

***The Creative Arts Team Exists to Craft Content and Experiences  
that lead people to become fully engaged followers of Jesus!***

### **NLC Social Media Principles**

1. We are Social Media Mentors versus Managers- we are not managing things; we are working with people.
2. We are focused less on promotion and more on sharing how something has impacted a person's life.
3. Social Media is for others - we like people's photos, look up followers, follow others back, and respond to people's comments (engaging with them).
4. We connect with people rather than "collect" people.
5. We are thoughtful more than strategic.

**\*\*In light of COVID- 19 let's be sensitive to what people are experiencing- financial burden, physical illness, fear and anxiety, familial pressure/responsibility.**

**\*\* You reap what you sow- we want to invest in people and be more concerned about them than what they can do for us.**

### **7 Guidelines on Approaching Social Media**

1. **PERSONAL** (voice, sound, pictures used, as opposed to corporate or unapproachable)  
How? Avoid too much promotion. Use "we" or "you" versus "I" language In a post.
2. **THOUGHTFUL** (caring about people and what they may want/need, what can I do for you?  
Driving force is to help others)  
How? Post about things that matter to people- Example: what would parents want to see during this time? What does the elderly person need? **RESPOND TO PEOPLE** and give a timely

response- treat people the same as you would on your own account. People are needing prayer and we as the church can provide prayer.

3. **SOCIAL** We talk about things that make people disciples, making genuine connections, otherwise it seems all we care about is our announcement. So, we also talk about other communities or organizations. Share other people's posts (within boundaries).

### **Social Media Standards**

1. **REAL** (behind the scene, not fake, what's really happening, highs and lows, honesty, testimonials, transparency about the current situation)
2. **PEOPLE** (faces of kids, mom, dads, young adults etc. in their homes, how they are coping during this time, how they are keeping busy)
3. **LIFE** (smiles, people having fun, online community, showing life found in Jesus, while addressing real fears and struggle)
4. **ADVENTURE** (how can we make this time at home fun- bible is a collection of people on an adventure) Young families, Next Gen and Young adults long for an adventure that's full of faith, so we depict that through posts.
5. **Represents the Heart and Voice on NLC** (family orientated, friendly, truthful, optimistic, young, fun, professional, full of faith, addressing real needs through Freedom principles)
6. **Quality photos and Videos** (aesthetics does matter)
7. **Targets the Audience** (ONLY post content if it is relevant for 50% or more of audience, unless it is about core values, or is a Level ½, or it is providing info to another social media account that we have)

### **Target Audience/Market**

1. Young Family Orientated
2. Primary target: 35-year-old male
3. Secondary target: Young Adult/Youth
4. Retired/older population (**especially during this time as they are in the high-risk category**)

## **Channels**

1. Facebook (active)
2. Instagram (active)
3. Twitter (active)
4. Tik Tok (Collide- active)
5. You Tube (recently active)
6. LinkedIn

## **Breakdown of Social Media Posts**

1. Promotional posts about local missions (non-weekend) (1 post per week)
2. Online services (3-4 posts a week)
3. General value adding (Prayer/praise reports, Bible scripture, words of encouragement, community engagement, fun, quizzes/trivia etc.) (4-6 per week)
4. Weekend recap (1 per week- usually Monday)
5. Testimonies/Wins/Reposting/Sharing (2 per week)
6. Resources (1-2 per week)
7. Celebrate (online groups/watch parties etc.) (3-4 posts per week)
  - Content broken up between Stories/Feed/IGTV/You Tube
  - More pictures of men than woman (4:2), increase Next Gen on NLC account

## **Percentages of Posts**

- General Add value (40%)
- Testimonies/Groups/ Add Value (30%)
- Promotional about local missions (5%)
- Promotional about ministries (10%)
- Online services (10%)
- Weekend Recap (5%)

## **Content**

1. Tag people in photos

2. Respond to people's photos, comments (not waiting for them to respond to us)
  3. Follow others and share others' posts when tagged in them.
  4. Add value: Worship, Devotionals, Bible reading plan: SOAP
  5. Have encouraging verses with visually appealing content and application
  6. Include Prayer Requests and Praise Reports (people can be praying for others)
  7. Invite people into COMMUNITY/GROUPS
  8. Focus on the New believer and getting adjusted
  9. **Language is CRUCIAL**- not excluding but including, avoid Christianese
  10. More behind the scenes
  11. More vulnerability
  12. More IGTV
  13. More Live Stream
  14. More Video
  15. Posts that are practical to life at home (marriage/dating/raising children/addiction/mental health) and have resources
  16. High encouragement
  17. Highlighting others
  18. Lots of Testimonies
  19. PRAYER AND PRAISE REPORT
- Digital ads (FB, IG, Google)
    1. Testimony videos ("I can relate to others, I'm not alone in the struggle")
    2. Encouraging graphics/photos ("God cares about me, His people (the church) care about me")
    3. Add value ("I can apply this to my life and make it better")

### **Guidelines for Content**

- Incorporate current topics in church (maybe series etc.)
- Physical Health and Safety
- What's in the heart of our pastors during COVID- 19 (guidelines from weekly staff gathering)
- Incorporate scripture in a refreshing way

- Incorporate FUN and JOY
- Address people's concerns- find out what people want and give it to them through the lens of Jesus.
- Address PRAYER and Fear/hopelessness etc.
- Link content to the NLC website (however, be careful as too many links can also tamper with the Facebook algorithm in leading people to our platform/page. Therefore, rather write "go to our church website for more info" instead of always posting the direct link.
- Speak about the "WHY" instead of the "WHAT"- for example- talk more about why people should watch church online or join an online group or serve (testimony of life change/fun) versus just saying what the group/online is.
- Include quizzes on stories/fun trivia questions
- Time lapse/behind the scenes
- Focus on loving others
- Posting the set list of songs for weekend through Spotify
- Post about Next Level groups/serve team
- Repost people's Stories who tag us in their stories
- When posting about Youth, tag @collideswfl and @next\_level\_kids
- When posting about someone specific, use their hashtag i.e. @sarah\_j\_keller

## **Channels and Uses**

### **Facebook**

- 2+ Billion monthly users, men and woman, 18-65 or older, "older generations"
- *Most popular social network in the world*
- More relational than aesthetic
- Longer videos (more than one minute)
- More community engagement, less fast paced
- More live stream

### **Instagram**

- 1+ Billion users, men and woman (18-64)

- One of youngest social networks, most users are under 25.
- Very aesthetic, pictures vital
- Less engagement, fast paced, trendy
- Shorter captions and videos (less than one minute)
- IGTV (becoming more popular- less than 5 min video clip)
- Great marketing platform
- More live stream

### **Twitter**

- 330 million users, men and woman (18-49)
- Good to engage major conversations happening in the world
- Most accessible network
- Need concise, interesting and short captions (280 characters or less)

### **LinkedIn**

- 303 million, men and woman (25-64)
- More formal and professional platform
- Target business professionals, decision makers and influencers

### **Google**

- Largest search engine in the world
- Promote church/new campus/ events

### **You Tube**

- 2 Billion users monthly, men and woman-18-65 and older
- *Second largest search engine in the world after Google*

### **Tik Tok**

- Downloaded 80 million times in US
- Video sharing social networking service
- Create short lip-sync, comedy, and talent videos (3-15 sec) or loop video (3-60 sec)
- Very popular amongst Younger Generation

- Collide Target

## **Language**

### **Avoid**

- “I” language unless it’s someone’s testimony
- Personal attacks and hate speech, such as attacking or calling into question the faith of an individual or group.
- Threats, derogatory jokes, ambiguous language that could have the potential appearance of evil (Be sensitive to how the majority of people would feel about that post)
- Cliché’s or the same phrases repetitively “We can’t wait”- be creative in how we say something
- “Christianese”- words such as “this season”- rather try and speak everyday language that the new believer can understand, or if using those words, make sure it is very clear what you mean by it.
- Lots of heart and feminine emojis (unless directly for an event like Sisterhood)
- Exclusive language

### **Use**

- “you” and mostly “we” language
- Correct Grammar and spelling!
- Address: Hello Church, Church family or fam, sons and daughters of God (familial)
- Friendly, loving language but always keep 45-year-old male in mind (not too feminine)
- Clear, simple language that is relatable to anyone
- Inclusive language
- Incorporate our Core values (You belong, You are not alone, You have a safe place and family here, We care about you, We want nothing from you but everything for you, We’re better together)
- Everyday language that the new believer can understand
- Be encouraging and optimistic while remaining authentic and highlighting a struggle

### **Voice**

- **Nurturing, Professional, Faith filled, Family orientated**

## **NLC Social Media Accounts**

### **Kids**

- Target families
- Platform: FB, IG
- Fun, friendly, adventure
- Highlight parent's needs (parents are the primary target)
- Parenting advice on raising kids, fun posts about their kids etc.
- 2-3 posts per week (70% add value, 30% promotional: jump start/child dedication etc.)

### **Collide**

- Target Youth
- Platform: IG, IGTV, Tik Tok
- Fun, Life, authentic, adventure, encouragement, identity focused
- 2- 3 posts per week (80% add value, 20% promotional)

### **Relational Network**

- More professional voice
- Platform: LinkedIn, IG, FB, Twitter
- 2 posts per week on platform (80% add value, 20% promotional)
- Include testimonies of wins in the network
- Include value adding material
- Highlight churches reaching their goals/churches in need of help
- See *Communications for the Relational Network* (Google Drive)

### **Best Time to Post**

- Look at the current analytics on the account to see when people are online.

**\*\*SEE ONLINE ENGAGEMENT PLAN\*\***