



SOCIAL MEDIA COORDINATOR

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PURPOSE

The Social Media Coordinator will oversee the posting of vital campaign information on church's social media platforms. Most posts will be event announcements/reminders or links to the church's campaign website posts during the public phase of the campaign. You will work with the Website Coordinator who will alert you of information updates on the church's website. As items are posted on the church website, social media promotion will be necessary linking to these on-line updates.

TASKS AND ASSIGNMENTS

Contact Impact Stewardship for Training

Your Consultant will connect you with the Creative Director at Impact Stewardship. It is important to begin work as soon as possible to stay on schedule. Impact's Creative Director will explain the items needed for a successful program, deadlines associated with all items and the necessary content to be included.

If Impact is providing graphic design, some social media graphics may be provided for you. Please check with the Design Coordinator and Impact's Creative Director.

Communicate with the Design and Video Coordinators

The Design and Video Coordinators will be developing various forms of campaign media content. Much of this content will need to be included on the church website at particular times during the campaign. It will be important for you to communicate with them to determine when the above items will be available for social media posting.

Communicate with the Website Coordinator

You will be distributing the various forms of campaign media content via church website links on social media. It will be EXTREMELY important for you to know when campaign postings and updates are made on the church website. As soon as updates are made, post them on social media. Please make an effort to stay in contact throughout the campaign.

Encourage Church Use of Social Media

Such a large-scale project presents an opportunity for the church to publicize the project and increase traffic to the website and social media. In conjunction with the start of the campaign, it is helpful to use this occasion to challenge the church family to connect on social media if they are not already doing so. Sign up promotion can provide a big boost since there will be a lot of content being distributed to your people (i.e. video, project specifics, etc.). We encourage a Facebook™ sign up promotion early in the campaign. Either sending an email with a link to the church's FB page or encouraging to individuals during a special time in-service to go to the page and like the page. Once they like the page, all of your future posts will show up in their newsfeed creating yet another way for you to communicate effectively in the future. The benefits of this communication strategy will last far beyond the campaign.

Coordinate Media Promotion Links on Church's Social Media

As each of the items post on the website, you will want to provide a link to them on your social media outlets. In addition, there will be other announcements that can be made separately of website promotion. Some announcements may include event and activity reminder dates. Notify your Team Leader (Media) and Program Manager each time you post to keep them in the loop.

Below are key items you will want to promote. Provide a post and link on the church's active social media platforms like Facebook™ for the following items based on the estimated timing provided below.

Social Media Updates	Find event on Campaign Calendar	Post Date
Introduce Campaign Logo	10 to 14 days prior to Vision Gathering	
Campaign Introduction Foldout Content Website Link	Post by Campaign Introduction Foldout mail date	
Promote Upcoming Vision Gathering	5 to 7 days prior to Vision Gathering	
Vision Gathering Video Website Link	Post after the last Vision Gathering	
Brochure Content Website Link	Post by brochure mail date	
Creative Giving Content Website Link	Typically, between Sunday #1-Sunday 4 Communicate with Creative Gifts Coordinator(s)	

Campaign material created by Prayer Team	Typically, between Sunday #1-Sunday 4 Communicate with Prayer Coordinator(s)	
Promote Children's Art Exhibit	1 week prior to Children's Art Exhibit	
Invitation to Commitment Day	1 week prior to Commitment Day	
Commitment Day Video Website Link	Day after the Commitment Day	
Celebration Sunday	5 to 7 days prior to Celebration Sunday	
Online E-pledge (commitment card)	Day after the Commitment Day	
Promote Celebration Sunday/First Fruits Offering	1 week prior to Celebration Sunday	

SOCIAL MEDIA TEXT OPTIONS

Campaign Introduction SAMPLES:

- Building and planning for the future requires wisdom, faith and obedience. The next few months are going to be a significant time in the life of our church as we launch the [insert theme] program. For more information, visit [insert website link]
- We are excited about the unique opportunity God has provided for us through our [insert theme] program. I believe the next few months are going to be a significant time in the life of our church. For more information, visit [insert website link]
- To find out more visit [insert website link]

Vision Gathering Event SAMPLES:

- Reminder. This Sunday is our Vision Gathering where you will learn more about our [insert theme] campaign. Add information about location and time of events. [insert website link]
- You don't want to miss what God is doing here at [church name]. [Pastor name] will be casting the vision and answering your questions about [insert theme]. [insert website link]
- Now is the time for us as one united, passionate, healthy church to [insert theme]. Join us tomorrow at [time, location] to hear our vision to [insert theme]. [insert website link]

Vision Gathering Video SAMPLES:

- Listen to [Pastor's Name] cast the vision for the upcoming [insert theme] stewardship campaign.

Campaign Prayer SAMPLE:

- With a heart full of gratitude and faith, we ask you to prayerfully consider your part in the [insert theme] campaign. [insert website link]

Children's Event SAMPLES:

- Mark your calendar, the Children's Art Exhibit starts this weekend. We asked our children to envision what the new building will look like. [insert website link]
- Mark your calendar, the Children's Art Exhibit starts this weekend. Our children will be showing off their talents and creativity at this time. [insert website link]

Creative Giving SAMPLE:

- Are you enthusiastic about giving to this vision, but not sure where to start? Here are some creative ways to help allocate or free up resources for [theme]. [insert website link]

Commitment Day SAMPLES:

- You don't want to miss this exciting day of worship on [insert date] as we make commitments to the [theme] campaign. It's going to be great!
[insert website link]

- Reminder: Mark your calendar, next Sunday is Commitment Sunday. To celebrate your generosity we are having a special worship service you are not going to want to miss. [insert website link]
- Get excited Commitment Sunday is coming! [insert website link]

Commitment Day Video SAMPLES:

- Stories of Impact. Watch and listen to how these lives have been changed by the church.

Celebration Sunday SAMPLE:

- Gather with us as we praise and worship God on this special day of celebration! We will receive our “first fruits” offering for the 2- or 3-year giving period. [insert website link]