

Church Social Media Strategy Checklist



Introduction

This comprehensive checklist serves as your roadmap for building and maintaining an effective social media presence for your church. Whether you're just starting out or looking to improve your existing social media ministry, this guide will help you stay organized and focused on what matters most.

The checklist is designed to be flexible – you can tackle items in order or jump to specific sections based on your immediate needs. Each section includes actionable items that can be checked off as you complete them, helping you track your progress and ensure nothing important is overlooked.

Remember, you don't need to implement everything at once; start with the basics and gradually expand your social media ministry as your team and capabilities grow.

Platform Setup & Optimization

- Choose primary social media platforms based on congregation demographics
 - Facebook for broad reach and older demographics
 - Instagram for visual content and younger audience
 - YouTube for sermons and longer content
 - Twitter for quick updates and community engagement
- Complete all profile information on each platform
 - Professional profile picture (church logo or building)
 - Clear, welcoming bio with service times
 - Accurate contact information and address
 - Links to website and other social platforms
- Create branded cover images and graphics that reflect church identity
- Set up a content calendar and scheduling tool

Content Planning & Creation

- Define content pillars:
 - Spiritual guidance and Bible verses
 - Church event announcements
 - Service highlights and recaps
 - Community outreach activities
 - Behind-the-scenes glimpses
 - Member testimonials and stories
- Create content templates for consistent branding
 - Standard graphics for Bible verses
 - Event announcement templates
 - Service time reminder templates
- Plan content mix percentages:
 - 40% inspirational/spiritual content
 - 30% community/events
 - 20% educational content
 - 10% promotional content
- Schedule regular content types:
 - Weekly service reminders
 - Daily Bible verses
 - Monthly ministry spotlights
 - Seasonal campaign planning

Engagement & Community Management

- Assign team members to:
 - Monitor and respond to comments
 - Handle private messages
 - Review and approve tagged posts
 - Moderate discussions
- Set response time goals for:
 - Comments (within 24 hours)
 - Direct messages (within 12 hours)
 - Prayer requests (within 4 hours)
- Create guidelines for:
 - Comment moderation
 - Crisis communication
 - Prayer request handling
 - Community discussion facilitation

Growth & Engagement Strategies

- Implement engagement tactics:
 - Share member stories and testimonials
 - Post interactive content (polls, questions)
 - Live stream services and events
 - Create shareable graphics and messages
- Cross-promote content:
 - Share social media handles in church bulletin
 - Display social media feeds on church website
 - Mention social platforms during services
 - Include social links in email newsletters
- Track and analyze metrics:
 - Follower growth
 - Engagement rates
 - Reach and impressions
 - Best performing content types
 - Optimal posting times

Safety & Privacy Considerations

- Develop policies for:
 - Photo permissions and releases
 - Youth and minor protection
 - Personal information sharing
 - Copyright compliance
- Create security protocols:
 - Password management
 - Account access levels
 - Two-factor authentication
 - Regular security audits

Regular Maintenance

- Weekly Tasks:
 - Review scheduled content
 - Check engagement metrics
 - Respond to all comments and messages
 - Update event information
- Monthly Tasks:
 - Analyze performance metrics
 - Adjust content strategy as needed
 - Review and update profile information
 - Back up important content
- Quarterly Tasks:
 - Audit social media presence
 - Update cover images and branding
 - Review and revise social media policies
 - Train team members on best practices

Emergency Preparation

- Create templates for:
 - Service cancellations
 - Crisis communications
 - Emergency updates
 - Weather-related announcements
- Maintain updated contact list for:
 - Social media team
 - Church leadership
 - IT support
 - Emergency service

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With quso.ai you can:

- Create engaging content with AI-powered assistance
- Schedule posts across all platforms from one dashboard
- Track your church's social media growth and engagement
- Manage your entire team's social media workflow
- Access church-specific content templates and ideas

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