



Social Media in the Age of COVID-19

Caffeinated Church

Who Uses Social Media?

Facebook hosts **2.45 billion** monthly active users each month.
That's 1.62 million a day!



Instagram is close behind at **1 billion** monthly active users.



Twitter has **330 million** monthly active users.

Facebook saw a **70% increase** in usage of all of its apps in the month of March.

Twitter has been seeing **23%** more daily users than a year ago.



How Important is Social Media?

As of 2020, there are 100,000 faith based communities on Facebook and growing.

“First, try to see your church through the eyes of a stranger: what is its personality?”

“What is your church doing that is warm, welcoming, and relevant? Share that!”

Facebook's 6 Steps to Keep the Faith Community Connected



Faith on Facebook
Resource Hub

Step One: Keep Yourself and Your Community Safe and Informed

- Stay up to date by following credible, official sources so you can respond quickly to changes.
- Follow your local government health department
- Follow the CDC on [Facebook](#) or [Instagram](#)
- Follow the WHO on [Facebook](#) or [Instagram](#)

Step Two: Stay in Touch

- Share information with your community using your FB page, FB Group, email, website, WhatsApp, Messenger, text messaging, phone trees and more.
- Pin important posts to the top of your Facebook Page.
- Mark Facebook Group Posts as announcements for higher visibility.
- Keep your community informed on how to stay connected.

Step Three: Host worship, prayer, and study online.

- Use Facebook Live to host online events.
- Start a live video from the Facebook app on your phone to broadcast live services.
- Add a dial-in number to make it possible for people to listen to your broadcast from any telephone.
- Utilize Live Tab Pages so it's easier for followers to find live broadcasts.
- Add a host badge to admins, moderators, or editors of your page.
- Prominently display a link to an external website during your live broadcast.

Step Four: Build Community Through Facebook Groups

- Use your Facebook page to share information about your organization
- Use Facebook Groups to learn together, pray together, and connect on a deeper level.
- Implement the Join Group button on Facebook Live to highlight your group during a live broadcast.

Step Five: Sign up for Charitable Giving Tools on Facebook

- Any organization with 501(c)3 status and a verifiable tax ID number is eligible to sign up for Facebook's charitable giving tools.
- Once approved, you'll receive 100% of the donations you collect.

Step Six: Use Facebook Fundraisers to raise money with your community.

- Enable your readers to give through Facebook by creating a page fundraiser.
- Tap into a dedicated community across multiple digital channels & platforms to drive awareness to your organization's Facebook Page Fundraiser early on in the campaign.
- Monitor the donations and give frequent updates on your organization's fundraising progress. Increase your fundraising goals when necessary.
- Reveal “milestones” reached in your fundraiser and encourage your supporters to share your fundraiser with their social networks.

Faith on Facebook Toolkit

Facebook's toolkit includes how-tos for using FB pages, live, groups, learning units, watch parties, and more.



Faith on Facebook Toolkit

Keep your faith community connected with these resources.

Instagram Features for Small Businesses

Instagram for Business COVID-19 Playbook's includes tips for taking action during a crisis, including instructions on IG live, IGTV, and Instagram shopping.

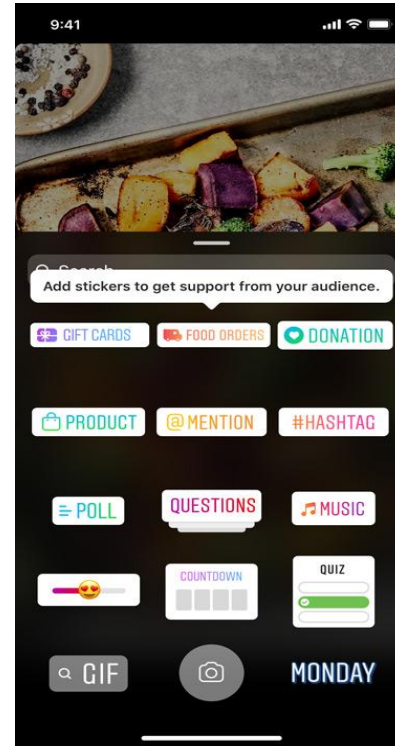


INSTAGRAM FOR BUSINESS COVID-19 PLAYBOOK

How brands can take action during a crisis

Instagram Features for Small Businesses

- Instagram has added the ability for businesses to add a gift card, order food, or donate button on stories and their profile.
- Churches can take advantage of the donate button, after first creating a personal fundraiser on Facebook and inputting that link on Instagram.



Best Practices for Posting Times

Facebook

- Pre-COVID, the optimal time for posting was on Wednesday between 11am and 12pm
- In the past two months, the best times to post are **Monday, Wednesday, and Friday from 10am to 11am.**

Instagram

- Pre-COVID, the best times to post were Wednesday at 11am and Friday from 10am-11am.
- Now, **Monday, Tuesday, and Friday at 11am** and **Tuesday at 2pm** are the best times to post for maximum engagement.

What Should Churches Post During a Pandemic?

- The goal of social media changes during a pandemic.
- Instead of using keywords like “uncertain times” and “in these difficult times”, focus on fostering and strengthening your community.
- Do this through live-streamed services, providing useful info from reputable sources, and prompting followers with questions on handling quarantine.



What Should Churches Post During a Pandemic?

- Brands that stand out during COVID-19 focus on servant leadership, such as Spindrift and Uber helping those on the front lines.
- Churches can focus on how they are helping their community, such as grocery shopping for older members, or educating followers with news from local authorities.



Additional Resources

[4 Steps to a Social Media Strategy During COVID-19](#) from AdRoll

[Battling the Pandemic of Misinformation](#) from The Harvard Gazette

[Harnessing Social Media for the COVID-19 Pandemic](#) from Scientific American