Clarity Social Media

Social Media Objectives:
- Connect with people outside of Clarity.
- Build an online community from within Clarity.
- Create community awareness of Clarity.
- Provide information for Clarity congregation.

Content Tips & Ideas:
- Information on upcoming events. — *In addition, post square shareable invites for people to repost on their own social media outlets. Square is best so it can easily be shared on Instagram.*
- Event photos/recap — ***Video is even better for Facebook****. Videos are taking over Facebook newsfeeds, so it's best to cater to the wants and needs of your audience.*
- "Behind the scenes" photos. — *Staff meetings, community groups, youth group, Shine & LED volunteers, event prep, Sunday set-up etc.*
- Sermon teasers. — *Bible verses, devotionals and/or inspirational quotes pertaining to the upcoming message. When sharing verses or quotes, it's beneficial to provide context as much as possible. If a verse or quote applies to the next sermon, an upcoming Clarity event or even a major national event, say so. Twitter is a little different because of the character limit, but I prefer Facebook and Instagram for church use anyways. This is not to say that Twitter would be disregarded, but that the other two would be priority. Twitter is really a better place for pastors and ministry leaders than it is for churches.*
- Sermon quotes and Sunday service pictures.
- Pictures or messages from sponsored missionaries/organizations.
- Ministry/volunteer needs and opportunities.
- Book and music recommendations.
- Share local family-friendly events.
- Engage your audience by asking questions.
- Highlight volunteers and people in leadership, explaining what they do and thanking them for it. Showcasing a sense of community is important for churches on social media.

Social Media Do's & Don'ts:
- Try to follow the 80/20 rule. That means for every 1 post advertising a Clarity service or event, there should be 4 other types of posts.
- Avoid only using words as much as possible. Posts with images receive a much higher engagement rate.
- Be flexible. Whether it's national tragedies, sporting events or big life events, social media shines in real-time coverage. If there's a big promotion scheduled to go out and all of sudden there's an international incident that takes over social media, understand what you can't control. Be flexible enough to stop, pause current plans and reschedule content accordingly.

- Avoid traditional marketing. Traditional marketing works like this — "I interrupt you to get your attention, hope you keep paying attention, remember my web address and check it out if you're interested in what I'm selling." The goal should be to create awareness marketing, which means — "How can we equip people to spread the word themselves?" The obvious answer to this is to create content worth talking about. That means going beyond just trying to convince people to attend by posting service times and sermon series titles.
- A church's social media presence needs to be bigger than one person — it's a team effort. People leave, and when that happens, social media shouldn't be left in the dust. It's fine to have one person in charge at a small church, but there should be multiple people who understand the goal for Clarity's social media and who have the freedom to share ideas. In our context, the easiest solution to that would be staff.
- Don't ignore comments. Even if someone was to write something simple like, "Can't wait!" under a post pertaining to an event, it's important to write that you're excited to see them there. The more you engage with people, the more they will engage with you. Liking a comment isn't enough.
- Avoid posting opinions, politics and on other touchy subjects.
- Simple photo backgrounds or solid colors usually work best for scripture and quotes.
- Take advantage of Facebook advertising for upcoming events and when starting new sermon series. Even spending as little as $5 can help you reach 2,000 people in your area.
- Create short, simple hashtags for events. Even beyond hashtags though, building a culture that encourages people to snap photos in general, whether that be at their community groups or during church events, is a great way to spread the word about Clarity in the community since friends will see their posts.
- Tag people if they're in photos that are posted to help grow Facebook fanbase and engagement. Their friends will see the photos which will help more people discover the Facebook page and widen your audience.
- Take time for a digital sabbatical. Most people suggest that businesses post to social media once or twice per day, but for churches that might be too often. Around 5 times per week is plenty, otherwise you risk the chance of people who may not attend Clarity regularly getting annoyed and unfollowing.

Websites With Free Stock Photos:
- I would probably take most photos myself and think it would be best to typically use ones actually taken in LA, but the sites below offer great stock photos for free and are worth looking through occasionally.

https://unsplash.com/
http://deathtothestockphoto.com/
http://www.gratisography.com/#all
http://freelyphotos.com/
http://churchmediadesign.tv/category/freebies/
http://www.creationswap.com/
http://nomoreclipart.com/
http://jaymantri.com/
http://magdeleine.co/

What I Need From You:
- Let me know sermon and event info as soon as possible. That doesn't mean I want to know every detail of a sermon, but at least making me generally aware of what it's going to be about and an example of a verse or two you'll be using will be helpful. Communication is key for success in social media. I apologize in advance if you feel harassed at any point, but I've been accustomed to having to stay on top of people about this! ;)
- I usually have social media posts planned out a few days in advance, so if you're going to post about something yourself, just let me know so I can adjust accordingly.
- Avoid telling me a post idea right before you want it posted. I'll try to accommodate you as best as I can, but I do like taking my time, especially if any design work is involved. Also, I don't like using my phone while I'm working, so I may not see a message from you right away.
- I find brand consistency, meaning the use of similar fonts and colors as much as possible, very important. If you'd like, please let me know what some of your favorites are. From what I've seen you post, I'm already aware of what styles you lean towards, but over communicating is always better than under communicating.
- Clarity Pinterest: Does it not exist because you don't want it to or because you weren't sure how to use it effectively?
- Can we decide to mentally add a social media bullet point under Calendar Sync for staff meeting? That way if anyone has something they think would be good to share in the upcoming week, they can let me know? If not, then we would move on.
- Posting Schedule: What days and times would you like certain information or reminders posted?
- Lastly, feel free to share with me what your vision and goals are for Clarity's social media as well. I consider myself to be good at what I do, but I can't read minds unfortunately. :)