

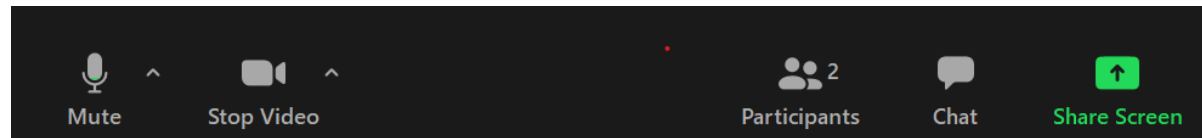


S.E.C.U.R.E.

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**ENGAGING YOUR COMMUNITY ON SOCIAL MEDIA:  
FACEBOOK 101 AND CONTENT CREATION HOW-TO  
WEDNESDAY, JUNE 17, 2020 AT 1 P.M.**

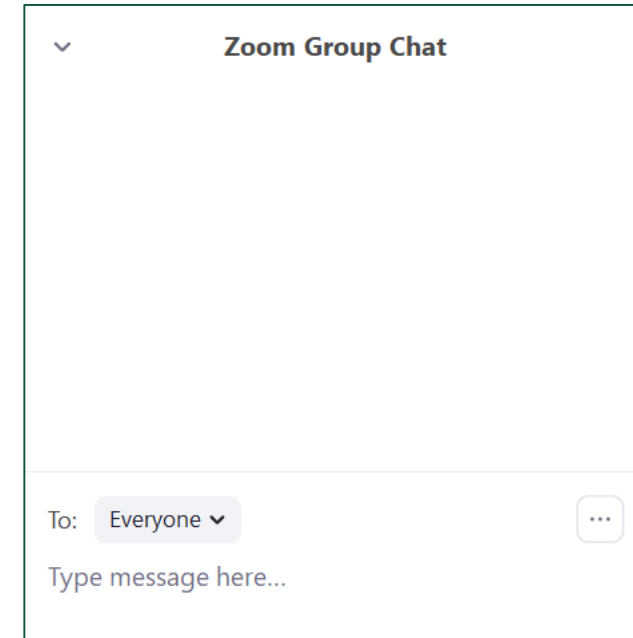
# LOGISTICS



To mute or unmute audio

To turn your video on or off

To view and write chat messages



To view and write chat messages

# PRAYER

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# AGENDA

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- Overview of Social Media
- Invitations and Building Your Community
- Posts and Curating Content
- Engaging Your Parishioners
  - Facebook Live
  - Discussions
  - Events
- Resources

# SURVEY OF LIVE PARTICIPANTS

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Go to [www.Menti.com](https://www.Menti.com)

Enter code: 28 71 77

## **SOCIAL MEDIA**

Drawing people to learn more about your parish community or cause and to access your website.

## **WEBSITE**

Creating a reason for someone to move forward through the website and also to look at content on your social media channels.

# SOCIAL MEDIA BEST PRACTICES

## BE CONSISTENT

Regularly post content that is on theme and on brand.

## BE VISUAL

Create content with captivating imagery.






CREATE A  
"TWO-WAY" STREET  
Engage your audience and encourage participation.

## SET REALISTIC EXPECTATIONS

Understand it takes time to gain a following.

## DON'T REINVENT THE WHEEL

Use content you already have at your disposal.

|               |  |  |  |  |  |
|---------------|--|--|--|---|---|
| PLATFORM      | FACEBOOK   | INSTAGRAM  | TWITTER  | YOUTUBE   | LINKEDIN  |
| MONTHLY USERS | 2.45 Billion   | 1 Billion  | 330 Million  | 2 Billion   | 303 Million   |
| AUDIENCE AGE  | 25-49  | 18-24  | 18-24  | 18-30   | 25-49   |
| SITE FOCUS    | Sharing of content, news, stories  | Visually sharing content, news, stories  | Text heavy sharing of content, news, stories                                       | Content shared through videos   | Sharing of business stories, news, content  |
| FEATURES      | Facebook Live, Posts, Groups   | Instagram Live, Featured Stories, Personalized Page                                | Mico-Blogging, ReTweets, Hashtag   | Personalized Channel, Live  | Company Page, Ind. Brand, Job Posting   |
| PROS          | Directly reach members of community; search by location                          | Easy interaction with videos and photos  | Post often; Find community through hashtag   | Variety of video content and length   | A “buttoned up” channel   |
| CONS          | Hard to reach all followers with each post due to algorithm                      | Short amount of copy   | Short lifespan of a tweet  | YouTube regulations   | Primarily Business Focused  |



# WHO IS USING FACEBOOK AND HOW OFTEN?

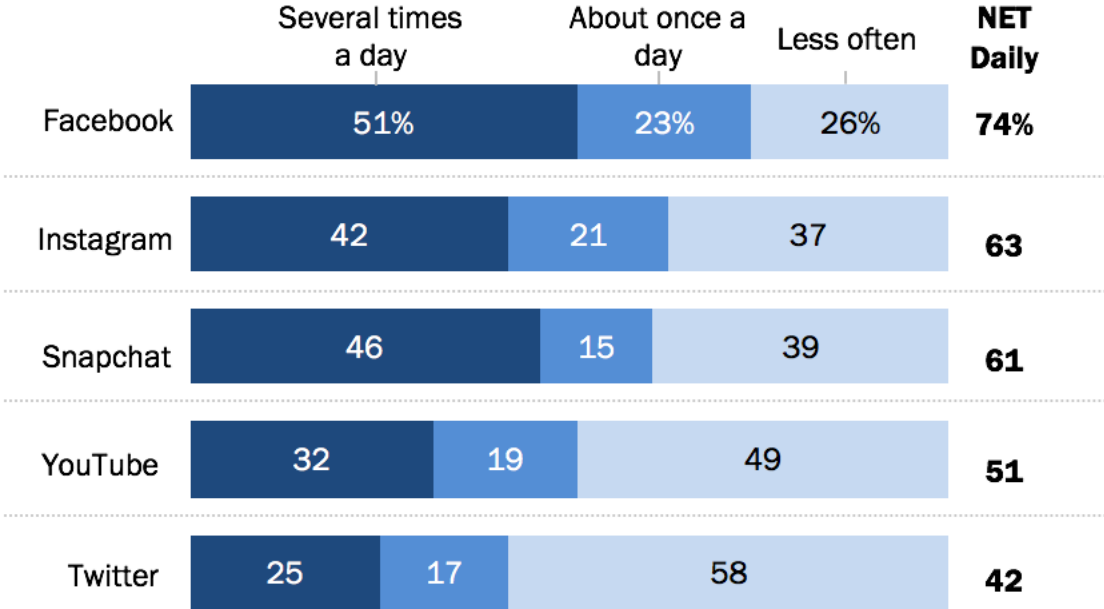
The breakdown of demographics of Facebook users by age include\*:

- 51% of 13 – 17 year olds
- 76% of 18 – 24 year olds
- 84% of 25 – 30 year olds
- 79% of 30 – 49 year olds
- 68% of 50 – 64 year olds
- 46% of 65+ year olds

\*Information collected in April 2020

## Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use \_\_\_\_, % who use each site ...



Note: Respondents who did not give an answer are not shown. “Less often” category includes users who visit these sites a few times a week, every few weeks or less often. Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

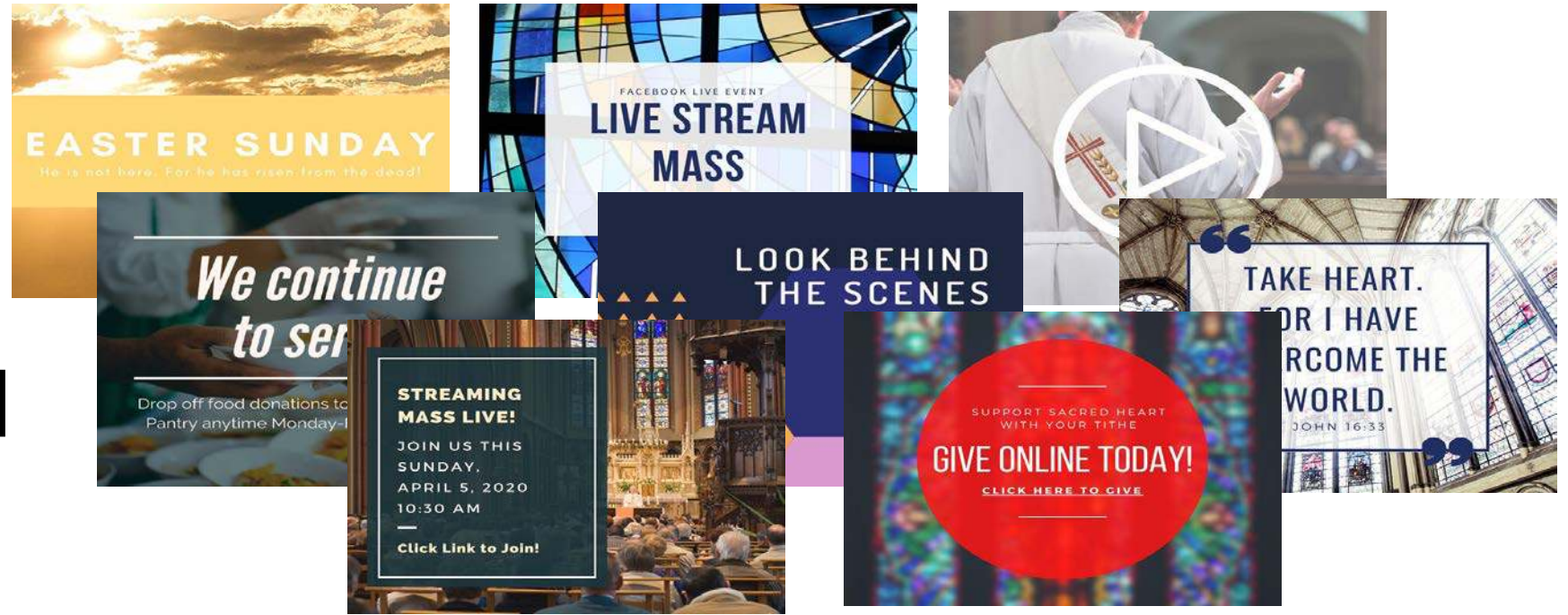
# HOW TO GAIN FOLLOWERS

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## YOU'VE CREATED A FACEBOOK PAGE, NOW WHAT?

- Remember it takes time to gain a following, patience and persistence are key
- Share about your Facebook page in the parish bulletin or in a Flocknotes message
  - Highlight what is being shared on Facebook
- Have pastor, staff, ministry leaders, or volunteers be spotlighted or go live
- Ask volunteers to encourage friends to follow parish on Facebook

# CONTENT CREATION



## POSTS

Clear, concise, and valuable

Create: [www.canva.com](http://www.canva.com)  
Schedule: Facebook or  
[www.hootsuite.com](http://www.hootsuite.com)

## VIDEOS

Simple and engaging

Tools: tripod, microphone  
Editing / posting: iMovie,  
YouTube

## LINKS

Blogs, website, resources

# CONTENT CREATION CALENDAR

- ✓ Post 2 – 3 times a week, in addition to Live Streamed Masses
- ✓ Content can include: *faith-based sources, member-based sources, current-event sources, Parish news sources, Evangelizing moments*
- ✓ Don't overthink your content
- ✓ Create a schedule
  - ✓ Each day of the week can have a theme




| DAY       | THEME   | ADDITIONAL MEDIA   |
|-----------|---|--|
| Monday    | <b>Ministry Monday</b> – highlight a parish ministry who may be recruiting for volunteers or hosting an event         | <ul style="list-style-type: none"> <li>• Photos from recent meeting or event</li> <li>• Link to ministry page on parish website</li> </ul> |
| Tuesday   | <b>Transformation Tuesday</b> – post historical photos from parish building, ministry, etc.                           | <ul style="list-style-type: none"> <li>• Photos from parish archive</li> </ul>   |
| Wednesday | <b>Wellness Wednesday</b> – resources for growing in faith; request prayer intentions                                 | <ul style="list-style-type: none"> <li>• Link to Parish or Archdiocesan resources</li> </ul>   |
| Thursday  | <b>Thankful Thursday</b> – thank parish supporters and leadership; provide offertory update                           | <ul style="list-style-type: none"> <li>• Photo</li> <li>• Link to give</li> </ul>  |
| Friday    | <b>Evangelization</b> – invite parishioners / followers to attend Mass (live stream or in-person) and upcoming events | <ul style="list-style-type: none"> <li>• Mass schedule</li> <li>• Upcoming events</li> </ul>   |
| Saturday  | <b>Saturday Service</b> – quote from reading or homily  | <ul style="list-style-type: none"> <li>• Links to Live Stream</li> <li>• Link to weekly bulletin</li> </ul>                                |
| Sunday    | <b>Sunday Service</b> – quote from reading or homily  | <ul style="list-style-type: none"> <li>• Links to Live Stream</li> <li>• Link to weekly bulletin</li> </ul>                                |

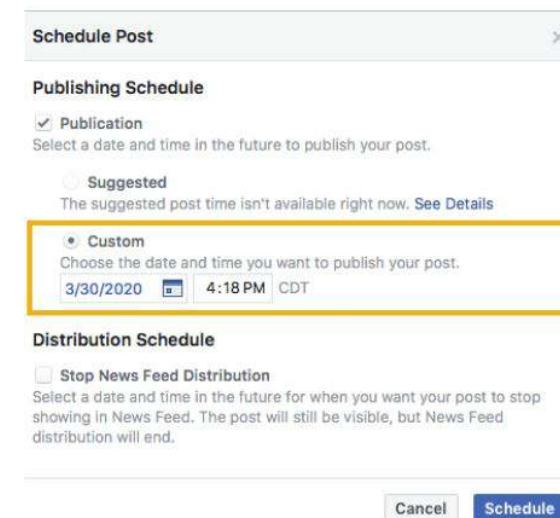
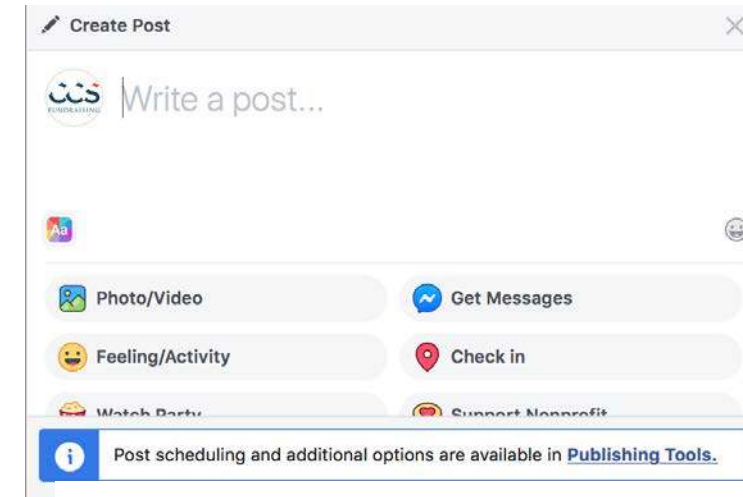
# SCHEDULING A FACEBOOK POST

## HOW DO WE CREATE A PRESENCE ON FACEBOOK AND NOT SPEND EVERY DAY ON FACEBOOK?

Scheduling tools!

- Facebook has a scheduling tool embedded into post creation
- Hootsuite is a free tool also used to schedule posts

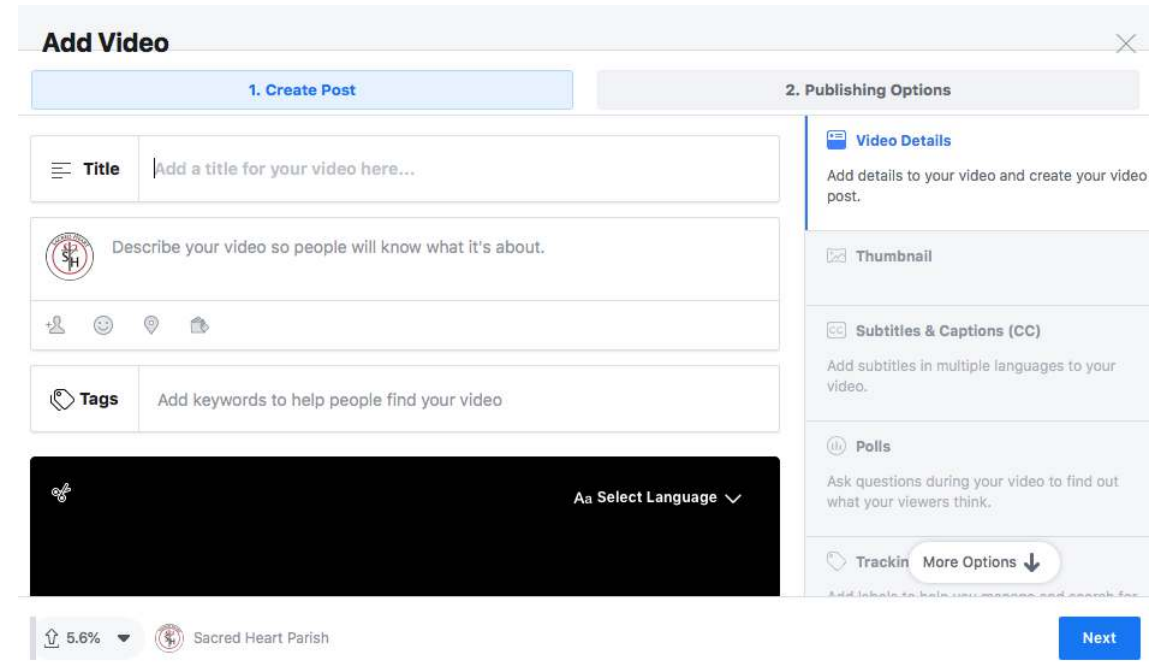
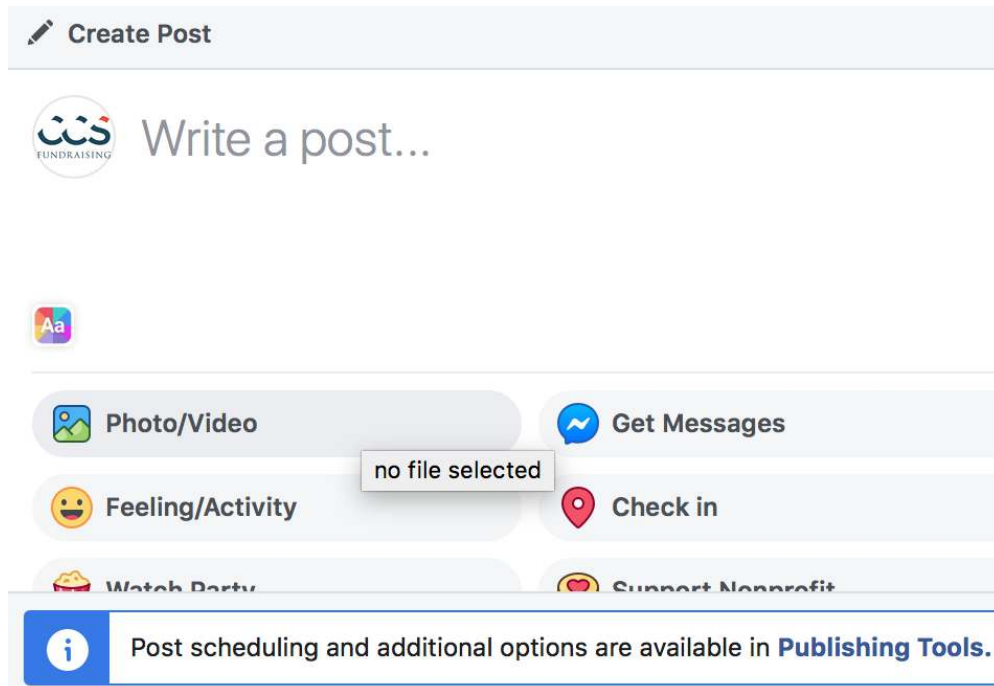
| Posts  | Reach                 | Engagement            | Date                    | Privacy |
|--|-----------------------|-----------------------|-------------------------|---------|
| <input type="checkbox"/>  In the second installment of our '5 Leader...  | 157<br>People reached | 6<br>Post engagements | May 6, 2020 at 10:56 AM | Public  |
| <input type="checkbox"/>  Philanthropy has always been a driving for... | 115<br>People reached | 9<br>Post engagements | May 5, 2020 at 9:02 PM  | Public  |
| <input type="checkbox"/>  "Let's come together to create a wave of g... | 77<br>People reached  | 5<br>Post engagements | May 5, 2020 at 9:25 AM  | Public  |



# POSTING A VIDEO

When creating a post, select “Photo/Video” to upload your video. Allow up to 5 minutes for your video to process.

**Best Practice:** Keep videos no longer than 2 minutes to hold attention. If possible, caption your video for people scrolling without audio.



# FACEBOOK LIVE

## BEFORE THE EVENT

1

Brand the event with compelling imagery and a title. Make sure to underline the date and time so people know when to join, and make sure people know it's happening at least one week your event.

## SETTING UP YOUR EVENT

Tap the camera icon to the left of your search bar.

2

- 1) Make sure your lighting is bright and audio is working properly
- 2) Give **Facebook** access to your camera and microphone when prompted.
- 3) Switch to "**Live**" on the bottom of your camera screen.
- 4) Choose your privacy and posting settings
- 5) Write a compelling description to draw people in



# FACEBOOK LIVE CONTINUED

3

## FOLLOWING YOUR EVENT

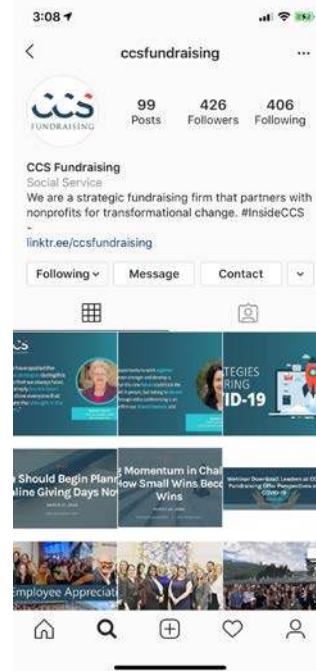
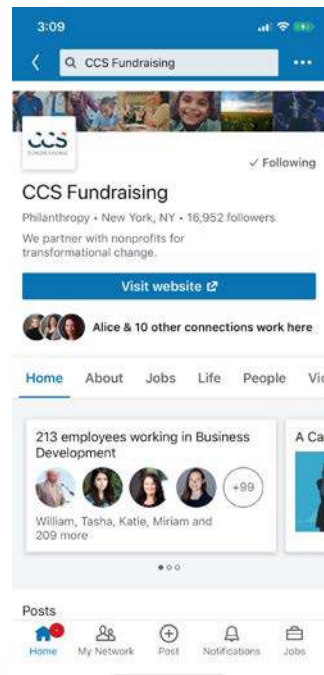
Your live event will also be available for others to watch for 24 hours after the event. Create a quick recap post and drive more traffic immediately after. Be sure to thank those who joined and let them know when the next one will be.





# LINKING CONTENT ACROSS PLATFORMS

- Treat the process like a newspaper headline – grab attention and lead them to see more.
- Add descriptions like: “for more resources...” “to read additional stories...” “Check out our new site for updates!” “More details available on the website”
- Hootsuite and other platforms allow you to spread one post on multiple platforms but it is best to practice tailoring your posts to each audience.



# RESOURCES

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- Archdiocese of Denver
- Scheduling posts
  - Facebook
  - [www.hootsuite.com](http://www.hootsuite.com)
- Stock images (high quality and free)
  - <https://www.onesecondmission.com/>
  - <http://unsplash.com/>
  - [www.freelyphotos.com](http://www.freelyphotos.com)
  - <http://photos.ecatholic.com/gallery/freestockphotos/>
- Editing
  - [www.Canva.com](http://www.Canva.com)
  - Over app

# QUESTIONS?

# THANK YOU!

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## CONTACT PAUL DUDZIC

✉ [paul.dudzic@archden.org](mailto:paul.dudzic@archden.org)  
☎ 720-476-7525

## CONTACT KEVIN GREANEY

✉ [kevin.greaney@archden.org](mailto:kevin.greaney@archden.org)  
☎ 303-715-3104

## CONTACT DAVID MEHR

✉ [dmehr@ccsfundraising.com](mailto:dmehr@ccsfundraising.com)  
☎ 908-451-9823

## CONTACT JEN KRASOWSKI

✉ [jkrasowski@ccsfundraising.com](mailto:jkrasowski@ccsfundraising.com)  
☎ 207-712-8518