

Social media strategy planner

Mission Goals and Objectives

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Look back audit: Facebook

Followers/Page likes:

Engagement: last 5 posts

1. Post type (event, prayer, video etc.):

How many Likes:

How many Shares:

How Comments:

2. Post type:

Likes:

Shares:

Comments:

3. Post type:

Likes:

Shares:

Comments:

4. Post type:

Likes:

Shares:

Comments:

5. Post type:

Likes:

Shares:

Comments:

Look back audit: Twitter

Followers:

Following:

Engagement: last 5 posts

1. Post type (event, prayer, video etc.):

How many Likes:

How many Retweets:

How Comments:

2. Post type:

Likes:

Retweets:

Comments:

3. Post type:

Likes:

Retweets:

Comments:

4. Post type:

Likes:

Retweets:

Comments:

5. Post type:

Likes:

Retweets:

Comments:

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Look back audit: Instagram

Followers:

Following:

Engagement: last 5 posts

1. Post type (photo, graphic, video etc.):

How many Likes:

How Comments:

2. Post type:

Likes:

Comments:

3. Post type:

Likes:

Comments:

4. Post type:

Likes:

Comments:

5. Post type:

Likes:

Comments:

What works? Five pieces of content that work well for you (any channel)

1.

2.

3.

4.

5.

What works? Five pieces of content that didn't work well (any channel)

1.

2.

3.

4.

5.

Can you identify any differences between the content that was successful and the content that wasn't?

Using your mission goals, what five new content ideas could you try to get better engagement?

1.

2.

3.

4.

5.

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USP—Unique Selling Point.

What can your church offer that makes you stand out?

Research

Who's already doing well on social media? Do some research and find some accounts that you can take inspiration from. They don't have to be from our diocese or even a church organisation!

Facebook:

Twitter:

Instagram:

Audience — who are you talking to?

Who is your church trying to reach with your social media? The local community? New potential congregants? A wider Christian community? Establish some personas that you want to talk to on each channel. Remember the demographics are different for each one.

Ideal Facebook follower—age/interests/income/location etc.:

Ideal Twitter follower—age/interests/income/location etc.:

Ideal Instagram follower—age/interests/income/location etc.:

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Content creation

Ideas—what do you do at your church that could make good content (events, groups, trips etc.)?

Content creation

What types of content could you use to showcase what you do (video of choir, pictures of craft group's work etc.)

Making the most of your content

Captions— Tell everyone what you're doing and why people should care! What language and tone of voice would work best for your content?

Copyright—do you have the right to the image you've just found online? Don't know? Don't use it!

Engaging with others

Our social media should be 20% Telling—80% responding. How are you going to engage with other people's/ places' content in a meaningful way?

#Hashtags

What hashtags do your ideal followers use? What national, local, church or unique hashtags are you going to use?

Tagging

Make sure you're speaking to as wide an audience as possible by tagging in individuals, organisations and other churches.

Other accounts to follow and engage with:

- The Church of England
- The Diocese of Manchester
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Planning

When is the best time to post for you? When will your audience be online?

How regularly will you post? What content will go on which platform? Will you have a weekly series? Daily prayers? What form will they take? Fill in the example week planner below but think in the long term when you come to plan your social strategy.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook							
Twitter							
Instagram							

Advance notice

What regular events are always in the calendar?

What content can you produce in advance and plan in for those events?

Budget and boosting

If you have a small budget, which posts will you boot on Facebook and why them?

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Measuring success

What measurements have the most value for you? Reach, engagements, followers, clicks, conversions

Facebook Insights—what's working?

Twitter Analytics—what's working?

Instagram Insights—what's working?

Next Steps

Using the results from your review of your content, what are your next steps? Could you collaborate with other parishes/across your Deanery to share good content? Should you work on improving the quality of your photos? Do you need to use more video? Is your hashtag getting any attention?

Resources

Pictures and photos: Prisma, Snapseed, PS Express, Unfold, Repost

Graphics: Canva, Layout

Video: Boomerang, Filmic Pro

Scheduling: Hootsuite, Buffer, Tweetdeck

Support

If you are struggling with any aspect of your social media strategy, please get in touch.

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