





# 5 Ways to Be More Effective on Social Media for Churches

# Social Media Stats

- As of April 2018, the total worldwide population is 7.6 billion.
- The internet has 4.74 billion users and there are 3.03 billion active social media users.
- 81% of all small and medium businesses are using some kind of social media platform.
- Internet users have an average of 7.6 social media accounts.



# Social Media is a TOOL

The first principle of fishing:

**Go where the fish are**



80% of content should  
be educational and  
engaging, 20% is  
promotional.



You have to milk  
one piece of  
content.



- Long video on YouTube
- Short clips on Instagram, Facebook, Tiktok
- Graphic quotes on Instagram + Facebook
- Written quotes on Twitter, YouTube Community
- Blog on the website
- Audio on the podcast

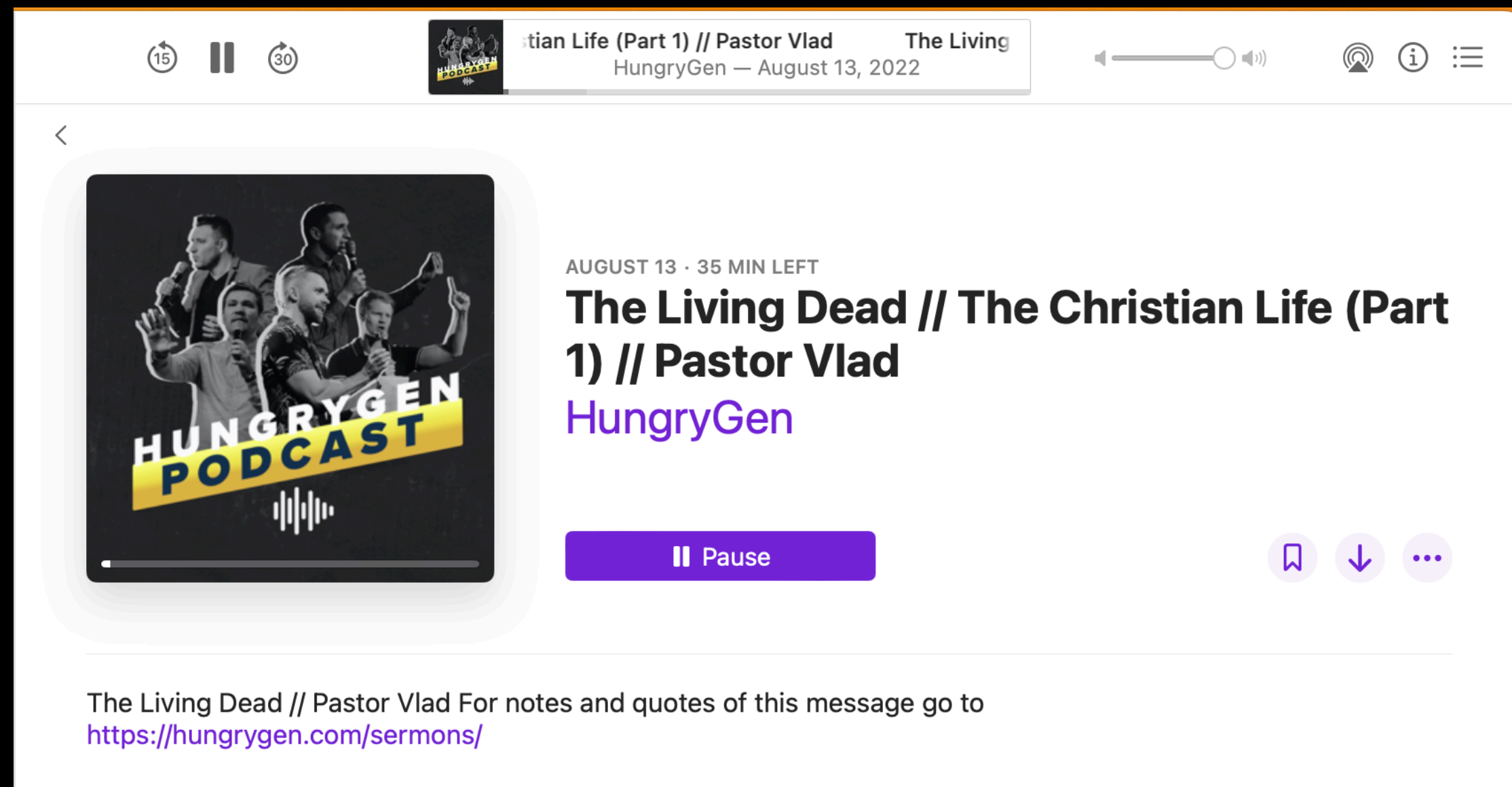




## The Living Dead // The Christian Life (Part 1)

28K views • 2 months ago

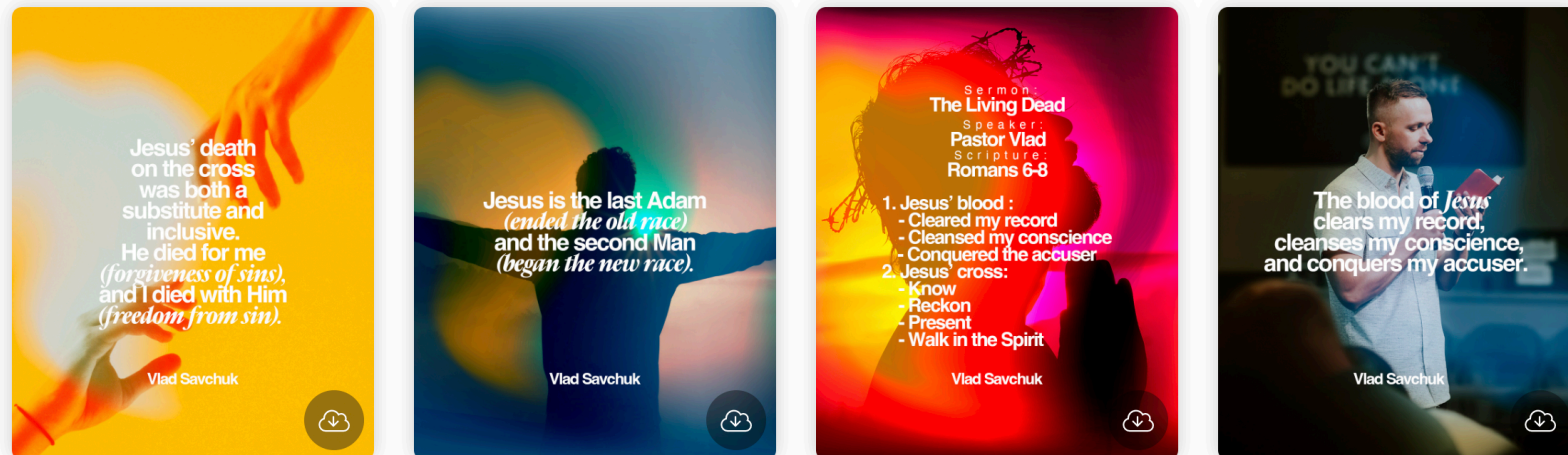
# Video



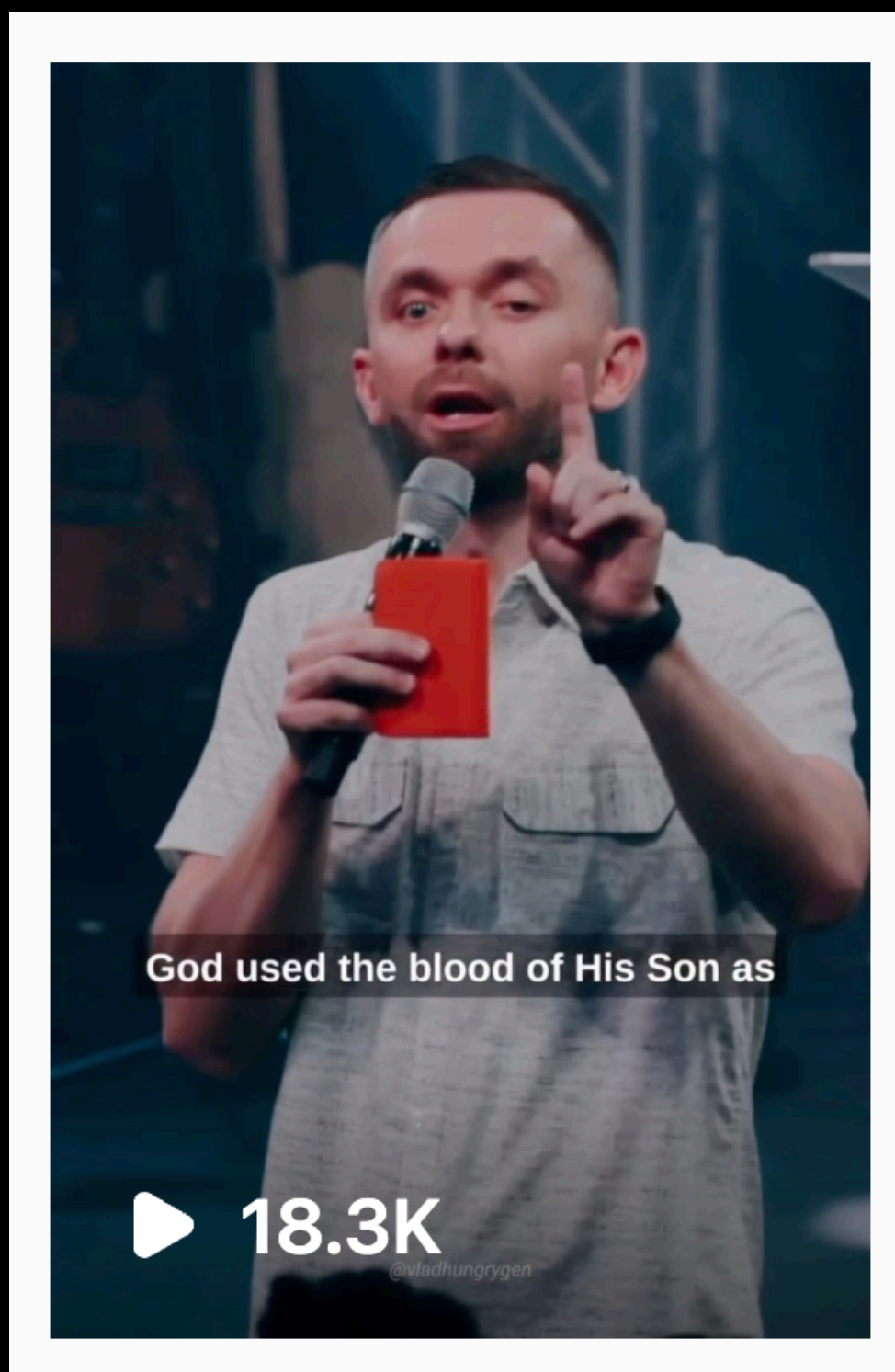
# Audio



## Shareable Quotes



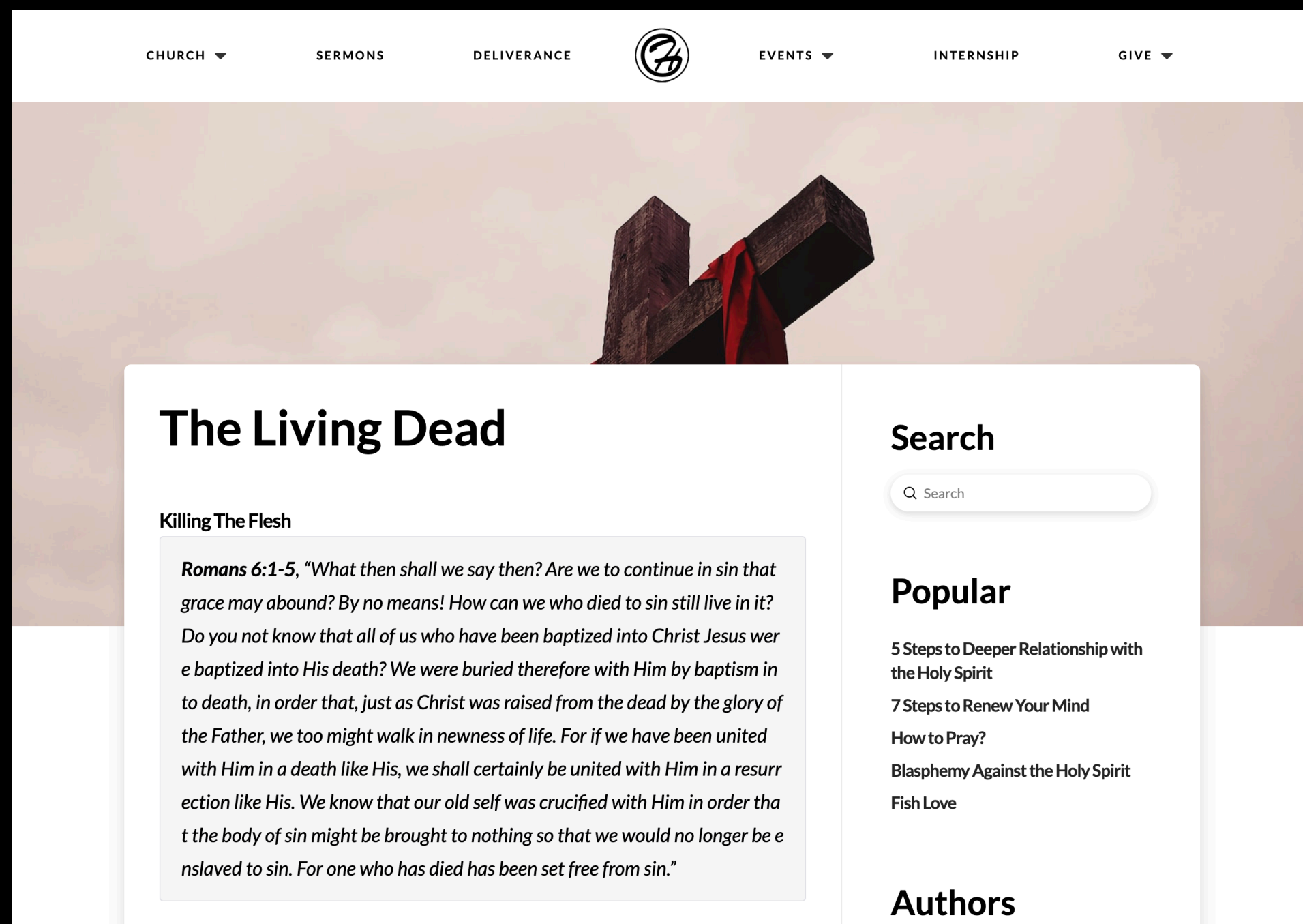
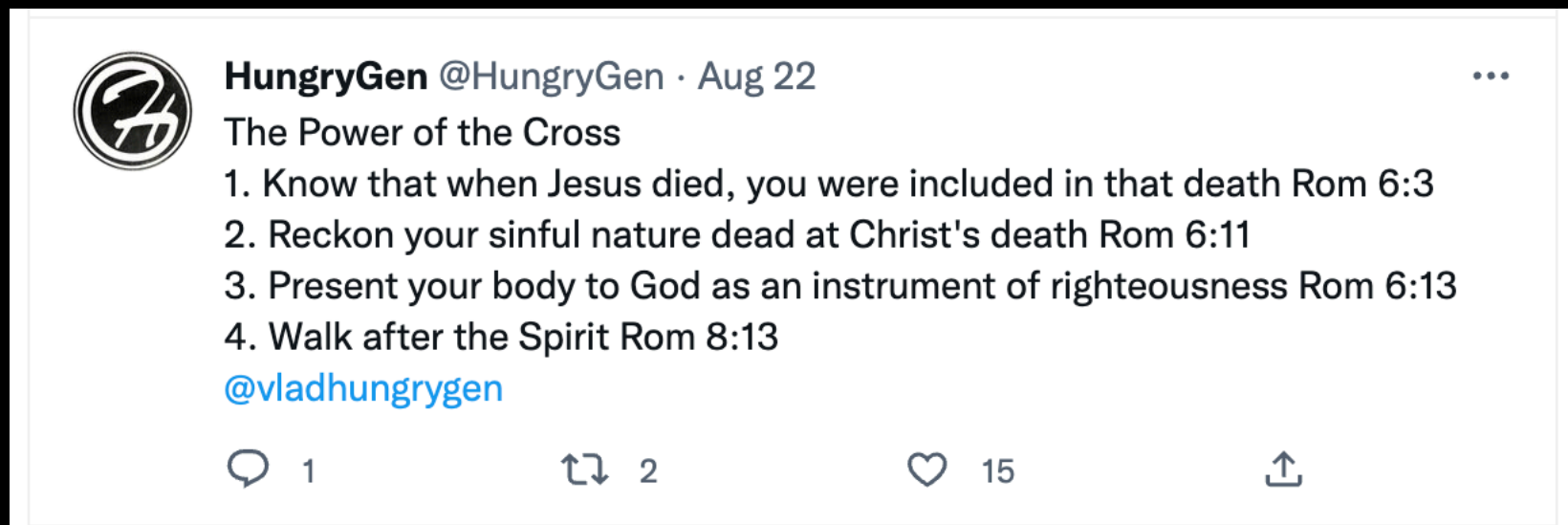
# Graphics



# Short Clips



# Quotes posted



# Blog post



1. YouTube **video**  
has to be optimized,  
not just uploaded.



Title (TubeBuddy)

Thumbnail (DavaMarketing) (Large Text)

Timestamps

Description (More info)

Tags (above the video)

Tags 2 (<https://rapidtags.io/>)

Cards

End screens

Pinned comment



If you record a podcast,  
you can cut smaller  
pieces from your podcast  
for your YouTube channel.

2. **Audio** is HUGE!

Most people will  
listen to the video.



Get someone to  
edit audio for  
better quality.

Upload audio to  
**Spreaker** and it will  
distribute it to many  
podcast platforms



3. Write a blog  
summary about the  
video from YouTube.

# Add “Better Tweet This” plug in on word press.

unbelieving friends and form their own cliques or clubs.

If we want to see a harvest of souls, we have to go where the fish are.

[CLICK TO TWEET](#) 

We have to get out of our comfort zones. My reflective thought for you is do you have unchurched/ unsaved friends? If not, what are you doing to expose yourself around people? We live in this world, we are not of this world but we still are here and we have to be present and active with people. Are you being exposed and if you are not, what are you doing? Make sure that you have exposure so people can reach you.



Create a few Google ads to  
drive traffic to your blog....  
[www.google.com/nonprofits/](http://www.google.com/nonprofits/)

4. Extract **quotes**,  
sayings, and  
“how’s” from your  
sermon or video.



- Schedule written quotes on Twitter, Facebook, and YouTube Community. (Hootsuite)
- Get graphics made (ChurchMediaSquad)
- “How to’s” // do really well.

5. Edit short **video**  
**bites** from the  
message



- Get 60-second videos
- Find really juicy parts
- Caption it using (Veed)
- Add b-roll + music (extra)
- Upload it to Reels, Tiktok,  
Shorts

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With the rise of  
Tiktok, Reels,  
Shorts are HOT  
right now!!!



# Starting a YouTube channel

personally, few  
tips:

If you are a pastor  
and want to start  
YouTubing, create  
a separate channel.

Get your own equipment,  
and studio, and don't use  
the church to build your  
platform. Use your platform  
to help the church.



Don't post "Russian" or  
"Spanish" content on  
your "English"  
YouTube. Make a  
separate YouTube!

You don't need  
expensive gear or a  
studio. An iPhone &  
microphone will do.

Stay within your  
lane.



Take care of your  
home page.

Consistency is  
the key!

Keep your motive  
pure.



Go for SHORTS!

Start live  
streaming to  
build a tribe.

Once the time is right  
you can monetize it, and  
enable membership,  
superchats,  
superthanks and march.

Interview guests,  
but don't build  
your platform on  
others.

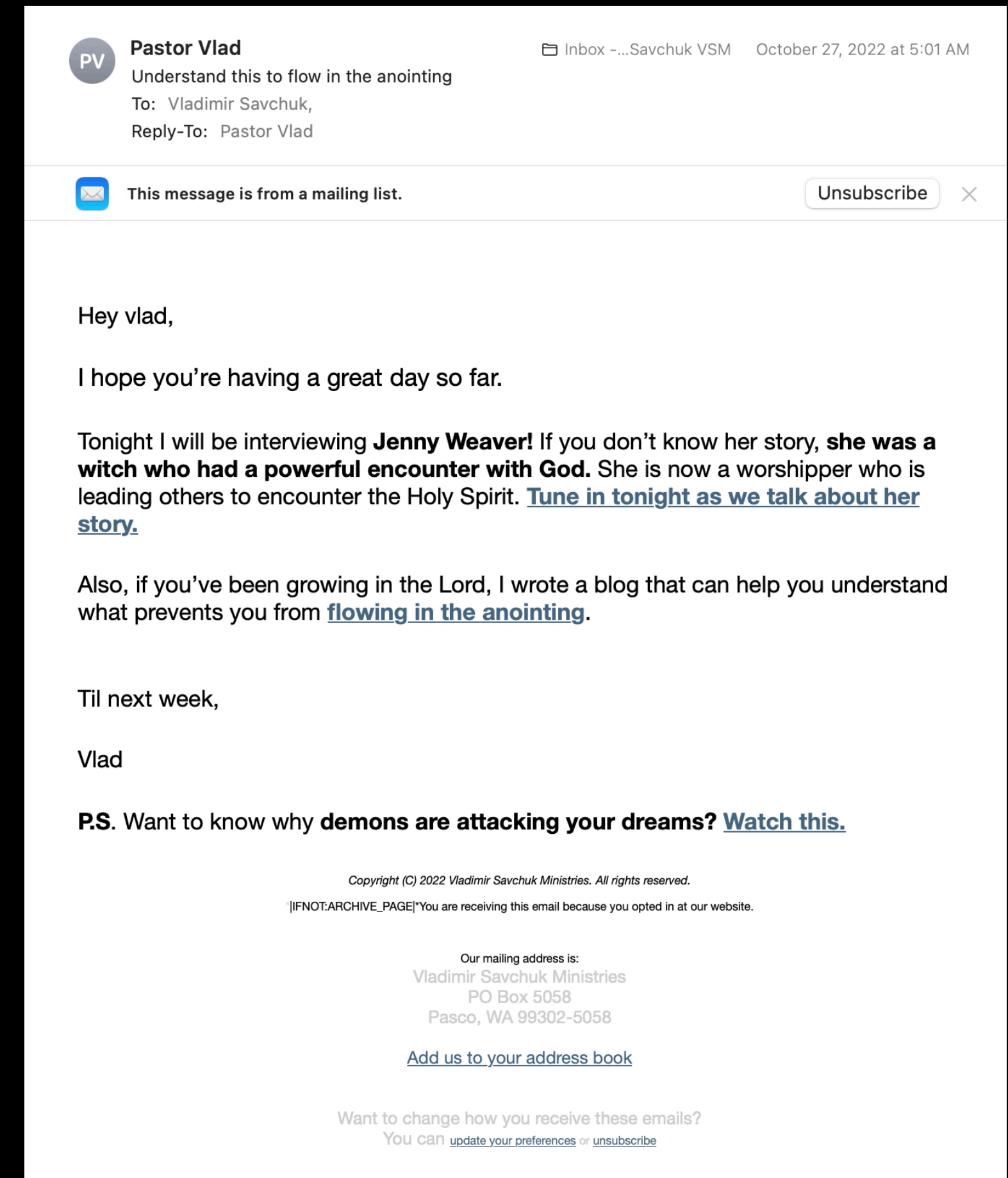
I use Ecammm to  
stream, some use  
Streamyard and  
OBS!



You can use  
([riverside.fm](https://www.riverside.fm)) for  
recording high-  
quality interviews.

Gather Emails like  
your life depends  
on it.

# Send weekly simple emails like this



Get **Amazon Smile**  
to Pay Your  
Ministry.

smile.amazon.com



Get **Google**  
**reviews** for your  
Ministry from new  
members.

# MEDIA

## What we do:

### 1. Streams

- Sunday Service
- Wednesday Night Online Service
- Wednesday Youth Service
- Digital Deliverance

### 2. Sermons

- We edit short bites from the main messages.
- We use an easy web app called 'Veed' for auto-captioning and formatting short clips.
- Post on Instagram, Facebook, and YouTube shorts.
- We gather quotes from each message and post them in written and graphic forms.
- Most of our graphics are created by a company called ChurchMediaSquad.
  - Unlimited graphics for \$700 per month.

### 3. Stories (Testimonies)

- Using recorded testimonies from the service or separately recorded interviews.
- We edit them to include b-roll and added footage to make it more immersive.

### 4. Worship

- We upload one worship song a month to YouTube.

### 5. Blogs

- We write the basics of the Sunday sermons in blog format on our website.
- We use Google Non-Profit \$10,000 Ad Grant money to fund our Google Ad campaign that brings traffic to the website through our blogs

### 6. Social Media

- Upload to Instagram, Facebook, TikTok, Telegram
- Prioritize video content and reels, but also use insta-books and quotes.
- Auto schedule quotes using Hootsuite app.

### YouTube Strategy

For each video we upload, we optimize it fully with:

- TubeBuddy Title analysis
- Thumbnail: We use Dava Marketing for \$300 a month, 5 thumbnails a week.
- A good thumbnail includes concise and large text with a good visual representation.
- Description section with a good description and ministry links.
- Hashtags (#) with trending terms.
- Post "shorts" for greater reach.

### Resources

Google Non-Profit: [www.google.com/nonprofits/](http://www.google.com/nonprofits/)

YouTube Analytics: [www.tubebuddy.com](http://www.tubebuddy.com)

Thumbnail: [www.davamarketing.com](http://www.davamarketing.com)

Church Media Squad: [www.churchmediasquad.com](http://www.churchmediasquad.com)

Veed, video editing made simple: [www.veed.io](http://www.veed.io)

Hootsuite, scheduling posts: [www.hootsuite.com](http://www.hootsuite.com)