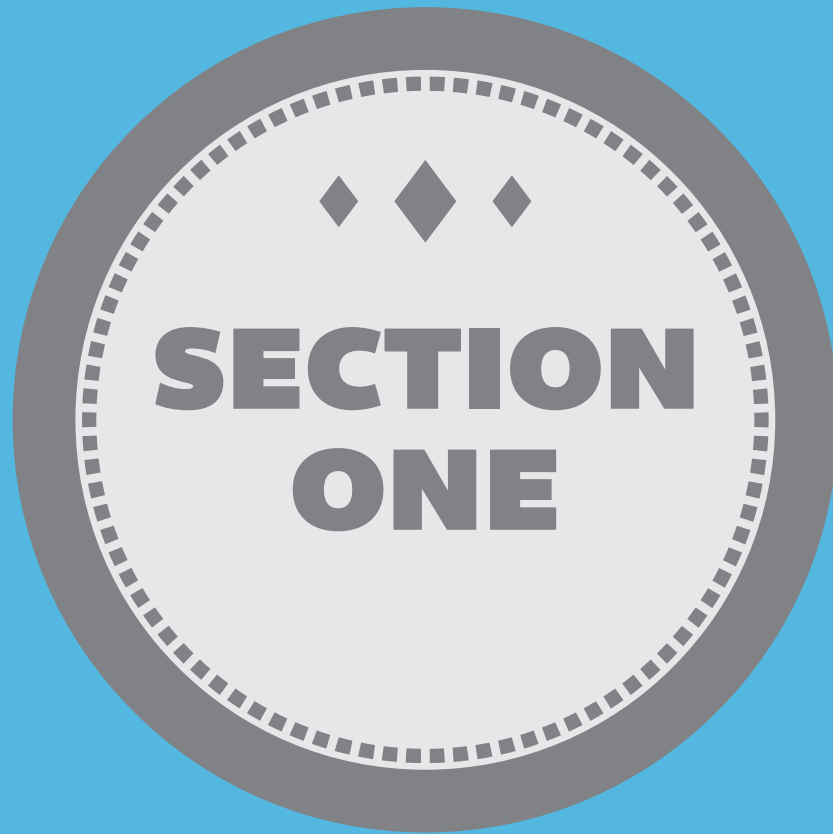




**written by Jerod Clark**  
**with contributions from Todd Hertz**

a free resource from

churchjuice<sup>o</sup>  
energizing church  
communications



# **Introduction, Features & Admin. Tools**



# FACEBOOK ISN'T A FAD

While there are still plenty of churches debating whether or not they should use Facebook, 800 million people are already there -- including people from your church. You don't opt-in to using it anymore. You only opt-out. And if you decide to ignore Facebook, you're missing out on a ministry opportunity. Facebook takes time and it may not be your favorite thing in the world, but it's a valuable tool for communicating with your members and reaching out to their friends.

When Google first gained popularity on the internet search scene, people kept asking, "What will replace Google?" Now it's become clear, Google is the standard for search. Others have come and gone, yet Google is still on top. Consider Facebook to be the Google of social media (even though Google has its own social media offering). Facebook is the default social media tool for people. New things come along, yet most people on social media still turn to Facebook saying that's the only social media tool they need in their life.

In this resources we'll take a look at some Facebook best practices. Some are basic and other are a little more advanced. But hopefully this can guide you into not just having a Facebook page, but also using it well.

## PAGES VERSUS GROUPS



- ★ Pages replaced "Fan Page" for organizations on Facebook
- ★ Your official spot on Facebook
- ★ Works similarly to a personal profile Page
- ★ Your posts show up in your followers News Feed\*
- ★ You can use Facebook and leave comments as your church
- ★ More information at [facebook.com/about/pages](https://facebook.com/about/pages)



- ★ Not a good option for your general presence on Facebook
- ★ Private, walled-off area where you can communicate with a smaller group of people
- ★ Post updates, pics and videos that appear in group members' News Feed. You can also share documents and group chat.
- ★ For example, you could have a group of worship music volunteers where info and updates could be posted. Or think about using it for small groups and prayer requests.
- ★ More information at [facebook.com/about/groups](https://facebook.com/about/groups)



So, what's the News Feed? It's a page where people can see all the updates from the friends, Pages and Groups they follow.



# UNDERSTANDING THE POTENTIAL OF FACEBOOK

LifeChurch is a multi-site congregation based in Oklahoma. In 2010, they made the decision to make Facebook the primary web presence for each of the individual campuses. Here's how Bobby Gruenewald, the Innovation Leader for LifeChurch.tv, explained the move on the Swerve blog.

Instead of forcing people to come to us (our site), Facebook allows us to go where they're already active online. Instead of trying to be a separate destination, we get to integrate with their lives.

The outreach potential is huge. Example: we post a baptism photo and tag the person in the photo who is getting baptized. The photo shows up on that person's Facebook [News Feed], as well as in their friends' feeds, giving them a simple way to share their new life in Christ with their Facebook friends.

In addition to conveying information about events, classes, etc., Facebook creates the opportunity for community and connection. It serves as an online representation of the campus, where people can get to know each other, ask questions, and keep up with what's happening in people's lives and the life of the campus.

It reduces bloat on our LifeChurch.tv site and allows us to be laser focused with our content there.

We don't have to re-create the wheel. Facebook is already accomplishing many of the goals we have for our campus communication. By leaning on their tools, it frees up time and development resources in the long run.

The goal here isn't to say every church should use Facebook as a primary website. While we know of big and small churches who are having success doing it, we also know it doesn't make sense for lots of churches. But the principles in here make a good argument for having a Facebook presence as part of an overall web strategy.

# HELLO TIMELINE

In 2011, Facebook introduced Timeline and in 2012 they forced everyone, including organizational pages, to use it. Your Facebook profile page is now a running history of who you are in the chronological time that it happened. Beyond being a timeline of your organization's history, it's also built to look more like a website home page.

The screenshot shows the Facebook page for LCBC Church. The page layout includes a top navigation bar with the Facebook logo, a search bar, and links for 'Church Juice' and 'Home'. The main header features a large cover photo (1) of a church service with a glowing cross and people raising their hands. Below the cover photo is the profile picture (2), which is the LCBC logo. The page name 'LCBC Church' is displayed with 5,442 likes and 430 people talking about this. A 'Like' button and a dropdown menu are visible. Below the name is the 'About' box (3) which identifies the church as 'Church/Religious Organization' and provides a website link. To the right of the 'About' box are several app buttons (4) for 'Photos', 'Likes', 'Vimeo', and 'Blog'. The main content area shows a 'Post' box and a 'Recent Posts by Others on LCBC Church' section (5) with three recent posts from users like Emily Streett, Color Glo York PA, and Matthew Solovey.

- 1 Cover photo: Large header image. 815px by 351px. Less than 100kb in size.
- 2 Profile picture: Your “face” as you post around Facebook. Choose something that looks good and is readable when small. 180px by 180px.
- 3 About box: This is your chance to give a little intro about yourself. Include a link to your website. The character limit is 146.
- 4 Apps: This is a way to integrate other features into Facebook. (See page 15.)
- 5 Recent posts by others: When a fan posts on your Page, it ends up here. Make sure you check it so you can reply and be a part of the conversation.

Facebook wants cover photos to be a creative way to express your organization. They don't want them to be an advertisement or call to action. Here are some prohibited things:



- ✘ Contact information, such as web address, email, mailing address or other info intended for the about section.
- ✘ References to user interface elements, such as Like or Share, or any other Facebook site features
- ✘ Calls to action, such as “Get it now” or “Tell your friends”
- ✘ Price or purchase information, such as “40% off” or “Download it at our website”

Read more at <http://ow.ly/aDruv>

## COVER PHOTO EXAMPLES

**West Ridge Church**  
4,935 likes · 219 talking about this · 4,872 were here

Like Message

**Thoughts:** Great way to promote the current sermon series. Nice use of the logo as the profile picture. This is a good example if you use Facebook mainly as a way to stay connected with regular attenders or as part of a bigger marketing campaign. For a visitor, it may be more useful to show some people or use a picture that shows the church in action. That said, the rest of the posts in your Timeline could fill that void.



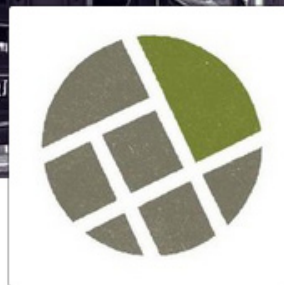
## New Westminster Christian Reformed Church

100 likes · 4 talking about this · 24 were here

Like



**Thoughts:** Using an artistic picture can be a good idea, too. Showing something like a real stained glass window is better than just an empty sanctuary. It does show part of the church but it graphically says a little bit about who you are. Like the previous example, this one doesn't show people in action.



## New City Church

335 likes · 10 talking about this

Like

Message



**Thoughts:** This is another example of a more artsy picture. But it has a much different feel than the one above. You get the sense that this church is a little more contemporary and focused on being in their community. It's a good reminder that the picture you choose does communicate a message.



### Church of the Holy Redeemer

406 likes · 4 talking about this · 88 were here

Like

**Thoughts:** What a good, candid shot from a weekend service. It gives a feel for what you might expect. Traditional and close-knit as well as caring about children being a part of the church.



### Church of the Highlands

14,632 likes · 358 talking about this · 17,167 were here

Like Message

**Thoughts:** This is a nice shot of a service as well, but it shows a contrast from the Church of the Holy Redeemer example. It feels bigger, more contemporary and higher energy. Just like the other example, this one also shows what you might see during a weekly service.





Live. Learn. Love. Lead.  
Join us in loving this city.



HOUSTON NW CHURCH

**Houston Northwest Church**

452 likes · 19 talking about this

Like

Message

**Thoughts:** This cover photo is a great mix of showing something going on in the church, working in the church's tagline and inviting people to become a part of it. Images always add depth to the story and are more moving than words alone.













WELCOME TO  
CENTRAL CHRISTIAN  
CHURCH OF ARIZONA













**Central Christian Church | Arizona**

1,943 likes · 113 talking about this

Like

\*

**Thoughts:** A great use of space to show lots of different images of the church. You can see people serving, Sunday worship and baptism. Plus it feels very visitor-focused thanks to the simple welcome.



**Thoughts:** A traditional church building with colorful fall trees make for a great cover photo. But the profile picture is a shot of the building, too. Is there a way to give a greater glimpse of what the church is like other than the building? Maybe the profile picture could change. Or possibly the cover photo could be edited. The building could take up the top half and the bottom half could show more shots of the church in action (similar to the previous Central Christian Church example).



## WHO SHOULD I THINK ABOUT WHEN I'M PICKING A COVER PHOTO? WHO'S THE AUDIENCE?

A March 2012 study by EdgeRank Checker found that on average **only 2%** of people will go back to your Facebook page after their first visit. Once they've liked you, most of their interaction with you is through the updates that show up in their News Feed.



With that in mind, think about who will be seeing your cover photo. Is it someone in your church who's deciding to connect with you on Facebook? Is it a first time visitor? Is it one of your fan's friends who saw information about your church through their friends' interaction with you?

# SUPPLEMENT THE COVER IMAGE

Your cover image and profile picture only tell part of your story. By regularly adding photos (or videos) you can give a better glimpse into the life of the church.

**The Abundant Life Church**  
April 22

**Baptisms - April 2012** (19 photos)  
Here's a selection of photos from an incredible weekend we had at church where we baptized 108 people. We'd love to hear your stories from this day — at The Abundant Life Church.




Like · Comment · Share 12

Gabriel Abreu and 100 others like this.

View all 12 comments

**Community Bible Church**  
April 5, 2011

**Kids Choir 4-03-11** (120 photos)



Like · Comment · Share 38 6

**Faith Evangelical Free Church**  
January 19


Pastor Steve giving the Bible story and gospel message this afternoon at Desire. Another fruitful day of ministry to the orphans, mommas, and community children. Praise God for another great day.



Like · Comment · Share 12

**NLC New Life Church** shared a link.  
April 25

If you are interested in getting involved like Jessica did in this video you can find a list of all our upcoming trips on our website: <http://newlifechurch.tv/missions2012>



**Japan Missions Video - April**  
vimeo.com

All year long - we are sending teams in the foreign mission field to help spread the love of Jesus in every way possible. Anything from a helping hand to a prayer between new friends can make all the

Like · Comment · Share

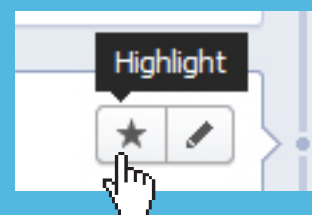
3 people like this.

# NEW TIMELINE FEATURES



## Highlight Post

When you highlight a post it expands in width to occupy both Timeline columns. It's a good way to make a post stand out.

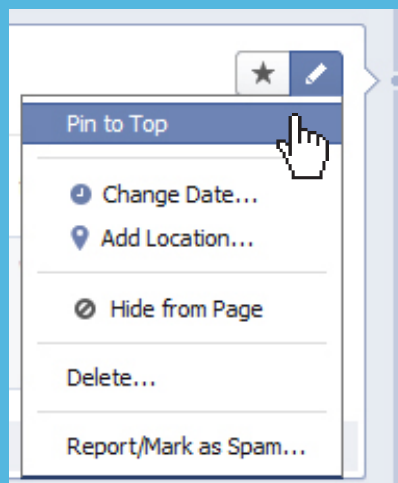


To highlight, hover over the top right corner of a post and click the star.

## Pin to Top

You can pin a post to the top of your Timeline so it's the first post people see. It unpins automatically after 7 days.

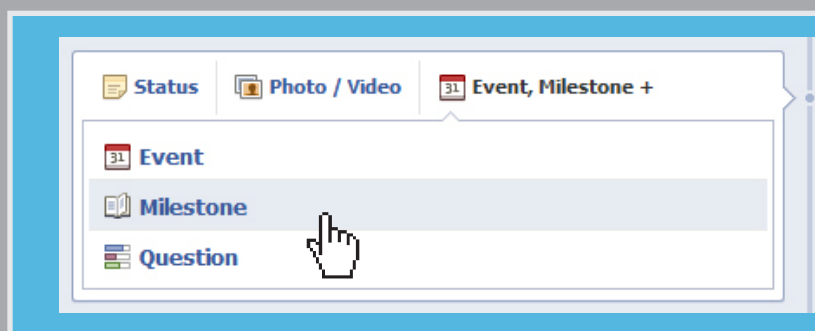
To Pin to Top, hover over the upper right corner of a post, click pencil and choose "Pin to Top."



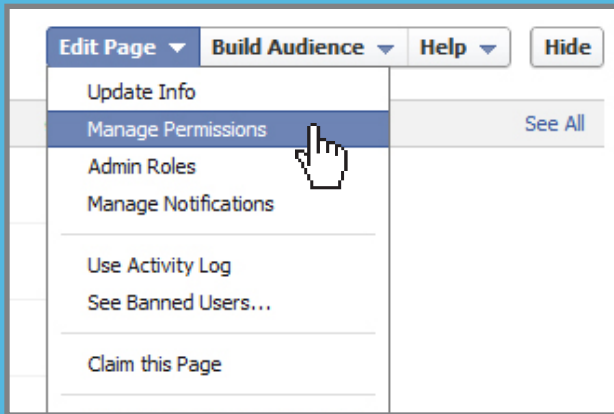
## Milestones

You can add posts with pictures to dates on your Timeline to give a richer history of important events in the life of your church.

To add a Milestone, click "Event, Milestone +" at the top of the status update box and select Milestone. A big dialogue box will pop up to guide you through the rest.



# PERMISSION SETTINGS



To access the settings, go to your church's Page and click the "Edit Page" drop down in the top right corner. Click on "Manage Permissions."

**Church Juice** View Page

**Page Visibility:**  Unpublish page (only admins can see this page) [What is this?](#)

**Country Restrictions:**  [What is this?](#)

Only show this page to viewers in these countries  
 Hide this page from viewers in these countries

**Age Restrictions:**  [What is this?](#)

---

**1 Posting Ability:**  Everyone can post to Church Juice's timeline  
 Everyone can add photos and videos to Church Juice's timeline

**2 Post Visibility:**  Show the box for "Recent Posts by Others" on the top of Church Juice  
Default visibility of posts by others on Church Juice's timeline:  [\[?\]](#)

**3 Tagging Ability:**  People can tag photos posted by Church Juice

---

**4 Messages:**  Show "Message" button on Church Juice

---

**Moderation Blacklist:**  [\[?\]](#)

**5 Profanity Blacklist:**  [\[?\]](#)

---

**Delete Page:** Delete Church Juice

- 1 Letting people post to your page is key to good interaction.
- 2 The box for recent posts will let you see all the posts by others in one place on the top of the Timeline.
- 3 This lets people tag themselves in a picture you posted. Then, that picture shows up in their friends' News Feed. It's an easy way for someone to share your church.
- 4 Having a message button lets someone send your church page a direct, private message.
- 5 Pick the level of profanity filter you're comfortable with. The stricter filters may block words we use in the church setting, like hell.

# PROFILE BASIC INFORMATION

If people click the “About” box under your cover photo, they’ll go to a page that has much more information about who you are including location, mission, description, contact information and more. Filling in your basic information is good for a lot of reasons. First, you can give people a little detail on who you are. If the area is empty, the page looks like not much effort it being put in to it or it’s abandoned.

Also the content in the information section plays an important role in search engine optimization for your Facebook Page. The better content you put in there, with keywords and phrases about who you are, the better it is for search engines like Google. Facebook is walled off from search engines except for the basic profile information, so make the most of it.

To edit your Page’s basic information go to:

**EDIT PAGE** → **UPDATE INFO** → **BASIC INFORMATION**

## CLAIM YOUR PLACE



Places is a mobile Facebook feature where people can check-in to businesses, churches or organizations. When someone clicks Places, it shows nearby organizations. They can click on where they are, tag friends who are with them and type a short message that will publish to their Wall and friends’ News Feeds.

You can set your Place in basic settings. If you haven’t created a Place for your church, there’s a good chance someone else has. Don’t worry, you can claim it, which basically means it officially links the Place with your church. That way you have some administrative control to edit info. To claim your Place, Facebook says to search for your organization. If there is a Place page, select it and click on the “Is this your business?” link on the bottom of the page. Then you’re be directed by Facebook through the approval process for claim your space.

For more information go to:

**FACEBOOK.COM/HELP/LOCATION/CLAIM**

## CLAIM YOUR CUSTOM URL

After 25 people like you, Facebook will let you get a vanity URL like facebook.com/churchjuice. This makes it easier to promote your Facebook page and it also helps with search engine optimization.

To claim your custom URL go to:

**FACEBOOK.COM/USERNAME**

# APPS

Facebook Apps are a little tricky to explain and in some ways can be even harder to create. The easiest way to think about it is a Facebook App is taking information from a web page outside of Facebook and putting into the Facebook shell.

Apps have a fairly predominant location on Timeline. They are a series of icons below the Cover Photo and to the right of the About section. The photos app is always the first listed. The rest can be rearranged. Plus you can add your own apps and change the graphics.

There are a couple of ways to add an app. The more difficult way involves you knowing HTML code to build your own. The simpler way is to use existing apps (there are hundreds including YouTube, Instagram, Pinterest, etc.) or a third party app maker that lets you create your own content. Here are a few companies.

**ShortStack**

[shortstack.com](http://shortstack.com)

**Zadego**

[zadego.com](http://zadego.com)

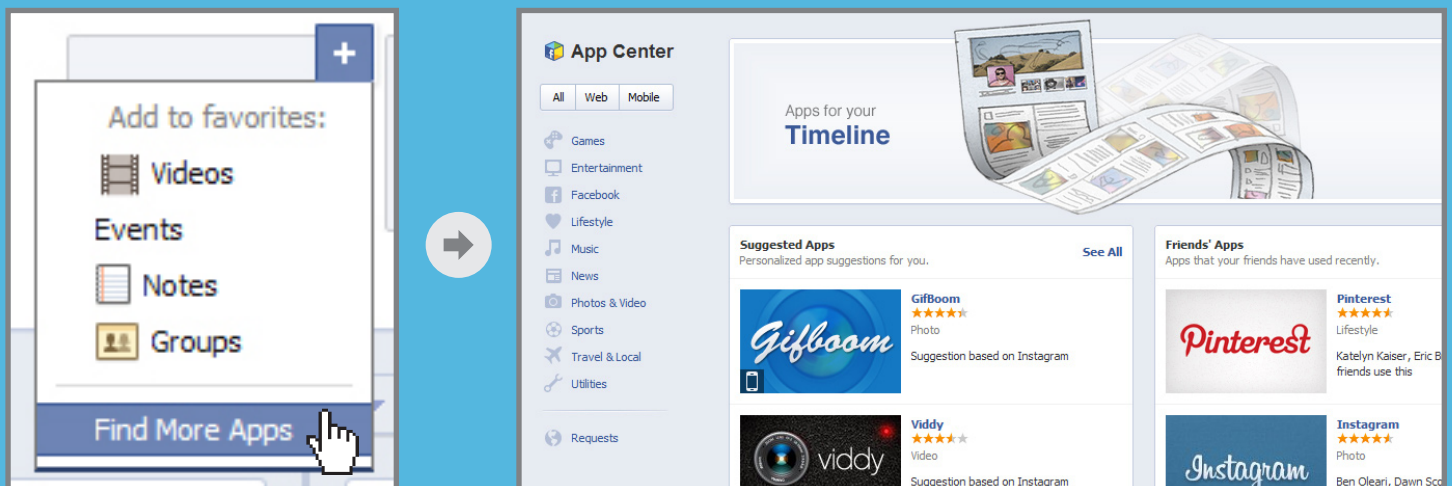
**Involver**

[involver.com](http://involver.com)

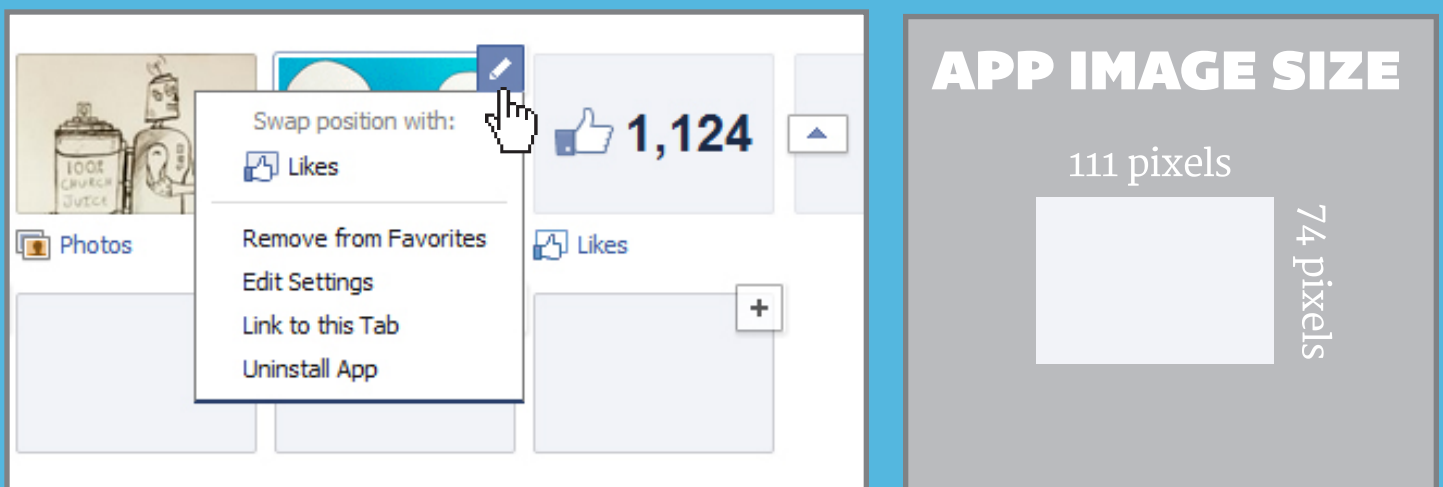
**Pagemodo**

[pagemodo.com](http://pagemodo.com)

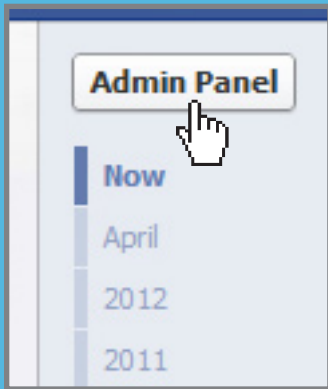
To add an app, select the down arrow to the right of the app icons. Then select the “+” in a box to add a new app. From that list select “find more apps.” That will take you to the Facebook App Center where you can search for particular apps. Those apps will walk you through the process of activation.



You can edit the name, image and placement order of many apps. Select the down arrow to the right of the icons app. Then click the pencil icon in the upper right corner to see your options.



# ADMIN PANEL



To access this feature, click on the Admin Panel button just to the right of your Page's cover photo. Often times the panel is already open by default.

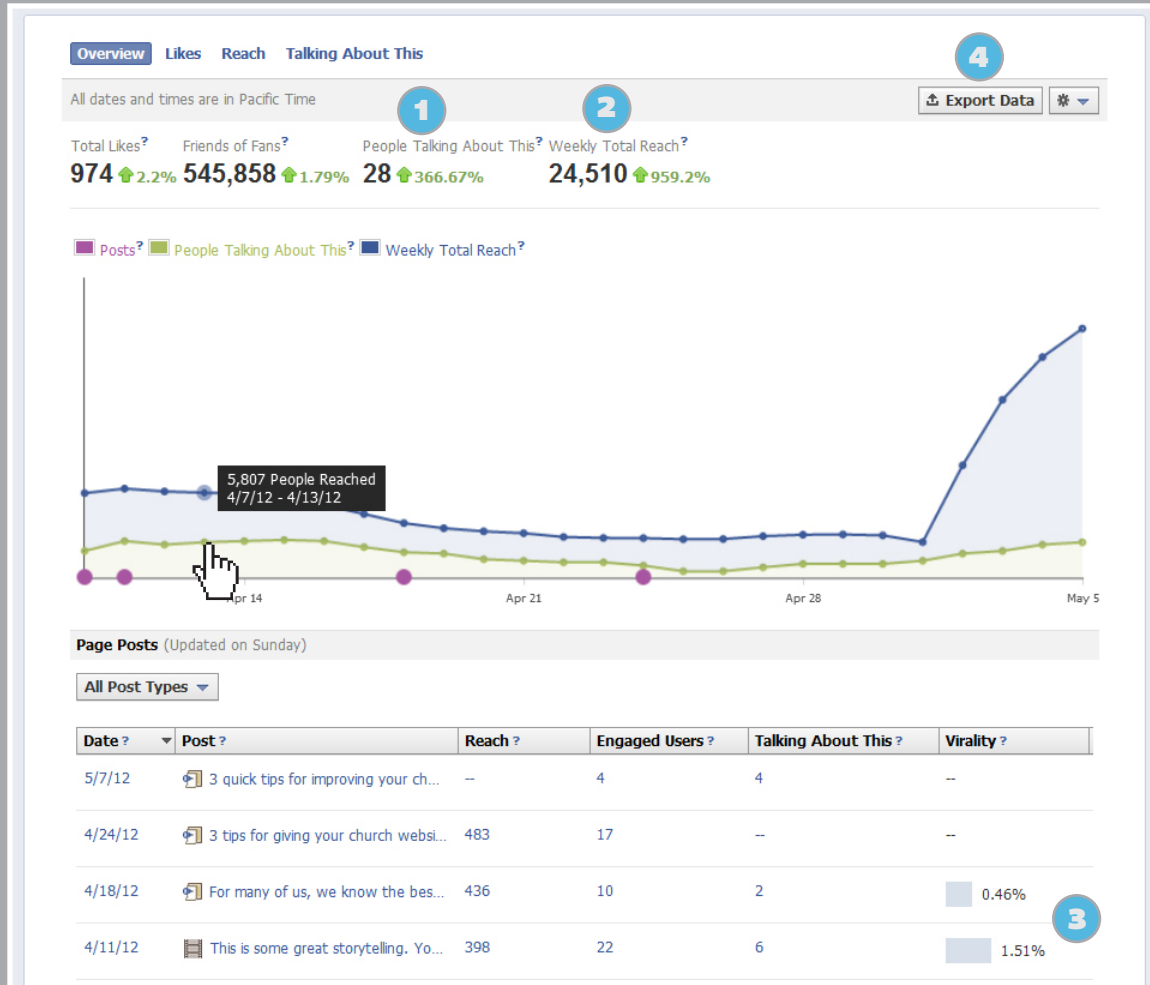
This gives you a basic rundown of the recent activity on your Page.

- 1** Notifications: Updates you when someone interacts with one of your posts.
- 2** Messages: Shows you when someone sends you a direct message.
- 3** New Likes: Lists the latest people who have liked your Page.
- 4** Insights: This is a glimpse of how people have been interacting with your page. To get deeper into the numbers, click “see all.”



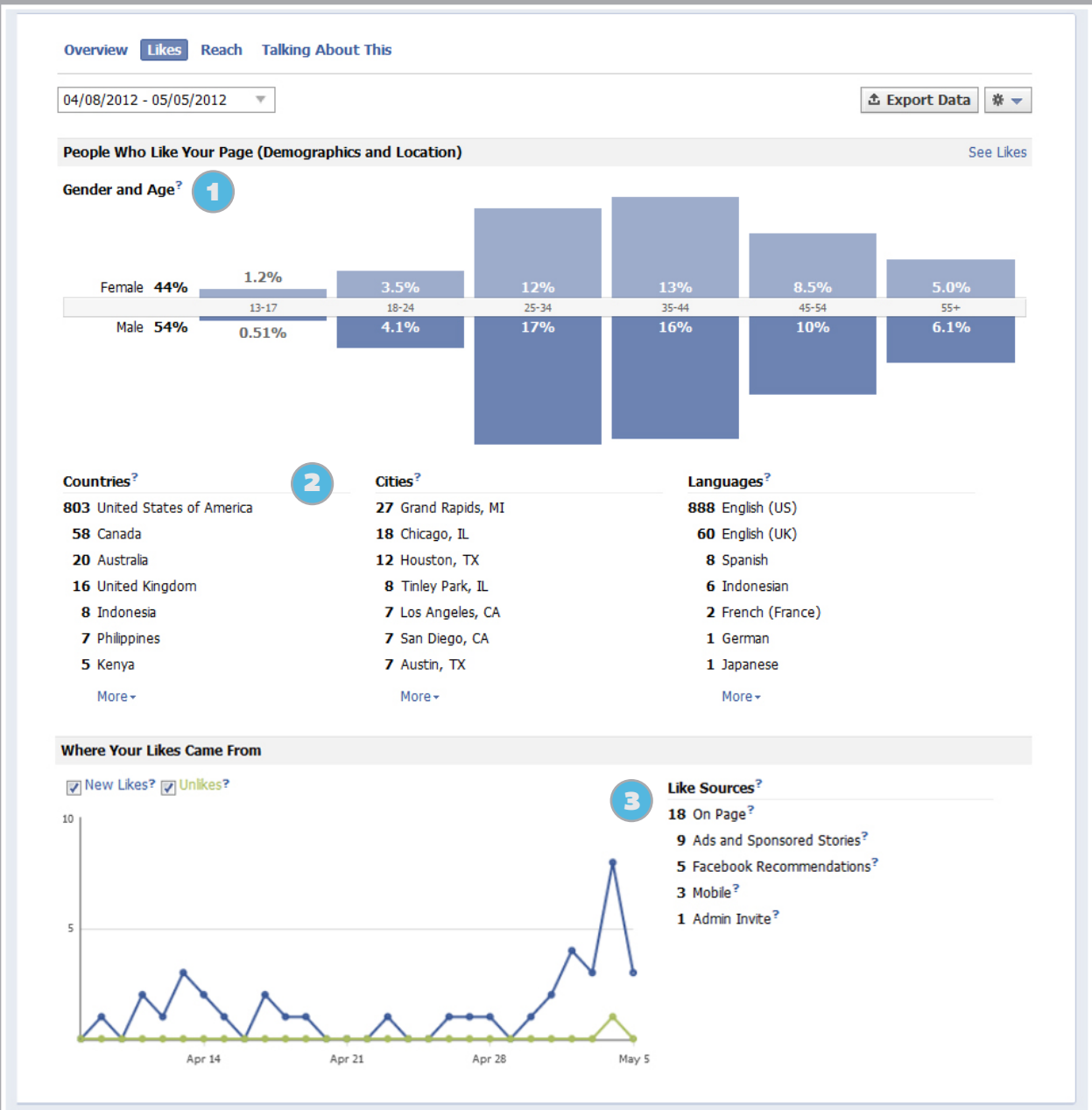
# INSIGHTS

Facebook gives you access to some basic analytics of how people are interacting with your Page as well as the demographics of those users. Here's a look at some Insights features.



## Overview Page

- 1** “People Talking About This” measures how many people have interacted with your Page. It measures if someone Likes your Page, Likes a post, posts to your Page, comments on a post, shares a post, tags your Page in a photo, responds to an event, answers a question, checks in at your Place or recommends your Place.
- 2** This is the total number of people who have seen something about your Page, but didn't necessarily take action. It includes the number of people who've seen an ad you're running. (That's why there's a big jump for the page in the above graph.)
- 3** For each of your posts, Insights will tell you how many people saw the post (Reach), how many people clicked on your post (Engaged Users) and how many people took action by Liking the post, etc. (Talking About This). Each post also gets a Virality score, which is the percentage of people to took action after seeing a post. (This is “Talking About This” divided by “Reach.”)
- 4** You can export Insights data into a spreadsheet. You get a lot more data in this download, so if you love pouring through numbers, this is the feature for you.



1

Knowing the gender and age of the people who Like your Page gives you a good feel for who you're audience is on Facebook. That can help you tailor what you're posting to make sure it's the best fit for your users.

2

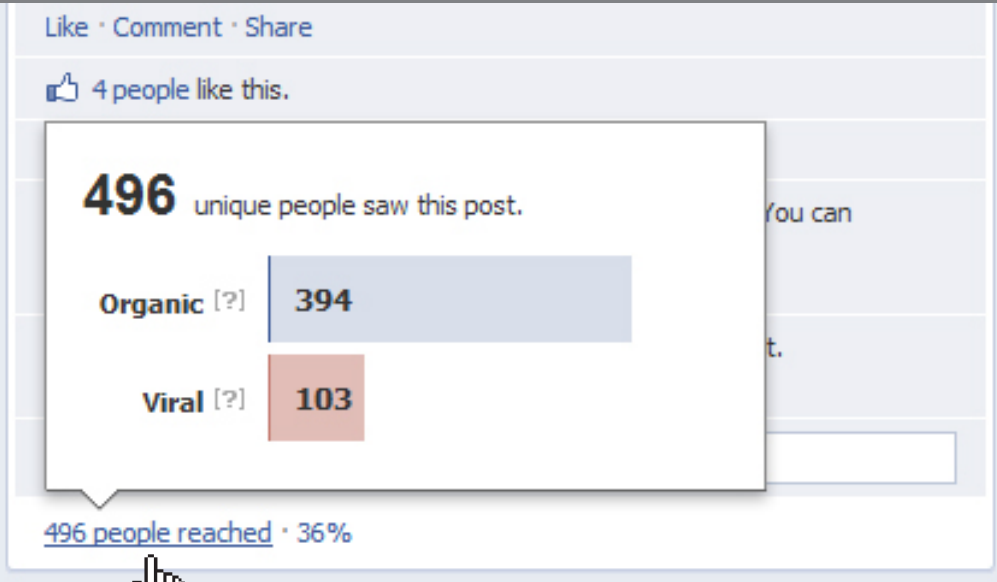
Knowing the cities where your users visit from is useful in seeing the reach of your church and the communities you're drawing from.

3

While it's cool to see a graph of Likes (and sad to see the unlikes) the most useful information here is the "Like Sources." This lets you know how people found your page before they clicked Like.

# POST INSIGHTS

Facebook also gives post-specific Insights, right on each post, to let you see how people are connecting with your content.



Like · Comment · Share

4 people like this.

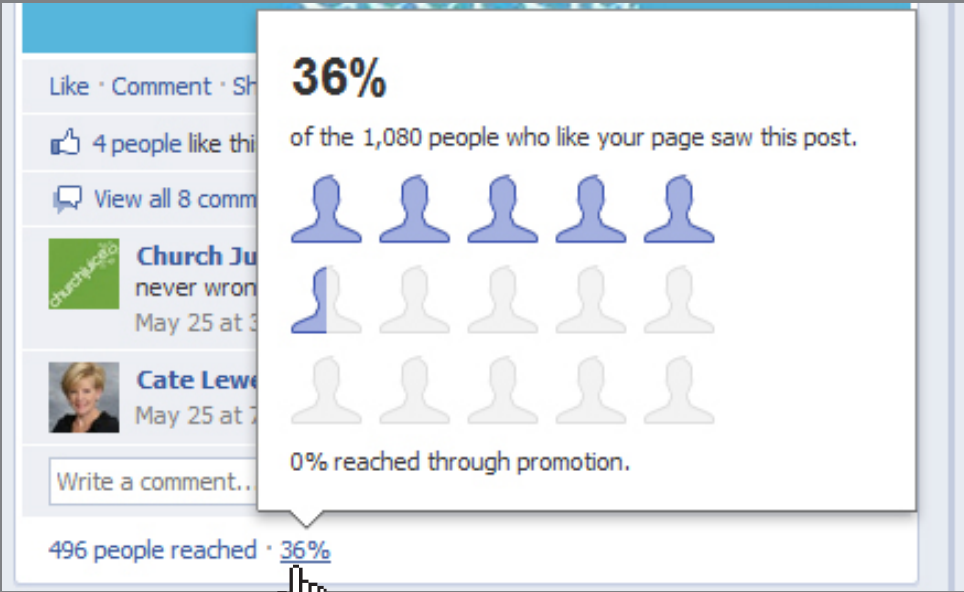
**496** unique people saw this post.

Organic [?]	394
Viral [?]	103

[496 people reached](#) · 36%

**People Reached**

This shows how many people saw a specific post in their News Feed. “Organic” are people who are your fans. “Viral” are friends of those people who saw the post because their friend interacted with it.



Like · Comment · Share

4 people like this

View all 8 comments

**36%** of the 1,080 people who like your page saw this post.

0% reached through promotion.

[496 people reached](#) · [36%](#)

**Percent Reached**

This shows the percentage of your fans who saw a specific post. Remember, the more interaction a post has, the more people who will see it. (We’ve noticed this feature has come and gone since being introduced, so it may not always be available.)

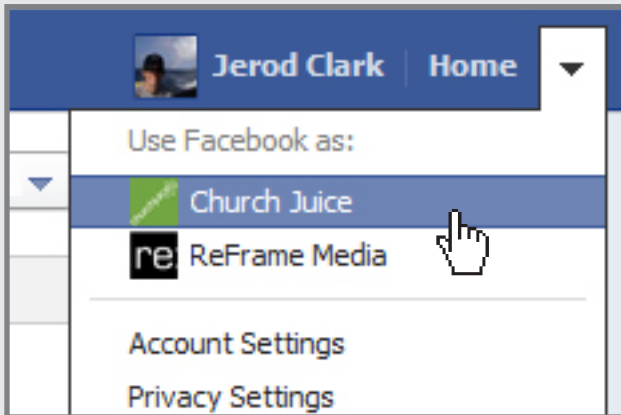


## DON'T OBSESS OVER NUMBERS

Insights is a great tool to give you a glance of how people interact with your Page. It can be useful, but if the numbers stress you out, depress you or occupy all your time it’s okay to take a step back. Use them for a high level analysis. Find the stats that are useful for you.

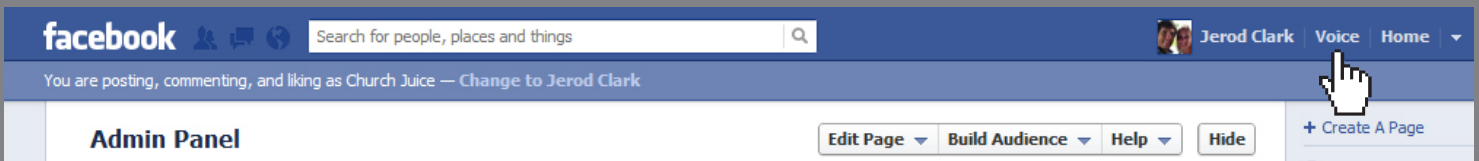
# USE FACEBOOK AS YOUR CHURCH

Increasingly, Facebook is letting your church Page act more and more like a real person's profile. You can Like posts, leave comments, like other Pages and more as the Page instead of as you the individual. It's a good thing because it lets your church have more of a personality.



To cruise around Facebook as your Page, click on the account menu arrow next to your name in the top right corner. Then select your Page. Since you can be an admin on multiple Pages, you could have more than one choice in the drop down.

When you're done, you can switch back to your personal profile by following the same steps.

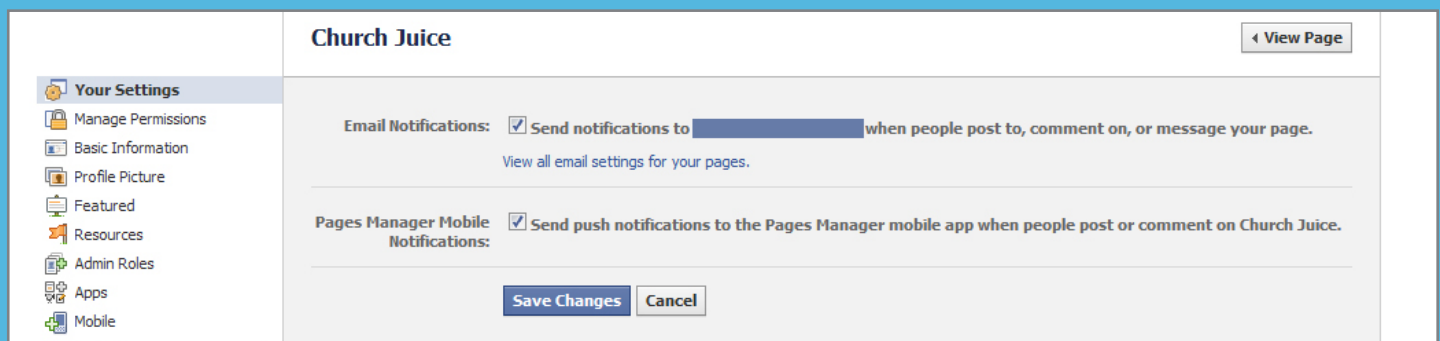


By selecting voice in the top right corner next to your name, a light blue box will appear to let you know who you're posting as on the Page. You can easily switch between yourself and the Page depending on how you want to comment.

## EMAIL NOTIFICATIONS

You can choose to get email notification if anyone posts to, comments on or messages your Page.

### EDIT PAGE MANAGE NOTIFICATIONS



# MANAGING ADMINS

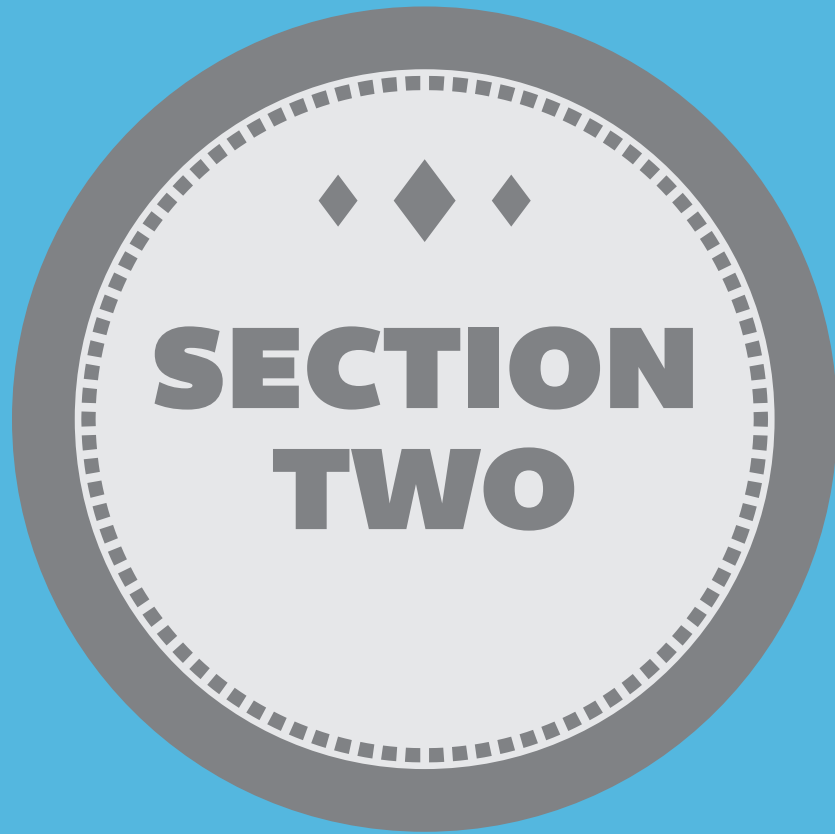
Recently, Facebook created more levels of admins for Facebook pages. This allows you to give access to more people without giving them full-strength powers. Here's a chart Facebook released to explain the differences.

	Manage admin roles	Edit the page & add Apps	Create posts as the Page	Respond to & delete comments	Send messages as the Page	Create ads	View Insights
MANAGER	★	★	★	★	★	★	★
CONTENT CREATOR		★	★	★	★	★	★
MODERATOR				★	★	★	★
ADVERTISER						★	★
INSIGHT ANALYST							★



## MULTIPLE MANAGER ADMINS ARE GOOD

Things change in the church. Volunteers switch roles and people move on to other things. That's why it's good to have multiple people, including church leadership, assigned as Managers. This way you're not locked out of high level admin powers if someone leaves their social media role. Plus it helps make sure that no single person has too much power.



# Posting Content



# UNDERSTANDING EDGERANK

Every time you post something, Facebook computers analyze it to give it an EdgeRank score. This determines who will see the post and how high it will appear in their News Feed. Several factors go into determining Edge Rank. Think of it like an equation.

## AFFINITY

What's your past relationship  
with an individual user?  
Have they interacted with you?



## CONTENT WEIGHT

How popular is the post? How many people are  
already engaging with it?

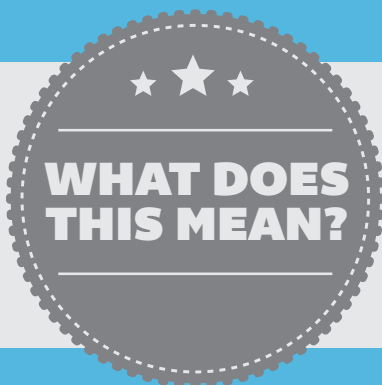


## TIME DECAY

How recent is the post?

---

## EDGERANK SCORE



# INTERACTION IS IMPORTANT

if you want more people to see your stuff.

# 16%

Facebook itself admits the average post by a Page will only be seen by 16% of their followers on average.

But this number can improve with more interaction. Now we'll look at some tips to help with that.

## **Be Visual**

Posts that include a picture get an average of 120% more interaction.

## **Keep It Short**

Posts less than three lines long (100-150 characters) get about 60% more Likes

## **Be Relevant**

Post content that shows you know your audience.

## **Share Posts From Fans**

If one of your fans says something interesting, share it with the rest of the community.

## **Encourage Interaction**

Ask relevant questions (not just generic stuff you know will get Likes). Fill-in-the-blank questions get 90% more interaction than the average post. The best performing questions are 8 words or less.

## **Post Regularly**

Find a rhythm. Stay in peoples lives. No one wants to be a part of a ghost town.





# CREATE A CALENDAR FOR REGULARLY POSTING

Having a Facebook page means being committed to keeping it updated. The trick is to find the rhythm that makes sense for you. Maybe it's a few times a week or it could be once a day. For some churches, in an effort to stay committed to consistent updating, they've created a schedule.

Here's an example of a schedule from The Chapel, a multi-site church based in Grayslake, IL. This is an ambitious schedule. They have a lot of things to share. If you're a smaller church, don't be intimidated. Take the resources you have and see how they could fit into a weekly or monthly schedule.



Any big events coming up this week. If there aren't "big" events, then just a link to the events page on Chapel.org.



Video of the previous weekend's message.



Video announcements from a couple of people on the communications team. We've had HUGE success with this in the past, but posting has been inconsistent.



Connections ministry. The director of this ministry has admin rights to the Page, and will decide what internal communications/connections news needs to go out.



Post a YouTube video of the upcoming weekend's closing song. Live concert footage or music video from the actual band who recorded it. This has been successful in the past as well.

ONGOING

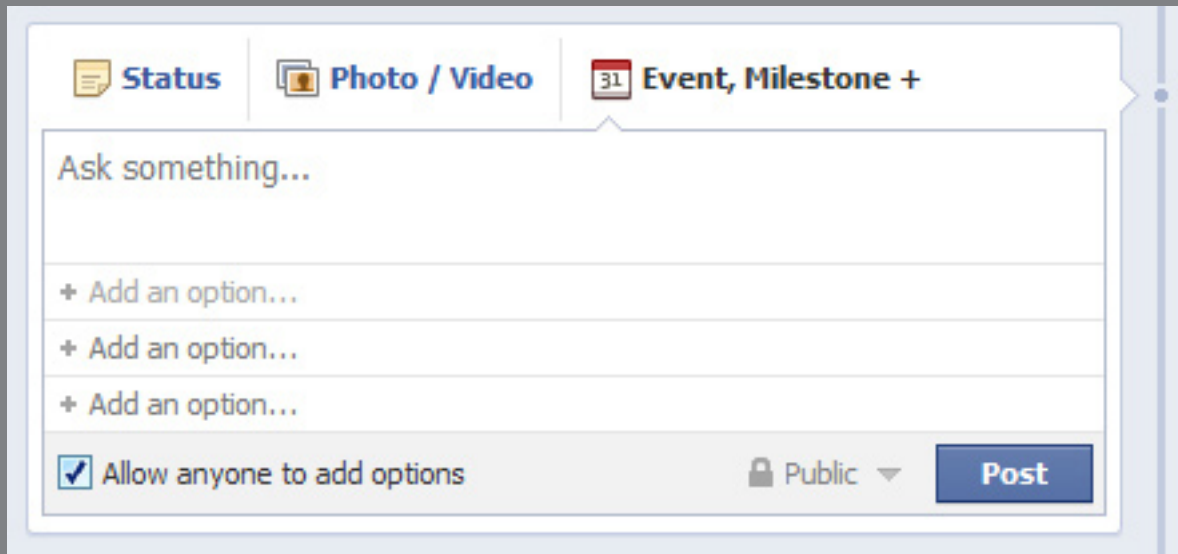
- Upload photos from events
- Pick staff Facebook profiles at random and promote
- Promote individual campus Facebook Pages
- Importing news from the homepage of chapel.org
- Promotion videos from the weekend
- Links to files of resources handed out on the weekend
- Random announcements/cancellations

# MORE ON QUESTIONS

As mentioned earlier, status updates shouldn't always be top down communications. Ask a question to start a conversation and increase interaction.

Facebook has a formal way you can ask questions called...wait for it...Questions. Questions is an icon option above the status box on your page.

## EVENT, MILESTONE + QUESTION



A Question follows a typical poll format. There are several ways you can structure your question. These aren't formal names for the options, just ways you can customize.

- Limited option poll.** You can ask a question and give set responses people can choose from.
- Open ended poll.** This lets you provide some response options, but also allows people to add their own. To make this work, check the "allow anyone to add options" box at the bottom of the Questions form.
- No limit question.** Ask a question and don't give any response options. People can add their own answers or vote on answers left by other people.

Once you post your Question, it will appear in the News Feed of people who Like you. Beyond answering the question, they can comment, “follow” the question (to get updates as more people add responses) or ask their friends to answer the question. If you’re the admin of your church’s Page, you can answer and follow other people’s Questions using your organization’s profile.



The screenshot shows a Facebook post from "Houston's First Baptist Church" dated May 7. The question asks: "How many years have you served as a missionary to our own city during the Houston Project? (Registration is now open: <http://www.HoustonsFirst.org/HoustonProject>)". There are five radio button options: "More than 3 years", "3 years", "2 years", "1 year", and "This will be my first year!". The "More than 3 years" option is selected and has a tooltip showing "7 people".

Option	Count
More than 3 years	7 people
3 years	
2 years	
1 year	
This will be my first year!	



## DO PEOPLE REALLY USE THE QUESTIONS TOOL?

That’s a fair question about Questions. It seem like people I know don’t use Questions much and don’t see them in their News Feed. And Facebook has sort of hidden the feature in recent design changes.

That said, remember PageRank? Facebook says when you ask a question using the Questions tool, it gets a better initial score than not using it.

Overall, it’s up to you to decide how of if you’ll use it on your church’s Page. If you want to take a poll, it’s the perfect tool.

# WHAT WORKS FOR YOU?

Since we know creating content that people interact with is important, we wanted to know what was working for churches. So we fired up the computer and asked the Church Juice Facebook community what worked best for them in getting people to become more involved on their page. Here are some of the responses.

Ask questions, both about what they are learning (causing them to reflect) but also relevant to their context.

Also, provide value for their lives like events happening around the city, different quotes, etc.

**Josh Burns**  
**Chicago, IL**

Asking questions is always a good call. We get great response when there is an interactive element – leaving room for people to engage and offer an opinion or insight.

Also, our teaching pastor will poll the church for sermon purposes, usually stating the results of the poll.

**Travis Gingrich**  
**Lynnwood, WA**

Pictures which are tagged encourage the most interaction for our Page. Pictures also create the largest “reach” as the tagged pictures show up on the tagged person’s Timeline for viewing and interaction by their friends. That points them to the church’s Facebook page.

**Missy Lawson**  
**Shawnee, KS**

Our Facebook strategy is all about people, pics, and programs. Photos of church people (tagged of course) involved in worship, ministry and mission get the most interaction.

**Elizabeth Gilbert**  
**Indianapolis, IN**

Hands down, we get the best interaction on photo albums where church members are tagged.

**Jennifer Aprill**  
**Frisco, CO**

Our pastor posts a teaser regarding the next Sunday’s sermon.

**N. Marlen Fleming**  
**East Liverpool, OH**

I seem to get the best responses from posting prayers and scripture, in terms of number of Likes.

**Alison Thomas**  
**Allen, TX**

# WHEN TO POST

## BEST GENERAL TIMES TO POST:



## FACEBOOK SAYS THE MOST INTERACTION HAPPENS BETWEEN:

**9:00-10:00 pm**



## WHAT DAYS GET THE MOST INTERACTION:



**Saturday & Sunday**



## SOME EXPLAINING

If you think about it, these times and days make sense. They revolve around when people are at work, taking breaks or putting the kids to sleep. The best advice is to test what works best for you. Every audience will be different. Post on different times and different days. Then see which of those got the better response.

# POST FREQUENCY



Remember, find a rhythm that makes sense for you and your community. You don't want to be a ghost town, but you don't want to bombard them either. Consistency is important.



Once a day, or several times a week, is a good starting point. Posting multiple times in a single day is okay if you have announcements or other news.



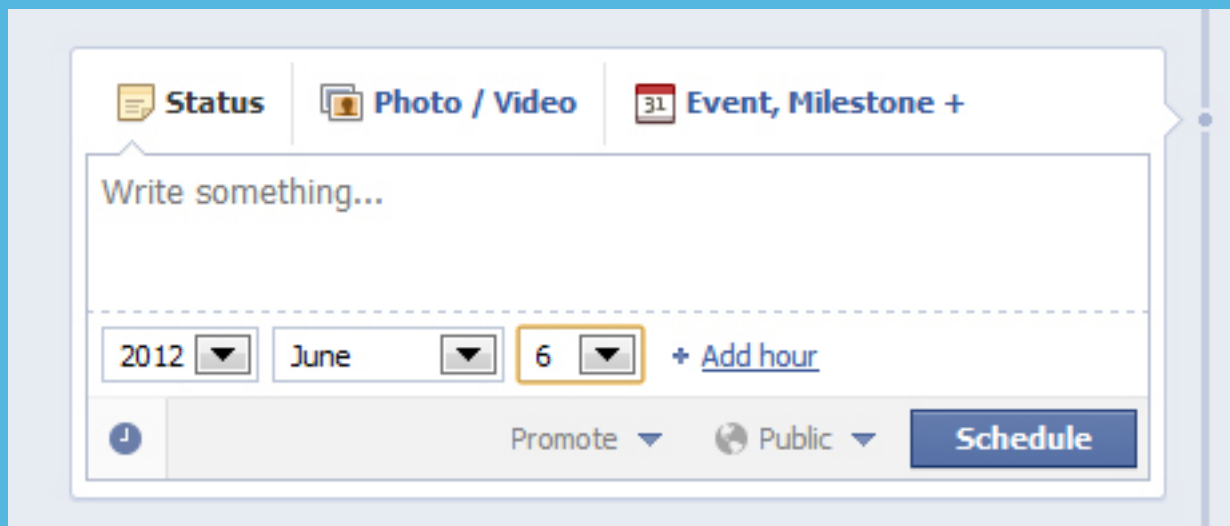
Don't post things too close together, like a couple minutes apart of each other. It's better to have your posts spread out in someone's News Feed.



It's not about quantity. It's all about content quality.

# POST SCHEDULING

Facebook has added the ability to schedule a post right on your Page. You used to only be able to do this with third party programs like Hootsuite. So if you want to post something when you know you'll be away from your computer, here's what to do.



Click the clock on the lower left corner of the status update box.



Select the year from the drop down menu. Then, click "Add month. Continue the process all the way through minutes.



Click the schedule button. Scheduled posts will appear in the Activity Log, which you can find in the Admin Panel under "Edit Page."

# MODERATING

Using Facebook means you will lose some control and that's okay. Someone may say something you don't like or something you didn't expect. How you respond to those situations says a lot about who you are as a church. It's good to plan of how you'll respond to various situations that could come up on your Facebook page. Create a commenting policy so it easier to know how to handle certain situations.



Don't automatically delete something you don't like. How you react to a negative post says something about who you are as a church. Instead of deleting and ignoring the person, can you instead try to start a conversation?



Be prepared to fill someone's need. Think of particular scenarios and how you'll handle them. What if someone as a prayer request? How will you respond if someone asks a question about the church?



Don't let emotions rule. If you're angry at something, step away and deal with it when you've cooled down. Some things may sting, but are good feedback to know. Other things may not be as big a deal as you originally thought. Plus, other fans may come to your defense.



If you've made a mistake, apologize and fix it.



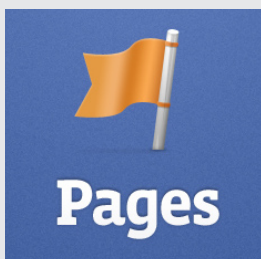
Directly contact the fan if nothing else works. Often times, that leads to clarification and that person deleting the post on their own.



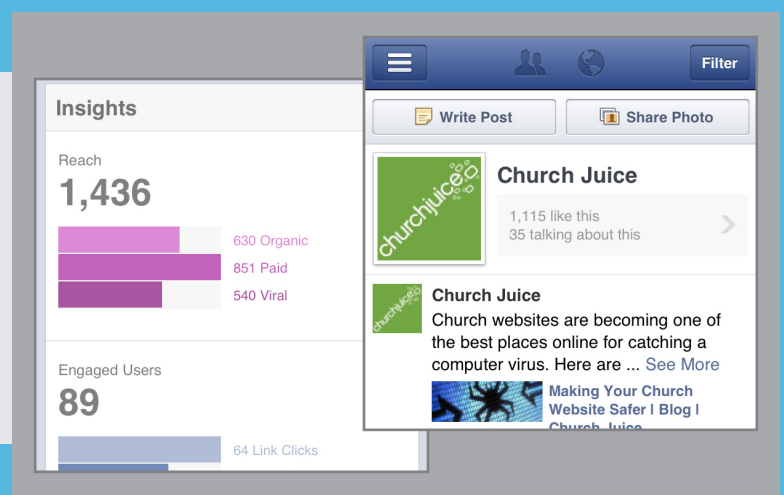
If someone is continually offensive, derogatory, libellous or the like, delete the comment and block the user. Certain people just can't be reasoned with.

**The Truth:** There will be fewer negative comments than your fear. The majority of conversations will be positive and good.

# PAGES MANAGER APP



Apple iOS users can download the Pages Manager App that allows you to not only post content, but look at Insight analytics as well. It's convenient to have you church Page content in one app separate from your personal stuff.



# IN CLOSING

Getting into the world of Facebook can be a little overwhelming if you're not ready for it. But try not to let it overwhelm you. The best advice is to not take on everything all at once. Start out doing what you can be the best at doing. As you're working towards your goals, your Facebook Page will continue to improve.

Also know this resource isn't the final word on using Facebook. We've tried to cover a lot of areas, but know that Facebook is always changing. Sometimes it's small tweaks and other times a complete design overhaul. If you're committing to Facebook, also take the time to keep up to date with the changes Facebook makes. (And we'll try to help by providing updates along the way.) Doing that will help you use Facebook in the most efficient way. After all, our ultimate goal in using any sort of technology is making the Gospel more accessible to people. Look at this as a way of being able to tell God's story in a new way.

## CREDITS AND REUSE POLICY

Facebook for Churches is written by Jerod Clark with contributions and editing from Todd Hertz.

Jerod is the Project Leader for Church Juice, a ministry from ReFrame Media, that provides free resources to help churches be better communicators.

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