

Social Media Strategies for Small Churches

Social Media Campaign Ideas

- Scripture of the Week – Share one verse with a short reflection, prayer, or graphic each week.
- Behind the Sermon – A short video of the pastor sharing an insight that didn't make it into Sunday's sermon.
- Worship Playlist – Post the week's worship setlist on Spotify/YouTube for people to listen all week.
- Prayer Requests – Weekly post asking: 'How can we pray for you this week?'
- Member Spotlights – Feature one member or family each week with a photo and story.
- Volunteer of the Month – Celebrate those serving behind the scenes.
- Testimony Tuesdays – Members share short stories of God's work in their lives.
- Ministry Highlight – Showcase different ministries (choir, youth, mission teams).
- #ServeSaturday – Photos/videos from service projects or mission work.
- Local Partner Spotlights – Feature local nonprofits or schools you support.
- Needs & Drives – Post clear calls for resources, e.g., 'We need 100 cans of food by Friday.'
- Kids' Quote of the Week – Share funny or heartwarming quotes from children's ministry.
- Youth Takeover Day – Let the youth group run the church account for a day (with oversight).
- Craft or Activity Posts – Share an easy activity tied to Sunday's lesson for families.
- Throwback Thursday (#TBT) – Old church photos, history, or 'remember when' posts.
- Advent / Lent Daily Posts – Scripture, prayers, or art for church seasons.
- Polls & Questions – Invite interaction: 'What's your favorite hymn?'
- Behind-the-Scenes – Photos of rehearsals, set up for VBS, fellowship dinners.
- Pastor AMA – Pastor goes live answering submitted questions.

Best Practices for Church Social Media

- Be consistent, not constant – post regularly 2–5 times per week.
- Prioritize storytelling over announcements – share personal stories, not just event flyers.
- Use video whenever possible – short clips get the most engagement.
- Think relational, not promotional – engage in conversations.
- Leverage church seasons – Advent, Lent, Easter have high reach potential.
- Use clear visuals and branding – consistent colors, fonts, logos build recognition.

- Know your audience and platform differences – FB for older, IG for young families, TikTok for youth, YouTube for sermons.
- Invite participation – ask questions, share polls, encourage comments.
- Measure and adapt – use analytics to see what connects and repeat it.
- Keep it pastoral – aim to spiritually nourish, not just inform.

Where Should Churches Be Present Online?

- Facebook – Strong among adults 30+. Best for events, livestreams, photos, and church groups. Core 'bulletin board' of the church.
- Instagram – Popular with Millennials/Gen Z. Visual storytelling with Reels, Stories, and behind-the-scenes posts.
- TikTok – Dominated by Gen Z/young Millennials. Great for reaching people outside church walls with short, authentic videos.
- YouTube – Used by all ages. Best for sermons, worship services, playlists, and discoverability through search.
- X (formerly Twitter) – More niche, for pastors or churches engaging in denominational/theological conversations. Optional.

✅ Key Recommendation: Start with Facebook + Instagram + YouTube. Add TikTok only if you have capacity and creativity. Do 1–2 platforms well instead of spreading thin.