



# FACEBOOK

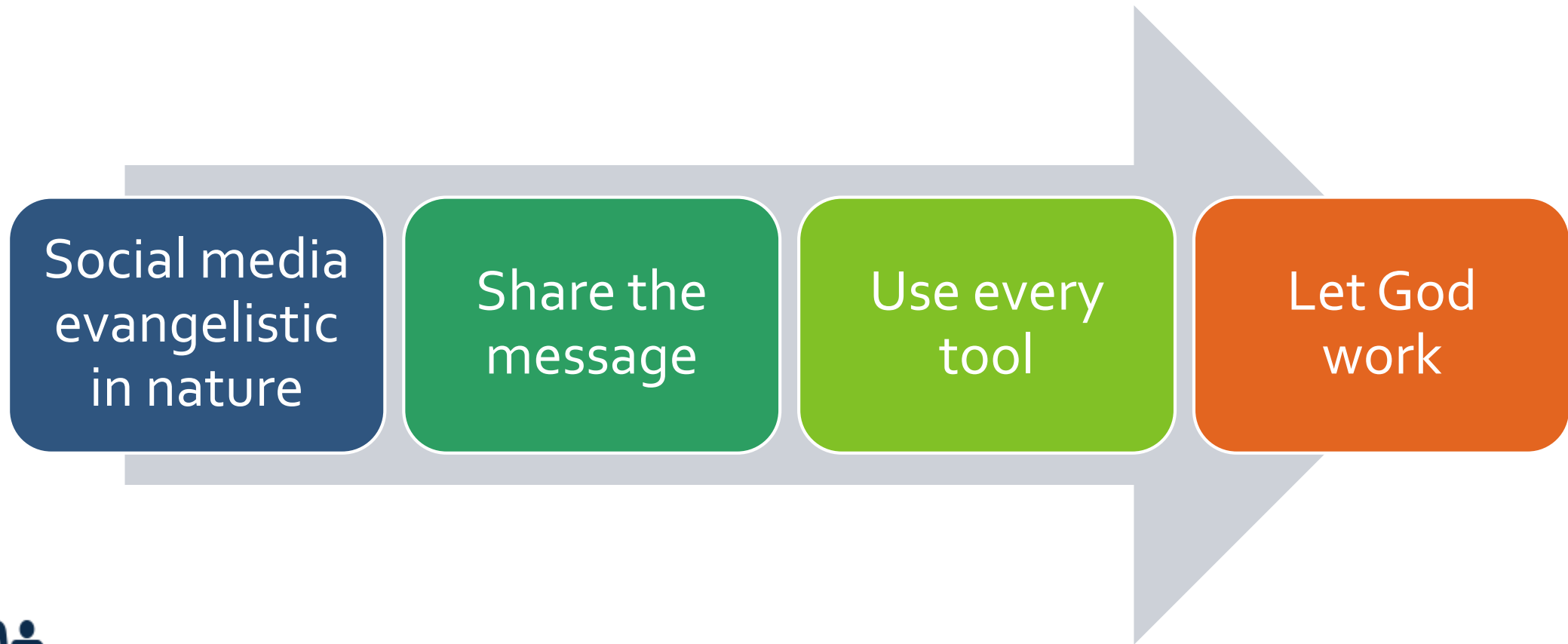
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An Introductory to Facebook Marketing for Ministries

2017



# We are Social Media Ambassadors



Start a  
conversation

Make  
connections

Breakdown  
barriers

Facebook is the  
**new website**



# Why Facebook

Engage

Connect

Be  
Transparent

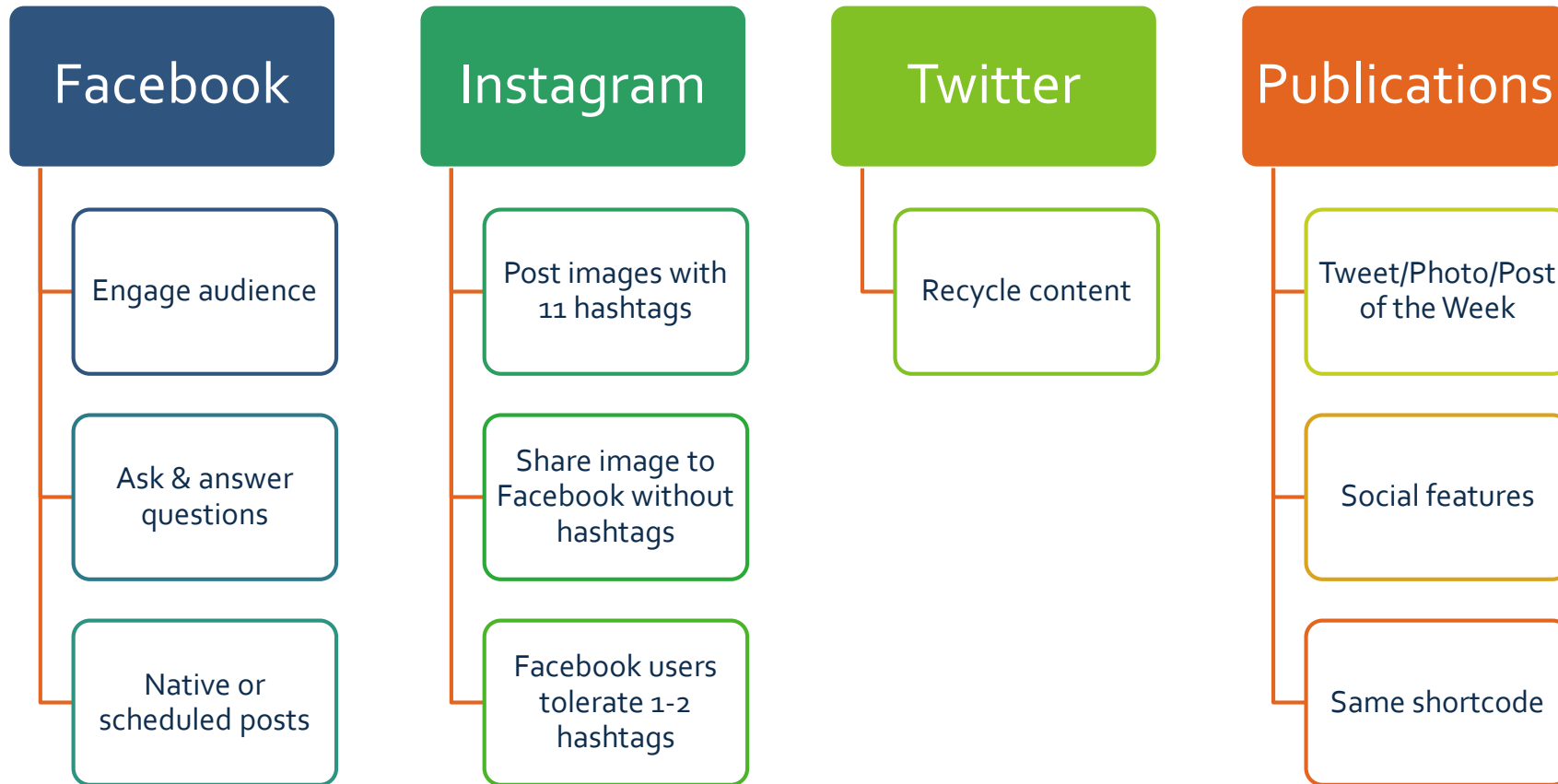
Inspire

Gain Insight

Address  
Concerns



# All Connected



# Facebook Groups

Algorithm  
Friendly

Topical  
Connections

Post  
Notifications

Shared  
Sense of  
Community

Shares  
Relevant  
Info

Connects to  
Page



# Facebook Group Logistics

- 10 missional groups per organization
- Update once a week (minimum)
- Value-added content (not just fluff)
- You are the primary administrator
- Communication director is secondary administrator
- Linked to Page as an “Official Group”
- Follow **Social Media Guidelines**

What 10  
groups  
should we  
have?



# Types of Posts

Ask Me  
Anything  
(topical)

Upcoming  
Events

Interesting  
Article

Great  
Book

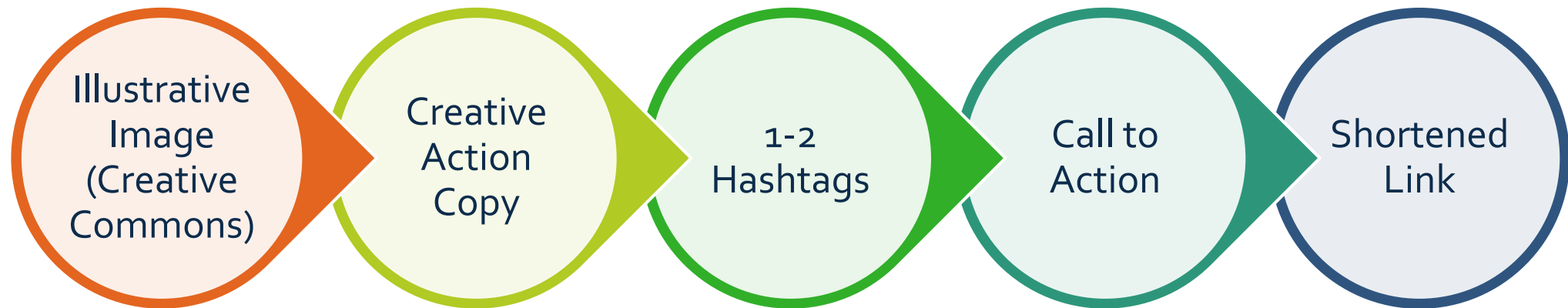
Gallery of  
Photos

Inspirational  
Image





# Anatomy of a Good Post



# Creative Commons Images

Pexels

Pixabay\*

Unsplash

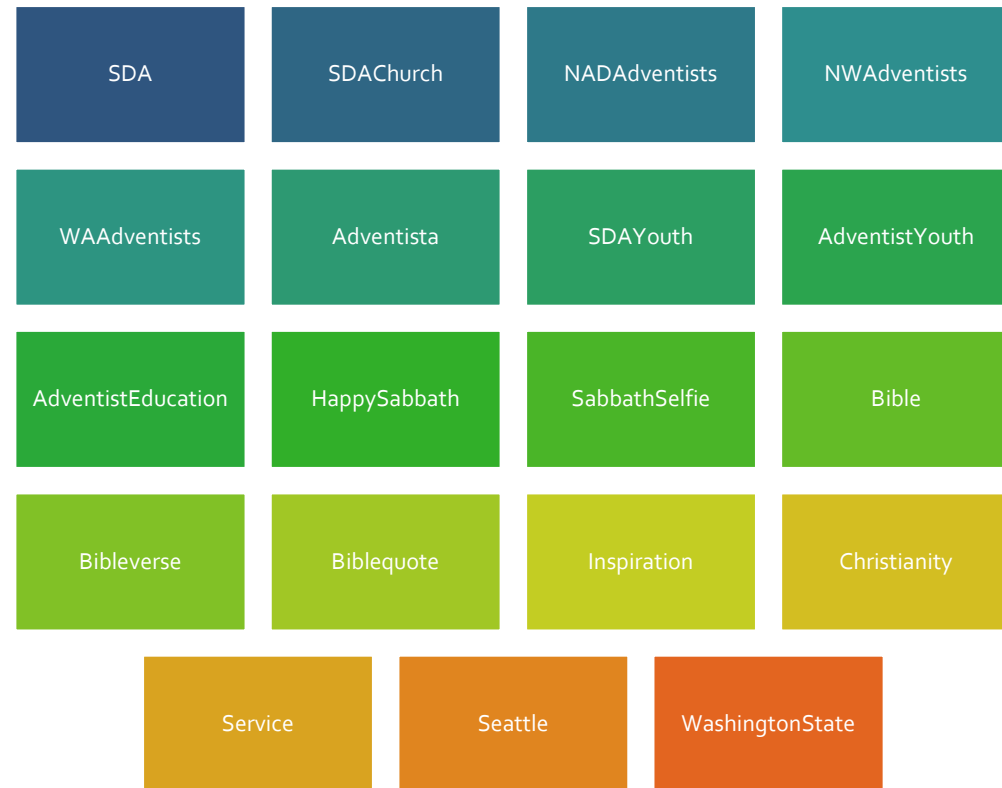
- Search keywords
- Search colors
- Search types of images
- Download & save to a "Stock Photo" folder



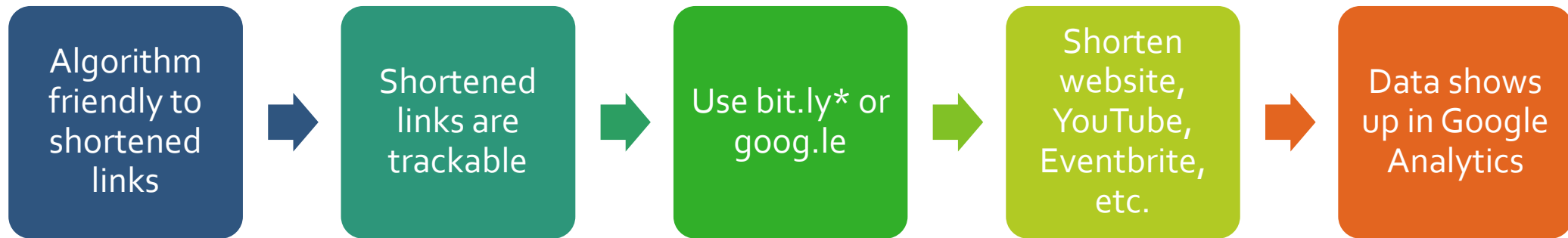
*\*Account access available*

# #Hashtags

- Develop 2-3 unique hashtags for your ministry
  - Connect with Adventists & local community
- Refer to “Hashtag Library”
  - Standard hashtag collection
  - Creative hashtag collection
  - Keep in your Notes app

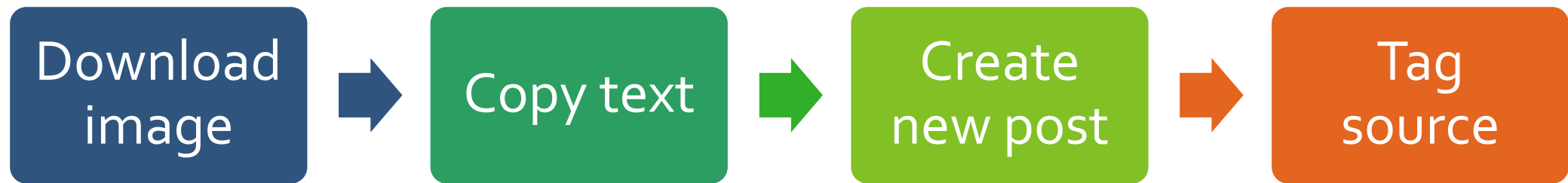


# Shortened Links



*\*Account access available*

# Sharing Posts From Other Pages



**The algorithm seems to favor self-generated content over shared content**



# Social Video



# Ebb & Flow

**Post reach and interaction will ebb and flow** based on personal preferences, that day's attitude, that evening's supper, or just the busy-ness of life. Keep posting. Keep interacting. Keep adapting.



# Feedback & Pushback

Thank person  
for feedback  
(whether you  
agree or not)

With  
pushback, give  
numbers &  
show statistics

Feelings are  
not reality

Take the  
higher road

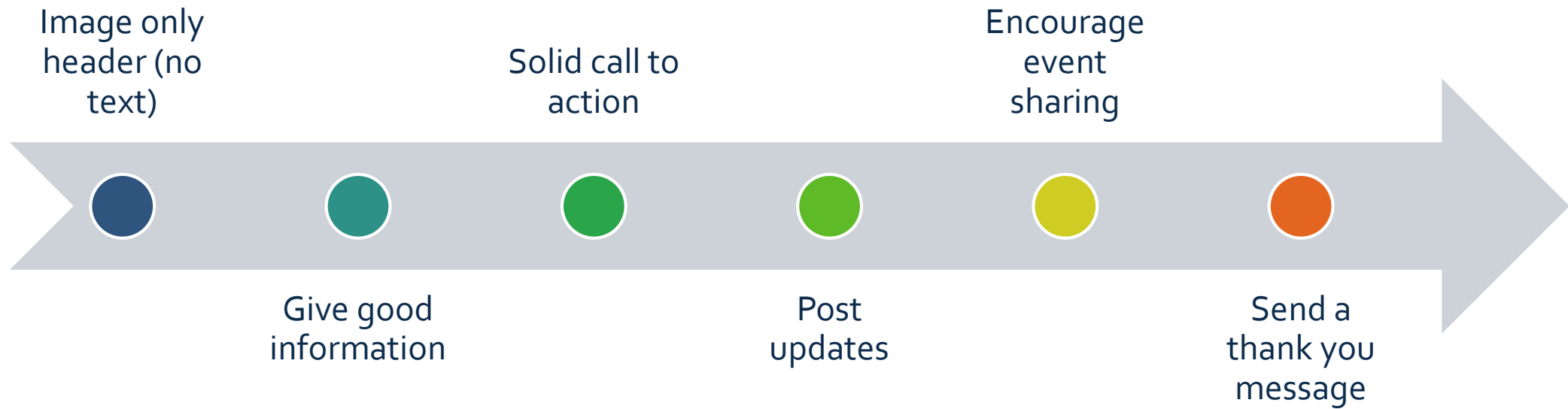
Don't take it  
personally

**Greater support requires greater communication**





# Facebook Event Listings



# Event Social Promotion

## Staff Involvement

- Ask staff to share FB event page
- Invite friends
- Share on wall

## Awareness Campaign

- Compelling images
- Teaser copy
- Build urgency
- Boost posts
- Send promotion packet to churches (copy+paste)



# Promotion Packet

Pre-packaged promotional content for churches

Two options: natively post content or re-share our content

Provide a schedule of posts (date, time, topic)

List relevant hashtags



# Event Promotion Methods & Times

## Test Methods

- Text only
- Image only
- Branded image
- Unbranded image
- Collages
- Gallery

## Test Times

- Post at strategic times
- Key: Early morning, midday, evening

## Goal

- Try different approaches and see how people respond



# Sequencing of Events

October 19-21

- Society of Adventist Communicators

October 22

- NPUC Communication Advisory

October 23

- Local Communication Summit

October 24

- Staff Training Day (Socially promoting your event)

