

Social Media Worksheet



1. WHAT KIND OF TOOL DO YOU WANT SOCIAL MEDIA TO BE FOR YOUR CHURCH?

How do you want your congregation, people in your community, and even people throughout the country or world to engage with it? Answers might include:

- Build a community for your congregation
- Create a welcome mat for those in the community
- Give hope, advice and encouragement to people not yet connected with your church
- Create opportunities for people to take a spiritual next step
- Connect followers or visitors with a pastor
- Create a space where people can meet others who are like them
- A combination or all of the above?

2. HOW DO YOU WANT YOUR COMMUNITY TO FEEL AND THINK ABOUT YOUR CHURCH?

3. WHAT WILL YOUR TONE/VOICE/KEY MESSAGING BE AS A RESULT?

4. WHICH PLATFORMS WILL HELP YOU ACCOMPLISH YOUR GOALS?

5. HOW CAN YOU TAKE THE NEXT STEP TO MAKE PROGRESS?

It's okay to start small. Is there someone on your team who can create and/or schedule posts? Is there someone who might be excited about volunteering in this area?