



COVENANT  
PRESBYTERIAN CHURCH

# **Social Media Plan**

By Abigail Ralph

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# About

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## About

Covenant Presbyterian Church (CPC) is a traditional church in the Presbyterian Church of America located in Milledgeville, Ga. In 2015 CPC created a Facebook page to better engage with its members and connect with the community. Since then the church has continued to build its platform by posting more events and content. The administration of CPC uses social media for two reasons; increase communication with members and provide a presence online. A large increase in college students attending CPC over the past two years has greatly encouraged the push to utilize social media more.

## Objective

1. To create a larger social media presence for CPC.
2. Increase engagement with church members and residents of the Milledgeville/Baldwin community by promoting events and sharing content through Facebook and Instagram. To help increase church attendance.

## Purpose

*“Engage, Edify, and Reach Out”*

*Engaging With Church Members:* Post relevant content that keep members up to date on church information. Content will include: announcements, church events, newsletters, and any calendars.

*Edifying Content:* Posted information must exemplify the goal of CPC: to be a teaching church that helps equip and edify the body of Christ, “so that in all things God may be glorified through Jesus Christ,” in 1 Peter 4:11 (English Standard Version). Content will include: links to sermons, bible studies, devotionals, shared content, and book suggestions.

*Reaching out:* A viable presence online reaches new people in the local Milledgeville/Baldwin community. Facebook and Instagram postings (content, photos, events) must tell the story of an active, healthy church community whose purpose is to glorify God.

# Overview

This social media plan contains many parts that help to achieve the overall purpose to “Engage, Edify, and Reach Out”. Currently, CPC has an operating Facebook page that as of December 2018 has 140 likes. With this plan the hope is to continue to grow engagement through the platforms of Facebook and Instagram. From the beginning of November, 2018 the staff at CPC has started to increase the content on Facebook and has seen a positive response.

Below are the increased results from November 10th- December 7th taken from the CPC Facebook:



*Page Previews:* The number of users that hovered over CPC’s page to see a preview of the content.



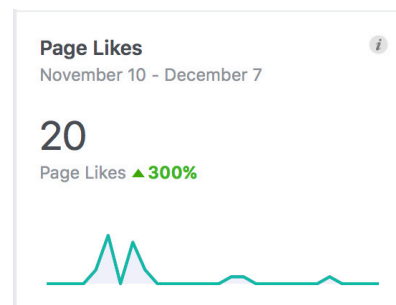
*Page Followers:* Represents how many users decided to follow the page and receive what CPC posts on their main feed.



*Page Views:* The number of times CPC’s page has been viewed by people on and off Facebook.



*Page Engagements:* The number of people that performed actions on your page.



*Page Likes:* The number of people who have liked the CPC page.



*Page Reach:* The number of people who had any content from your Page or about CPC’s page enter their screen.

These charts demonstrate an overall increase in engagement. Hopefully this plan will continue to engage with members and bring new people.

# Overview

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Weekly two to three posts will appear on Facebook and one to two posts on Instagram. All content will be scheduled in the Calendar on a Google Drive in order to keep track of when new events are posted. Content will be kept consistent on Facebook and Instagram including announcements, events, relevant content, photos, teachings, bible studies and devotionals. Most content will be boosted on Facebook with select postings on Instagram.

Any communication plan must reach everyone, with social media no longer being a phase but rather an aspect of our culture. Every church now needs some form of social media. Erik Qualman, author of *Socialnomics* wrote, “Social Media isn’t a fad, it’s a fundamental shift in the way we communicate”. We see this to be true from Pew Research Center’s latest research, they found that roughly 68% of U.S. adults now report that they are Facebook users and around 75% of those users say that they access Facebook on a daily basis.

Ed Stetzer from Christianity Today stated, “Social Media is the new town square”. Therefore social media is needed to go where the people are. Social media has evolved and has integrated into much of our culture and because of that churches now have the opportunity to connect and reach people like never before. Engaging with members of the community through social media is not just important to promote events, it is also beneficial for CPC’s overall communication plan and ministry.

Increasing engagement with social media also allows CPC to minister to people in a new way. Acclaimed reformed theologian John Piper said in his “Strategy For Social Media”, that social media is essentially one more way to minister to the weary. He stated, “ Everyone is weary. We are living under intense pressure. We don’t need more. What we all need is to be helped with a sustaining word”. He takes the principle of ministering to the weary from the Bible in Isaiah 50:4 (English Standard Version), “That I may know how to sustain with a word him who is weary”. Clearly, social media is essential to any church who wishes to communicate with the weary.














**Instagram:** An app used as a social media platform that allows users to engage with one another primarily through pictures.

**Facebook:** A social media platform that allows people across the world to interact and exchange content and ideas.

# Competitive Analysis

In order to improve CPC's social media presence/following it is necessary to research other local churches and determine their approach to communications. What works for other congregations will be helpful for CPC. Four churches have been chosen as a sample of communication plans. In the local area The Branch has been chosen. Along with three other PCA churches. First Presbyterian Church of Macon, First Presbyterian Church of Augusta, and the Independent Presbyterian Church of Savannah. An awareness of what these similar churches do will assist in creating a more efficient communication plan.

Below is a comparative analysis of different churches from December 1st- December 7th taken from Facebook Insights:

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  First Presbyterian Chur...	2K 	0%	6	62 
2  First Presbyterian Chur...	1.3K 	▲ 0.1%	0	0
3  The Independent Presby...	907 	0%	4	17 
4  FBC Milledgeville	324 	0%	0	0
YOU 5  Covenant Presbyterian ...	140 	▲ 0.7%	3	7 

The above information shows that First Presbyterian Church of Macon has the highest amount of likes and engagement from the week, FBC Macon is extremely interactive posting multiple times a week with things such as events, graphics, and resources. These will be monitored to continue to keep CPC updated and relevant.

# Target Audience

The target audience for Facebook and Instagram is males and females from 18-75 years old in the Milledgeville/Baldwin Area. CPC is located only blocks away from Georgia College and State University and Georgia Military College so content that engages the local college student is extremely important. Engaging with residents and families in the local area such as retired people and families is also relevant.

A study done in 2018 called “Social Media Usage in 2018” by the PEW Research center indicates the highest usage of Facebook from online users comes from college aged students (81% of all online 18-29 year olds use Facebook). This same study shows the popularity of Facebook across age groups: 78% of all online 30-49 year olds, 65% of all online 50-64 year olds and 41% of all online 65+ year olds use Facebook. Knowing this, CPC will be active on social media to engage with these people. Knowledge of this data should drive our media plan.

CPC’s current Facebook page has 140 likes (as of December 2018). According to the U.S. Census 2018 there are currently 18,575 people living in the city of Milledgeville with 77.5 % of households having a computer. Just over 6,000 students are enrolled at Georgia College, and 1,600 students are enrolled at Georgia Military College. These figures show that the Milledgeville audience has access to engage on Facebook and the audience is very likely to have a Facebook. This research will be the ompetus for using Facebook to strategically reach the local audience.

CPC does not currently have an Instagram page so by creating and utilizing this platform the hope is to better engage with the local audience. According to Hootsuite’s, “24+ Instagram Statistics That Matter to Marketers in 2019”, 59% of Instagram U.S. users are under 30. The plan is to utilize instagram to further target those under 30 years of age, specifically the Georgia College and State University students, and Georgia Military College students.

## How many online users are on Facebook?

In 2018...

81% of all online 18-29 year olds

78% of all online 30-49 year olds

65% of all online 50-64 year olds

41% of all online 65+ year olds



Taken from a 2018 study done by the PEW Research Center

## Target Audience Statistics

In 2018...

- 18,575 residents live in the city of Milledgeville
- 1,600 students are enrolled at Georgia Military College
- 77.5 % of households in Milledgeville have a computer
- Over 6,000 students are enrolled at Georgia College

# Content of Posts

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Content of Facebook and Instagram Posts include all of the following categories:

## **Announcements**

Announcements include what is happening within the church currently and in the future, including current bible studies, and sermon series. This also includes changes within the church, for example, “Bible study is cancelled this Wednesday”.

## **Events**

Events include monthly, annual, and one-time events: dinners, fellowship lunches, concerts and conferences etc. The event date, time, information, sign-up links, and a helpful graphic/advertisement should all be included inside the post. Creating an event on Facebook will be crafted for events (except for monthly events such as the monthly fellowship lunch).

## **Past Events/Pictures**

Showcasing past events include testimonials and photos. Postings must be made in a timely manner, within a week following the event.

## **Teachings/Bible Studies/Devotionals**

Teaching content includes updated links to pastors’ current teachings. These may be posted to the page as well under the “Sermons” tab on the right side of the page. Links to other recommended pastor’s studies and devotionals may be included. All content will follow CPC’s beliefs which align with the Doctrines of Grace. This includes the support of total depravity, unconditional election, definite atonement, effectual calling, and preserving grace. Any content regarding teachings/bible studies/ devotionals will be pre-approved by the pastor before posting.

## **General Encouragement/Music Videos/Shared Content/Book Suggestions/Hymns**

Links and graphics will be posted the encouraging stories of God working in people’s lives such as theologians, missionaries, authors and even members of CPC. These links and graphics will also include content such as music, videos, book suggestions, and hymns.

## **Campaigns**

Planned and scheduled campaigns may be used to promote different events happening at CPC. Content includes graphics with quotes, links, graphics and additional resources. For example, in World Missions Month, planned and created content should be created in advance and placed in the Excel document. Campaigns should include things such as the back to school series, Christmas Advent and any special event such as a conference.

## **Comments**

Respond to most comments, with either a written response or a like. Engagement is important. If a negative response appears then it should be reported to the head pastor and he will handle the comment.



# Content of Posts



























## Direct Messages

All direct messages should be answered in a timely mannerr and handled appropriately. If the message is aggressive or inappropriate, report it to the head pastor and he will handle it.

## Things to remember when making/sharing a post:

- Triple check that the post and information is free of errors; especially posts that include times and dates of events.
- Make posts engaging to our audience by posting with interesting words, pictures and videos.
- Keep posted content at a variety.
- Refrain from sharing news articles.

Here is an example of our top five posts:

Published	Post	Type	Targeting	Reach 	Engagement	Promote
12/07/2018 2:44 PM	 Men, join us for our last Men's breakfast of the semester this			36 	0 0 	<a href="#">Boost Post</a>
12/06/2018 3:00 PM	 Come out tomorrow for our annual Covenant Christmas Party 7:00pm			54 	9 9 	<a href="#">Boost Post</a>
12/02/2018 2:08 PM	 Check out all of our exciting events at Covenant Presbyterian this			180 	4 5 	<a href="#">Boost Post</a>
11/27/2018 9:11 AM	 Here at Covenant Presbyterian we have been given a special			460 	94 34 	<a href="#">Boost Post</a>
11/15/2018 10:28 AM	 Men, Join us this Saturday for our Men's breakfast as we learn more			44 	1 3 	<a href="#">Boost Post</a>

# Examples of Past Content

## Community Service Event



Here is an example of a post that promoted a community service event for the local Milledgeville Fire and Rescue Department.

Post: “Join the Milledgeville Fire Department on November 11th at 8:30am as they install smoke detectors in homes around Milledgeville! Meet at Milledgeville Fire and Rescue, 201 West Thomas Street”.

## Annual Event



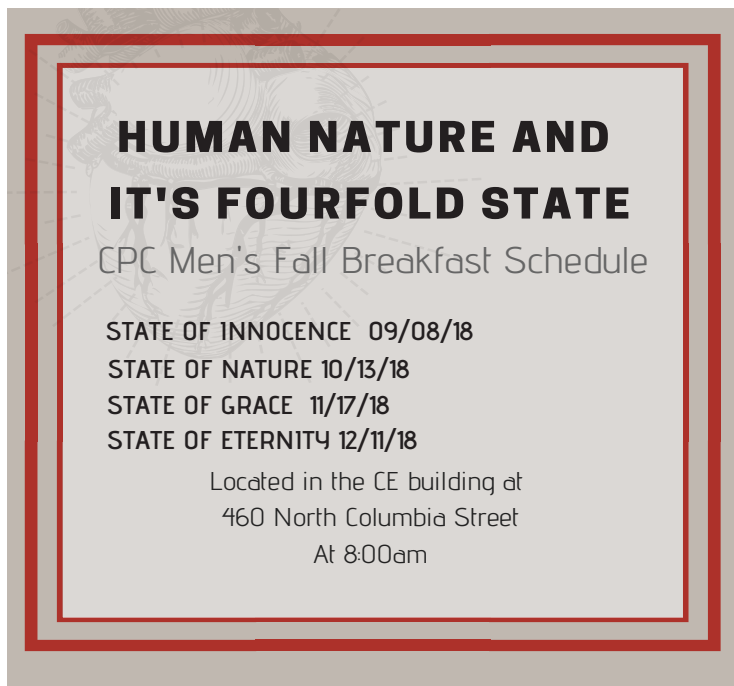
Here is an example of an event that was created to invite people to the annual “Room For A Baby Concert”.

Post: “Join us on Tuesday, December 11th for the annual “Room For a Baby” Christmas concert to benefit Crossroads Pregnancy Center! This year we will have guest artist, Nathan Clark George and Friends. The concert will begin at 7:30PM with a dessert reception to follow.

# Examples of Past Content

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## Calendar Graphic



Here is an example of a graphic poster advertising the list of the Men's Breakfasts for the Fall.

Post: "Join us this Saturday, September 8th at 8:00am for our first Men's Breakfast!"

## Event



Here is an example of a graphic poster advertising the Covenant Christmas Party.

Post: "Come out tomorrow for our annual Covenant Christmas Party 7:00pm where we will enjoy food and fellowship. We would love to see you there!"

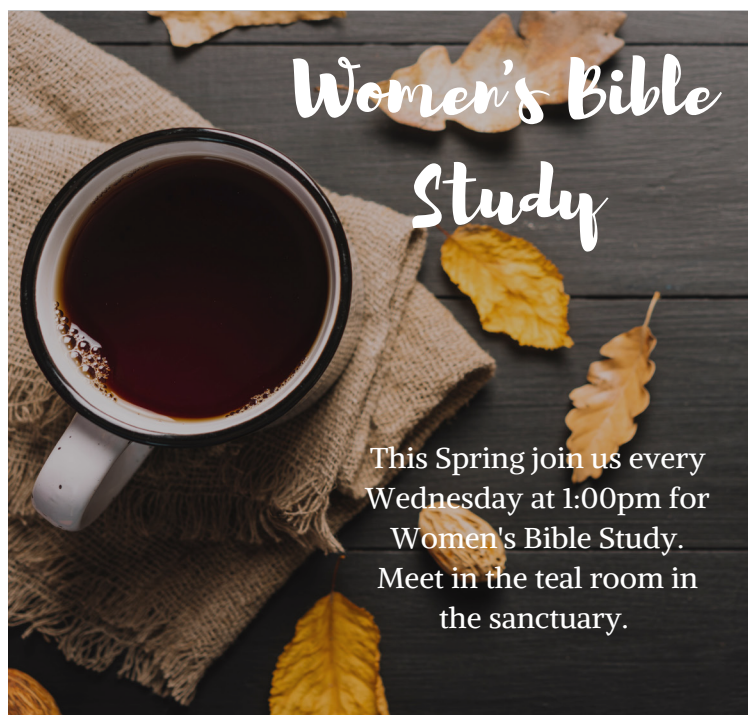
# Templetes

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These graphics are examples of content as basic templates and ideas. More things can be created on InDesign, Photoshop and Canva.



Here is an example of a template for a prayer day.



Here is an example of a graphic for a women's Bible study for the Fall. This can be changed through Canva with the correct information.

# Templates

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Here is an example of a graphic showcasing the Christmas Eve Service. This can be changed for another event.



Here is an example of a graphic showcasing the Burger Bash which happens once a year. The date and information can be changed according to the correct information.

# Content Calendar

A Calendar has been created to show possible content for posting in January. The calendar shows the promotion of Prayer month. This is available in Google Sheets in order to allow easy collaboration.

January 2019						KEY:
						Holiday
						Campaign
						Event
						Teaching/Deveotional Post
						Sermon Post
						Other
SUNDAY	MONDAY	TUESDAY 1	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Bible Plan				
						Launch Instagram
	Missionary info		Prayer Sheet	Resource on world missions		
	Missionary week					
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Families in CPC	sources on family worship	Prayer Sheet	Resources on family worship		
	Family week					
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Resources		Prayer Sheet	Resource	Post on Fellowship lunch	
	U.S. week					
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Prayer sheet	Resource	Communion	
	College week					
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Article		February Events	Announce bible study		



# Content Calendar

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A list has been created to show date, time, post content and which platform is being posted to.

Date	time	Post	Content	Facebook	Instagram
12/31/2018	9:00 AM	Announcement of missionary prayer week	Graphic	yes	
1/1/2019	6:00 PM	Yearly Bible Plan	Link, and graphic	yes	
1/2/2019	2:00 PM	Prayer sheet	graphic	yes	
1/3/2019	9:30 AM	Resource	link	yes	
1/5/2019	12:00 PM	follow us on instagram	graphic	yes	
1/5/2019	12:00 PM	first post	graphic		yes
1/7/2019	9:00 AM	Announcement of family week	graphic	yes	yes
1/8/2019	12:00 PM	Resources on Family Worship	links	yes	yes
1/9/2019	2:00 PM	prayer sheet	graphic	yes	yes
1/10/2019	12:00 PM	Resources on family worship	link	yes	
1/14/2019	8:00 AM	Announcement of pray for the U.S. week			
1/16/2019	2:00 PM	prayer sheet	graphic	yes	yes
1/17/2019	12:00 PM	resource	graphic	yes	
1/18/2019	2:00 PM	fellowship lunch	graphic	yes	yes
1/21/2019	4:00 PM	College week	graphic		
1/23/2019	4:00 PM	prayer sheet	graphic	yes	yes
1/24/2019	12:00 PM	Resource	link	yes	
1/25/2019	6:00 PM	communion this sunday	link	yes	
1/28/2019	10:00 AM	article	link	yes	
1/30/2019	12:30:00 PM	calendar	graphic	yes	yes
1/31	3:30 PM	announcement	graphic	yes	yes

# Budget

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**Budget:** \$750/yr

## Ads

CPC will create paid advertisements for events and general business promotions. Decisions on what to create and add will need the pastor's approval. Through Facebook, Ads can serve as the main purpose to overall promote CPC. We will be using it and targeting residents in the local Milledgeville area.

Target Location

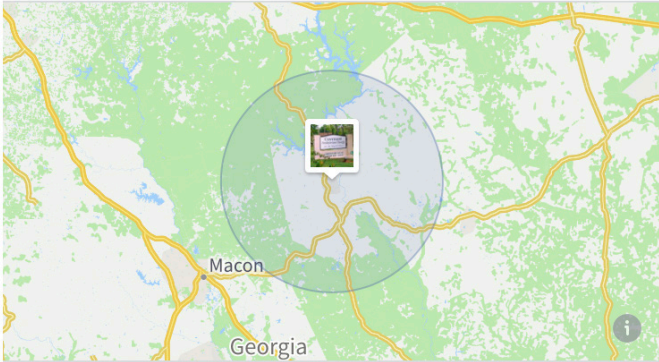
440 N Columbia St, Milledgeville, Georgia

Radius

20 miles ▼

Potential Reach: ⓘ

**46,000** People



The map displays a satellite view of the Milledgeville, Georgia area. A blue circular radius of 20 miles is centered on the target location, 440 N Columbia St. The map shows surrounding roads, green spaces, and the city of Macon to the south. A small thumbnail image of a building is visible within the radius circle.

Age

18 ▼ - 65+ ▼

The attached graphic shows how it is possible to specifically target a location for an Ad in the local area.



# When to Post

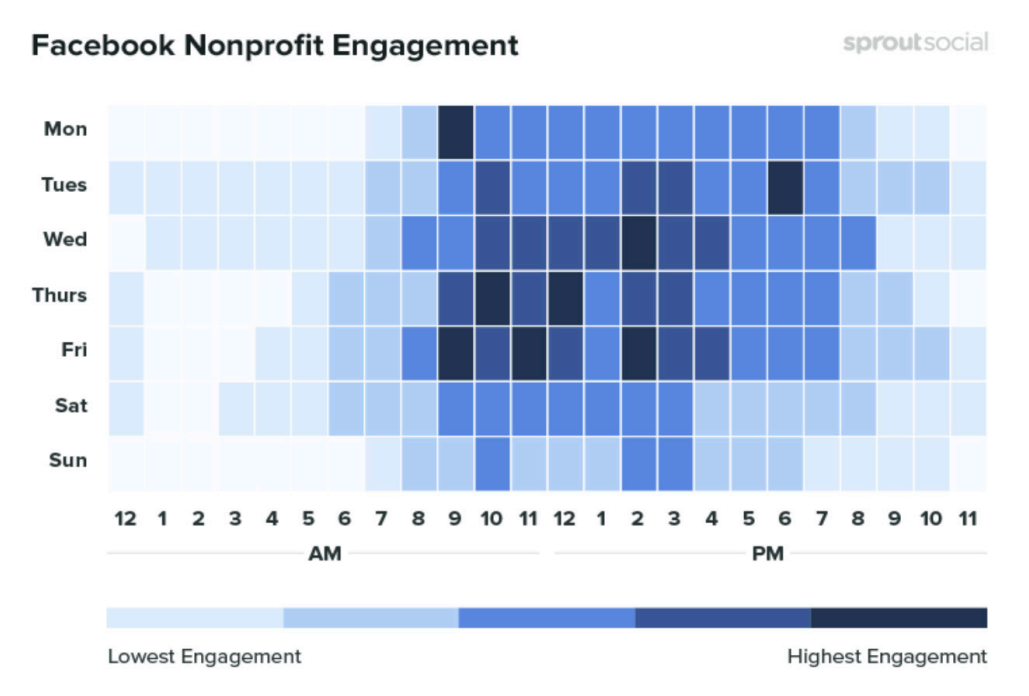
The number of posts that appear on social media is a very important factor to consider. Too many posts are annoying; not enough and people lose interest. CPC will aim to remain in the middle to keep people interested. In order to keep movement on the Facebook page, postings should be generated around two times a week. Timing and relevance are equally important, but no more than three per day.

**Church Updates:** Church updates should be posted with an appropriate amount of lead time to an event. (Ex- Women's Bible study is canceled. A post about the cancellation should be sent about a week ahead of time and followed by a reminder the day prior to regularly scheduled time.

**Church Events:** All church events should be posted in an appropriate amount of time leading up to the event. Some should only be posted once and posted 1-2 days before the event. This includes things such as monthly reoccurrence events. However annual and one time events should be promoted throughout the week and a Facebook event should be created in order to invite church members and members of the community to the event. One example of this includes the annual "Room For a Baby Concert" each December.

**Teaching Content:** Encouragement posts can fill the days that aren't full with church updates. Depending on the information, there may be better times to post. Consider the content of the post.

The research found from Sproutsocial's, "Best Times to Post on Social Media: 2018 Industry Research" revealed that for nonprofits the best time to post Facebook was Wednesdays and Fridays at 2 p.m. Below is a graph from Sproutsocial which showcases the most popular time of engagement on Facebook for nonprofits, this chart will be used when deciding when to post.



# CPC's Page Roles

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**Facebook:** There are multiple “roles” that run the Facebook page. Here are their names and duties:

**Admins:** Can manage all aspects of the page. Such as:

- Adding/subtracting people from holding page roles
- Edit the page, layout, settings (the internal information of the page)
- Create/delete/edit/schedule posts/pictures/videos
- Reply to comments on posts
- Respond to private messages sent to our inbox from followers
- View insights and consider changes to the page.
- Create ads
- Pin posts to the top of the page
- Create events
- Post pictures

**Editor:** Has all of the access of an admin (except for assigning page roles and managing settings)

**Moderator:**

- Can send messages as the page
- Respond to and delete comments on the page
- Create ads
- See which admin created a post or comment
- View insights and respond to comments from the page

**Advertiser:** Can create ads for the page.

**Analyst:** Can view Facebook page insights.

CPC's page roles will consist of 2 roles- Admin and Editor.

**Instagram:**

Instagram will be run by admins only. Admins will be responsible for all content, posting, managing, and duties explained above.

# **How to Operate CPC's Instagram Page**

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An Instagram page will be created in order to better engage with our audience, specifically the college audience. The official "Covenant Presbyterian Church" Instagram is awaiting the approval of the elders. Once approved it will be launched on January 5th. Covenant Presbyterian Facebook page will be consistent with the Instagram account.

All content on the CPC Instagram account should be posted through the official Instagram app.

**How to Post Content:** When posting content click on the bottom middle part of the screen.

- Tap the bottom, middle screen
- Tap "Library" at the bottom of the screen and select the photo to share. Or, take a new photo by tapping "Photo" at the bottom of the screen then tap. A video may also be selected
- Once a photo is uploaded filters and effects may be added along with additional photos
- Include the location of Covenant Presbyterian Church in Milledgeville, Ga in all posts

**How to use the Story Feature:** When posting to the CPC Instagram page, tap the camera icon, in the top left of the screen, or swipe right from anywhere in the feed.

- Swipe right, or tap the camera icon in the top left.
- Tap the circle button at the bottom of the screen to take a photo, or hold to record a video to post. To choose a taken photo, swipe up anywhere on the screen.
- You can tap on the screen to draw and add words. Do this as it is appropriate.
- Tap the "Story" when the content is done.

**How to respond to Direct Message:** Respond to all direct messages as it is appropriate.

- Click the paper plane icon
- Click on the user to whom the response is sent.
- Respond to all questions as it is appropriate.

**How to respond to Comments:** Respond to all comments. If it is not needed then press the heart like button on the comment (that is a "like").

- Tap the notifications page and choose which comment to interact with,
- Tap "Mention User" and select the user to whom the response is sent
- Write your appropriate response
- Press "send"

# How to Operate CPC's Facebook Page

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**How to Create a Post:** Ensure that you proofread before posting. If you are quoting someone give due credit.

- Log into CPC's Facebook account
- To publish instantly click, "Write Something" on the main page, type up a post and click "Publish"
- To schedule a post, follow the instructions above, but instead of clicking "Publish" click the arrow next to publish and click "Schedule" and choose a date/time

**How to Schedule a Post:** When scheduling out posts for the next week click "Publishing Tools" on the bar at the top of the page.

- Click "Scheduled Posts" on the left upper side
- Click "Create" in the upper right corner
- Type up the post and schedule it for a future date

**How to Edit a Post:** Go to the main page news-feed, scroll down to the post, click the "..." in the upper right corner of the post. Click "Edit."

- In "Publishing Tools," click "Published Posts" or "Scheduled Posts" depending on the need to edit a post that has already been published, or one that will be published
- Click the post to be edited. Edit the content or change the date it is set to publish and save

**How to Publish a Picture or Video:** Videos that are created by the church can be uploaded directly to the CPC Facebook from the computer or device that contains the video.

- Access to the Video Library click on the "Publishing Tools" tab at the top bar of the main page, then click the "Video Library" on the left
- Click the video from the library that needs to be published
- Click "Create Post with Video," then edit details and publish instantly or schedule the post
- When posting pictures or videos not created "in house" do not infringe on copyright. Ex- If you share a picture from a local photographer to go along with a verse you are wanting to post, at the bottom type: "photo credit Bill James"
- When posting a picture or video directly to the page, click "Share a Video or Picture" from beneath the "Write Something" box

**How to create Ads with Quick Creation:** Ads will be created for large events, conferences and outreach events. Each ad should match the same graphic used to promote the event on the official CPC page.

- Click the Create button
- Fill out information for the Campaign section, now choose a buying type and campaign objective
- Fill out information for the Ad Set, choose a budget, audience, placement, and pricing
- Fill out information for the Ad, choose a name, and format the Ad, then click "publish"

# **How to Operate CPC's Facebook Page**

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**How to respond to Comments:** Respond to all comments unless it is not needed , then press the “thumbs up” like button on the comment.

- Click Reply below the comment
- Type your reply and press enter

**How to respond to Direct Messages:** Respond to all direct messages as it is appropriate.

- Click the envelope icon
- Click on the user for the response
- Respond to all questions as it is appropriate

# Social Media Policy and Guidelines

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This Social Media Policy applies to all online and mobile platforms for sharing content and information, whether controlled by Covenant Presbyterian Church or hosted by others, on which members of the community engage in discussions or activities relating to Covenant Presbyterian. The term “social media” refers to social networking services, blogs, short-message services, message boards, podcasts, image- and video-sharing sites, Instagram, emails to the Covenant email (covenantchurchmville@gmail.com), and the official Covenant Presbyterian Website. The technology around us is constantly changing. Because of this the social media and communications policy applies to all current social media and any platforms created in the future.

Most importantly when using social media your best judgement, bearing in mind Covenant’s need to preserve accountability and a desire to display constant Christian character traits (1 Tim. 4:12).

## Core Values For Social Media

***Be selective*** – Choose the right platform selectively when sending out content and messages. Choose the platform that best targets your desired audience.

***Be smart*** – Please be aware that a post can be visible for the whole world to see and can be shared/screenshotted in many ways. Please be aware and be smart.

***Be respectful*** – Please be respectful at all times. Content posted should be online with church views and teachings. Respect the confidentiality of the content that you publish. Be mindful of posting others’ personal information such as emails, addresses and phone numbers.

***Notify others*** – If there is any content or response that is questionable, please ask the current pastor on how to handle the situation. If it is an emergency call the pastor or an elder.

***Use Judgement*** – Users should use their best judgment when engaging in social media activities and should be on guard against actions and discussions that could harm the interests of our community.

***Speak Up*** - Any use of social media that does not comply with this policy should be brought to the attention of the pastor immediately.

**Photos:** Images of children under 13 without the prior consent of a parent or legal guardian are not permitted to be posted.

**Copyright:** All Covenant Presbyterian Church names, copyrights, and logos are the property of Covenant Presbyterian Church and should be used according to our guidelines.

**Duties of Moderators and Admin:** Moderators of official Covenant social media are responsible for ensuring compliance with this policy. All comment and response areas should be moderated if possible and consistent with the goal of this policy. If inappropriate content should arise, you should delete any comments or content that does not meet the standards of this policy or align with the church.

**Content:** Whatever is being posted, should include content of some form that is relevant to the audience of Covenant Presbyterian Church. Posting a picture, video, or graphic without content does little to benefit to the CPC audience.

Questions concerning the policy should be directed to the Communications Manager. This policy may be updated and modified at any time by the elders and or church leaders.