

SOCIAL MEDIA STRATEGY

Christian Leadership Concepts



Presented by Michele Lee Niec
(615) 516-2771 | Michele.niec@gmail.com
December 2019

1. CHRISTIAN LEADERSHIP CONCEPTS – CORPORATE

Facebook Audit:

- 18 posts in 2019
- 5,077 people like this page
- 5,036 people follow this
- 286 check-ins
- 2019 top engagement – Craig’s post about his daughter (65 likes, 8 comments)
- Last CLC community mention September 2018
- Last review Feb. 2019 – Ask all finishing the program to post recommendation/review
- Missing *founding date* – shows longevity
- Use of three memes – good engagement
- Does not match LinkedIn information (e.g. location)

PAGE SUGGESTIONS:

- Add Founding Date
- Update FB cover photo to collage with real participants of all ages to make more relatable
- Add introductory video

CONTENT SUGGESTIONS

- DAILY prayer or message (these can be scheduled in advance)
 - Alternate written, recorded, live stream
 - Always use images
 - Incorporate video with text
 - 85% of FB videos are viewed without sound
- Events – Use events to promote each new group starting (shows broad reach – not just Nashville)
 - Incorporate hashtags
 - Incorporate community tagging
- Welcome announcement for each new group starting
- Share stories of how God is at work (e.g. Charis’ story)
- Encourage the sharing of photos
- Using tagging in all photos and posts (extended sphere of influence)
- Share milestones (e.g. 1000th participant or group)
- Share quotes as images
- Explore uses of memes to boost engagement (use meme generating sites for better images)
- Explore GIF posts to boost engagement

FACEBOOK ADVERTISING

- Target donors
 - 39% of non-profit donors reported that they look up an organization within 24 hours of seeing a video ad (credit: Think with Google)
 - 87% of donors use search on their mobile devices (to which they are nearly always connected), to learn more about the non-profit.
 - Following search, 75% of donors go to the non-profit’s website to learn more about them before deciding whether to give

NEW TWITTER ACCOUNT for CLC – Corporate

- For ease of use, link all CLC Corporate Facebook posts to Twitter
 - 40% of 18-29 year olds use Twitter
 - 27% of 30-49 year olds use Twitter
 - 19% of 50-64 year olds use Twitter
 - 8% of 65+ year olds use Twitter

Available for consideration:

- @CLC_Men_US
- @MenCLC
- @ChristianMen

Consistency in Messaging

- Establish brand hashtags:
 - #CLCallin
 - #CLCnextsteps
 - #CLCE2E
 - #ChristianLeadershipConcepts
- Do NOT use:
 - #CLC (Japanese girl pop group)
- Use **establish** hashtags to broaden audience
 - #ChristianLeadership
 - Metrics 12/20-12/28
 - 34 posts
 - 18 users
 - 84764 reach
 - 189260 impressions
 - **Reach** is the total number of people who see your content.
Impressions are the number of times your content is displayed, no matter if it was clicked or not. Think of reach as the number of unique people who see your content while impression means that content was delivered to someone's feed. (Google)
 - #ChristianMen
 - 41 posts
 - 3 users
 - 14036 reach
 - 510582 impressions
 - #BibleStudy
 - 84 posts
 - 67 users
 - 131117 reach
 - 165004 impressions

LINKEDIN AUDIT

- Multiple Accounts (Knoxville, Atlanta)
 - Opportunity here for further discussion not presented in this strategy

- **2. CHRISTIAN LEADERSHIP CONCEPTS – ALL IN PROGRAM**
- Two-year program
- 12 modules
- Target demographic – Men 50+

SUGGESTIONS

- ALL IN Facebook **GROUP (CLC All In)**
 - 2019 Facebook statistics
 - 68% of adults use Facebook
 - 65% of online men use Facebook, 72% of online women use Facebook
 - 78% - ages 30-49
 - 65% - ages 50-64
 - 41% - ages 65+

FACEBOOK CONTENT SUGGESTIONS

- Module-related posts 3x per week (these can be scheduled in advance)
 - Alternate written, recorded, live stream
 - Always use images
 - Incorporate video with text
- Utilize files
 - Module-specific (same as available on website)
- Units = Modules
 - Establish 12 units containing support for each module
 - Additional Reading
 - Shared support videos
 - Module testimonial videos

3. CHRISTIAN LEADERSHIP CONCEPTS – NEXT STEPS PROGRAM

- One-year program
- 9 modules
- Target demographic – Men 30s – 50s

SUGGESTIONS

- Next Steps **Facebook GROUP (CLC Next Steps)**
- Next Steps **Instagram account**
 - 64% of 18-29 year olds use Instagram
 - 40% of 30-49 year olds use Instagram

FACEBOOK CONTENT SUGGESTIONS

- Module-related posts 3x per week (these can be scheduled in advance)
 - Alternate written, recorded, live stream
 - Always use images
 - Incorporate video with text
- Utilize files
 - Module-specific (same as available on website)
- Units = Modules
 - Establish 9 units containing support for each module
 - Additional Reading
 - Shared support videos
 - Module testimonial videos

INSTAGRAM CONTENT SUGGESTIONS

- Establish Next Steps business page
 - Link to website
 - Contact us
- Daily post must include graphic with text
 - Quote authors used in program
 - Spiritual message or challenge for the week
 - Program news
- Utilize hashtags
 - Local if sharing news from a specific area: #coloradosprings
 - Trending: #christianmen
 - Related: #bible, #faith, #god
 - Branded: #christianleadershipconcepts
- Utilize Instagram Stories
 - Engage with followers
 - Polls
 - Animations
 - Questions

4. CHRISTIAN LEADERSHIP CONCEPTS – ELBOW TO ELBOW (E2E)

- One-year program
- 12 modules
- Target demographic – Younger Men ages 22-35

SUGGESTIONS

- E2E Facebook GROUP (CLC Next Steps)
- E2E Instagram Account
- E2E Twitter Account
 - Available names include
 - @CLCE2E
 - @CLC_E2E
 - @ElbowtoElbow
 - @Elbow2Elbow

FACEBOOK CONTENT SUGGESTIONS

- Module-related posts 3x per week (these can be scheduled in advance)
 - Alternate written, recorded, live stream
 - Always use images
 - Incorporate video with text
- Utilize files
 - Module-specific (same as available on website)
- Units = Modules
 - Establish 12 units containing support for each module
 - Additional Reading
 - Shared support videos
 - Module testimonial videos

INSTAGRAM CONTENT SUGGESTIONS

- Establish E2E business page
 - Link to website
 - Contact us
- Daily post must include graphic with text
 - Quote authors used in program
 - Spiritual message or challenge for the week
 - Program news
- Utilize hashtags
 - Local if sharing news from a specific area: #coloradosprings
 - Trending: #christianmen
 - Related: #bible, #faith, #god
 - Branded: #christianleadershipconcepts
- Utilize Instagram Stories
 - Engage with followers
 - Polls
 - Animations
 - Questions

TWITTER CONTENT SUGGESTIONS

- Promote new groups
 - Utilize location hashtags: #Pittsburgh
 - Related: #bible, #faith, #god
 - Branded: #elbowtoelbow
- Share articles
- Follow those who you want to follow you
- Retweet authors and Christian leaders
- Include shortened URL link to website when character count allows
- Use emojis (it's okay, really)
- Use images
- Use Gifs
- Use Memes
- Use Twitter etiquette
 - Favorite all mentions
 - Retweet messages or influential followers who mention CLC or E2E
 - Tag and give credit to sources for articles you post (that are not your own)
 - Thank users when they begin following CLC or E2E
- Use Twitter lingo to help with content, for example:
 - RT—Retweet: Use when you re-post someone's exact tweet
 - MT—Modified tweet: Use when you paraphrase a tweet written by someone else
 - DYK—Did You Know: Use to start a tweet where you present a pointed fact
 - ICYMI—In Case You Missed It: Use to start a tweet about something newsworthy or relevant (can be your own news)
- Tweet on the weekends
 - Twitter engagement is roughly 17% higher on the weekend

5. TOOLS TO CONSIDER

- Canva Pro - \$9.95/mos*
 - A must have for content creation
 - *free version available but limited
- Social Media Management:
 - Class Intercom (not just for classes) – **Personal Recommendation**
 - Collaborative Content Scheduling
 - Content Moderation & Approval
 - Monitor & Control User Access
 - Social Activity Monitoring and Notifications
 - Unlimited Users
 - Give EACH DIRECTOR the capability to post without sharing passwords!
 - Other Social Media Management Tools
 - Buffer for straightforward social media scheduling
 - Hootsuite for all-in-one social media scheduling, monitoring, and analytics
 - Sprout Social for team-based social media management