



DIOCESE<sup>OF</sup>  
COVENTRY



facebook Evangelism

Advent 2021

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# Facebook Basics

- ❖ Approx. 2.9 billion users worldwide (1.62b daily)
- ❖ Approx. 44.84 million users in the UK (66% of population)
- ❖ Every post is an evangelistic opportunity
- ❖ Connections – people, local links, topical, seasonal
- ❖ Short, snappy content usually performs better
- ❖ Not the preferred platform of Generation Z
- ❖ Facebook rewards engagement, algorithms have a native bias



# Facebook Basics

[www.digiterati-academy.com](http://www.digiterati-academy.com)

## Facebook's News Feed Algorithm

DIGITERATI  
*Academy*



News Feed  
Visibility

=



Interest in  
the Page

x



Post  
Performance

x



Past Page  
Performance

x



Type of  
Content

x



Recency

# Getting Organised/Starting Out

- ❖ What are you trying to achieve?
- ❖ “Branding” - logo, colours, language/tone, consistency etc. Aligned with vision.
- ❖ Social media team
- ❖ Type of content
- ❖ Scheduling, patterns of posting, workflow
- ❖ Social media policy
- ❖ Style guide



# Content Suggestions

## Events and notices



# Content Suggestions

## Testimonies/stories

**bpc** All Saints Church  
October 24, 2020 · 🌐

Born locally, Kelvin experienced a traumatic childhood which led to crime, addiction, imprisonment and turmoil throughout his teens and 20s. His unexpected decision to try the Alpha course was pivotal in his life radically turning around. Hear his story in this interview. Well worth a watch.

Alpha online is starting soon at Bedworth Parish Churches. People of all backgrounds are welcome. Register now before 3rd November at <https://www.bedworthparish.org/alpha.html>. Please fe... See more

**Alpha**  
**bpc** Coming 3rd November  
**Online**

Register at [www.bedworthparish.org/alpha.html](https://www.bedworthparish.org/alpha.html)

2:54 / 22:31

**St Paul's Church Stockingford**  
June 22 · 🌐

TEN MINUTE TUESDAYS Pour a brew and take ten minutes out of your day to listen to Mike's story...

TEN MINUTE TALKS  
**REV MIKE'S STORY**  
ST PAUL'S STOCKINGFORD

0:03 / 10:27

👍❤️ Daniel Bromage, Ruth Powell and 26 others

12 Comments 5 Shares



# Content Suggestions

Devotionals

Bible studies

Communion

Live worship

Repurposed



A screenshot of a Facebook video player. The video shows a woman with dark, curly hair, smiling and speaking. Below the video frame, the text "Reflections on Race, Justice & Faith" is displayed. The Facebook interface is visible around the video, including the top navigation bar with a close button and the Facebook logo, and the right-hand side showing the video's title, description, and engagement metrics.

St Laurence's Church, Coventry posted a video to playlist: [Go - I Am With You](#).  
June 9, 2020 · 10

**Reflections of Race, Faith & Justice with Jamelia Gwambe**

Jamelia shares her perspective & experiences on Race, Faith & Justice with Rev Gareth Irvine. This video was first shown as part of St Laurence's Online worship from Sunday 7th June. [See less](#)

10 9 Comments 383 Views

Like Comment Share

**Up Next**

- Sunday 21st June - A Father for All  
St Laurence's Church, Co...  
a year ago · 125 views
- S'More - Sunday 28th June  
St Laurence's Church, Co...  
a year ago · 109 views
- Sunday 5th July  
St Laurence's Church, Co...  
a year ago · 76 views
- GO: I Am With You - Sunday 7th June 2020  
St Laurence's Church, Co...  
a year ago · 128 views

# Content Suggestions

Quotes or recaps from sermons

SOUL Church UK is at SOUL Church UK.  
November 17 at 10:43 AM · Norwich · 🌐

@jonjnorman preached a powerful message this Sunday and it has been cool to hear about the faith it has inspired. Here is a quick recap of some of the powerful points! What did you get from Sundays service?

**take a seat**  
WHO COULD YOU INVITE?

INVITATION IS PRECEDED BY INVESTMENT

INVITATION NEEDS TO BE COMPELLING

INVITATION WILL INCONVENIENCE YOU

INVITATION HAS ETERNAL IMPACT

11 1 Comment



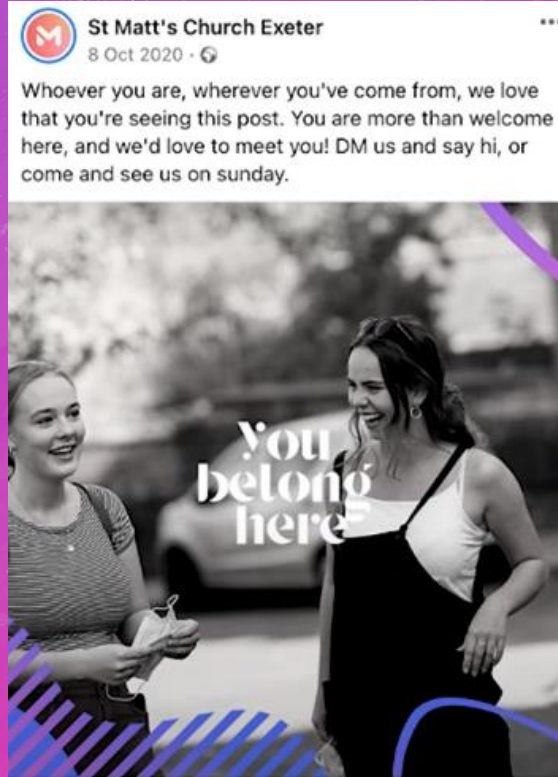
# Content Suggestions

Behind the scenes/volunteers



# Content Suggestions

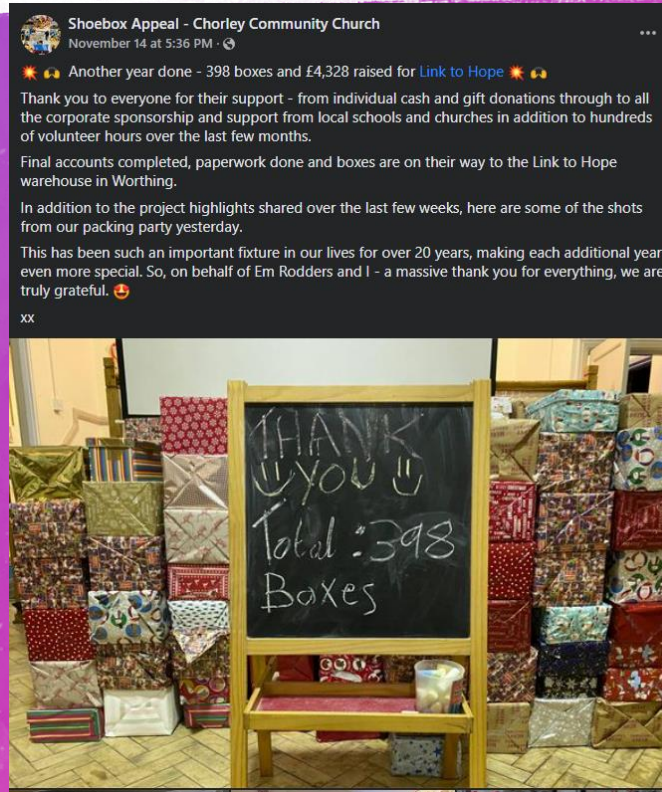
Reminder of core values/mission/vision





# Content Suggestions

## Share mission activities





# Content Suggestions

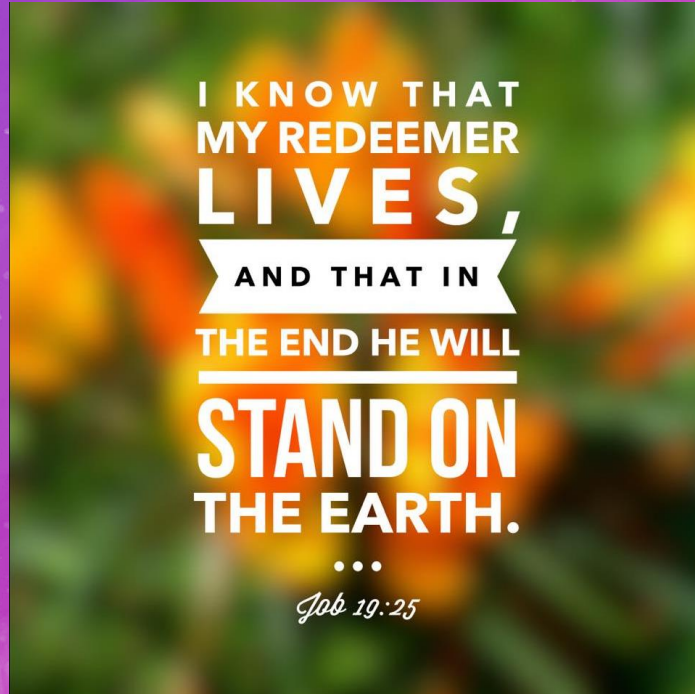
## Life events





# Content Suggestions

## Scriptures



# Content Suggestions

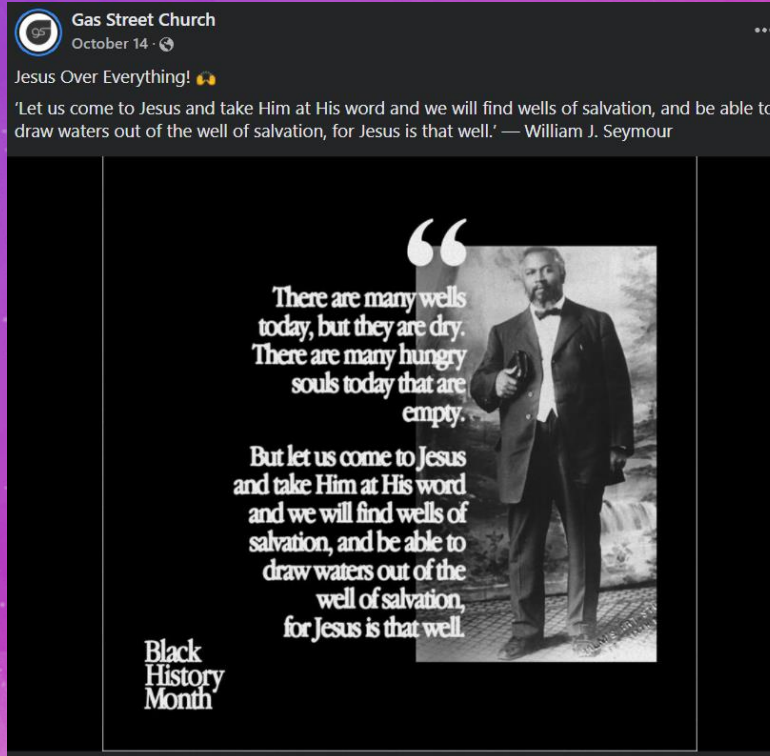
Local area photos with prayer emphasis





# Content Suggestions

Be topical



# General Tips

- ❖ Play to your strengths
- ❖ Use community Facebook forums
- ❖ Always communicate with grace
- ❖ Triviality can increase engagement with deeper, Gospel focused content
- ❖ Video content – highest engagement rate on Facebook at 6.04% (Photos – 4.36% engagement rate, status posts 1.66% engagement rate), 10x the potential reach of other video sites
- ❖ Use Insights to see what works and what doesn't
- ❖ Avoid "Christianese" language
- ❖ Use Facebook Stories



# Resources - Graphics

- ❖ Canva
- ❖ Pixabay
- ❖ Pexels
- ❖ Unsplash
- ❖ VSCO app
- ❖ Pic Stitch app
- ❖ Open.life.church
- ❖ Lightstock
- ❖ Freely Photos
- ❖ Sundaysocial.tv
- ❖ Church Motion Graphics
- ❖ <https://socialfuel.church/>
- ❖ Crello
- ❖ Adobe Spark

# Resources - Video

- ❖ iMovie
- ❖ Lightworks
- ❖ MovieMaker
- ❖ DaVinci Resolve



# Resources – Content/Other

- ❖ The Fuelcast
- ❖ Bible Society (Dai Woolbridge)
- ❖ CPO (Christian Publishing and Outreach)
- ❖ The Church Comms Collective

# Scheduling

- ❖ Not exact science
- ❖ Most traffic - Wednesday and Thursday, from 11am to 2pm
- ❖ Worst day typically Sunday
- ❖ Before 7am and after 5pm not preferable
- ❖ Schedule through Business Suite or use external platform like Hootsuite, Buffer etc.



# Scheduling






**Planner**

Create

WeekMonth<Today>

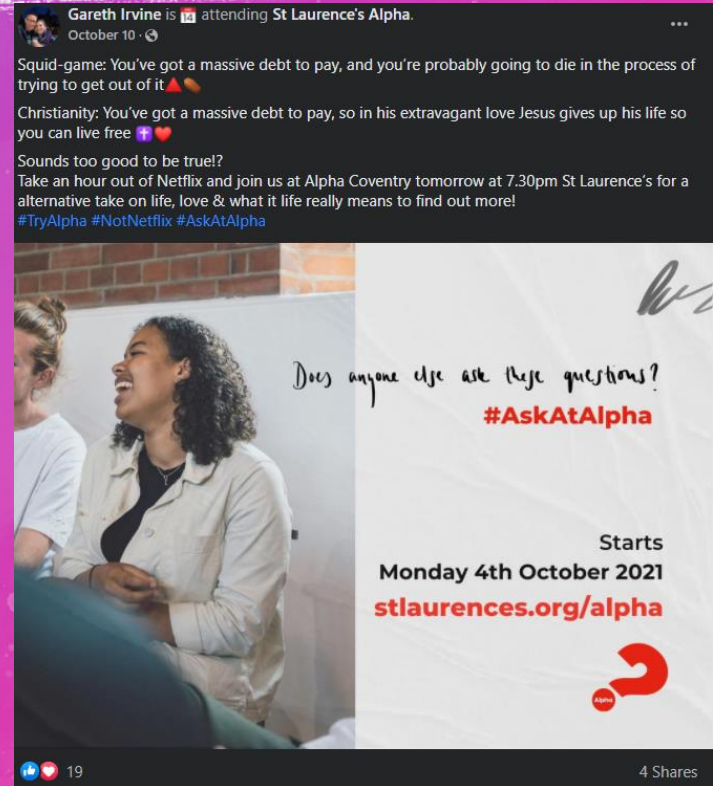
November 2021

Content Type: AllShared to: All

Sun 21	Mon 22	Tue 23	Wed 24	Thu 25	Fri 26	Sat 27
<div><div>Bedworth Parish</div><div><div><div>All Saints Service</div><div>8:55 AM</div><div>411</div></div></div></div> <div><div>Bedworth Parish</div><div><div><div>All Saints Service</div><div>10:57 AM</div><div>3</div></div></div></div>				<div><div>11:00 AM</div><div><div><div>Bring Your Mug to Church! We throw...</div></div></div></div>		<div><div>11:00 AM</div><div><div><div>All Saints Church Lutterworth Lutter Wick</div></div></div></div>
						<div><div></div><div><div>No Draft Posts</div><div>You haven't created any draft posts yet.</div><div>Create post</div></div></div>

# Facebook Ads

- ❖ Created through Ad Center or Boost Post function
- ❖ Start with small amounts
- ❖ Target demographics
- ❖ Less is more
- ❖ Time with big events, seasons, courses





# Social Media Campaigns

- ❖ Seasons, themes, series
- ❖ Consistency
- ❖ Vox pop
- ❖ Good when coupled with paid ads
- ❖ Advent a superb opportunity