





LAKESIDE

Social Media Strategy and Guidelines

Be relational, not promotional.

Strategic Goals



Rolling

	+25% Reach Each Month
	+20% Reach Each Month Min. 1,000 Content Interactions per 30 days

Factors that will lead to success:

- Commitment to schedule and consistency
- Pursuit of Lakeside's mission
- Provide engaging content

Static (to be completed by Dec 31, 2021.)

	5,000 Page Likes
	2,000 Followers

Factors that will lead to success:

- Strong in-person engagement
- Proper promotion and graphics at in-person events
- Invitation to engage on social media
- Consistent and strong on visual appearance

Social media can be used as a valuable outreach tool to accomplish Lakeside's mission: To transform as many people as possible into followers of Jesus.

Additionally, social media can be utilized to build and cultivate a positive culture within the church that promotes living out the mission of Jesus.

Prior to each post, ask these questions regarding content:

Does this content support the mission of Lakeside?

Does this content promote a real, relational, and hopeful culture?

Types of Content

Recap Reel (IG Only)

- Should include visuals from that day's gathering
- Music that does not include curse words or anything implying anything sexual

Weekend Preview

- Use the same language as used in Friday's 'Lakeside Life Email'
- Use a photo that reflects the weekend (indoor, outdoor, baptism, etc.)

Livestream

- A personal livestream on either Instagram or Facebook will be an extremely valuable tool in community and culture building.

Event Posts

- Use an image that reflects what the event is (people, faces, worship, etc.)
- Avoid text-only
- Request for engagement to build excitement and momentum

Previous Message

- 1 min or less video clip from weekend's message
- Photo of speaker + text quote is OK
- Reels can also be used (NOTE: If posting a feed post and reel, do not show reel on feed)

Scheduling Guidelines



Facebook

3-4 Posts per Week

- 1 Highlighting Previous Weekend message
- 1 Highlighting upcoming event(s)
- 1 Highlighting upcoming weekend message (done or Saturday)



Instagram

3 'feed' posts per week

- 1 Highlighting Previous Weekend message
- 1 Highlighting an upcoming event (unless doing a promotion week)
- 1 Highlighting upcoming weekend message (done or Saturday)

1-2 'reels' per week

'Recap Reel' Sunday afternoon

Unlimited Stories

Stories are mainly used to gain engagement and support student ministries

Example Schedule

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
FB		Event Post	Previous message clip/quote		Event Post/Scripture reminder	Fun Post	Weekend Preview and Invite
IG	'Recap Reel' Stories during service Story for MSM	Event Post Engaging story	Previous message clip/quote	Story for HSM	Story promo for events Story promo for weekend	Fun Post/Story	Weekend Preview and Invite

Types of Posts for Increased Engagement

For Instagram

- Reels
- Story Questions
- Story Polls
- Follow-up question in caption

For Facebook

- Invite comment on Gathering Livestreams
 - Invite to comment on Prayer
 - Ask for prayer requests
 - Follow-up questions to previous gatherings
- It is essential to provide opportunities for engagement on Social Media.
 - Engagement should convey excitement, be faith based, or encourage sharing. Event promotions rarely generate engagement.

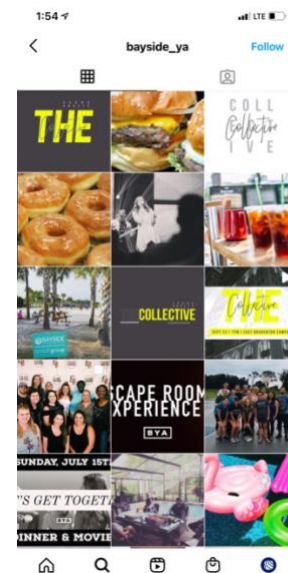
Visual Guidelines

- Posts including natural colors and non-stock photos generate most reach and engagement
- Avoid posts with just text
- Always include journey lines, pebble logo, or sermon series artwork if applicable
- Refer to the Brand Guidelines document for visual branding guidelines:
../Downloads/BrandStandards_Design.pdf

Strong IG Visuals



Poor IG Visuals



General Notes

Social media assists in promoting a Jesus-centered culture. Instead of directly inviting people to join an event, create a visual atmosphere that is desirable for a Jesus follower.

Followers **MUST** feel like that are a part of something bigger than the church.

Social media helps bridge the gap between adult ministries and student ministries. Consistently promote and support student ministry events.



**This document should be evaluated once a quarter for relevance, accuracy, and effectiveness.

Last updated 07/21/21