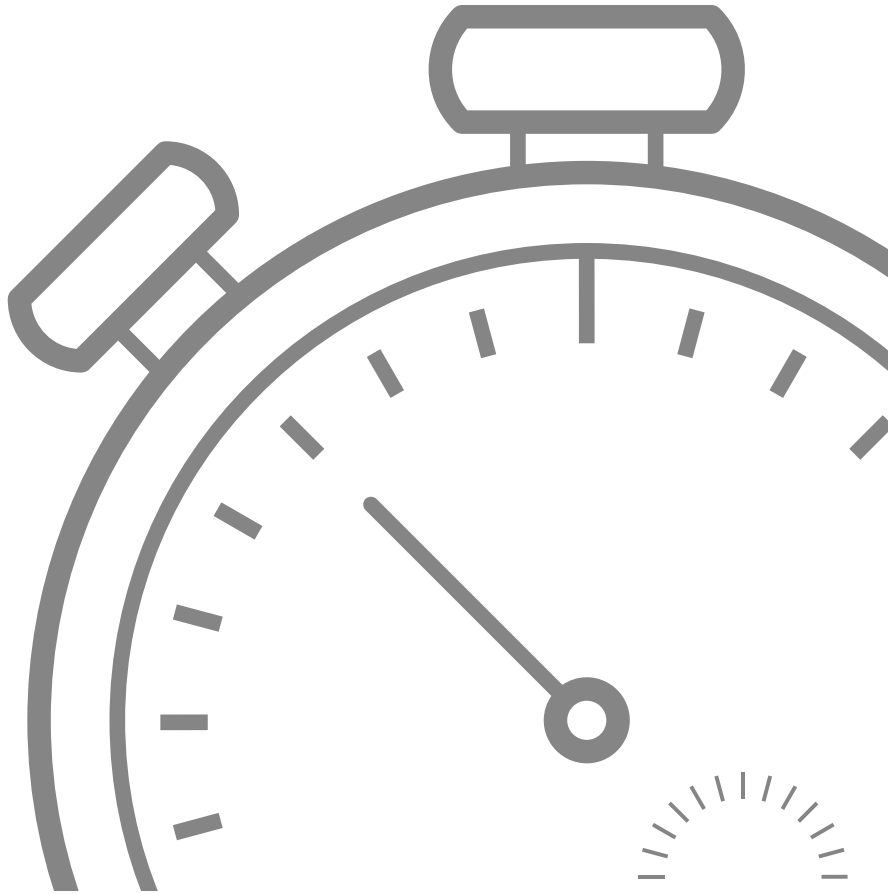
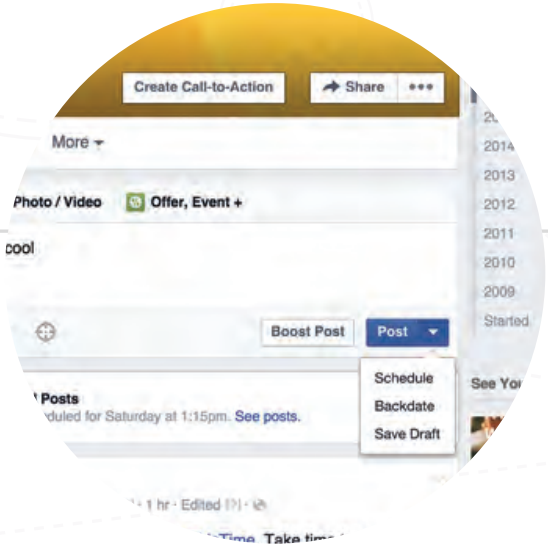
SCHEDULING & ANALYTICS

Channeling Your Spidey Senses

Wait a minute, you don't have super human abilities to slow time and check off your entire to-do list in a day? You must be joking?! We know you don't have all the time in the world, but by now you know social media is vital for your ministry. But what if you could take a few minutes at the beginning of the week and knock out all your social media posts at once? Well, you're in luck!

Here are a few tools you can use to schedule posts in advance and keep your sanity in intact.





Facebook makes it easy to schedule a post. Go to your page and click the arrow on "Post".

Select the date and time you want your post to go out. This option is only available for fan pages so if you're still working as a group page we suggest making the transition.

We know you're on a budget, so we suggest using Hootsuite to schedule posts to Twitter. Simply click the "Compose Message" area at the top left of your screen.

Once it comes up you can create your message.

Then, hit the calendar icon and select the date and time you want your tweet to appear. Be warned, Hootsuite uses links for graphics so we suggest posting those organically if you have the time.

You can also use Hootsuite for listening to what people are saying about certain hashtags, when you've been mentioned and what your followers are talking about. Just create a "stream" with what you want to see. **Learn how on Hootsuite.com!**

ANALYTICS

I know the word “analytics” can make some people run for the hills screaming. But social media companies are working to make learning analytics easy. These analytics will help you understand if a campaign was successful, what posts are doing well and what needs to be adjusted in your posting.

To track analytics in Facebook, go to the “Insights” section of your page.

Insights shows you how your page is doing from the number of likes per week to how your posts are doing with engagement and reach (check out the “Jargon” section to see why it’s important).

You can even take a closer look at each post to see details of how it did by clicking on a particular post.

Hootsuite also shows some analytics. Simply click “Twitter Profile Overview” and select the date range you would like to learn about.

Hootsuite will tell you how many followers you gained each day, as well as how many link clicks a post received.