



POSTING BY PLATFORM

We'll Make a Guru Out of You

In recent years, thousands of studies have been done on social media, how to use it, why people are so enamored with it and its best practices. Luckily for you, we went ahead and did the research so you don't have to. You get to benefit from hours of reading with a few short tips and tricks for each platform. We know, we're pretty nice.

Whether you're managing your ministry's Facebook page or trying to post new content for your ministry partners, it's imperative you keep up with trends in social media.

FACEBOOK

1. Don't forget weekends: The interaction rate for

posts on weekends is 14.5 percent higher compared to weekday posts. The best part? Only 14 percent of all posts are published on Saturdays and Sundays. Facebook fans like to use social media when they have down time, which is why the weekends have such high interaction rates.

2. Facebook interaction should occur during "nonbusy hours": People are more likely to spend time perusing Facebook when they're at home, 8 p.m. to 7 a.m.

3. Only post one to two times a day: Brands posting just a few times a day see 19 percent higher interaction rates than those who post three or more times a day. The key is to not bombard fans with too many posts, as the News Feed Optimization penalizes that.

4. Keep it short: Posts with 80 characters or less receive 23 percent higher interaction than longer posts. Take time to figure out how to make posts concise.

5. What do you think: Posts asking questions generate 92 percent higher comment rates than non-question posts.

6. Ask fans to do something: Call your fans to action. Ask fans to “caption a photo”, give their opinion, or vote “yes or no”. These options see interaction rates 48 percent higher than average. Don’t ask them to “like” or “share” your content though. Facebook algorithms penalize that.

7. Make your social network site social: When fans take the action you should comment, share or like it, don’t ignore it. Fans want to see you appreciate their interaction and see the conversation goes two ways. A simple “Thanks!” goes a long way.

TWITTER

Did you know Twitter has 232 million active users? What a powerful ministry tool that is simple to use and can reach the masses.

1. Be a weekend warrior: Twitter engagement on the weekend is 17 percent higher than weekday tweets. The best part? Only 19 percent of companies are using the social media site on the weekends.

2. The worst of times: The best time for tweeting is when people are at their business. Tweeting between 8 a.m. and 7 p.m., known as busy hours, receives 30 percent higher engagement than tweets during non-busy hours.

3. Keep tweets short: I know what you’re thinking, it’s already 140 characters and it still needs to be shorter? Yes, tweets that contained less than 100 characters received 17 percent higher engagement compared to tweets longer than that.

4. Use the hashtags: Brands using the search tool received two times more engagement than those without them. But engagement drops if you use more than three.

5. A picture's worth: A picture helps with replies, retweets and views on Twitter. Tweets with photos or links receive twice as much engagement.

6. And action: Ask users to retweet. It works! Tweets that contain "RT" or "ReTweet" receive 12 times higher retweet shares compared to those without a call to action.

INSTAGRAM

Currently, 90 percent of the 150 million people on Instagram are under 35 years old and the fastest growing population on Facebook is 65+. That means if we want to reach the next generation we need go no further than their phone to plug events, share stories and promote ministries through the photo sharing application.

1. Post consistently: Users like to see a variety of photos from different accounts in their feed. Post often enough to keep them engaged, but keep them wanting more. Spread your posts out throughout the day or over a few days.

2. Short and sweet: As you probably have guessed, keeping posts short is the common theme throughout social media. If you have long wordy paragraphs under your Instagram post, few will read it and they will skip right over you. Keep characters to a minimum and only add information that is necessary.

3. Use filters: Photos with filters generate more engagement than those that don't. It's all about how the photos look. Test out different filters and find out what your audience enjoys seeing. Statistically, Mayfair is the filter that generates the most interest overall.

4. Hashtag it up: Well, don't go crazy, use two. But adding hashtags is super important for networking, visibility and engagement. (See the Hashtags and Campaigns section)

5. Engage with your audience: Interact with the community by asking questions in your caption and responding to comments.

6. Develop storytelling strategies: Instagram videos let you bring static moments to life. Think about the types of photos you already post and how you can use video to add depth to that.

NOTES:

Social Quick Tips



twitter

- POST ON WEEKENDS AND WEEKDAYS
- 3-5 TIMES A DAY
- 8 A.M. TO 7 P.M. HAS BEST ENGAGEMENT
- USE HASHTAGS
- 100 CHARACTERS OR LESS
- ASK FOR RETWEETS

Instagram

- POST TWO TIMES A DAY
- USE HASHTAGS
- SHORT AND SWEET
- USE FILTERS
- POST VIDEOS
- ENGAGE WITH AUDIENCE

facebook®

- POST ON WEEKENDS AND WEEKDAYS
- ONE TO TWO TIMES A DAY
- 8 P.M. TO 7 A.M. HAS BEST ENGAGEMENT
- 80 CHARACTERS OR LESS
- ADD A PHOTO
- ASK A QUESTION
