



# Church Social Media Checklist

## Get Started

- [ ] Choose 1-2 platforms where your congregation and target community actually spend time
- [ ] Create a church-specific email for platform access (not tied to a specific staff member)
- [ ] Set up profile with complete information (address, service times, website link)
- [ ] Add high-quality profile and cover photos that reflect your church's personality
- [ ] Set up a Canva account and add your church logo, colors, and fonts to your brand kit
- [ ] Explore and save/favorite Canva templates that would work well for your three anchor posts: Community in Action (70%), Sermon Reflection (20%), and Weekend Invitation (10%)

## Team Building

- [ ] Identify potential volunteers who are already active on social media
- [ ] Consider specific volunteer roles based on skills: photographer, graphic designer, content scheduler, engagement responder
- [ ] Reach out with specific, limited role requests: →
- [ ] Create a shared Google Photos album or Drop Box with these instructions for volunteers:
  - "Please upload photos and/or videos from church here"
  - "Focus on candid moments of people connecting, serving, and worshipping"
  - "No need for perfect photos - authentic moments are what we're looking for!"
- [ ] Schedule a brief 15-minute orientation with your volunteer(s) to explain the vision and answer questions

**Sample Script:** "Hi [Name], I've noticed you have a great eye for photos/are active on social media. We're working on sharing more of our church life online, and I wondered if you might be interested in helping with [specific task] for about [time commitment] per month? Your help with this one specific role would make a huge difference."

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## Weekly Rhythm

- ☐ Schedule 30 minutes each week (choose a consistent day/time) for social media planning
- ☐ Capture 5-10 photos/videos during Sunday activities for future posts
- ☐ Prepare and schedule your three weekly anchor posts:
  - ☐ Monday: Sermon Reflection (Educational - 20%)
  - ☐ Wednesday: Community in Action (Community - 70%)
  - ☐ Friday: Weekend Invitation (Promotional - 10%)
- ☐ Check notifications and respond to messages daily (assign a specific person)
- ☐ Review what posts performed best and why (Make more like this!)

## Monthly Tasks

- ☐ Update profile information if anything has changed
- ☐ Create simple templates for the upcoming month's events
- ☐ Identify and schedule any special events or seasons needing promotion
- ☐ Reach out to 1-2 members for testimonies or ministry stories
- ☐ Thank your social media volunteers!

## Remember

- Focus on **authenticity**, not perfection
- Be a **meaningful interruption** in people's feeds
- Build **familiarity** that leads to connection
- **Start small, be consistent, and celebrate progress!**