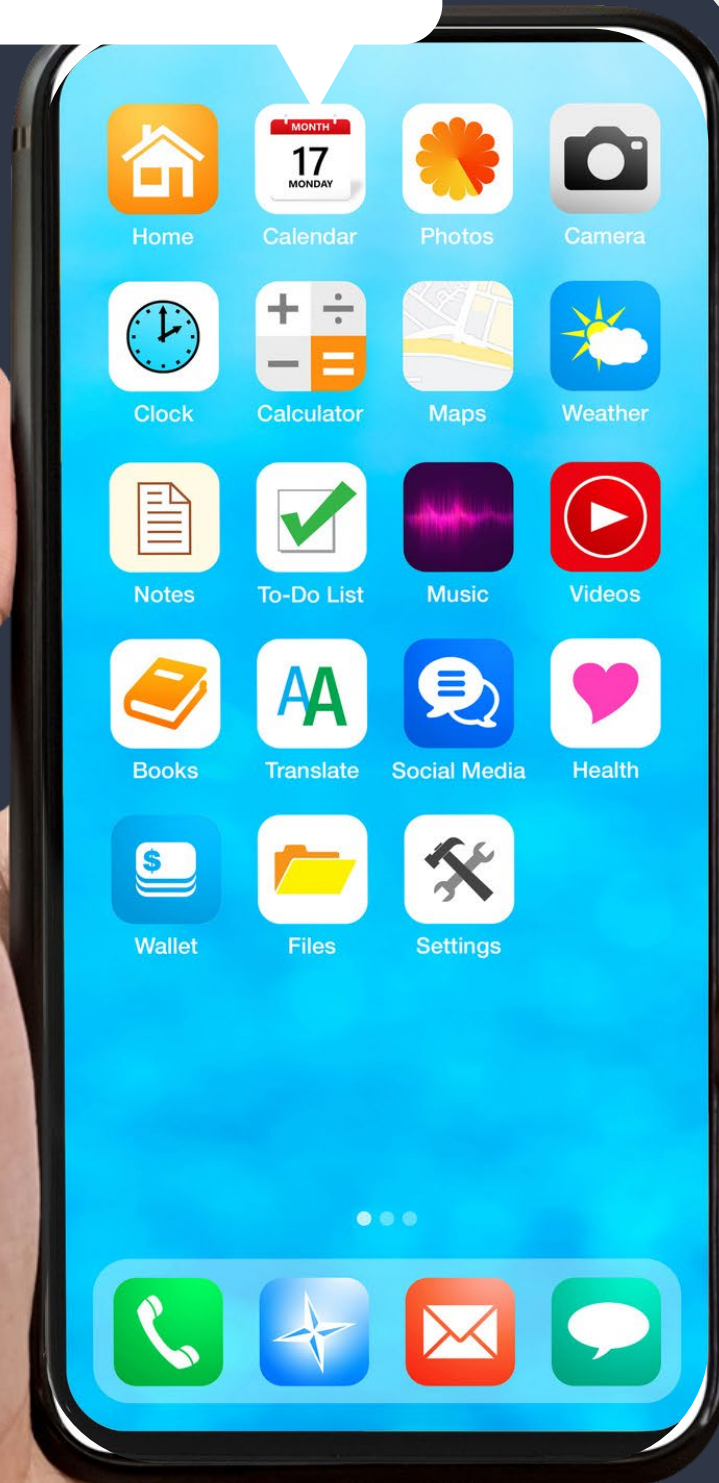


8 MAY 2025



SOCIAL MEDIA TRAINING FOR CHURCHES

Ideas, examples, recommendations
and exploring the point & purpose of social media



AGENDA

01 WHY SOCIAL MEDIA?

04 TOP TIPS / APPS

02 DEVELOPING YOUR VOICE

05 PLANNING/PREPARATION

03 WHICH SOCIAL MEDIA?

06 SOCIAL MEDIA IMPACT

ABOUT

Church
Social
Media



@stlmaidstone



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WHY SOCIAL MEDIA?

Matthew Great
28:19 Commission

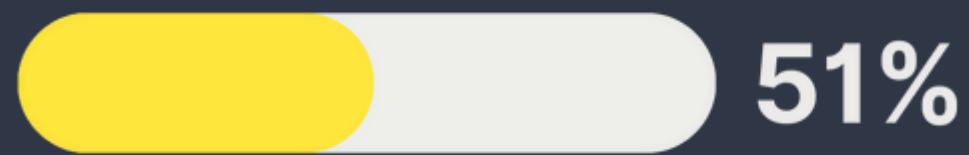
“Therefore go and
make disciples of
all nations,
baptising them in
the name of the
Father and of the
Son and of the
Holy Spirit”



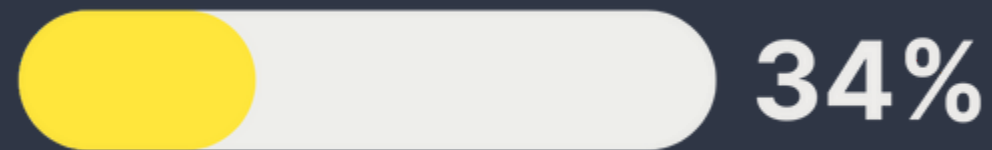
79% of the total UK population
are on social media
“in the world, not of the world”

WHY SOCIAL MEDIA?

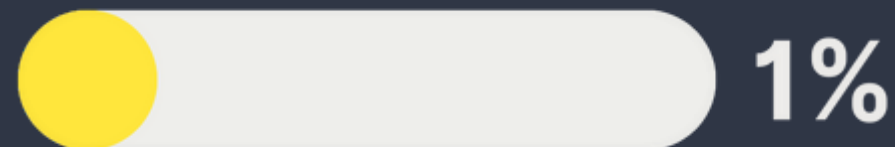
STATS



35 million users on Instagram in the UK
Most between 25-34



Young adults (18-24) spend the most time online -
average 6hrs a day. (33% of their day)



The amount of time the average person spends in
church every week

Why care about numbers? Because each one, each interaction is a
person you could reach for the gospel

WHY SOCIAL MEDIA?

- * It's Free!
- * Lots of people are on social media
- * Openness to the gospel in the UK generally
- * Discipleship during the week
- * Accessibility to church / gospel

YOUR VOICE

- Who are you as a community?
- What is your USP?
- Why would people come to your church?
- WHAT DO YOU NOTICE & WHAT CAN YOU NAME about being your community? Where is the Kingdom breaking in?
- What are the stories you can tell?
- Not just a platform to advertise
- Combo of posts that are past, present, future, interactive, creative
- Be consistent

WHICH SOCIAL MEDIA?

INSTAGRAM

Visual content, videos do really well.
There's an inbuilt video editor. Good
visual content really important.
For links - use linktree or similar

FACEBOOK

Very popular, particularly with those
a little older. Can add links from
websites/blogs etc easily.

WEBSITE & A CHURCH NEAR YOU

Having a clear website really
important. Outsource with budget if
you can. Use wordpress or a
platform you can update yourself

TIKTOK / X / YOUTUBE SHORTS

Is it worth it?
If so - can you outsource someone
to do it?
Livestreaming done well is excellent

TOP TIPS

CHOOSE GOOD HANDLE

INSTA & FACEBOOK LINK UP

SCHEDULING POSTS

PLAN FOR PEOPLE TO HELP

FOLLOW OTHER CHURCHES

GIVE IT A GO

REPEAT THE BEST POSTS

BE ACCESSIBLE

GET PHOTO PERMISSION

REGULAR POSTING

FOLLOW OTHER CHURCHES

GIVE IT A GO

APPS TO HELP

CANVA

free for charities - excellent tool for design/professional looking content.

PHOTO EDITING

I personally use Lightroom Photoshop (hangup from being a photographer. you can use canva. Helps to be consistent

BUSINESS FACEBOOK SCHEDULE

Invaluable free tool for planning social media schedule which you can do across Facebook and Instagram.

GOOGLE DRIVE?

How to store files across the team - what works with you?

PLANNING & PREP

Reflect back - what
did well? What
can you repeat?

Schedule posts
where possible

Commission
photographers

Regular posting
(but not too
much)

plan posts for a
month/week.
plan coverage

learn algorithm

Follow people - reflect
on what you can learn
& Research

Don't take
offence!
Stay calm :)

use brand
colours/styles
where possible

SOCIAL MEDIA IMPACT

IS IT JUST GLORIFIED NOTICEBOARD?

What else could Social media be? Reach the unreached, create conversation, etc.

NOTICING & NAMING

we need to be people of encouragement

