



2020 EASTER ESSENTIALS

THE COMPLETE GUIDE
TO SOCIAL MEDIA

THE COMPLETE SOCIAL MEDIA GUIDE FOR YOUR CHURCH

“SOCIAL MEDIA IS NOT A MEDIA. THE KEY IS TO LISTEN, ENGAGE, AND BUILD RELATIONSHIPS.”

- DAVID ALSTON

When you hear those words, do you feel instant panic?

- Confusion?
- Frustration?
- Annoyance?
- Ignorance?

WE GET IT!

While you could just throw up your hands and opt to forgo the use of social media for your Easter event, we don't recommend it. Why? Because social media is the way the world is communicating. It's where conversations are happening. And if you want to get the word out about your Easter service and show the world how great it is, you must use social media.

Social media is where your people are, and that's why it's so important that your church meets them there!

Rather than getting lost in the murky waters of social media, we're here to help you get in on the conversation and proceed with confidence for your church!

We created this ebook to help you get started with social media and promote your Easter event. Because we have been there and we know that it can be a very intimidating thing to get started on with your church.

If your church is experienced in social media and has multiple accounts, you can skip to the "What Should I Post on Easter" section of this guide. If your church is new to social media, you can start at the beginning and we'll walk you through everything you need to know about getting your channels up and ready for Easter.

WHAT'S IN THIS EBOOK?

- Knowing what social media channels to use for your church
- Figuring out why social media is important
- Learning what information to post on social media about your Easter service
- Next Steps

WHAT SOCIAL MEDIA CHANNELS SHOULD I USE?

While there are numerous platforms for social media, we recommend narrowing your focus and using the primary three. Facebook and Instagram are especially great for Easter because they revolve around images and media and you'll want to post pictures and video of your event.

FACEBOOK

We're willing to bet that the majority of your congregation is already on Facebook. If that's the case, there's simply no reason for your church to not be there as well!

It's a great place to start conversations and allow your people to share what's happening at your church. This includes pictures of the Easter service.

If your church has media to share (videos of sermons, promo videos, music, etc.), Facebook is a great place to share those things. Likewise, if your church is hosting special events, you want to have that info on your FB page so your people can not only RSVP to your Easter service, but also share it with their friends! Even if everyone doesn't RSVP, creating an Easter event on Facebook is a good way to understand how many attendees you'll have at the service and if you'll have any new guests.

INSTAGRAM

If you're attempting to grow a student ministry, college ministry, or family ministry for young parents at your church, Instagram is the place you need to be. It's the primary social channel for the millennial generation. It's also a great place to engage those people with what's happening at your church. These millennials will likely be the ones who comment on the photos and videos of your Easter service

With the option to post photos and captions (both short and long) as well as videos and 24-hour stories, it's the perfect channel to share the life of your church through social media.

TWITTER

Twitter is a great tool to provide quick snippets of information and encouragement to your congregation. It's also a great place to get conversations started with people in your church (or NOT in your church). Here, you can tell people your service times and what to expect at your Easter service

With a 280 character-limit per tweet, you can post things like quotes, verses, links to your sermons or blogs, thoughts from your pastor, questions for your community, and more. It's the perfect social channel to both encourage and engage your people. Also, if you have a blog post about your Easter service (or after), you can share a link to it on Twitter.

WHAT'S THE POINT?

Great question! There are so many good reasons to get your church engaged and involved in social media, but here are just a few of our favorites...

COMMUNICATION

You can't possibly talk to every member of your congregation every single Sunday. You can't knock on every door to chat with every single person within your church's reach. There are hundreds of them, and only one of you!

With that being said, however, we all know that communication is vitally important! Like greeting people and chatting with them in the lobby on Sunday morning, social media allows you to connect with your audience.

While it certainly shouldn't replace the authenticity of real-life conversation, it's a good place to start.

MISSION

God is doing so much through the ministry of your church. But you don't need us to tell you that. You're living it out every single day! The story of what God is doing through the lives and hearts of your church is worth talking about, and social media gives you a unique platform to do just that! With social media, you can actually share the story of your ministry through video, photo, blog, caption, and more!

It's the place for digital for storytelling, and what better story than God moving in and through people in your church?

INFORMATION

Sunday morning announcements are great. Bulletins and newsletters are certainly good tools. But truth be told, they just aren't enough. You work so hard to create great events and opportunities for your congregation. Why risk them missing out because they didn't attend or read the newsletter in the mail?

Using social media gives you just one more place to inform your people about the things happening at your church. Letting your members know important Easter announcements like overflow parking, dress code, and what to do in the case of inclement weather (in some parts of the country it could be snowing in April) can easily be done through social media.

VISITORS

Consider social media the ultimate opportunity to meet new people. Not only can you engage new faces in your community through your channels, your congregation can also share content with their friends, too! This is especially important on Easter when you may have many new visitors come to your church.

It's the quickest and easiest way to get your church in front of new people and hopefully engage them with content that will move them from engaging digitally to engaging in person!

WHAT SHOULD I POST ON EASTER? (pt1)

This one is a little harder to answer. Not because posting is complicated and challenging (trust us, it's not!), but because what you post will really be unique to the story of your church. It depends on the channels you're using for social media as well as the information you want to share.

PROMOTIONAL MATERIALS

Like we already said, social media is a great place to promote new and exciting things happening at your church like your Easter service. You can get the word out to your followers and get them excited about the event! Perhaps you're having an Easter pageant or a Good Friday service as well. Let your followers know the specifics and talk it up so they realize it's a can't-miss event.

VIDEOS

Your social media channels are a great place to share videos of what's unfolding in the life of your church. If you have people accept Christ on Easter, this is the perfect place for testimonies of what God is doing in people's lives. You can also live stream the service, so members who are sick or out-of-town can still watch it.

While you want to keep them short, you can also share links that will push people to your website for longer videos of things like your full Easter pageant message.

QUESTIONS

Introduce some good conversation starters on your social media channels. Ask your followers why they're excited for Easter, what they're giving up for Lent, or what Jesus on the cross means to them. Social media is all about engagement, so the more you can get your followers to comment, the better off you'll be.

It's also important to note that while you want to avoid topics that might lead to controversy or arguments, you can ask the kind of questions that will start healthy and helpful conversations with your community.

OTHER RESOURCES

As a church leader, you're probably being exposed to great resources and information that encourages and challenges you. Why not share a little bit of that with your people, too? Post links to good articles you've read about Easter, devotional series that have helped you, Easter videos and worship songs that have encouraged you, or blogs or podcasts about Jesus dying on the cross.

WHAT SHOULD I POST ON EASTER? (pt2)

BLOGS & NEWSLETTERS

Your church works hard to put together content and materials for your congregation. Don't let that go to waste! Post those materials on your social channels to make sure that nobody misses the chance to read about the ministries of your church. You can even do a special Easter edition newsletter before and after Easter weekend.

ENCOURAGEMENT

Your posts can be an easy place to encourage people your church comes in contact with online. This is important during Easter because you'll have many new people watching your church and social media presence. Share things like Bible verses, a reading plan for Lent, special prayers, and devotionals about the Easter season.

EASTER SOCIAL MEDIA SERIES

The best part about social media? You can make it fun! Create an Easter series that your people can get involved in and have a little fun with, too. Not only will it lighten things up, but it will also give your people something to look forward to!

NEXT STEPS

So hopefully you're feeling a little more confident when it comes to social media, but where do you go from here?

- Link your social media accounts to your church website.
- Write out an Easter content calendar with all the social media content you'll be putting out during the Easter season.
- Gather all your visuals and graphics. Start with the [Free Easter Graphics Pack](#) in your 2020 Easter Essentials Resource Pack.

Another opportunity you have with social media is to connect your website, social platforms, bulletins, and screens in your service with the same visuals to bring it all together.

That is where Church Media comes in! We create and design high-quality church graphics for you and your church to help you save time so that you can focus on what matters. Enjoy your Easter season!

[CHECK OUT MY FREE EASTER GRAPHICS PACK](#)