

Facebook as a Church Resource

- 1. Investigate to see if your church already has a page/business listing on FB by searching the church's name.**
- 2. If a listing already exists, claim it as your own. FB may place an automated call to the church's business line and ask you to verify that you are, indeed, the "Owner".**
- 3. If a page doesn't already exist, create one by going to <http://www.facebook.com/pages/create.php>**
- 4. Begin "Branding" your page, using your church logo, event flyers or pictures of the church.**
- 5. Invite trusted leaders to serve as fellow Administrators of the church's FB page. Many hands makes light work... Also, there should be others who are prepared to take care of curating the page after you're gone.**
- 6. Be sure your information is current and up to date.**
- 7. Use your church calendar and schedule to add events like Easter Sunday or a Community Service Project. Invite others to become involved.**

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- 8. Learn how to “Tag” your page in personal posts using the “@”.**
- 9. Upload pictures of church events (baptisms, youth trips, etc.) and help “Tag” people.**
- 10. Consider making announcement reminders using your page’s Status Update.**
- 11. Create a custom page landing page.**
- 12. If your church doesn’t have a website, or the site you have is not well maintained, consider redirecting your existing URL or using a domain registrar (like hover.com) to create a new URL that links to your FB page.**
- 13. Expose your name to your community by learning about Facebook Ads.**
- 14. Promote awareness about your church by encouraging your congregation to “Check-In”.**