

Victory Church Social Media Review

9/18/12

Facebook:

- Daily quotes/ Bible Verses: (Could be random, but might be better if related to upcoming sermon/series.)
- Create actual event pages, don't only just post a link from the website.
- Gather feedback by asking questions: Ex. Did people enjoy service today? What did they like about it?
- Sunday sermon and/or guest speaker quotes
- Special announcements: Ex. Birthdays, cancellations, etc.
- Information on upcoming sermon series
- Post graphics, videos and/or articles a couple times a week
- Weekly feature stories: "Meet..." Choose pastor, director or staff member to interview. This would make fans/members feel more connected to the church, especially in a large one like Victory.
- Look into Facebook advertising for conferences and concerts taking place at Victory.

Twitter:

- Daily quotes/ Bible Verses: (Could be random, but might be better if related to upcoming sermon/series.)
 - Post event title and link to Facebook events
 - Gather feedback by asking questions: Ex. Did people enjoy service today? What did they like about it?
 - Sunday sermon and/or guest speaker quotes
 - Special announcements: Ex. Birthdays, cancellations, etc.
 - Information of upcoming sermon series
 - Post graphics, videos and/or articles a couple times a week
 - Post feature story title and link to the Facebook post
 - Always use hashtags
 - Ask for retweets *occasionally*. Spelling out retweet, instead of using its shortcut RT, makes retweeting 13 times more likely.
 - Tweets less than 100 characters have a 17% higher engagement rate
 - Who are we following? I would recommend local ministries, guest speakers or musicians we have visit, high profile ministry leaders, daily bible verse accounts and daily quote accounts such as C.S Lewis, Martin Luther etc.
 - Look into using Twibbon: It is a great tool to use when promoting events or sermon series. You can use their free service or have full access for \$99 per yr.
- Good examples: [@JohnPiper](#) [@randyalcorn](#) [@plattdavid](#) [@ronedmondson](#) [@PastorMark](#) [@MarsHill](#) [@Saddleback](#) [@NorthPointMO](#) [@CTWC_Modesto](#)

Other Social Media Outlets:

Instagram:

- Post pictures relevant to upcoming sermon series, events or other big news going on at Victory.

- Post pictures of baptisms, church events, behind-the-scenes moments or of outreach events.
- If able, check out these churches that use this platform successfully: @NewSpring_Church @crosspoint_tv @hillsonchurch @marshillpdx

Pinterest:

- Pinterest users are visual. Post graphics that relate to sermon series or pictures of events (youth camp, VBS, concerts). Keep the images relevant and try not to over post too many pictures from one event.
- Board Idea: *Books*: Is Pastor or other staff members big readers? Have a board where you can pin books you'd like to recommend to your followers.
- Board Idea: *Music*: Create a board dedicated to music. This doesn't even have to be music that your church has released. Did you enjoy the new David Crowder Band album? Then pin it.
- Board Idea: *Bible Verses & Inspirational Quotes*
- Category Boards: Create individual boards for topics like marriage, parenting, dating, youth group lessons, etc. Post relevant pins under each board .
- Check out <http://pinterest.com/marshall/> to see a good example of this.