



SOCIAL MEDIA BEST PRACTICES

VOICE & TONE

It is important to remember who you represent. Whatever is typed and published is a reflection of Graystone Church, Pastor Jonathan, and Jesus Christ, even when you provide disclaimers.

Social Media is a two-way conversation. It is not a megaphone.

DO

Create conversation.

Ask people to respond.

Respond back to people.

Stay engaged and answer *every* question in a timely manner.

At a minimum, acknowledge that you've read an individual's comment.

Use correct grammar, spelling, and sentence structure.

Only use quality photos and videos. Keep brand standards in mind and only use images that support your ministry.

Exercise brevity with updates.

DO NOT

Use it solely for marketing campaigns and recruitment.

Use images or videos that were not produced by Graystone Church.

Use abbreviations.

Engage in debates. Any opinion you offer on Social Media will be inferred as the opinion of Graystone Church.

Use links for photos or videos. Upload the photo or video directly to the post.

TIPS

Use an image or video to convert what you would like to communicate beyond 140 characters across all platforms, not just Twitter.



FACEBOOK

APPLICATION

Facebook is a medium for engaging with the church community and sharing the church's personality. Currently, Facebook contains majority of our Social Media reach, with about a 60-70% female audience.

DO

Create conversation.

Show interest in follows. When you show interest in someone, they become a fan.

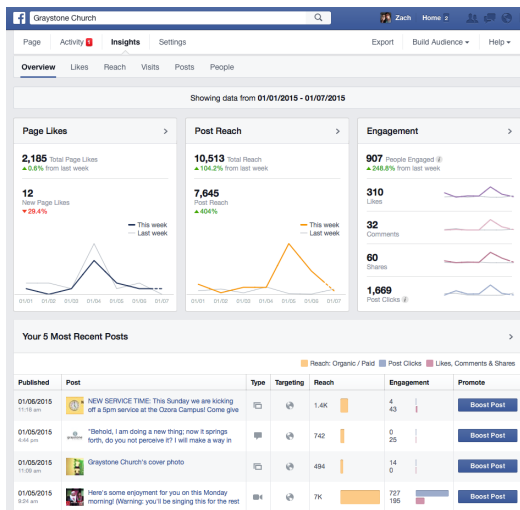
DO NOT

Abuse your followers. Avoid more than 2 updates per day.

Just use Facebook as a method to push information, news, and events.

TIPS

Facebook's "Insights" Page offers metrics that help you understand your audience and determine what information is in highest demand.



Peak hours for Facebook viewing is between 3:00PM-4:00PM and 8:00PM-10:00PM, with 8:00PM-10:00PM being the time frame with the most traffic.

Sunday evenings are the most trafficked time during the week.



TWITTER

APPLICATION

Twitter is a different platform than Facebook in that interaction is more common. Twitter is most effectively used to push the audience to another location (i.e., websites, blogs, videos, forms, etc). Demographic metric show that the average Twitter audience is split 50/50 between men and women as opposed to Facebook.

DO

Follow church members and attenders.

Respond to all @ mentions. This tells people that when they seek correspondence that we give them undivided attention.

Use retweets to answer questions and make them public.

Favorite tweets as a base interaction. This acknowledges a correspondence without needing to respond to it and reinforces the idea that although we are a large church, every person matters.

Monitor relevant hashtags. People may discuss your brand without mentioning the @ username.

DO NOT

Use hashtags that pollute the conversation stream with irrelevant tweets.

TIPS

Any tweets that begin with the "@" symbol will only appear to the person you are replying to and whoever follows both you and that person.



INSTAGRAM

APPLICATION

Instagram gives your audience a behind the scenes window into your brand. It promotes interest and a feeling of belonging. It can be used in a wide variety of ways. The best thing to do is experiment and see how people engage.

DO

Encourage hashtags.

Balance fun photos with ministry-focused photos.

Give your audience a window in - invite them behind the scenes.

Push some Instagram photos to Facebook and Twitter.

Leverage popular market hashtags (i.e. #TBT, #photooftheday, etc.)

Respond to every comment received.

Make use of user-generated content.

Incorporate a consistent posting schedule.

DO NOT

Inundate your users with images.

Ignore your followers.

Use the platform as a megaphone. Be a conversation starter.

Post all of the same photos across all platforms. Studies show that people who post a lot of the same pictures across all platforms lose followers.

TIPS

Think in terms of story arcs and share series of pictures that show actions being taken, items that are associated with one another, or progressions through time.

Collages of pictures are popular.

Add text to your pictures. Memes get a lot of traction on Instagram.

Use video clips in addition to still photos.

Preview new products.

Introduce new employees.

Host a contest.