



IBC

SOCIAL MEDIA STRATEGY

WHY? WHAT? HOW?

Reading Recommendations:

- When Humility is Selfish (Marketing in Ministry): <http://bit.ly/33dQUEk>
- Communications Strategy (Marketing in Ministry): <http://bit.ly/2XJNpV9>
- Practical Tips (Marketing in Ministry): <http://bit.ly/35tTDuO>

Tools:

- Planoly: helps you visually plan your Instagram grid for cohesive branding
- Hootsuite: allows scheduled posts to multiple social media platforms
- Grum: scheduling for Instagram posts

Ideas for Team Communication:

- Slack
- WhatsApp
- Project management software such as TeamWork

Webinar Resources



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Target Audience:

- Narrowing down this person (group of people) does not prohibit you from reaching those who don't fit this archetype
- It does help you make strategic social media decisions
- No one church can reach everyone
- Embrace the fact that God has planted you in a specific place and time in history "for such a time as this."

Diverse Churches:

- Many churches do attract people from various socioeconomic backgrounds.
- But within those realities you will probably still see trends among your attendees.
- Remember, we're not trying to exclude anyone but to target specifically who God is clearly calling us to.

To Watch:

- Start with Why: <http://bit.ly/2rk7rcA>



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English Language Churches:

- If the English language is the unifying factor in your church, clearly that is how you narrow in your social media strategy.
- As with diverse churches, you'll still see trends in your attendees (for examples students, military personnel, business professionals, etc.)
- Your attendees will still have things in common such as where they shop and how they spend their time.
- If it helps, create an archetype for each subculture in your church.

Cross Posting:

- Can save time
- Ideally done when you have distinct audiences on each platform
- Can risk being repetitive if your audiences are the same across platforms

Contact:

- Email Joy at [intlbpassistant@gmail.com](mailto:intlbapassistant@gmail.com)

Notes



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Name: _____

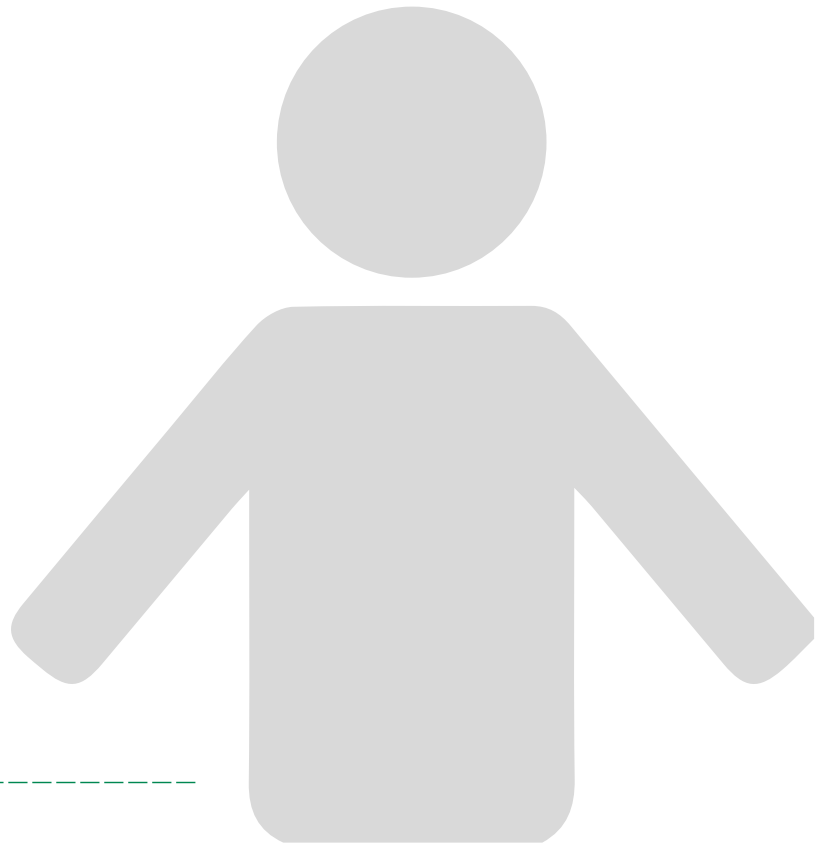
Age: _____

Family Status: _____

Occupation _____

Where I Live _____

Where I Shop: _____



What I Do for Fun: _____

What I'm Passionate About: _____

My Fears: _____

What I Need from My Church: _____

What I Need from My Community: _____

Target Audience