

Social Media Team Guidelines

Mission

To create engaging content, that leads a person to physically visit our church.

Vision

That all of Prescott would be aware of the Orthodox faith.

Overall Strategy

We aim to be intentional in producing content that will cause our audience to stop scrolling and engage with our posts. We will share the Gospel by shining a bit of light in the darkness of our local community's social media feeds. Every piece of content we post becomes a small connection point of a much larger net that is used to become fishers of men. In casting our net wide, we believe this will result in more people coming to our parish to experience the Good News of Jesus Christ.

Facebook Page and Group Differences

- Audience
 - Page
 - Visible to all
 - Wanting to learn about our parish and Orthodoxy
 - May visit by seeing one of our posts
 - Group
 - Visible to only group members - our parish members
 - Wanting to learn/be informed/be inspired
 - May visit from a notification
- Algorithm
 - Page
 - Facebook chooses who sees the post
 - If people do not engage, they show all our posts less
 - Group
 - We choose who sees our posts
 - Does not effect what is shown
- Notifications
 - Page
 - Not notified when a new post is made
 - Possibly notified if that person follows the page
 - We do not know if our message is getting out to the right people

- Group
 - Group members are notified on almost, if not all posts
 - We know our message is getting out to the right people

Summary: We need to be intentional in our postings so that we reach the correct audience. If we do not, we run the risk of diluting our reach for all of our posts.

Facebook Page - St. George Orthodox Church of Prescott

- Focused on non-parishioners
- Items to post
 - Videos
 - 30 - 90 seconds
 - 1st image should always be a person
 - Parish life
 - Sermon clips
 - Links
 - About the faith/testimonials
 - Articles
 - Videos
 - Images
 - Events - specifically for the local community
- Items NOT to post
 - Streaming services
 - Topics that are theologically controversial or political
 - Things that appear judgemental or triumphant
- Posting Schedule
 - Min: Once a week
 - Max: Once a day

Facebook Group - St. George Orthodox Church of Prescott Community

- Focus on parishioners
- Communication tool between the parish and parishioners
- Almost anything goes
- Engagement, commenting, and sharing are encouraged
- Streaming services should be posted here
- Announcements
- Parish Events

YouTube

- Long form videos hosted here
- Shorts as applicable
- Curated playlists
- Featured video should be a testimony

Instagram

- Focus - Non-Parishioners
- Quote Posts
- Reels

TikTok

- Focus - Non-Parishioners
- Vertical Videos

Evangelism Season

- FB Page
 - Schedule posts based on the Evangelism Season calendar
 - 3 posts a week about the faith or testimonies
- FB Group
 - Schedule posts based on the Evangelism Season calendar
 - 1 challenge post and 2 quotes about evangelism
 - Additional posts about evangelism
- Instagram
 - Quotes are reposted on Instagram

Sermons

Full Sermons

- Should be posted on YouTube and the FB group page
- Should not be posted on the FB main page or Instagram
- May have a common thumbnail

Sermon Clips

- Less than 90 seconds
- Have captions
- Should not have a common thumbnail

Process

- Upload the entire sermon to the “Development” folder
- Upload clips to the “Production” folder

Testimony Videos

- Same as Sermons

Parish Life Videos

- Less than 90 seconds - maintain expectations
- Have the opening clip show a face if possible
- Post anywhere applicable

Resources

- <https://socialsermons.com/>
- [The Social Media MasterClass](#)
- [The Pro Church Tools Show](#)
- [Brady Shearer](#)
- [Social Media Mountain](#)
- [Social Media MasterClass Doc](#)
- [Opus Clip - tool for creating vertical videos](#)