

Church Social Media Audit in 3 Steps

1. Basics – *Establish best practices and consistent branding across platforms.*

- Choose a **username** that's reasonably short and identifiable with your church. Try to use the same username across all social media platforms. (For example, the Diocese of Newark uses *dionewark*, as in *facebook.com/dionewark*.)

Note: Platforms may not enable usernames until certain criteria are met, such as a minimum number of followers.

- For the **profile image**, use a recognizable logo or welcoming church image. Again, use the same profile image across all social media platforms.
- Choose a **cover image** that's visually appealing; update it seasonally or with events.
- The **"About" section** should include:
 - Worship times;
 - Website link;
 - Address and contact info;
 - Short welcoming description.
- Have at least two **admins** with login access, for continuity.
- Establish a **photo permission policy** – especially for minors.

2. Content – *Strive for posts that are meaningful and engaging.*

- Posts should reflect your church's **values and mission**, with a positive tone that is respectful and inclusive.
- Establish a **consistent posting schedule** at a manageable frequency that works for you.
- Balance posts between content for **members** and content for **newcomers**.
- Include a clear **call to action** ("Join us Sunday," "Learn more," etc.).

3. Engagement & Interaction – *Don't just broadcast; build an online community.*

- **Tag** people, organizations, or locations when appropriate.
- Use relevant **hashtags** (i.e., #EpiscopalChurch #YourTownName, etc.).
- Strive to **respond to comments and messages** within 24-48 hours.
- **Like and share** relevant diocesan or ministry partner content.
- **Encourage members to share your posts** to their networks.