

Social Media Matters

HOW TO BUILD REAL RELATIONSHIPS
THROUGH INTENTIONAL SOCIAL MEDIA
CONTENT THIS EASTER SEASON

*YOUR CHURCH'S
SOCIAL MEDIA
IS FOR MORE
THAN ADS &
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When churches think of the holiday season, they often just think about the weeks between Thanksgiving and Christmas. Easter is often just viewed as a single Sunday celebration, or two weeks at best, if you include Palm Sunday.

However, as Christians, Easter is a time to declare that our God lives—and it deserves a season of recognition, not just a day. What if your church used social media differently this Easter season? What if you used social media to equip your church with ways to better understand the meaning of Easter, rather than just using it as a way to announce your Sunday services?

Beyond Ads & Announcements

If you have ever stepped foot in a church, you have heard the word “community.” It’s something everyone wants to build and be a part of, but it’s often more challenging to execute than we would like. It’s no different when it comes to social media and community. When it comes to building a community with your church’s social media, you first need to stop viewing the feed as a billboard for announcements or highlights, but rather as a space to put out content that will equip your church. Don’t stop highlighting all the great things God is doing, but it’s nearly impossible to build a real community when all you’re sharing is announcements and advertisements. We want to help your church view social media differently this Easter season.

If you take the time to plan out content, your social media pages can become valuable resources for people to engage with the Lord in deeper, more meaningful ways. The word “engagement” is a popular word in the social media world, but it’s easy to miss the full definition of the word. Simply put, engagement is the measurement of how people are interacting with your content. It includes things such as likes, comments, saves, DMs, favorites, clicks, and mentions.

You can look at your engagement rate in a few different ways, but as a church, it’s important to look at your engagement rate calculated by followers. Your engagement rate by followers answers the question: how many people who follow us actually interact with the content we put out? This is found by taking the total number of engagements you have divided by the number of followers you have. Then, take that number and multiply it by 100 to find your engagement rate.

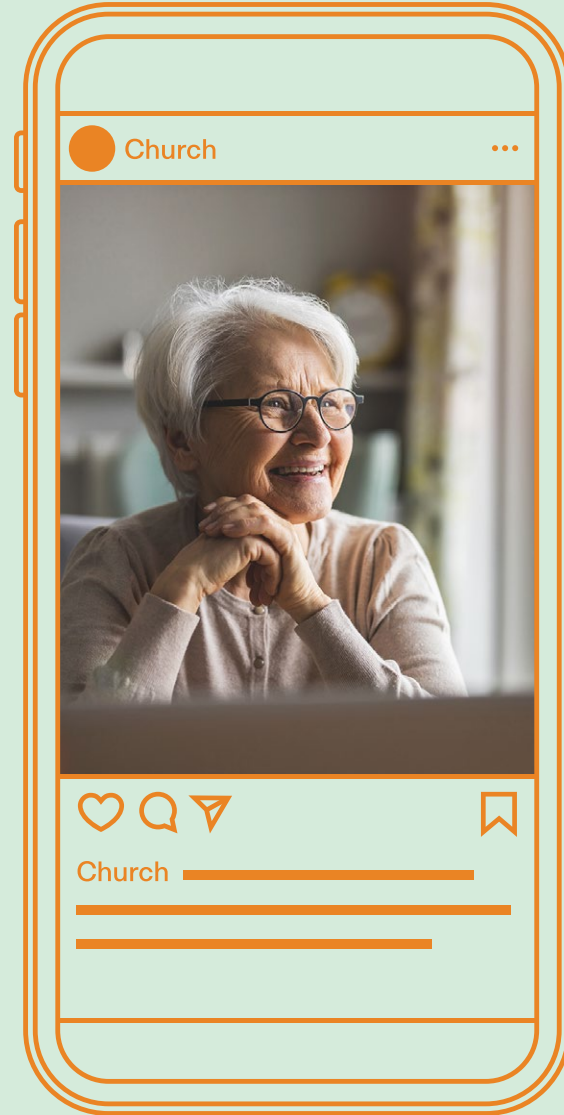
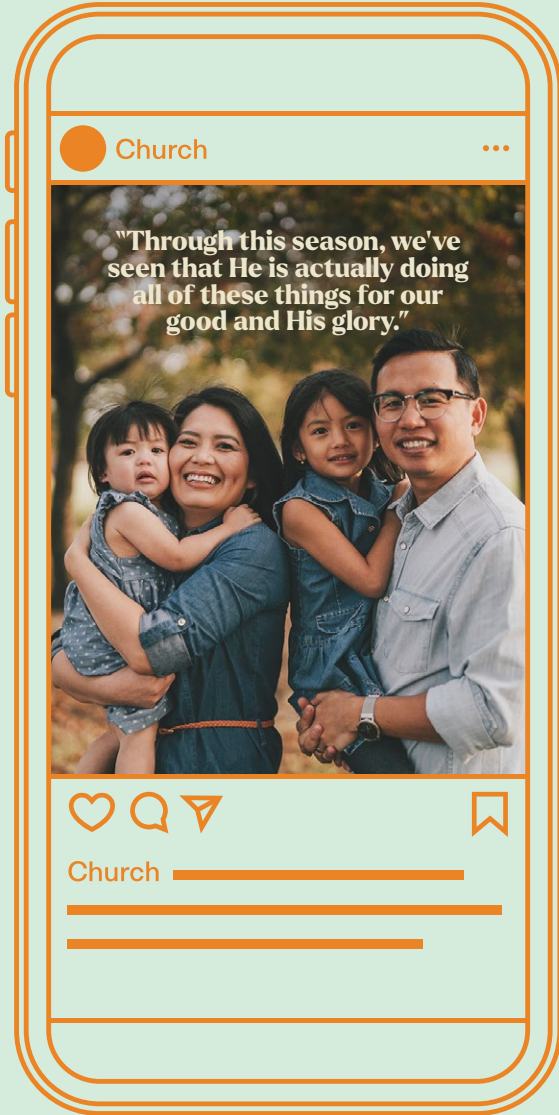
A typical engagement rate is between 1-5%. This might seem like a low, eye opening number. Your goal should be to create content that people want to actually engage with and not just look at and scroll by. If you are wondering how to increase engagement, don’t panic! That’s what this resource is for. If you take the time to plan out content before, during, and after Easter, you will see your engagement rate grow—and in turn your church’s most important engagement (personal fellowship with God) grow.

3 CREATIVE WAYS TO ENGAGE YOUR PEOPLE THIS EASTER ON SOCIAL MEDIA

Share Stories Around Your Easter Theme

Easter is a great opportunity to share stories of Jesus' redeeming work in the lives of individuals in your church. Not only will it start conversations amongst the unchurched friends and family of those whose stories you share, but it will also build momentum for your upcoming Easter services as people recount God's faithfulness in their lives.

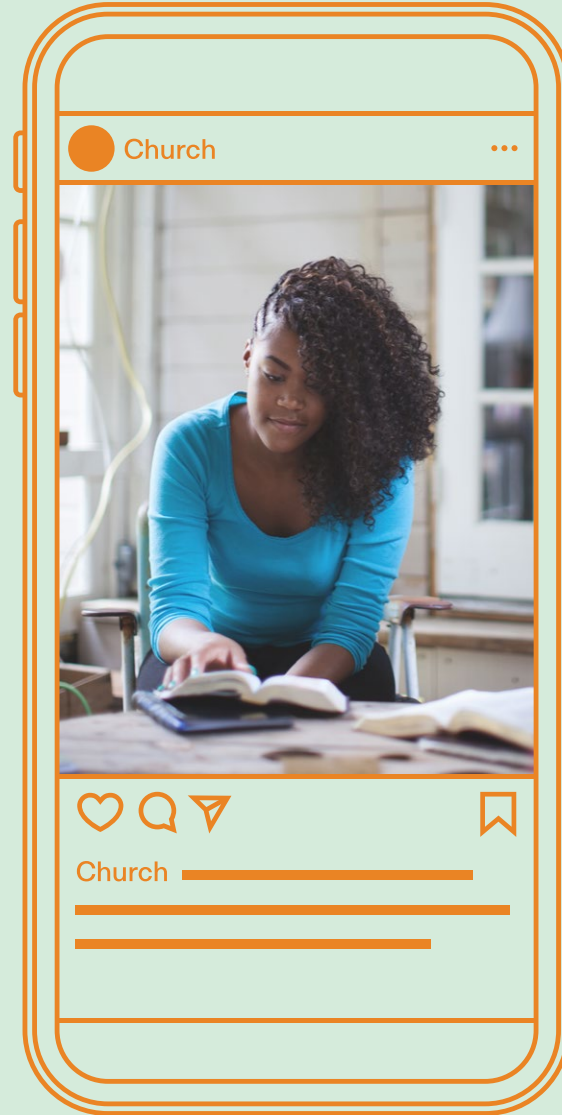
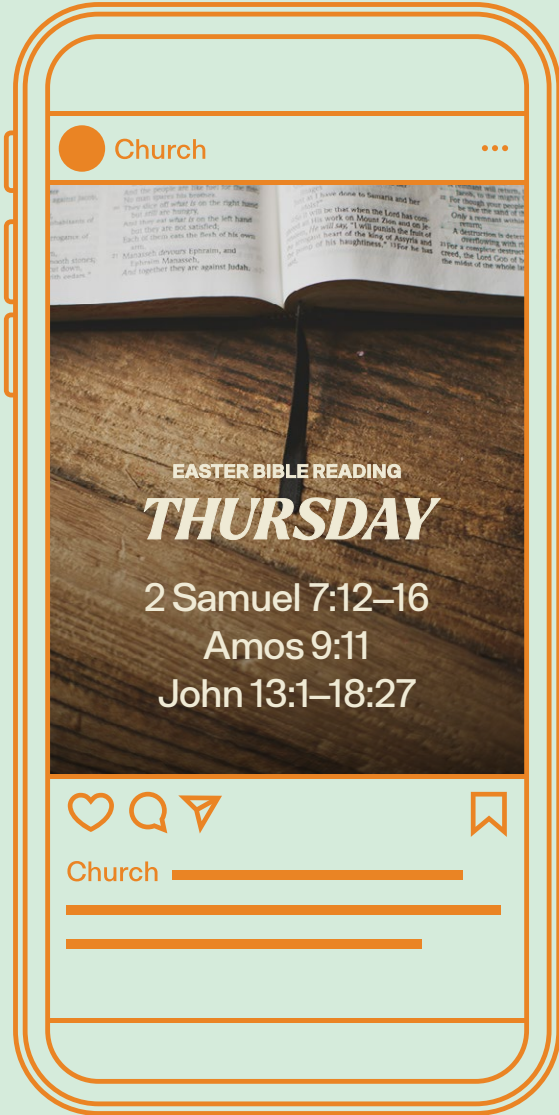
Work with your church's leadership team to define story themes and key questions you want to ask to capture stories. After identifying individuals in your church, ask them your questions (we like to use forms to gather content like this) and get photos to share alongside the stories. Use their answers to create short stories or share a question and answer in your social media content.



Read the Bible Together

Create a corporate church experience with a church-wide Bible reading plan leading up to Easter. Not only is this an opportunity to reflect on God's redemptive story, but it also brings your church family into the experience of creating Gospel-centered content that their friends and family will see and engage with.

Pick an Easter Bible reading plan or work with your church's leadership team to write one that includes daily or weekly readings. ([Click here to grab a printable version.](#)) Then find volunteers to read those passages of scripture—ideally people of all ages, demographics, etc., represented in your church. Have these volunteers record simple videos of themselves reading the Bible passages via Instagram or Facebook Live, or they can send you recordings to schedule and upload as story content or longer video content. Share these readings along with your calendar for your church to participate.

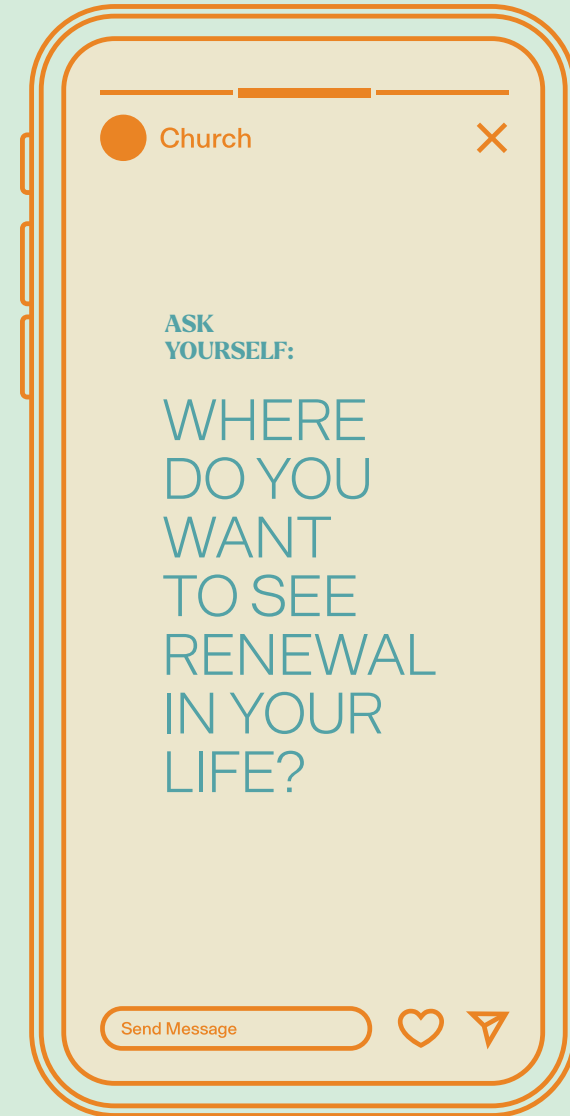
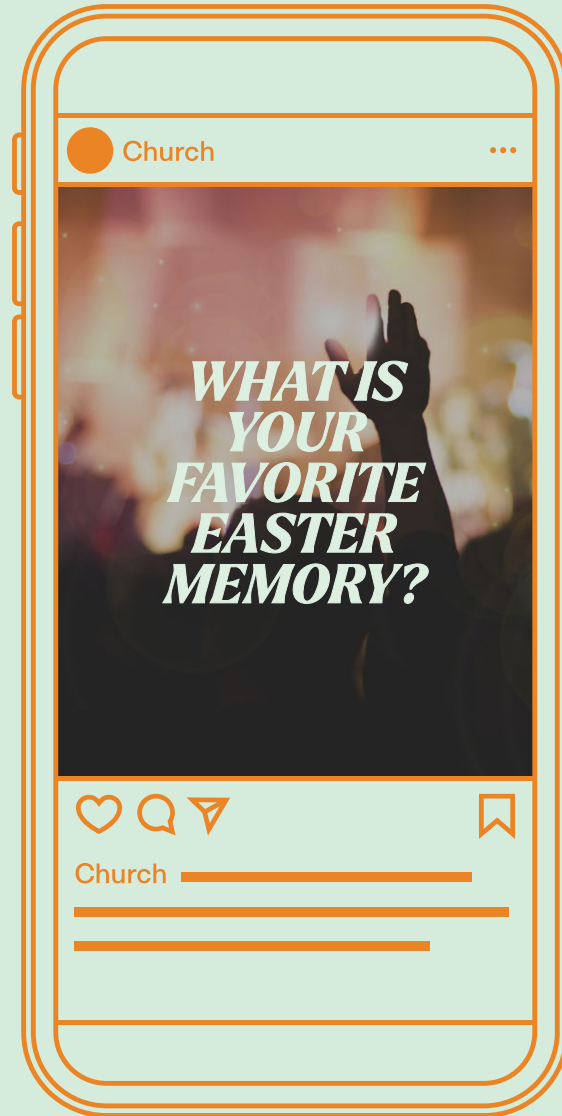
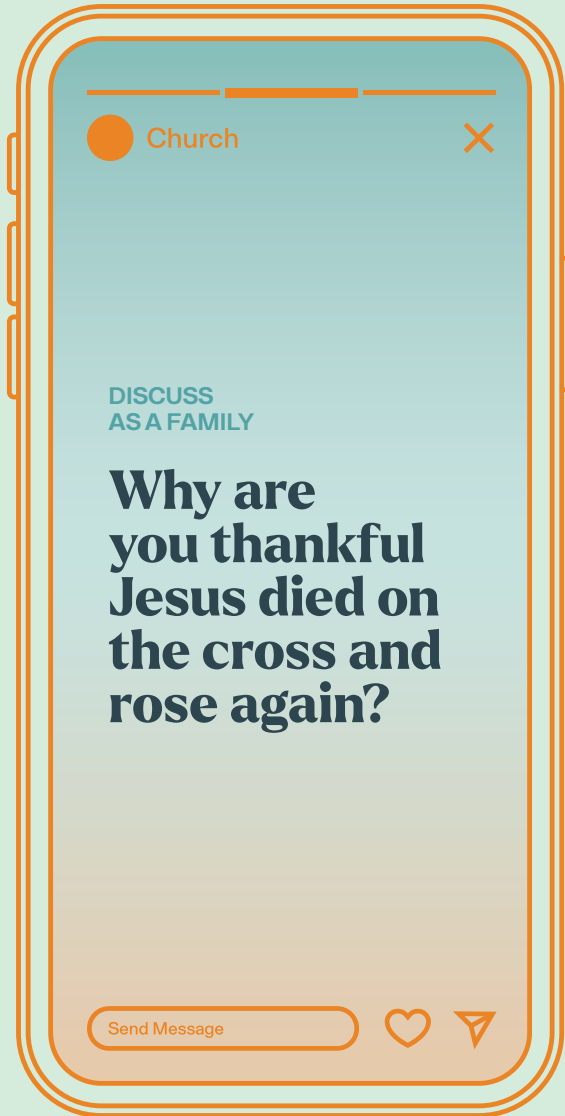


Start the Conversation

Engagement doesn't just have to happen online. Social media can be an unexpected way to empower and encourage your followers to connect with the people around them. For those inside the church, Easter is a natural opportunity to talk about the Gospel with their unchurched friends and family. Help them start this conversation by building a series of practical Easter posts with questions for self-reflection and to ask others.

Think through the different people in your church and create a list of questions fitting your peoples' context and culture. What can they ask their co-workers, friends, and neighbors? What can your families ask their kids? What can they ask themselves? Plan out thought provoking questions that you can turn into graphic carousels to help people talk about the meaning and importance of Easter within their spheres of influence.

Arrange the questions on your list to guide people toward Easter. And then post the questions consistently so each week there are conversation starters for people to discuss.



SO
PRACTICALLY
SPEAKING,
HOW CAN
YOU ENGAGE
PEOPLE?

Social Media Tips & Hacks

If you have a social media platform, it's no secret that you want to grow your engagement rate. Apart from focusing on producing quality content that people want to engage with, here are some practical ways to improve your engagement rate:

1. BE SMART. USE HASHTAGS.

Utilizing hashtags may seem like a thing of the past, but the right hashtags on the right platform can strategically put your content in front of new faces for free. Instagram is a hashtag-heavy platform, so use them generously (8–10 tags per post).

Unless you have a brand-specific hashtag, or a very important tag, put your hashtags in the comments of your posts rather than the body of the post itself. This will not affect your posts' searchability, but it will improve the aesthetic of the post.

Facebook is not a hashtag-heavy platform, and you have to keep your hashtags in the body of the post in order for it to be accurately found if searched. Aim to use one to four hashtags per post, and make sure to put a few spaces between the body of the post and the hashtags to keep it visually more appealing. Research what hashtags are relevant to your city, church, and demographics, and then make a list of both broad and niche tags to use on your posts.

2. START USING REELS.

Don't let reels intimidate you, and don't let them be the only content you create. However, they are a powerful tool as they put your content in front of other people for free. Instagram is moving to be a video-based versus picture-based platform, so reels and video content are prioritized in the algorithm. You don't need to make fancy, over-the-top creations, but reels can be great tools to build quality content.

Engage with the people who interact with your content. If you want to grow your engagement rate, then make sure you are actively monitoring your accounts daily and taking the time to engage with people. Reply to comments, direct messages (DMs), and mentions without sounding like a robot. If your followers know they can expect an authentic response, you can easily build trust, and that goes a long way. People will more readily seek out your page and content, which will ultimately improve your engagement rate.

3. BUILD A POSTING CALENDAR.

If your goal is to put out engaging content, then you are going to need to take the time to plan it out. We wish it could magically just appear (it technically can if you work with us) but your social media feed is only as good as you take the time to make it.

The key for your calendar is quality over quantity. Aim for two to three posts a week in general, and if you plan an Easter social media campaign, expect to post four to five times a week in total. If you don't have that bandwidth, then scale back and intentionally post thought-provoking content one to two times a week.

Here are a few ideas to get you started:

- The meaning of Easter series.
- Scripture reading plans in the weeks leading up to Easter.
- Theology Thursdays or another catchy, repeatable phrase.
- Answer questions weekly that pertain to Easter.
- Videos/reels of your worship pastor or team recording Easter-themed songs.
- Scripture memorization prompts.

Your goal as a church is most likely to lead people to Jesus Christ, make healthy disciples, and to worship God. Don't ever lose sight of your mission in the midst of your social media. The best engagement is if your followers are engaging with God Himself, so look at your social media platforms as ways to equip and encourage your followers to do just that.



**Now that you know a bit more
about what we can do, want to learn
more about what we could do for you?**

Email us at hello@weareamenable.com with any questions you have.
We'd love to hear from you and have a conversation!

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