

QUICK GUIDE TO SOCIAL MEDIA USE

PLATFORMS

Facebook

- Recommended frequency: 1-3 times a day
- Keep it positive
- Include Images
- Provide a link where the user can get more details
- Engage with users (Like, Share, etc.)

Twitter

- Recommended frequency: 1-5 times a day
- Avoid abbreviations
- Include a call to action. What's the next step for the viewer?
- Use questions, facts and figures to engage viewers.
- Retweet relevant content
- Use 1-2 hashtags

Instagram

- Recommended frequency: 1-4 times a day
- Use images that feel clutter-free
- Include a call to action in your caption. What's the next step for the viewer?
- Use 1-3 hashtags

WHAT TO POST

- Quotes (verify before posting)
- Tips
- Behind-the-scenes photos
- Relevant content from other ministries, churches, authors, etc.
- Promote Christ Journey values
- Blog post links
- Old popular content (only on Thursdays)
- Information about upcoming events
- Testimonials
- Videos
- Fill-in-the-blanks
- Interesting facts
- Sneak peek photos

Before posting ask yourself – “Is what I’m sharing: **useful, interesting, informative, entertaining, engaging**, or will it help my audience to **connect** with our brand?”

HASHTAGS – POWERFUL TOOL

- Not all hashtags are created equal – check before you use it!
- Choose #hashtags that are both easy and clear to remember.
- Do not use a hashtag for acronyms.
- #Don’t #Spam #with #Hashtags (Don’t overtag).
- You may use hashtags throughout your text and/or at the end.

Sample hashtags that are safe to use:

#ChristJourneyChurch

#ChristJourney

#CJLife

#CJVolunteers

#Church

Series name (i.e. #LiveWhatYouKnow, #AtTheMovies)

#GodisGood

#GodisLove

#love

#photooftheday

#motivationmonday

#musicmonday

#transformationtuesday (before and after)

#wisdomwednesday

#verseoftheday

#BibleVerse

#throwbackthursday, #tbt

#flashbackfriday

#funfriday

USING PHOTOS OF MINORS

Do not post pictures of minors unless:

- **A Photo Image Release has been signed and you are aware of it**
- **The minor’s face does not show**

Best practice: If your ministry is hosting an event, make filling out a Photo Image Release part of the registration process.