

Social Summer Camp July 2024

Day Coaching/Grow Backstage Bonus: Facebook Settings

Main Focus:

Page Best Practices: Insanely practical settings for your Church's Facebook page

Some settings only available on desktop

- Mobile only has 85% of what's available on desktop

Main Take Aways

- When you're making a post, switch from signing in as your church to your personal account to experience what visitors to your site experience
 - Upper right hand corner of screen (will show church logo or your own personal avatar)
- When trying to change settings, you need to be at your page as your church or you can't change settings
- Church logo is a container which holds all the ways people feel about your church
 - Don't need to add church name because logo says it
 - People don't read on Social, they skim
 - Would be like saying your name twice: Hope Church Hope Church

Key Tips:

- Always consider what it may look like on mobile as well as desktop – make it a habit
 - Majority of people will be seeing your page on mobile
 - Doesn't matter if everything looks great in what you use to create it, if it looks horrible on mobile
- If you have “click here now,” make sure you're sending to the right place
- Look at Page Status page to make sure there are no issues – it will keep Facebook from showing your page
 - Make a recurring calendar invite to check your page status settings to make sure there are no issues that have cropped up – good reminder
- Can use “view as” or just view the page from your personal account to see how people actually view the page and make appropriate adjustments
- Edit Action Button – can change easily (drop down menu)
 - Sometimes have restricted monitorization, need to meet certain criteria, don't need to worry about that

- Can only have one action button at a time (although like & message are default buttons always available)
- You can't edit the buttons, just choose one from the drop down list that FB offers
- Click on More, all the way to bottom, "Manage Sections"
 - Uncheck all the options – don't need for churches, there for typical FB user
 - No reason to have extra buttons to press; you can't turn off certain things (gray) but if you can turn off some, uncheck them
- Why do all this? People will only come one time, but first impressions very important
 - Boring stuff but if you want to reach people, need to to the foundations stuff well
- Edit bio – make sure you have something in there
 - Mission statement of church
 - Can use emoji if you'd like – why? It will draw an eye – make people stop to check out
 - Windows + will get emojis
 - Joypixels
 - On Mac it is Control Command Space Bar to bring up the emojis
 - Will ask if you want to post to newsfeed? Go ahead and say post to page
- Edit details
 - Add YouTube channel if have one
 - Add appropriate web links – social links to your church's stuff
 - Limit it to 3 separate sites
 - If have worship ministry, add Spotify link
 - Hackmas & Hackoween Playlist
 - Songs this Sunday ...
 - What is Top of Mind? You don't want them to think about Sunday morning when they wake up on Sunday morning – utilize content to interact with them all week on social
 - 5-7 touchpoints before Sunday
 - 3-4 after Sunday
- "Featured" area – place you could put your "Stories"
- Featured 'Section for Posts
 - Click on Manage
 - Featuring two videos – could feature more

Quotable Quotes

- When you post is NOT the time to decide what to post ... that decision should be way before you actually post

Q&As

- **Q: Is the church FB user name important?**
 - **Recommend:** Yes, keep it the same as your church name whenever possible, important for branding, but if your church name is common (i.e., Journey, Hope), not the end of the world
 - Try to keep as consistent as possible

- **Q: How often do churches change cover & profile photos?**
 - ***Recommend:*** Change profile photo can stay put for 5 years, (personal profile photo change every 18 months - 2 years). Profile photo represents who you are right now, cover photos can change according to seasons/events and stuff going on so every few weeks or so
- **Q: What is the best category for a church? We have “community” now**
 - ***Recommend:*** Community is good, religious organization is fine. Doesn't seem to affect things too much. Christian Church is better than religious organization
- **Q: Can we move placement of action button?**
 - ***Recommend:*** No, have to live within Facebook design limits
- **Q: How long do you leave pinned comments?**
 - ***Recommend:*** Depends on what it is, welcome to our church would be always, make sure you're giving more than asking. Pin button might create featured

Learn From Each Other: Comments from Live Session

- ***Estephania Herrera:*** I usually use the schedule tool to help me keep up with posting throughout the week and give me time to work on next week's stuff
- ***Lauren Hoolehan, Highpoint Church:*** We have a Weekly Set List and a "Highpoint Worship" with all the songs we've done in the past - our church loves it!