Church Social Media Strategy Worksheet

Assessment

Method or Service	Purpose, Goal, Audience	How Often and Who posts	Grade Yourself (A, B, C, D, F)

Examples:

Method: Facebook Page, Facebook Group, Twitter, Website, Tumblr, Text Messaging, Email newsletter, Pinterest, Instagram, Blog...

Purpose: To reach people outside of our church. To communicate to our members. To hold an online Bible Study.

How often: Post once a week, twice a week, monthly

Rate Yourself: B+

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Strategy going forward

Method or Service	Purpose	How Often and Who	Measurable Goal

Examples:

Method: Facebook Page, Facebook Group, Twitter, Website, Tumblr, Text Messaging, Email newsletter, Pinterest, Instagram, Blog...

Purpose: To reach people outside of our church. To communicate to our members. To hold an online Bible Study.

How often: Post once a week, twice a week, monthly

Measurable Goal: To get 100 new likes in 6 months. To see 10 new members a year due to digital evangelism.

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