**Inventory**

*Before we begin, let’s establish where your church is and what it hopes to accomplish through social media.*

1. Do you have a social media presence? Which platforms?
2. What do you typically post on social media?
3. How often do you post to social media?
4. What’s your goal for your social media?
5. How many people work on the social media pages? Website?
6. Have you ever run a paid promotion on social media?

**Developing your team**

Social media is a lot of work, and you don’t have to do it alone. Let’s assemble your team:

* Who are some people who can help you brainstorm post ideas, graphics, content?
* Who will be your primary content creator?
* Who will be your photographer?

\*Note: Any photos that you post of children 18 years and younger need to have photo permission. If you don’t already have a photo release form in use, we are happy to provide a template for you.

* Who will be your primary publisher?

\*Note: You can have more than one person as an Administrator and Editor on your Facebook page.

**Creating a Schedule**

* What is your current schedule and posting process for social media?
* What is your target goal/rhythm for posting to social media?

**Let’s brainstorm some potential post topics:**

|  |  |
| --- | --- |
| * Verse graphics * Hymn lyric graphics * Sermon videos * Testimonies * Upcoming events | * Churchwide initiatives * Prayer prompts * Fun Friday/Photos from events * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Let’s make a month’s schedule together:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week 1** | |  | **Week 2** | |
| **Monday** |  |  | **Monday** |  |
| **Tuesday** |  |  | **Tuesday** |  |
| **Wednesday** |  |  | **Wednesday** |  |
| **Thursday** |  |  | **Thursday** |  |
| **Friday** |  |  | **Friday** |  |
| **Saturday** |  |  | **Saturday** |  |
| **Sunday** |  |  | **Sunday** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week 3** | |  | **Week 4** | |
| **Monday** |  |  | **Monday** |  |
| **Tuesday** |  |  | **Tuesday** |  |
| **Wednesday** |  |  | **Wednesday** |  |
| **Thursday** |  |  | **Thursday** |  |
| **Friday** |  |  | **Friday** |  |
| **Saturday** |  |  | **Saturday** |  |
| **Sunday** |  |  | **Sunday** |  |

**Reminders as you begin:**

* + Start small. Which categories are right for you?
  + How will you plan posts ahead of time? I can provide printable week calendars like above or email you a customizable Excel file.
  + How do I post? How do I schedule a post?

**Follow-Up**

I plan to follow up with you in 3 months to see how things are going with your new social media strategies. In the meantime, know that you can reach out to me anytime at [marina.shelton@kybaptist.org](mailto:marina.shelton@kybaptist.org).