



62%

NAH

YES!

No Way! ✓

This poll has ended.

134
People Reached

20
Engagements

2 Comments 1 Share

Like


Comment


Share

Most Relevant ▾

Write a comment...


Kim Johnson There needs to be a spot for "Some of us"





Haymarket Church

Published by Kim Johnson [?] · October 22 at 10:47 AM · 🌐



176

People Reached

44

Engagements

Boost Unavailable

👍 2


13 Comments

Like

Comment


Share

Most Relevant ▾




Write a comment...

😊 📷 📎



Haymarket Church What great songs! Thanks for sharing, everyone!


Like · Reply · Commented on by Kim Johnson [?] · 1w



Alison Poff Burkholder That Old rugged cross


Post Details

✕



Haymarket Church

Published by Kim Johnson [?] · October 22 at 10:47 AM · 🌐



176

People Reached

44

Engagements

Boost Unavailable

👍 Kathy Elder and Jovonne Williams

13 Comments

Like

Comment

Share

🌐 ▾

Performance for Your Post

176

People Reached

16

Likes, Comments & Shares ⓘ

2	2	0
Likes	On Post	On Shares
14	13	1
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares

28

Post Clicks

0	0	28
Photo Views	Link Clicks ⓘ	Other Clicks ⓘ

NEGATIVE FEEDBACK

0

Hide Post

0

Hide All Posts

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Haymarket Church

Published by Brian Johnson [?] · October 28 at 9:11 AM · 🌐

Last week we asked you to tell us your favorite worship songs. We've put all those songs into a Spotify playlist. We hope this playlist will help you worship God this week!



OPEN.SPOTIFY.COM

Haymarket Church Favorite Worship Songs (From Facebook), a playlist by haymarketchurch on Spotify

175
People Reached

53
Engagements

Boost Post

👍❤️ Linda Luttrell, Stephanie Lykins-Harvey and 12 others

1 Comment

👍 Like

💬 Comment

➦ Share



Performance for Your Post

175 People Reached

15 Reactions, Comments & Shares ⓘ

12 👍 Like	12 On Post	0 On Shares
---------------------	----------------------	-----------------------

2 ❤️ Love	2 On Post	0 On Shares
---------------------	---------------------	-----------------------

1 Comments	1 On Post	0 On Shares
----------------------	---------------------	-----------------------

0 Shares	0 On Post	0 On Shares
--------------------	---------------------	-----------------------

38 Post Clicks

0 Photo Views	22 Link Clicks ⓘ	16 Other Clicks ⓘ
-------------------------	----------------------------	-----------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**Haymarket Church**

Published by Kim Johnson (?) · October 4 · 🌐



Today is [#nationalextacoday](#) (one of Pastor Brian's favorite days!) so we are curious: What topping is essential for a proper taco?

WE HAVE A
QUESTION:

**218**
People Reached**96**
Engagements[Boost Post](#)

David Townsend, Susan Ransom Klemmer and 6 others

17 Comments

Like

Comment

Share

**Performance for Your Post****218** People Reached**49** Reactions, Comments & Shares ⓘ**6** Like **6** On Post **0** On Shares**2** 😂 Haha **2** On Post **0** On Shares**41** Comments **37** On Post **4** On Shares**0** Shares **0** On Post **0** On Shares**47** Post Clicks**1** Photo Views **0** Link Clicks ⓘ **46** Other Clicks ⓘ**NEGATIVE FEEDBACK****0** Hide Post **1** Hide All Posts**0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



What about kids?



Trinity United Methodist Church Richmond VA

Published by Jennifer Williams · March 2 at 11:44 AM ·

Trinity Kids Snapshot: Families had a great time at our Love Notes to God event! Families played games, prayed with scrabble tiles and pipe cleaners, made hear paper airplanes, made a valentine to God, and completed a scavenger hunt for love in the Bible! Each family left with a gift bag of ideas on different ways to pray together as a family!

258
People reached

65
Engagements

Boost post

5

1 Comment 1 Share

Like

Comment

Share

Most relevant

Comment as Trinity United Methodist Chur...

Judy Oguich

Awesome event!!!!

Like Reply Hide 1w

Haymarket Church

Published by Karen Heckendom Thom · March 13 at 6:56 PM ·

The Tweens had an awesome service adventure today with our partners at Boxes of Basics. They sorted and shelved clothes, organized hangers, carried boxes, hung coats, and more. It was a great afternoon learning about this great organization and helping other kids.

And extra life lessons because the heat had gone out in the building. I didn't hear any complaints about the cold. They just stayed bundled and went to work! These are some awesome kids!

740
People reached

127
Engagements

Boost post

16

2 Comments 3 Shares

Like

Comment

Share

Most relevant

Comment as Haymarket Church

Cordova Ingrid

Thank you !!!for the opportunity to be part of this wonderful time to help our community

Like Reply Hide Send Message 2d

Author

Haymarket Church

Cordova Ingrid It was great to have her help with us!

Like Reply Commented on by Karen Heckendom Thom · 2d

Trinity United Methodist Church Richmond VA

shared a post

Admin · December 19, 2021 ·

Trinity Kids Snapshot: This morning Trinity Kids families created their own nativity set at our Journey to the Manger event! This special nativity can be used by our families again and again to explore and retell the Christmas Story!

7

1 Comment Seen by 47

Like

Comment

Elaine Woody Peele

So exciting to see all these young families working and building something that will bring memories for many years! Loved it!

Like Reply 12w

Comment as Trinity United Methodist Chur...

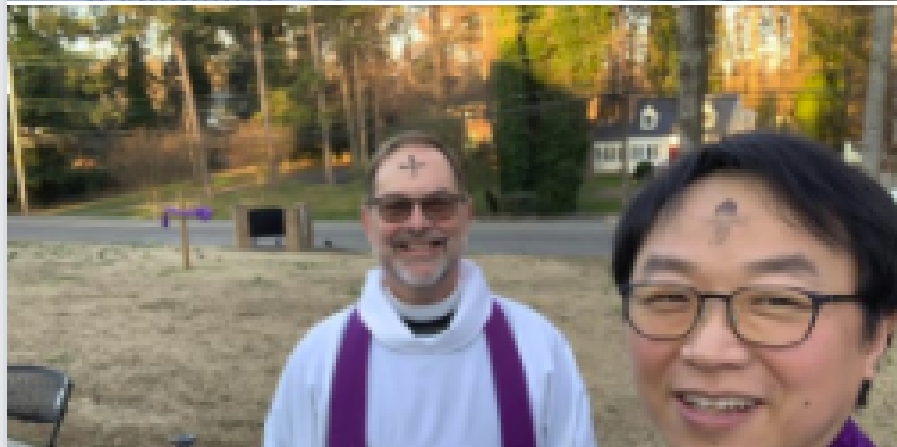
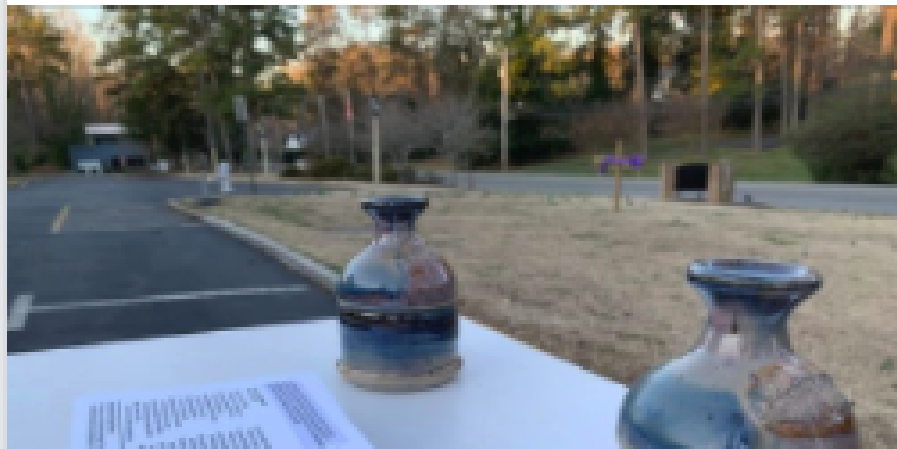
Post details



Trinity United Methodist Church
Richmond VA

Published by Hungsu Lim ·
March 2 at 7:11 AM ·

Remember that you are dust! To dust you shall
return. Join us and mark this holy season of Lent.
We're here until 8 am.



28

3 Shares



Like



Comment



Share



Comment as Trinity Unit...



Performance for your post

689 People reached

61 Likes, comments & shares

27 Post clicks

14

Photo views

0

Link clicks

13

Other clicks

View more details

Negative feedback

0 Hide all posts

0 Hide post

0 Report as spam

0 Unlike Page

61 Likes, comments & shares

Branded content distribution

View breakdown

689

Total reach

689

Organic
reach

0

Paid reach

724

Total
impressions

724

Organic
impressions

0

Paid
impressions



Trinity United Methodist Church Richmond VA added an
event.

February 21 at 3:00 PM ·



SUN, MAR 27 AT 3 PM

Spring Fest

Trinity United Methodist Church Richmond VA

16 Going · 61 Interested

179

People reached

27

Engagements

Boost event

Boosted on March 14 at 9:56 AM

Finishes in 11 days

By Kim Johnson

People reached

519

Event Responses

21

View results



5

3 Comments



Like



Comment



Share



Jennifer Cantrell

Laura Barnes, Ginny Johnston and Alexis Shannon y'all
should join us!

Like Reply 3w



Jennifer Cantrell replied · 2 Replies




Comment as Trinity United Methodist Chur...





Know Your Voice





Trinity United Methodist Church Richmond VA
Published by Kim Johnson · February 24 at 9:04 AM ·

Prayer of Saint Francis of Assisi

Lord, make me an instrument of your peace.
Where there is hatred let me sow love;
Where there is injury, pardon;
Where there is doubt, faith;
Where there is despair, hope;
Where there is darkness, light;
Where there is sadness, joy.

O Divine Master, grant that I may not so much seek
To be consoled as to console;
To be understood as to understand;
To be loved as to love.
For it is in giving that we receive;
It is in pardoning that we are pardoned;
And it is in dying that we are born to eternal life.




Let us all be in urgent prayer for our brothers and sisters in Ukraine under attack, for our leaders and all world leaders, for our service people and those of other nations and most of all let us pray that the Prince of Peace may reign over the earth.

1,221
People reached


249
Engagements


–
Distribution score


Boost post

 39


1 Comment 7 Shares

 Like


 Comment

 Share

Most relevant



Comment as Trinity United Methodist Chur...




Marcia Edmonds
Amen! 🙏

Like

Reply

Hide

2w




Trinity United Methodist Church Richmond VA is at Trinity United Methodist Church Richmond VA.
Published by Kim Johnson · March 10 at 5:55 PM · Richmond, VA ·

The church around the world lifts up prayers for the people of Ukraine and peace. Trinity wants to invite you to join a prayer vigil on Wednesday, March 16. The sanctuary will be open for the solitude of prayer from 7 AM to 6 PM There will be some collective prayers written by others to be used for your prayer time.

Also, pastor Hung Su will offer a prayer gathering at noon. Let us come and join in praying for peace and millions of men, women, and children in Ukraine.

[https... See more](#)



The Sanctuary will be open
Wednesday, March 16
from 7 AM - 6 PM
Prayer service at NOON

A prayer vigil for Ukraine

TRINITYUMC.NET




A prayer vigil for Ukraine | Trinity United Methodist Church
A prayer vigil for Ukraine The church around the world lifts up pray...

38
People reached


53
Engagements


–
Distribution score


Boost post


 13

4 Shares

 Like

 Comment

 Share




Comment as Trinity United Methodist Chur...



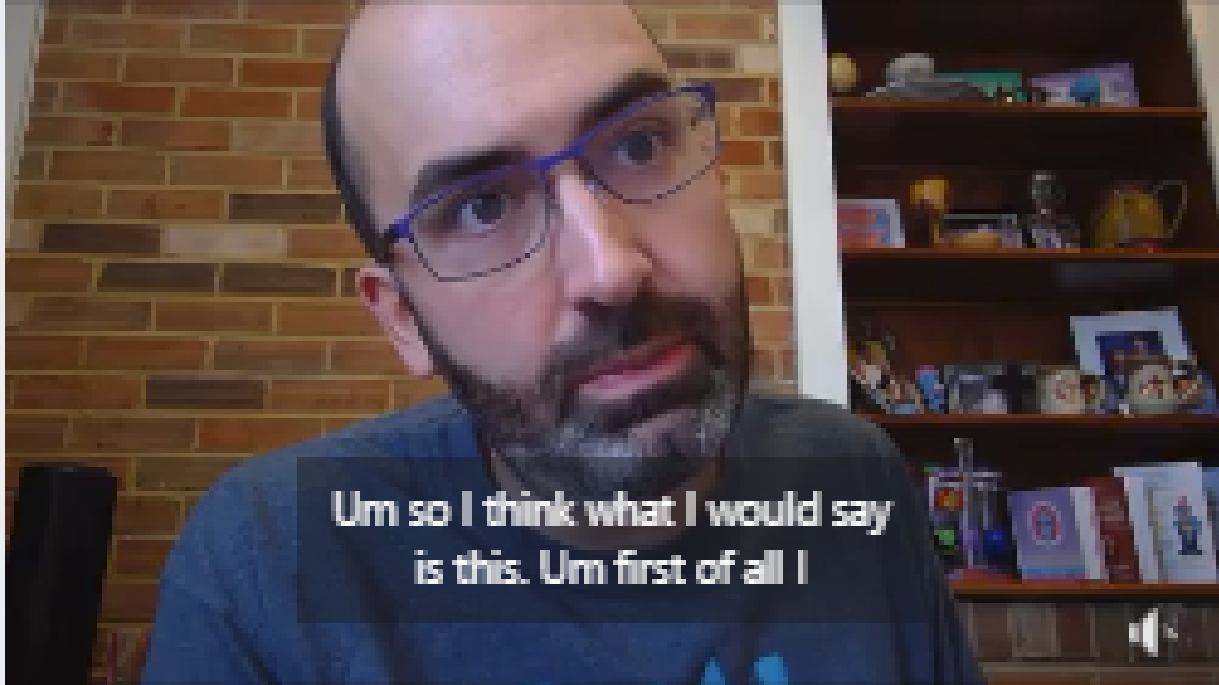
Know Your Voice





Haymarket Church posted a video to playlist Tuesday Thoughts.
Published by Brian Johnson · March 1 at 10:30 AM ·

In response to the violence we are seeing in Ukraine (and the darkness many of us are feeling), Pastor Brian offers some thoughts on what it means for Christians to pray for peace and work for peace in the midst of a world of violence and war. He also points to what it means that, in Jesus, our God has suffered and died for us - which means that God is in solidarity with those who suffer and die.






Um so I think what I would say is this. Um first of all I


112
People reached


17
Engagements


Boost post

 4


2 Comments 1 Share


 Like

 Comment


 Share

Most relevant

 Comment as Haymarket Church

 Andrea Burrows
Like Reply Hide 2w

View 1 more comment



Haymarket Church
Published by Brian Johnson · March 1 at 1:18 PM ·

a blessing for Ukraine

God, the unthinkable has happened

Swiftly, relentlessly,
by words and through
open destruction,
the peace and beauty
of the world,
has been shattered in a day

A God of justice and might,
we call to you to come and bring
this suffering to an end.
God's love (swiftness) leads to
shout the righteous

strengthen them with
the message of the
peace and
in the face of
overwhelming love

+3

Kate Bowler · February 25 at 3:30 PM ·


A blessing for Ukraine
God, the unthinkable has happened.
Swiftly, relentlessly,... See more


68
People reached


3
Engagements


—
Distribution score


Boost unavailable





 1

 Like

 Comment

 Share

 Comment as Haymarket Church





When to post?



- No fewer than 3 times per week
- Better to have 5/week
- Busy days can have 2 or 3 different posts
- Should be different content and should be spread out (not 3 Youth posts in a row)
- Should be different kinds of posts (photo, video, question, share, link...)
- Should have some kind of regular schedule—certain times/types when people can count on seeing your posts
- Thursday Prayer, Sunday Scripture on Friday

*****Schedule some of these — you can spend time once a month and schedule all your ‘regular posts’ and be done — then only have to fill in 1 or 2 a week.**



Samples

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
BREAKFAST	SHARE SERMON	MID WEEK GROUPS ANNOUNCEMENTS	WEEKLY ANNOUNCEMENTS	COMING UP THIS WEEKEND	HIGHLIGHT A MINISTRY OR VOLUNTEER	HIGHLIGHT A SPECIFIC EVENT	SERVICE STARTS AT _____, ENCOURAGE PEOPLE LOCALLY TO SHARE.
LUNCH	WEEKLY ANNOUNCEMENTS	SHARE SERMON	MID WEEK GROUPS ANNOUNCEMENTS	HIGHLIGHT A SPECIFIC EVENT	COMING UP THIS WEEKEND	HIGHLIGHT A MINISTRY OR VOLUNTEER	SHARE PREPARED IMAGE AND QUOTE FROM SERMON
DINNER	MID WEEK GROUPS ANNOUNCEMENTS	WEEKLY ANNOUNCEMENTS	SHARE SERMON	HIGHLIGHT A MINISTRY OR VOLUNTEER	HIGHLIGHT A SPECIFIC EVENT	COMING UP THIS WEEKEND	SHARE PREPARED IMAGE AND QUOTE FROM SERMON WITH LINK TO SERMON ARCHIVE OR NEW UPLOADED MESSAGE



Samples

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
AM	#<u>SundaySermon</u>	Photo	Question	Youth	Sunday's Scripture	Don't Forget	
PM	Question	Partner Link or Prayer Focus	Celebration/ Email focus	Coming this Weekend	Children's		

Remember that there is always room for 'breaking news' or celebration or 'in the moment'



Pages vs Groups



- Facebook has made moves to elevate GROUPS over PAGES
- Facebook is prioritizing CONNECTION and connection comes with COMMUNITY
- In 2019 Groups rose even higher in Facebook's algorithm and have GREATER use and functionality.
- But Groups and Pages are different



Pages

- Your social ‘front door.’
- What folks can look for, ‘drive past’, SEE.





Groups

- Your living room.
- A place for deeper, personal connection.
- A place to be KNOWN.



Haymarket Youth Parents

Private group

Interacting as Haymarket Church

AboutDiscussionMembersVideosPhotosModerate GroupGroup Quality

Search this group

Shortcuts

Villages of Piedmon...14

Church Commun...20+

The Middle Matters Boo...

Haymarket Youth Parents

Friday Haymarket Fello...

VAUMC Church Comm...

Haymarket Church13

Virginia Methodists f...7

Trinity United Method...4

United Methodist Churc...

NoVaUMC Church Com...

Divi Theme Users20+

Trinity Kids

Virginia Methodists f...6

Virginia Church Commu...

Haymarket Church

503 like this

Learn More

GROUP BY

Write Post

Photo/Video

Live Video

More

Write something...

Photo/Video

Watch Party

Ask for Reco...

...

NEW ACTIVITY

Heidi Suydam

October 30 at 2:53 PM

Hi everyone! Do any of you have any driving school/driving teachers you would recommend? Abbie needs to do her behind the wheel hours.

2 Comments Seen by 14

Like

Comment

Karen Heckendorn Thom

Sorry mine is still too young thank goodness.

Like · Reply · 6d

Kristin Kales Luetkenhaus

Kelly did hers through the school. We were happy with them.

Invited Members

UMCOR - United Methodist Committee On Relief

Invite Member

Hulafrog Centreville-Manassas, VA

Invite Member

Tammy Stone

Invite Member

Jovonne Williams

Invite Member

Amanda Slyper

Invite Member

See More

Haymarket Church

Admin · March 13 at 3:46 PM ·

Student Service Hours Opportunity!

On Saturday, April 9 from 6:30-8 pm the Haymarket Church Kids are hosting an Easter Flashlight Scavenger Hunt and they would love some youth to help.

Setup starts at 5:30 pm.

We need youth to be egg "hiders".... to put eggs out to before the event and then also to restock them as needed during the night and help the kids on their search.

LET US KNOW IF YOU THINK YOUR YOUTH CAN HELP.

See more

STUDENT SERVICE HOURS:

SAT. APRIL 9TH, 5:30-8 PM

EASTER FLASHLIGHT SCAVENGER HUNT

Hide Eggs

Restock Eggs

Help Tiny Humans Gather Eggs

1

Seen by 13

Like

Comment

Comment as Haymarket Church



Haymarket Church

Admin · February 7 · 🌐

...

We received the following prayer requests this weekend:

██████████ requests prayer for her mother in California and her family, who is helping her recover from illness.

██████████ request prayers for her friend's son, ██████████. Last year we prayed for ██████████ when he was in need of a new liver due to PSC (a liver disease that destroys the bile ducts). ██████████ got the liver transplant and had been doing well for the last year. Unfortunately, things have turned. Just a... [See more](#)



10

3 Comments · Seen by 33



Like



Comment

View 1 more comment



Joy Pritchard

Praying for ██████████ mother and for ██████████

Care · Reply · 5w



Haymarket Church · Author · Admin

An update on ██████████ the procedure went well, they found some possible reasons for the organ rejection he's experiencing, and they are hopeful that the treatment plan they have will reverse/put an end to the rejection. We received an updated prayer r... [See more](#)

Like · Reply · Commented on by Brian Johnson · 5w



Comment as Haymarket Church



██████████

November 3, 2021 · 🌐

...

Requesting prayers of hope and peace and clarity for my father in law ██████████ and our family. He is currently waiting to receive a diagnosis on the mass in his pancreas and lesions on his femur.



You and 9 others

6 Comments · Seen by 31



Care



Comment

View 3 previous comments



Brian Johnson · Admin

I'm just seeing this - praying for your father-in-law and for the whole family (and all who love him).

Like · Reply · 18w



██████████ replied · 1 Reply



Jovonne Williams

Prayers for your father-in-law and your family. 🙏

Like · Reply · 18w



Comment as Haymarket Church



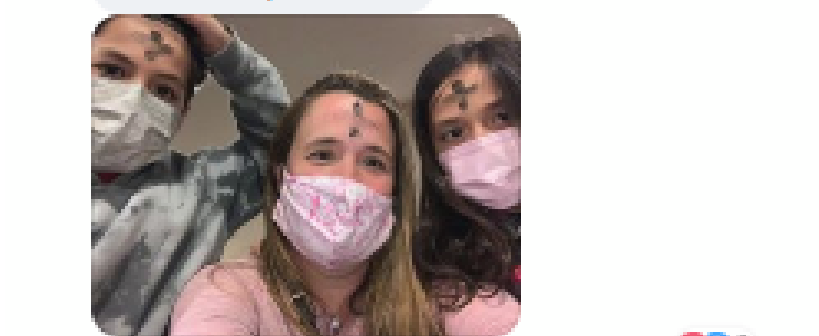
Any other Youtube Ash Wednesday participants out there?



👍❤️ You and 7 others 1 Comment Seen by 29

Love Comment

Dawn Attumali
We did the in-person ashes!



Love Reply 1w 3

Write an answer...



Brian Johnson created a poll.

Admin · February 2 · 🌐

Hey, y'all, looking for some random feedback. I'm trying to figure out what to do for Ash Wednesday (March 2). We don't rent the school for weeknight worship services (other than Christmas). If we were to do a smallish, simple, in-person worship service at the Ministry Center and then also do an online service (with ashes distributed ahead of time so that you can apply them yourself as part of the online service) - would you participate in either? If so, which one? If you... [See more](#)

Added by Brian Johnson
Online Ash Wednesday

10 votes

Added by Brian Johnson
In-Person Ash Wednesday, no childcare needed

5 votes

Added by Brian Johnson
In-Person Ash Wednesday, childcare needed

Added by Brian Johnson
I won't participate in worship on Ash Wednesday

Add an option

👍 1

3 Comments Seen by 33

Like

Comment



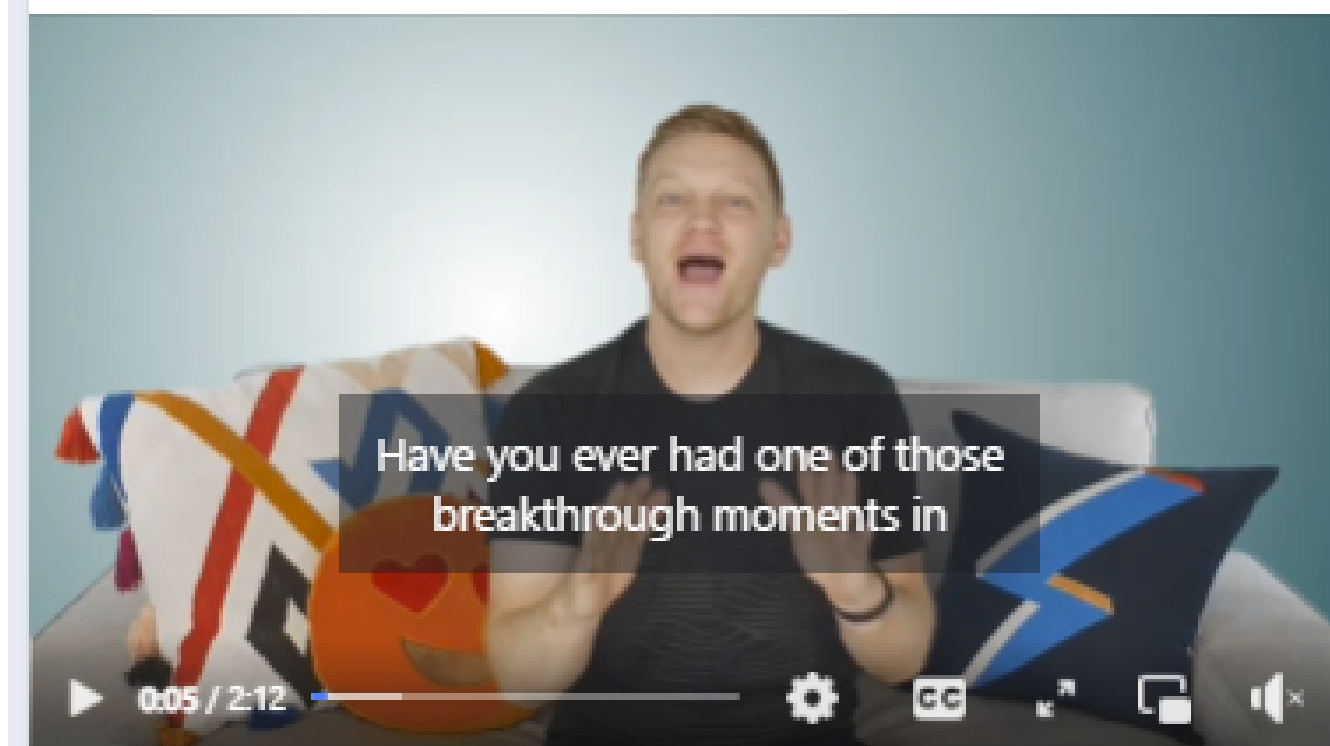
Haymarket Church

Admin · March 10 at 10:59 AM · 🌐

MARCH'S PARENT TIP - HOW TO GET YOUR KIDS TO OPEN UP

Have you ever had one of those breakthrough moments in parenting where a conversation suddenly goes way deeper than you expected and your kid actually opens up? Those are the best. But figuring out how to get your kid talking and sharing like this is tricky! So here are some things to try:

1. **Ask unexpected questions.** There are only so many times you and your kid can tolerate the question, "So . . . how was your day?" So try a... [See more](#)



Seen by 22

Like

Comment



Write an answer...

🗨️ 😊 📷 📺 🎥



Facebook Events



The screenshot shows a Facebook event page for 'Spring Fest' organized by Trinity United Methodist Church Richmond VA. The event is scheduled for Sunday, March 27, 2022, at 3 PM. The cover image features a child playing on a colorful inflatable structure with the text 'Spring FEST' and a description: 'an outdoor community-wide festival with food, fun for the whole family, and great fellowship'. The page includes a left sidebar with navigation options like Home, Your Events, Birthdays, and Notifications, as well as a list of event categories such as Classics, Comedy, Crafts, Dance, Drinks, Fitness & Workouts, Foods, Games, Puzzles, & Play, Gardening, Health & Medical, and Healthy Living & Self-Care. The main content area shows the event title, date, and location, along with buttons for 'Insights' and 'Boost again'. Below this, there are tabs for 'About' and 'Discussion'. The 'Details' section indicates that 78 people have responded and provides information about the event's location and public status. A 'Meet Your Host' section is partially visible. On the right, a 'Add a Few Final Details' panel shows that 0 of 3 steps are completed, with options to 'Share Event', 'Start Discussion', and 'Link a Group'. An 'Insights' section is also present at the bottom right.

Use Events!!!

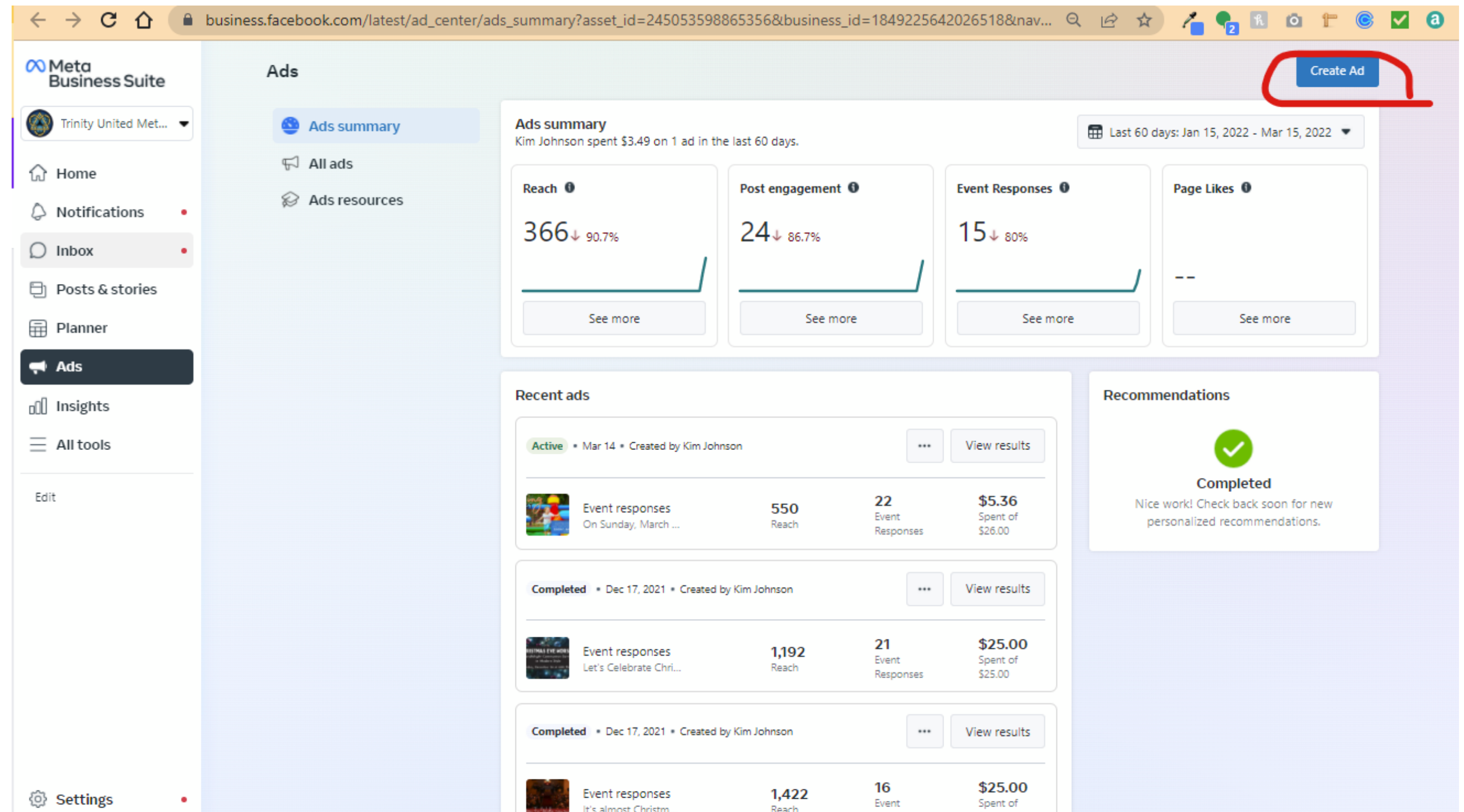
They show up in calendars and feeds

People can indicate interest

Can have their own discussions, ask questions, etc.



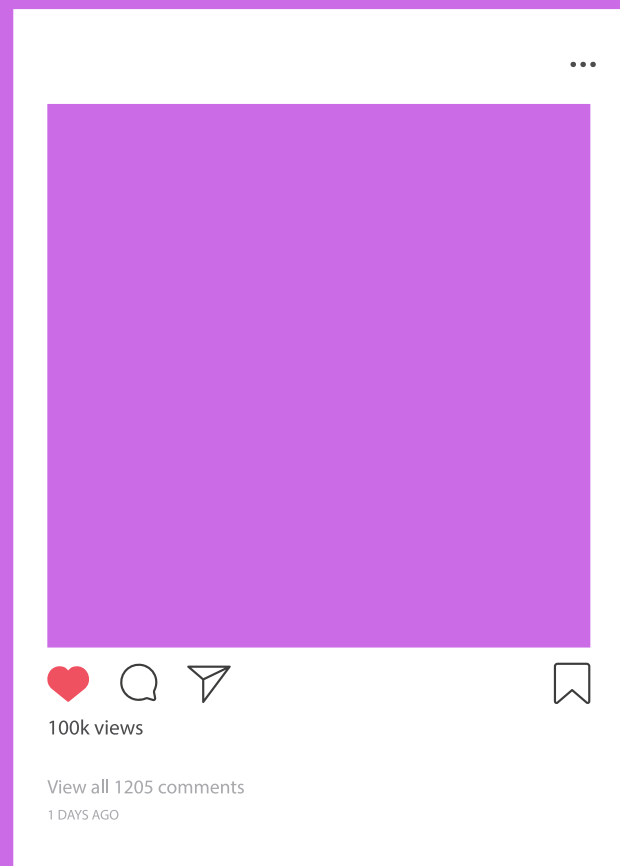
Facebook Ads



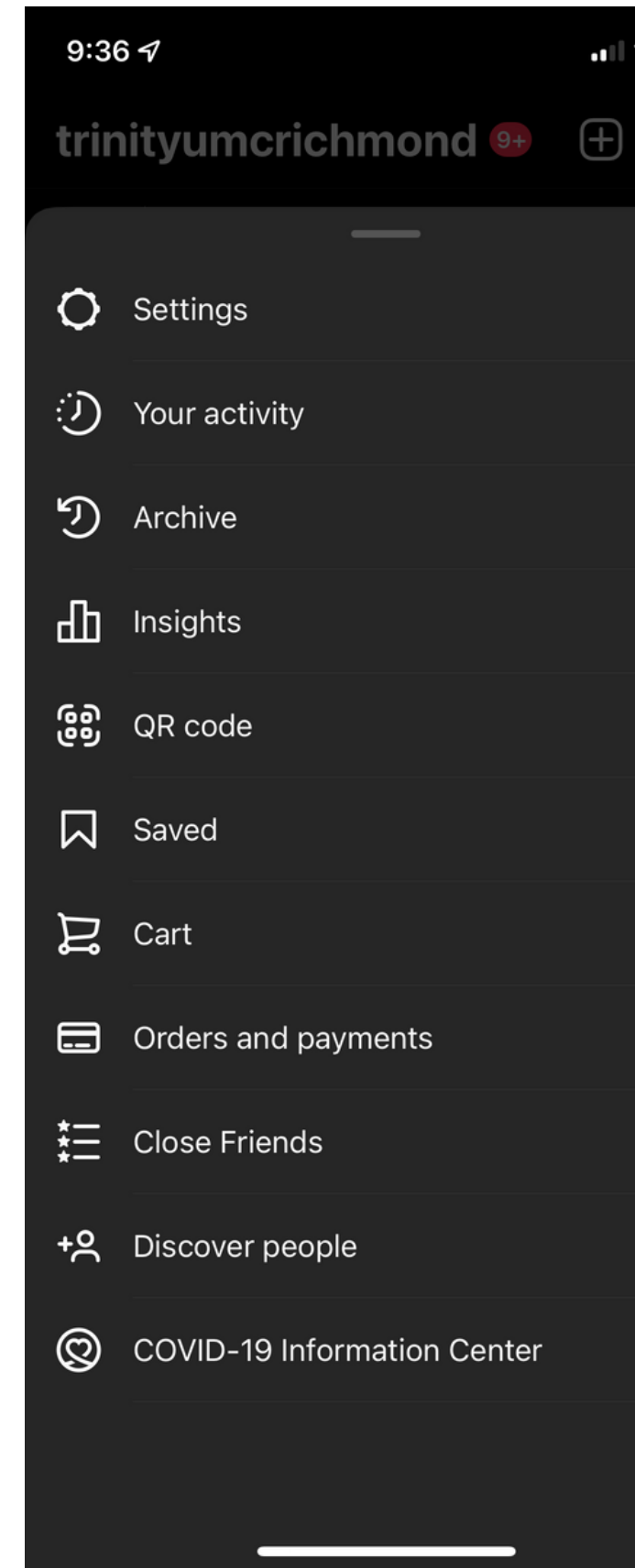
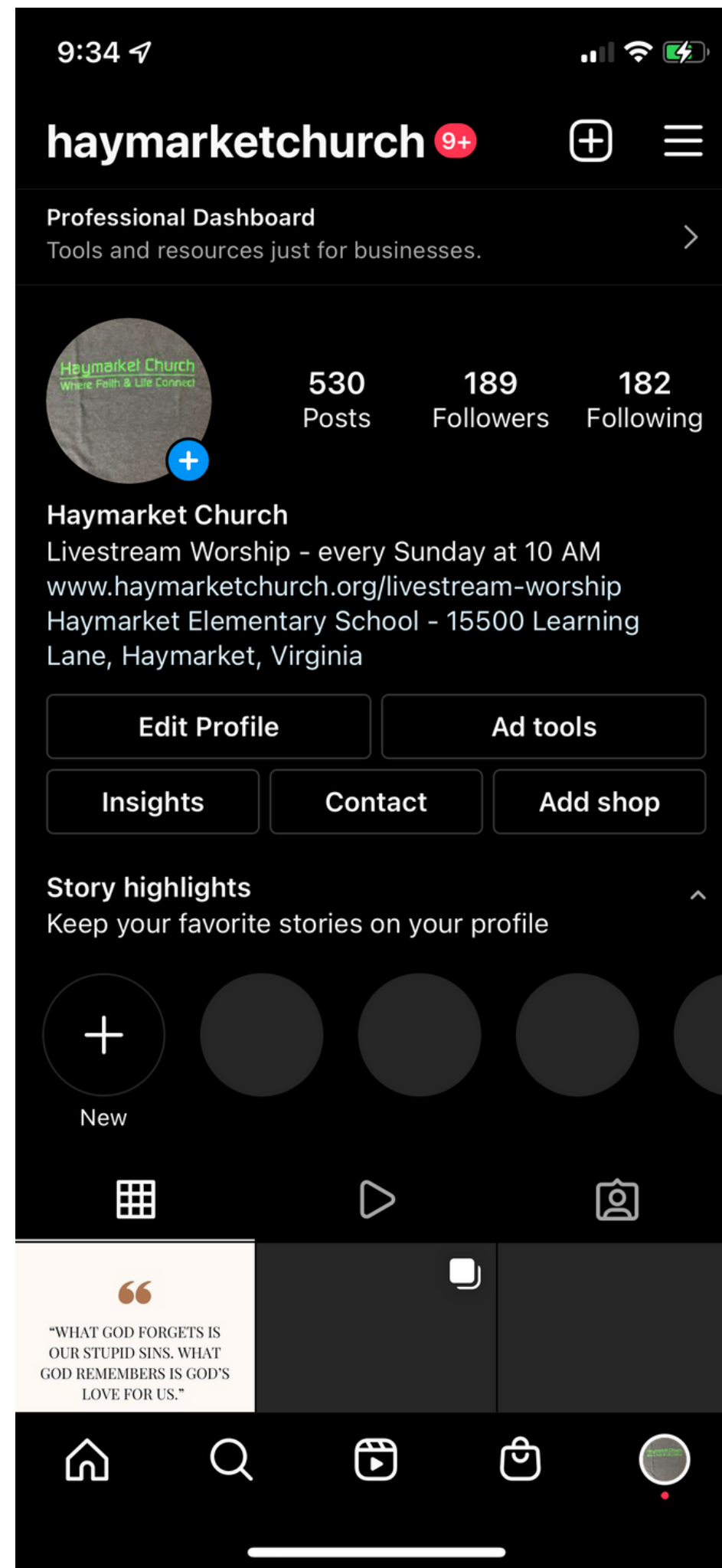
- Budget for Ads
- Can get a GREAT amount of reach for a small amount of money
- Can target a radius 5-10 [or more] miles around you
- Start with \$35 for Easter and see where it takes you!
- Great data and analytics available

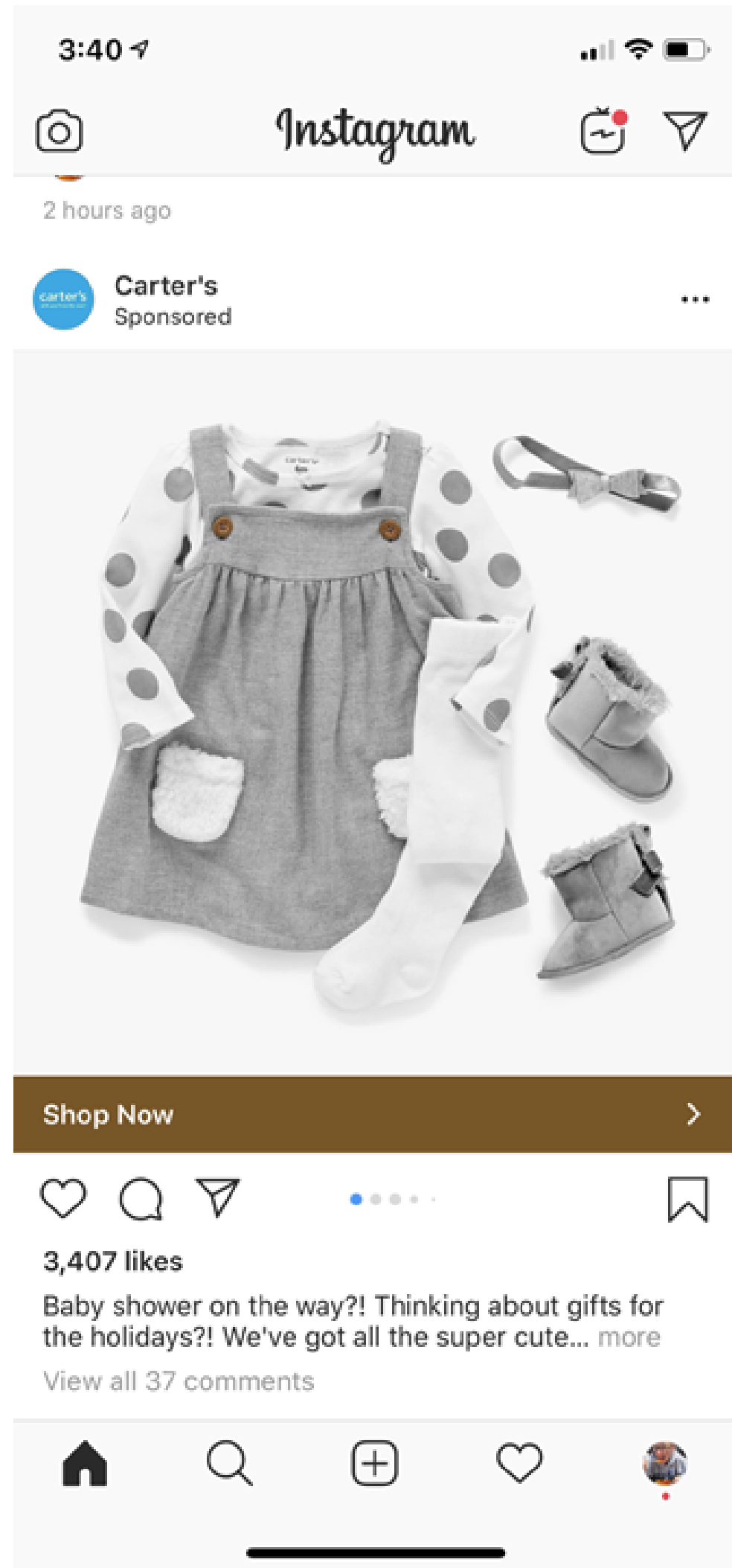


Instagram is:



- Visual
- In the moment
- Tells a story
- Behind the scenes content
- Mobile phone-based
- Videos are more prominent
- More positive
- Used to be difficult to schedule without an additional app, can be scheduled via Facebook now
- More searchable





OBERLO

Active Instagram Users



Instagram has

1.074 BILLION

users worldwide in 2021.

(eMarketer, 2020)

OBERLO

Instagram Engagement Matters



Instagram can
generate over

4X

more interactions
on Instagram
compared to
Facebook.

(Socialbakers, 2018)

OBERLO

Young Adults Love Instagram

With a billion
users on the app,

71%

of which **are**
under age 35.

(Statista, 2019)



OBERLO

Instagram Stories Usage



500 MILLION

IG accounts use Instagram
Stories every day, **1/3 of the**
most viewed IG stories are
from businesses.

(Instagram, 2018)



Send Message



...



Send Message



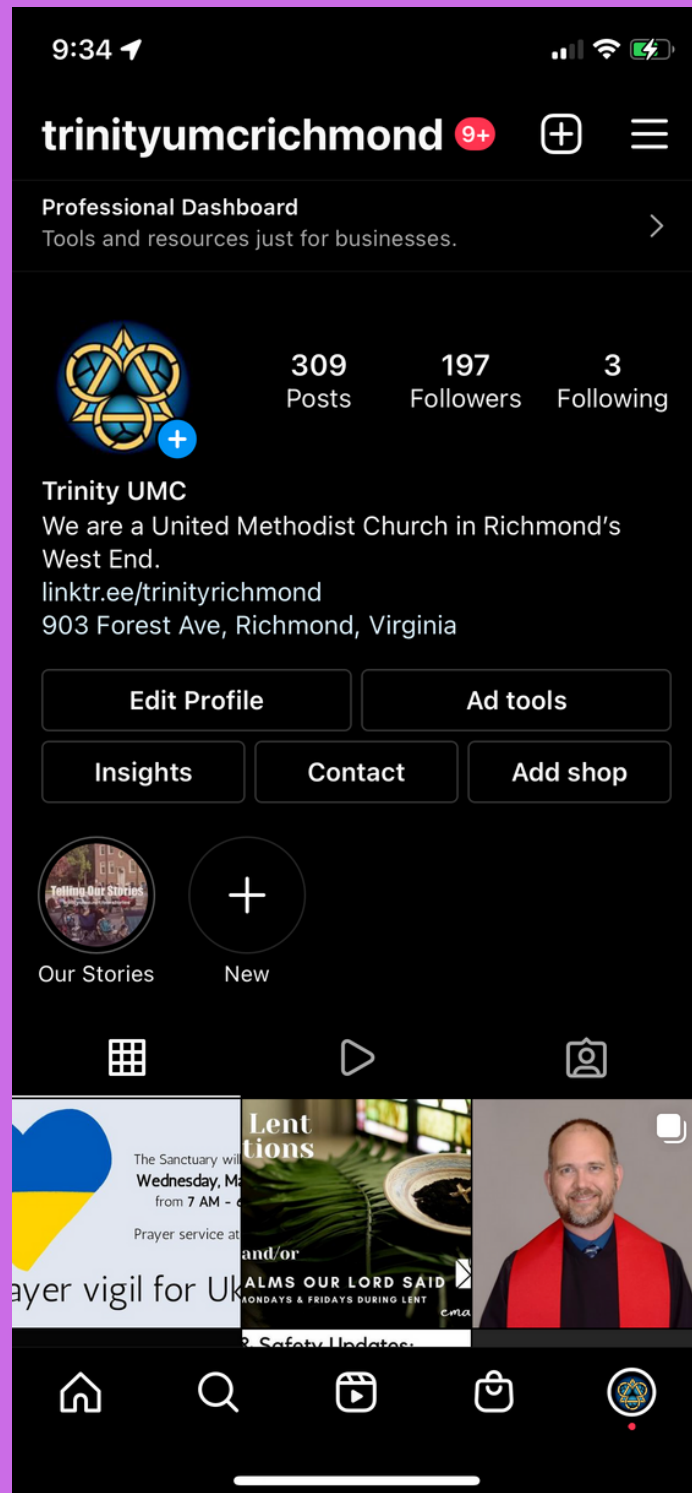
Learn More



...



Content:



- Share Scripture or quotes from your sermons
- Go behind the scenes
- Invite people to your services and events
- Celebrate baptisms and communion
- Highlight a volunteer or community service
- Share images or videos of your worship service
- Lead people to your church's website
- Advertise an upcoming sermon or sermon series
- Get involved in Instagram conversations
- Make Reels (videos)
- Go Live



Use Hashtags



- #MondayMotivation
- #MusicMonday
- #TransformationTuesday
- #WisdomWednesday
- #ThrowbackThursday
- #ThankfulThursday
- #FridayReads
- #FollowFriday
- #ShoutoutSaturday
- #SundayRead
- #WeekendVibes

1. Custom—e.g.,
#centralliving or
#centralcommunitychurch
2. Community—e.g.,
#niagararegion or
#niagarafallscanada
3. Faith—e.g., #jesusislove
or #churchfamily



Easy Graphic Design







ANGELA TUCKER
weddings & portraits





Good. Design. Matters!

It Matters!

5 RULES for design

1

USE COLOR!

2

- SIZE

- & QUALITY

- matter

3

No. Clip. Art. Ever.



4

Budget for Design



5

Use Photos



Find a place at Trinity



To Recap

5 RULES for design

1. Use Color.
2. Size & Quality matter!
3. No Clip Art. Ever!
4. Budget for Design.
5. Use Photos.



HOW?!!

You Need A Design Program

- Publisher (ick) There are BETTER options
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Affinity photo/design (*a bit cheaper*)
- CANVA-- FREE!!!
- Wordswag/Typorama-- Cell Phone Apps



Font/ Typeface

- Choose Good Fonts!
- Don't use Word Art
- Remember- **QUALITY!**
- No more than 3 fonts at a time!



Clip Art





Vector Art



You're Invited:

ADVENT FESTIVAL

at St. Stephen's
9203 Braddock Rd, Burke

SATURDAY, DECEMBER 1

10:00 AM – 1:00 PM

- Fair Trade Christmas Market
- Christmas Concert (11:00 AM)
- Food Trucks
- Free Coffee & Cookies
- DIY Advent Craft Stations
- and so much more!

Open to all and designed
with busy families in mind!

Learn More: StStephensFairfax.org



SUMMER
DATES

MARK YOUR CALENDARS

More information and details can be
found on our website as they are
determined



FRESH FOOD FEST
for the whole Family
4 PM to 7 PM

May 24, June 21, July 26 & August 16

KIDS CAN – Children Called to Care
Summer Days of Mission & Service for Kids & Parents
MISSION MONDAY – JUNE 18
WE SHARE WEDNESDAY – JULY 11
TRUE GIVING THURSDAY – AUGUST 2



VACATION BIBLE SCHOOL 2018

July 23 – 27, 9 am – Noon

Kids on an Impacting Island Adventure!

Registration: www.myvbs.org/TrinityUMCRichmond



TRINITY UMC
TRINITYUMC.NET 804-288-6056

You're Invited:

ADVENT FESTIVAL

at St. Stephen's
9203 Braddock Rd, Burke

SATURDAY DECEMBER 1

9:00 AM - 1:00 PM

Open to all and designed
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- Children's Activities
- Food Truck
- Free Coffee & Snacks
- DIY Advent Craft
- and so much more!

Learn More: StStephensFairfax.org

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MISSION DAY - JUNE 18
WE SHARE THE GOSPEL DAY - JULY 11
TRUE GIVING DAY - AUGUST 2

VISION BIBLE STUDY 2018

July 23 - 27, 9 am - 12 pm
Join us on an Impacting Island Adventure!
Register at: www.myvbs.org/TrinityFairfaxRichmond

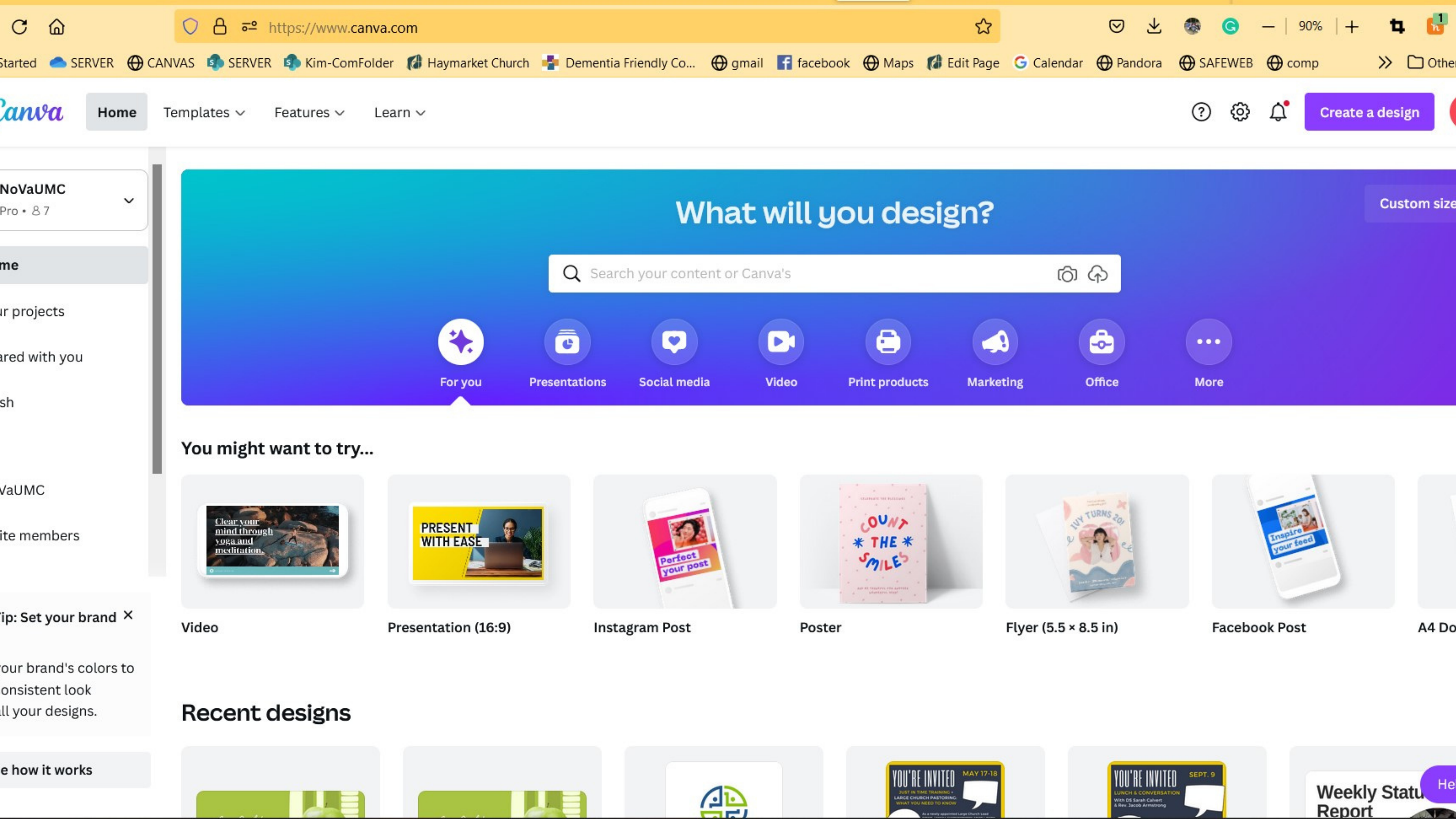
TRINITY UMC
TRINITYUMC.NET 804-288-6056



Canva



canva.com/canva-for-nonprofits



Templates

Elements

Uploads

Text

Photos

Background

Charts

QR Code

Reveille

2022-socia...

yes

AllPhotosGraphicsVideosAudio

Yes or noYes noThumbs upNo

YES

✓

YES

✓

YES!

✓

Magic Recommendations

See all

✓

✓

✓

👑

✗

✓

yes

yes!

YES!

YES

Color palette

Pan

5.0s

🔗

🔗

🗑

Canva

What will you design?

Search your content or Canva's

For youPresentationsSocial mediaVideoPrint productsMarketingOfficeMore

You might want to try...

VideoPresentation (16:9)Instagram PostPosterFlyer (5.5 × 8.5 in)Facebook PostA4 De

Recent designs

123 - yay canva i ...

124

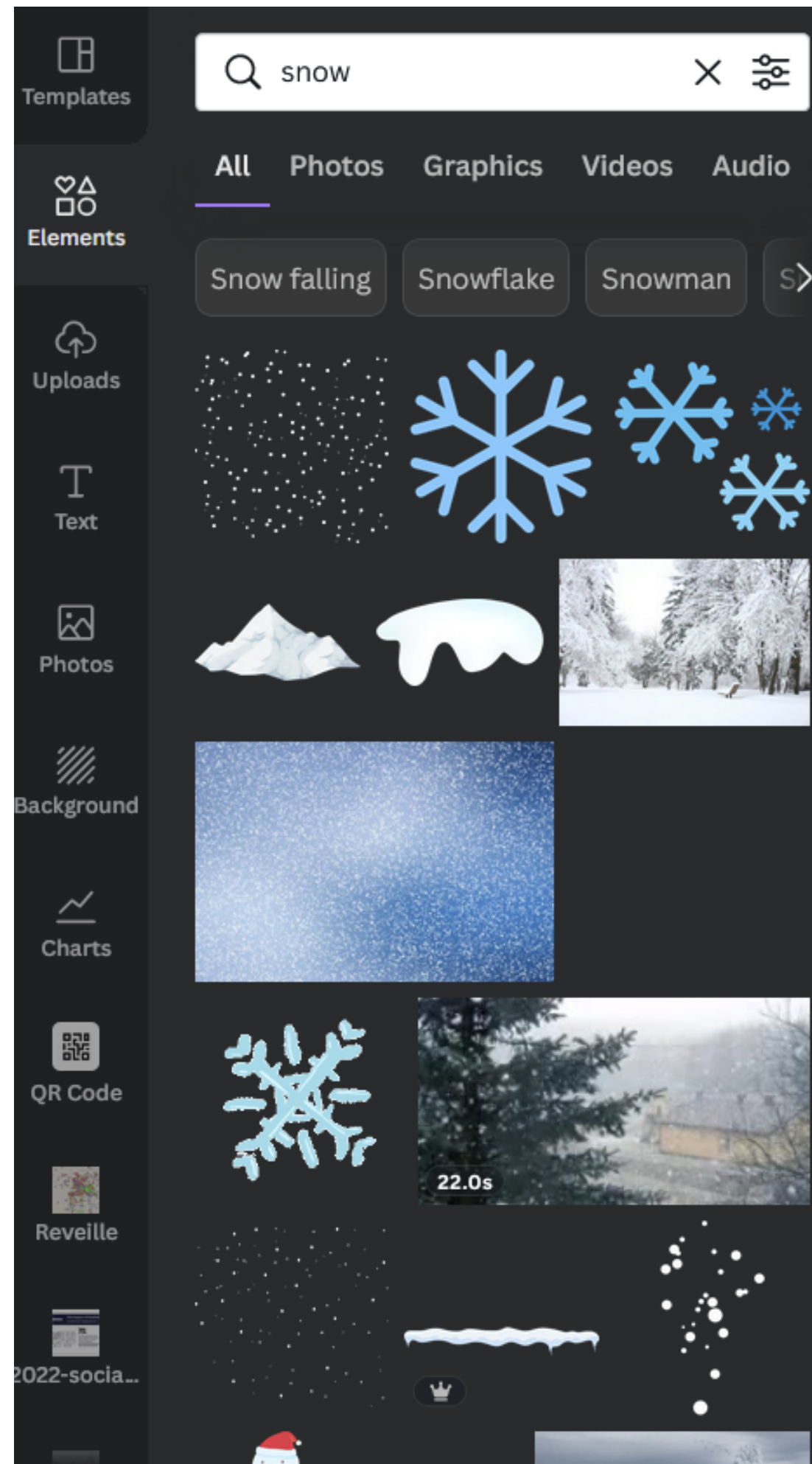
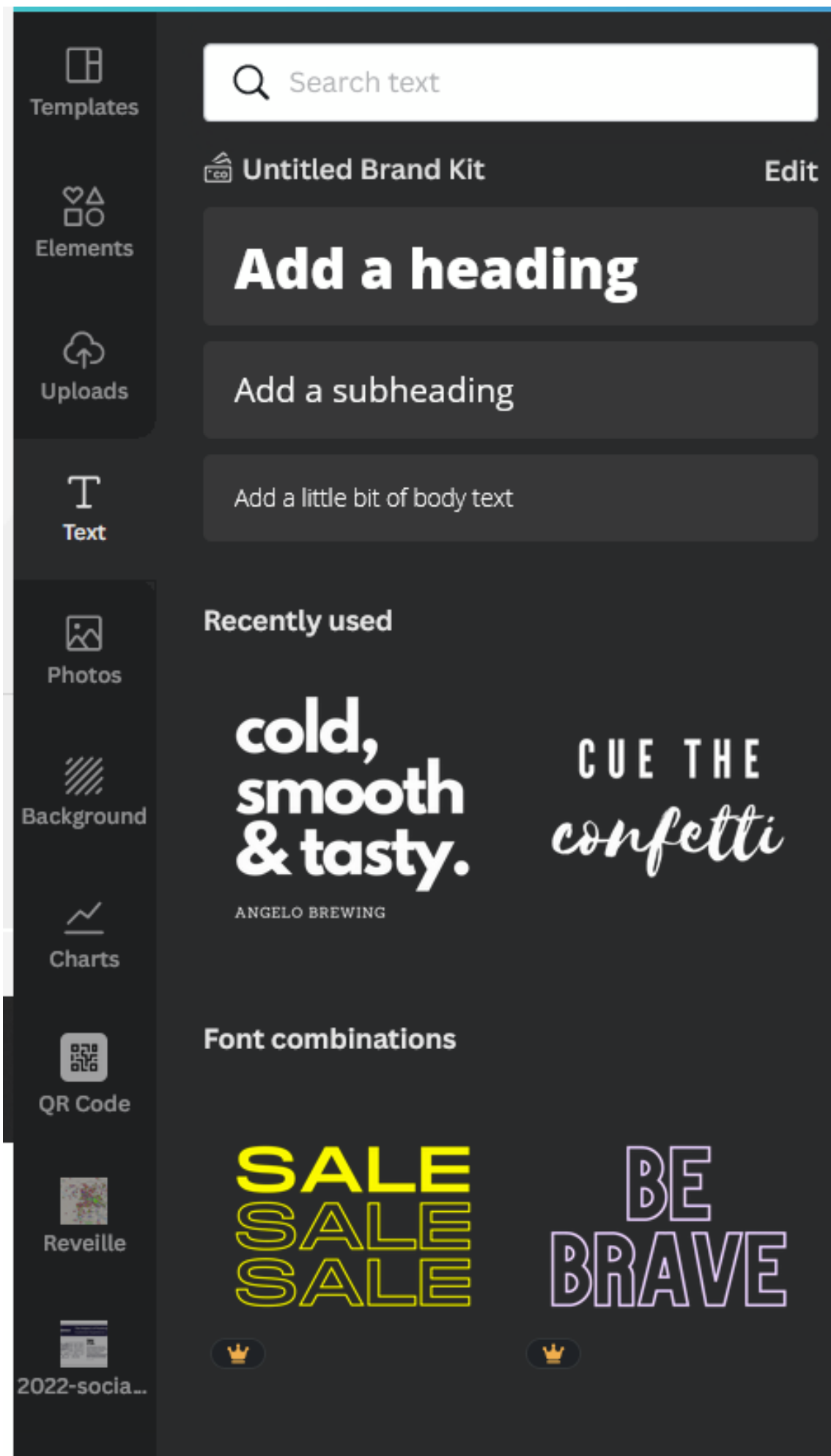
Notes

36%

🔍

🔗

?





Email Marketing

How does your church send email?

When does your church send email?

Why does your church send email?

Life is VERY noisy! Don't just be part of the noise.



Time



**You have only
3 - 4 seconds**

That's how long it takes for the average person to decide whether or not to open an email



**Use an
Email
Service**

- **MailChimp**
- **Constant Contact**
- **HubSpot**
- **Aweber**
- **Sendinblue**
- **MailPoet**

do. your. homework.



Things to remember



- Segment your lists (kids, general)
- Be Consistent (same day/time)
- Create Urgency (good subject line)
- Must have an unsubscribe link
- Ask folks to subscribe
- Make sure it looks good on a phone!
- Less is more
- Sometimes images are turned off



**texting is
better**



- It's 2022!
- Texting is better.
- People read in 3-5 seconds
- Pick a plan.
- Make sure people can reply
- Use keywords (text 'here' to this number)

The End

kimjohnson@vaumc.org