

NEC Elevate Leadership Summit, February 16, 2026

Social Media Marketing Strategies for Churches

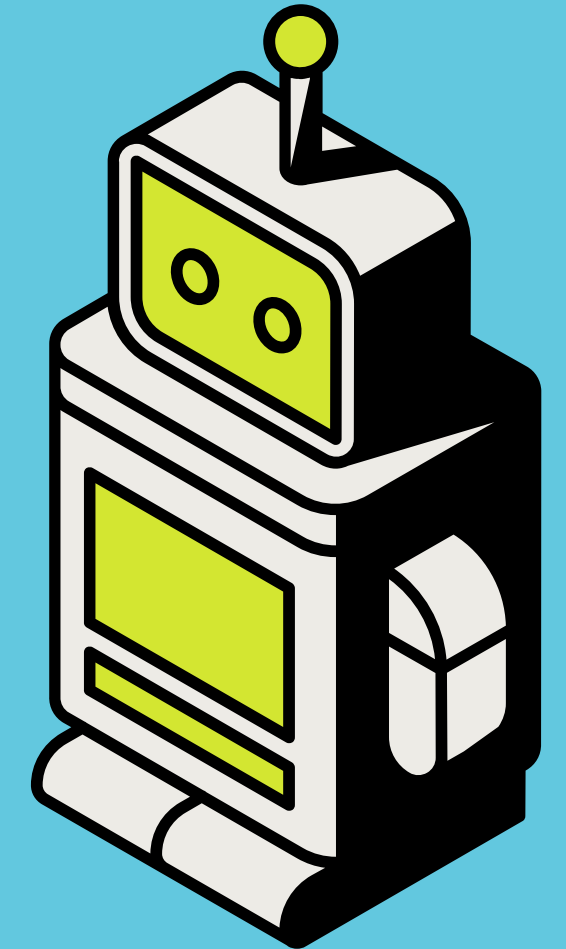
LaTasha Hewitt

Communication Director
Allegheny East Conference of Seventh-day Adventists



Social Media Stats (Backlinko)

- **5.41 billion people currently use social media worldwide – over double 2015's 2.07 billion.**
- **The average social media user engages with an average of 6.83 various social media platforms.**
- **68.5% of the global population uses social media.**
- **The average person spends 2 hours 21 minutes on social media per day.**
- **Facebook is the leading social network with 3.07 billion monthly active users.**
- **73% of the US population actively uses social media.**



Objectives



A

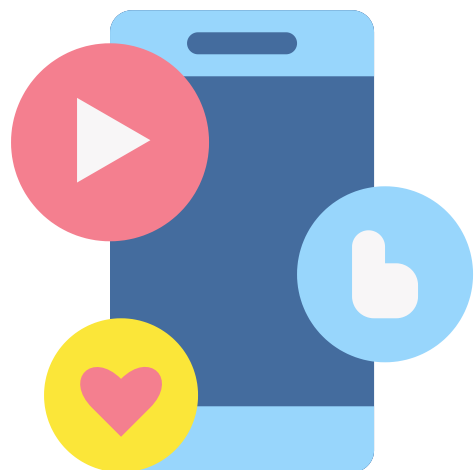
Explore some of the most popular social media platforms for churches

B

Learn strategies for creating engaging and mission-aligned content

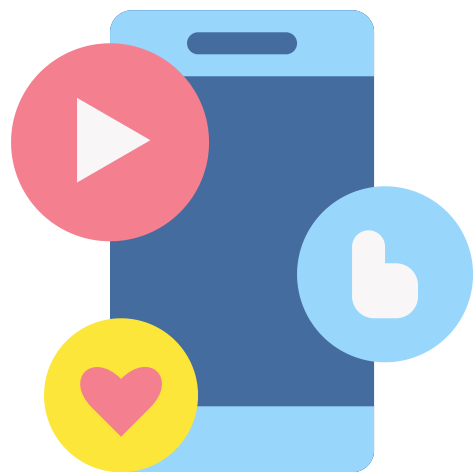
C

Explore tools, best practices and examples for effective social media



What is Social Media?

Websites and apps that let people connect, share information (like photos, videos, ideas, and opinions), and build online communities through the internet, acting as digital spaces for communication and content creation



Ministry Opportunities for Churches/Members

Social media can

- 1** Empower members to share their relationship with Jesus
- 2** Distribute content the church has created and other content creators.
- 3** Attract people to engage with the local church
- 4** Provide opportunities for spiritual growth through group networking
- 5** Allow creatives and techies an opportunity to contribute to the mission of the church
- 6** Meet the needs of the local community

Popular Social Media Platforms



Think of each social media platform as a different “neighborhood” in which to minister.





Instagram

Has migrated from photography to reels

Reels get 5x more engagement

Popular with young families/millennials

Better for individuals than brands

Requires constant creativity

Promotes entertainment over info

Requires great visuals

Not many link options



Instagram Tips

1

Use location tags



2

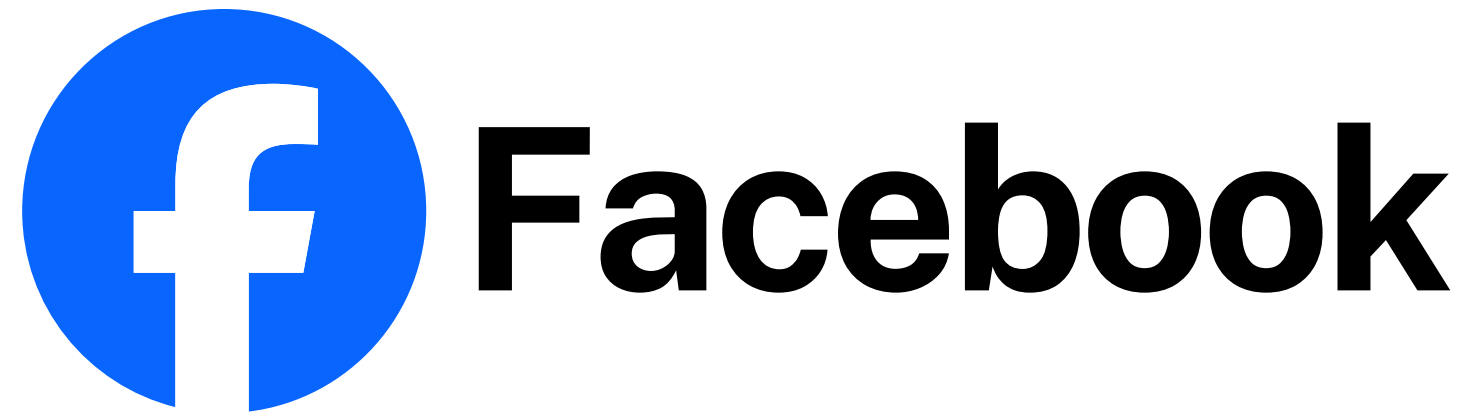
**Post 80% reels and
20% static photos**



3

**Post saveable content:
i.e. “5 Things to Pray
When Stressed”**





Boomers/Generation X (40+)

**Facebook events are useful
(esp. if boosted)**

Great for event promotion

Short shelf life (48 hours)

**0% organic reach/0.5% of followers see
content**

**Facebook groups have a
larger organic reach**



Facebook Tips

1

Budget for AdSense to promote posts



2

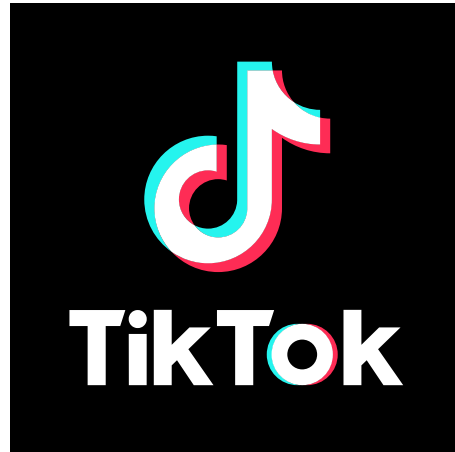
Post in Groups over Page



3

Utilize Facebook Live





TikTok

Gen Z (1997–2012)

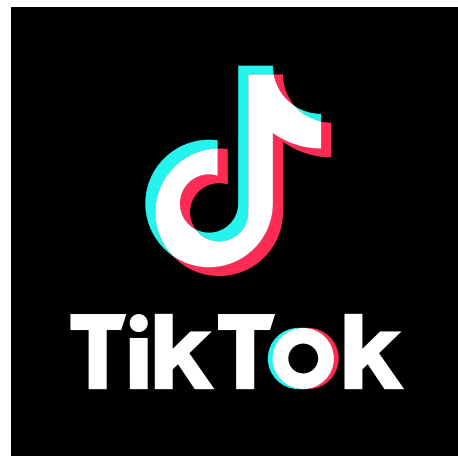
Highest organic reach at 4%

Not just dance videos

**Algorithm will give you
what you like to watch**

**Prioritizes authenticity over
production value**

Harder to target locally



TikTok Tips

1

Post universally helpful advice



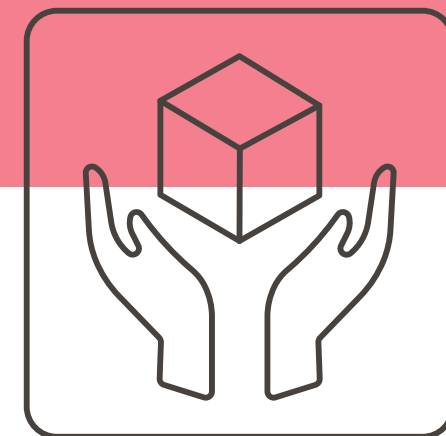
2

Hook audience in first 3 seconds



3

Fate is fragile, so don't invest too many efforts here





Largest search engine after Google

Longest shelf life

Long- and short-form content

Requires production effort

**Allows you to establish church as a
subject-matter expert**

Best for building trust

Emphasizes watch time

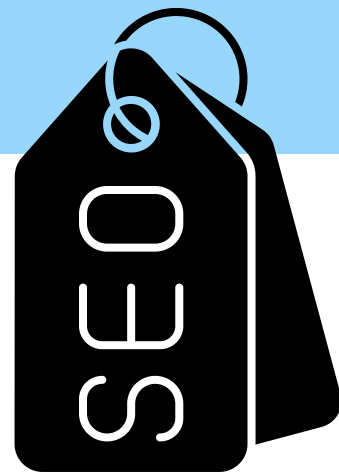
Harder to build momentum



YouTube Tips

1

Use keywords in your titles that are curiosity-driven.



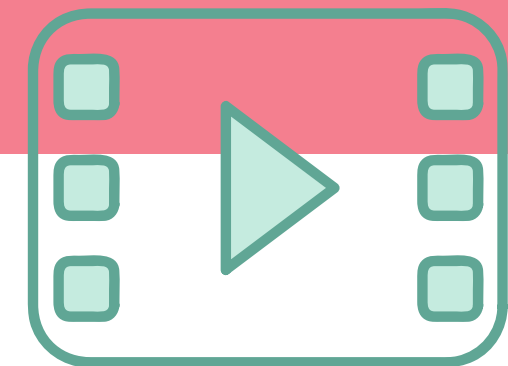
2

Remove church announcements from uploads

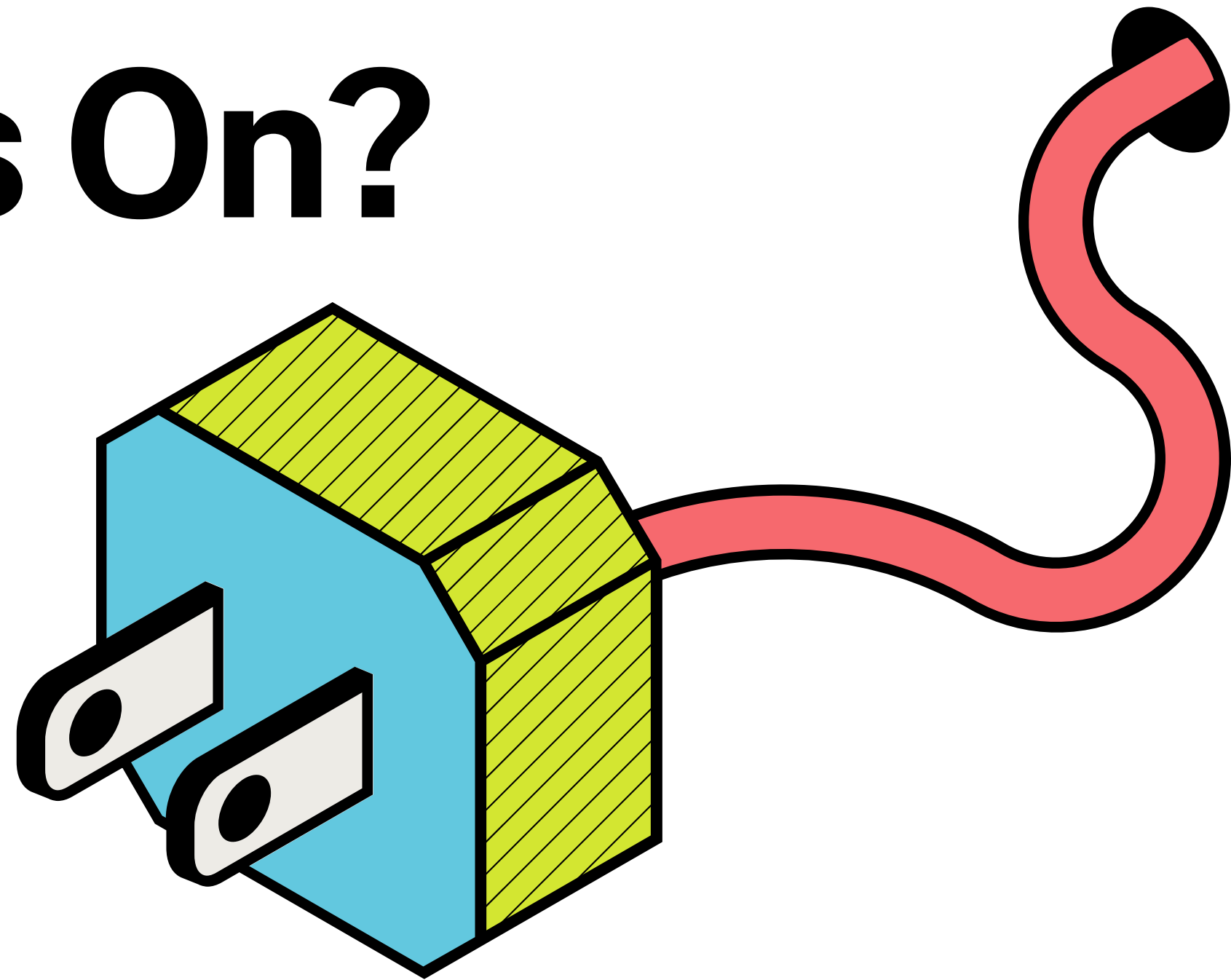


3

Focus on your thumbnail (companion to title)



**If You Had to Choose One,
Which One Should
Churches Focus On?**





Building Trust



Social media is not just a way to promote what the ministry is doing, but it's also an avenue of reaching people in a way that is relevant, direct, and engaging.

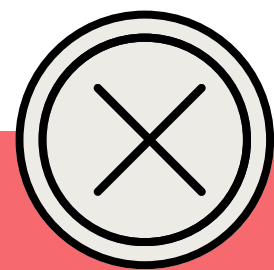


Types of Social Media Content



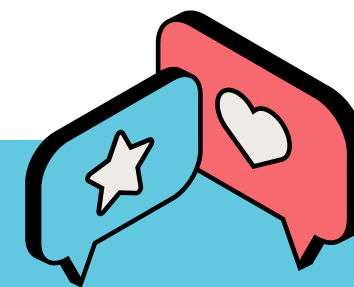
Educational Content

- Devotionals
- Bible Studies



Inspirational Content

- Quotes
- Testimonials



Engagement Content

- Polls
- Q&A Sessions



Promotional Content

- Events announcements
- Volunteer Opportunities



Tips for Maximizing Social Media

- 1 Use social media to “do ministry” and not just “promote ministry
- 2 Be consistent. Post at least once a week; preferably 2-3 times
- 3 Make posts attention-grabbing (graphic and/or text)
- 4 “Borrow” ideas from others
- 5 Maximize the content you do have
- 6 Invite viewers to like, comment, share, follow and subscribe

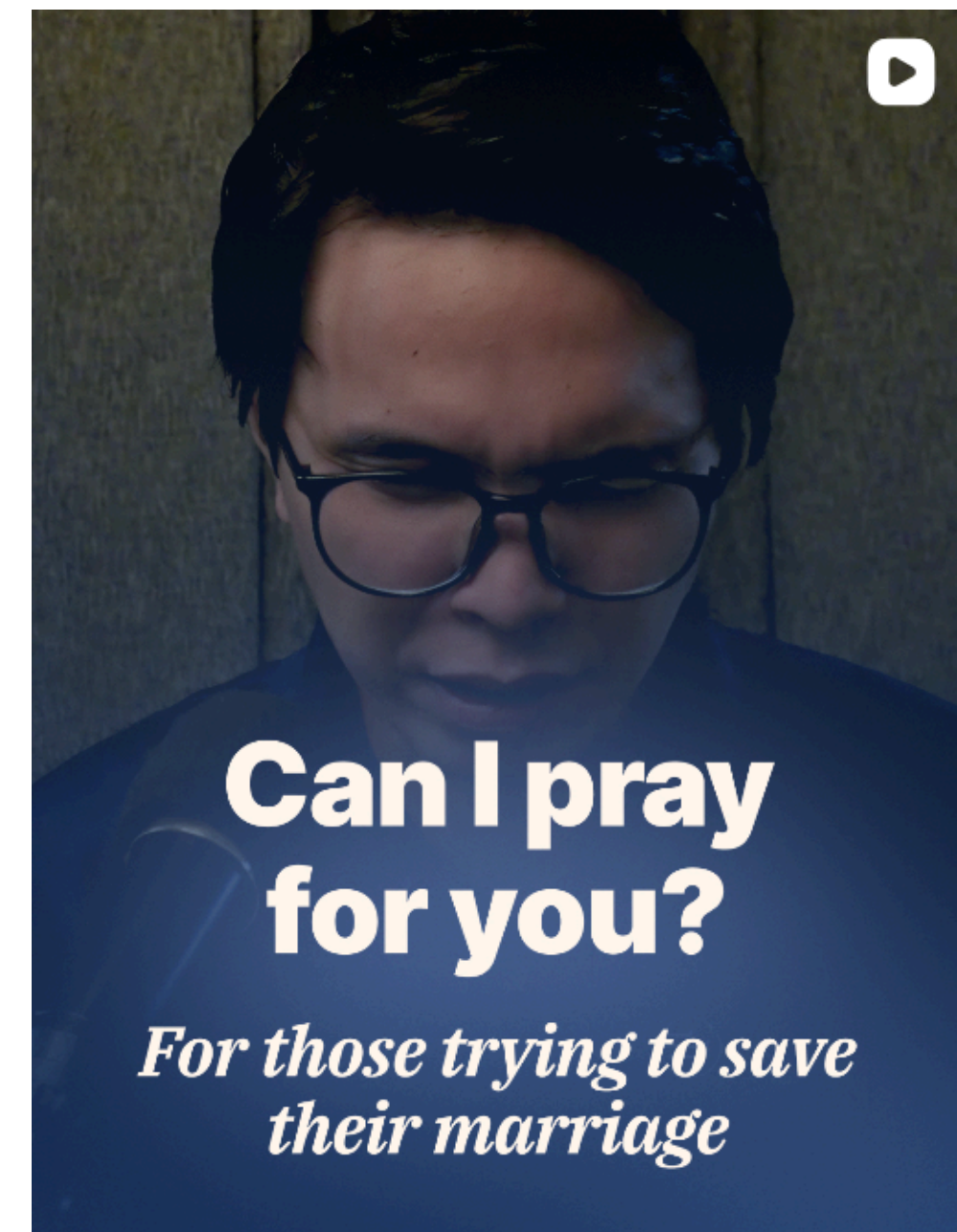
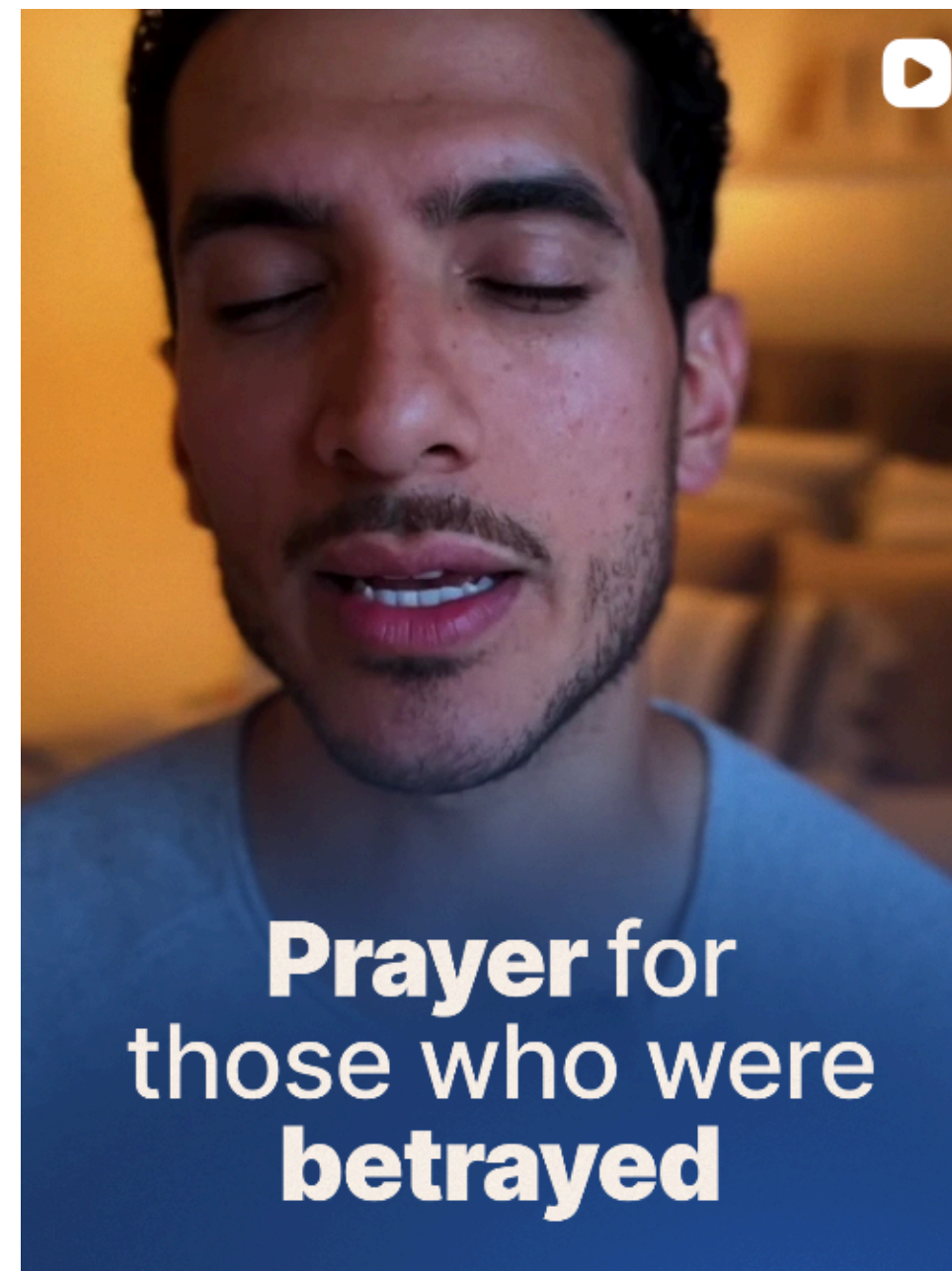
#1

**Use social media to
“do” ministry, not just
“promote” ministry.**

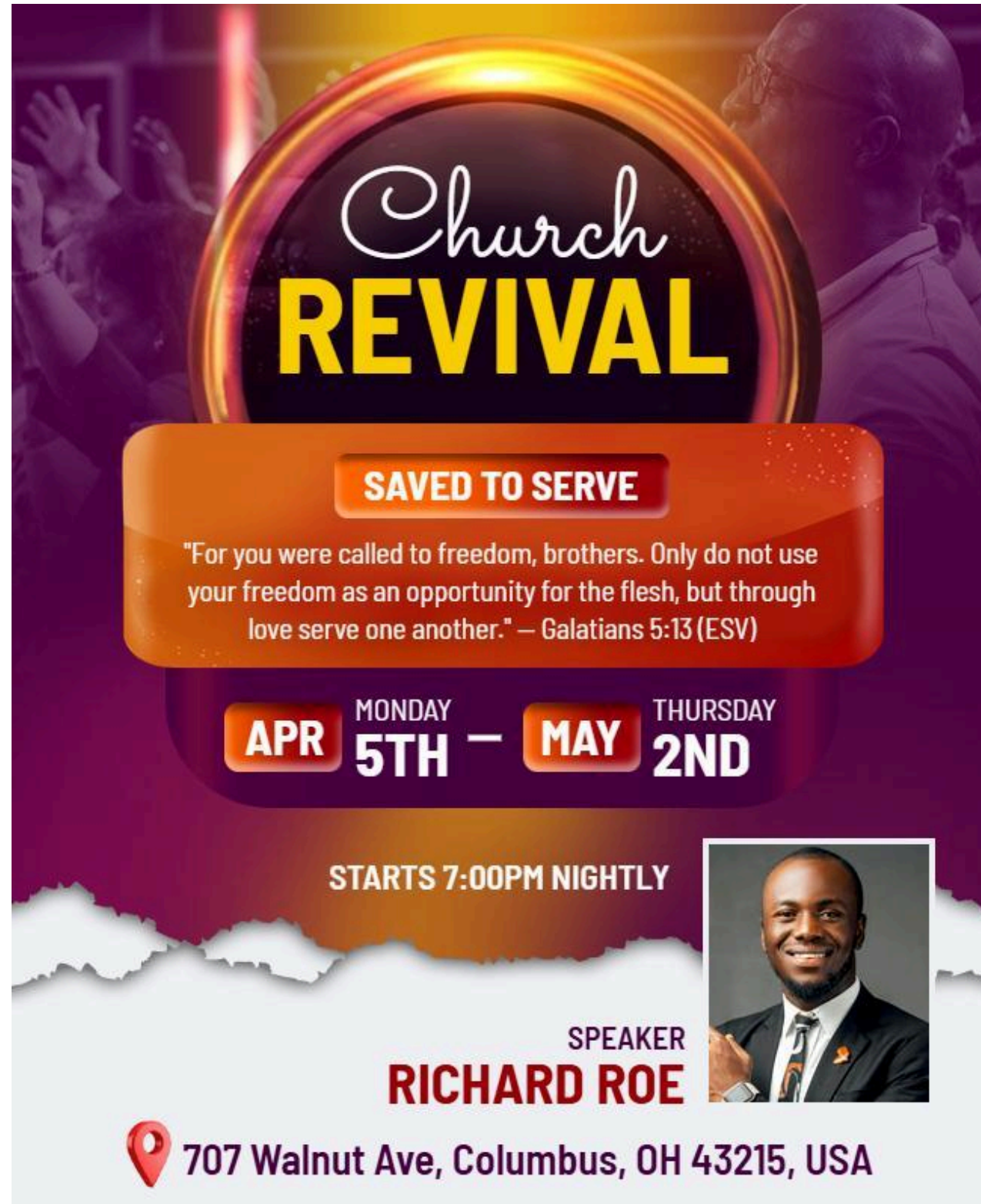


Instead of...

Try...



Instead of...



Church
REVIVAL

SAVED TO SERVE

"For you were called to freedom, brothers. Only do not use your freedom as an opportunity for the flesh, but through love serve one another." — Galatians 5:13 (ESV)

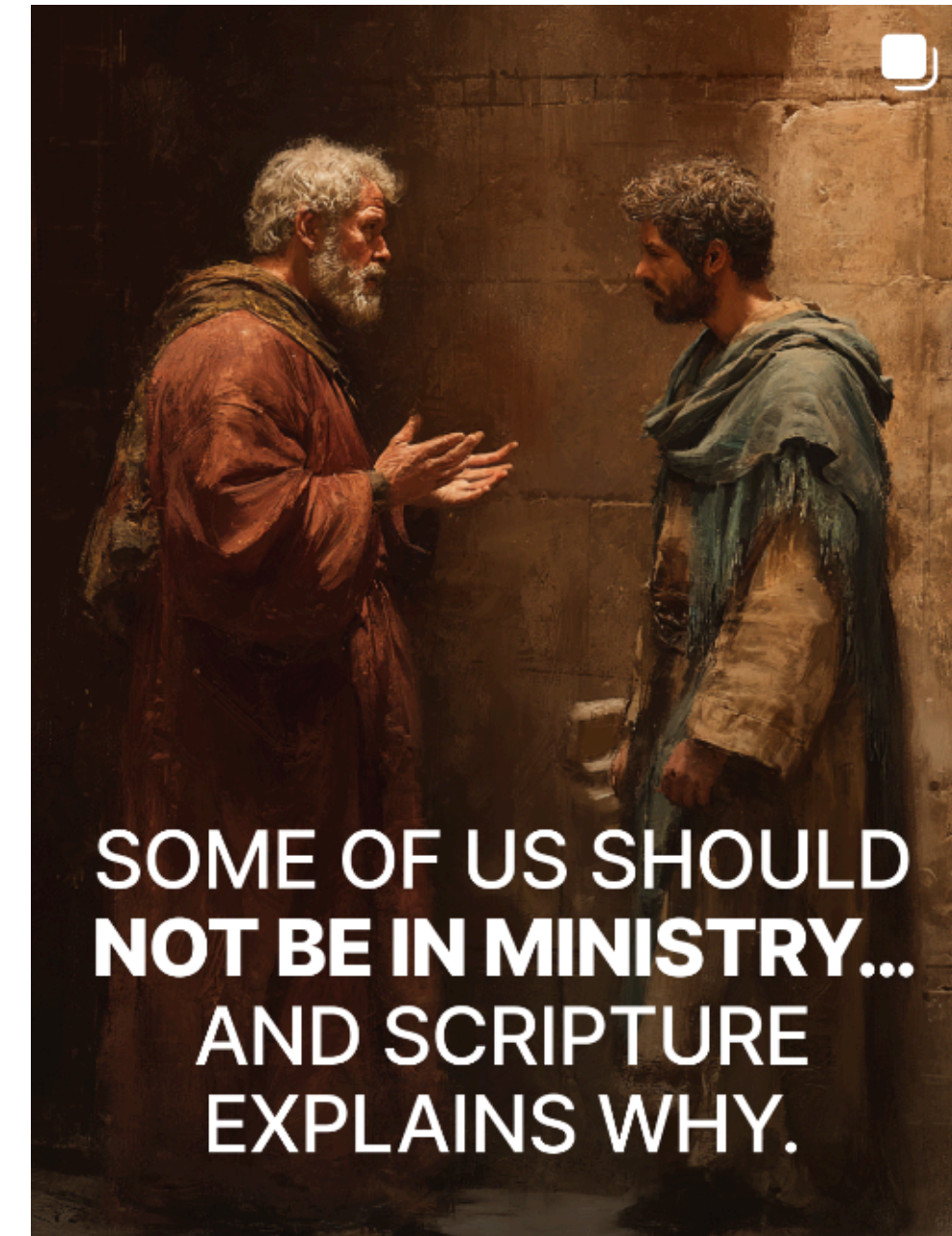
APR MONDAY **5TH** — **MAY** THURSDAY **2ND**

STARTS 7:00PM NIGHTLY

SPEAKER
RICHARD ROE

707 Walnut Ave, Columbus, OH 43215, USA

Try...



#2

Be consistent.

Post 2-3 times a week.



The 1-Page Church Social Media Calendar

❖ **Intro:** The process of translating a single sermon into a week's worth of social media content for your church.

❖ **Step #1:** Review your sermon personally in its entirety. No bots or AI. The quality of the social media content we create is 100% dependent on our review of the sermon. No shortcuts.

❖ **Step #2:** Identify segments in the message that live at the intersections of faith and culture. Moments that align with Scriptural wisdom that are accessible to people irrespective of faith background.

❖ **Step #3:** Get to work.

MONDAY

The Quote

We watch for quotes that are short and snappy. And fall into one of three categories: emotional, relatable, or controversial.

Publish To: Facebook [Image], Instagram [Image], X [Text Only]

TUESDAY

SocialSermon #1

Add on-screen hooks to the first 3-seconds of each SocialSermon to contextualize the message for the social media viewer and stop their scroll.

Publish To: Facebook Reels, Instagram Reels, YouTube Shorts, X, and TikTok

WEDNESDAY

The Carousel & The Text Thread

The best-performing carousels start with a bold headline and are supported with minimal design. Let the text speak for itself.

Publish To: Instagram [Carousel], X [Text Thread], Facebook [Text Thread]

THURSDAY

SocialSermon #2

End screens are added to SocialSermons to invite viewers to follow the church for more or to watch the full sermon online.

Publish To: Facebook Reels, Instagram Reels, YouTube Shorts, X, and TikTok

FRIDAY

The YouTube Video

A 6-20 minute section of the message is timestamped. We write a custom title optimized for search, design an eye-grabbing thumbnail, and design a compelling intro.

Publish To: YouTube

SATURDAY

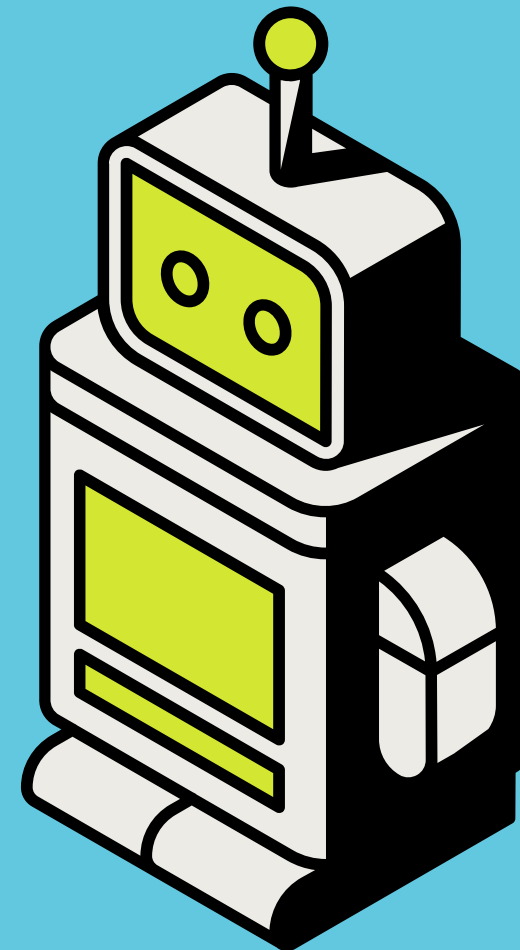
The Blog Post

Create a transcription from Friday's YouTube video and turn that into a full-length blog post. Formatted with headings, relevant hyperlinks, appropriate line breaks, bold, italics, etc

Publish To: The Church's Website



Brady Shearer,
Pro Church Tools



Social Media Theme Ideas

1	Sermon clips
2	Ministry Spotlights
3	Behind the Scenes
4	Member Spotlights
5	Motivation Monday
6	Testimony Tuesday
7	Wednesday Worship
8	Throwback Thursday
9	Faith Friday

#3

Make posts attention-grabbing.



Attention-Grabbing Posts w/Text

A vertical rectangular thumbnail with a dark blue background. In the top right corner, there is a small white icon of a speech bubble with a tail pointing to the right. The text is centered and reads:

**7 Ways to
Honor God in
Your Dating Life**

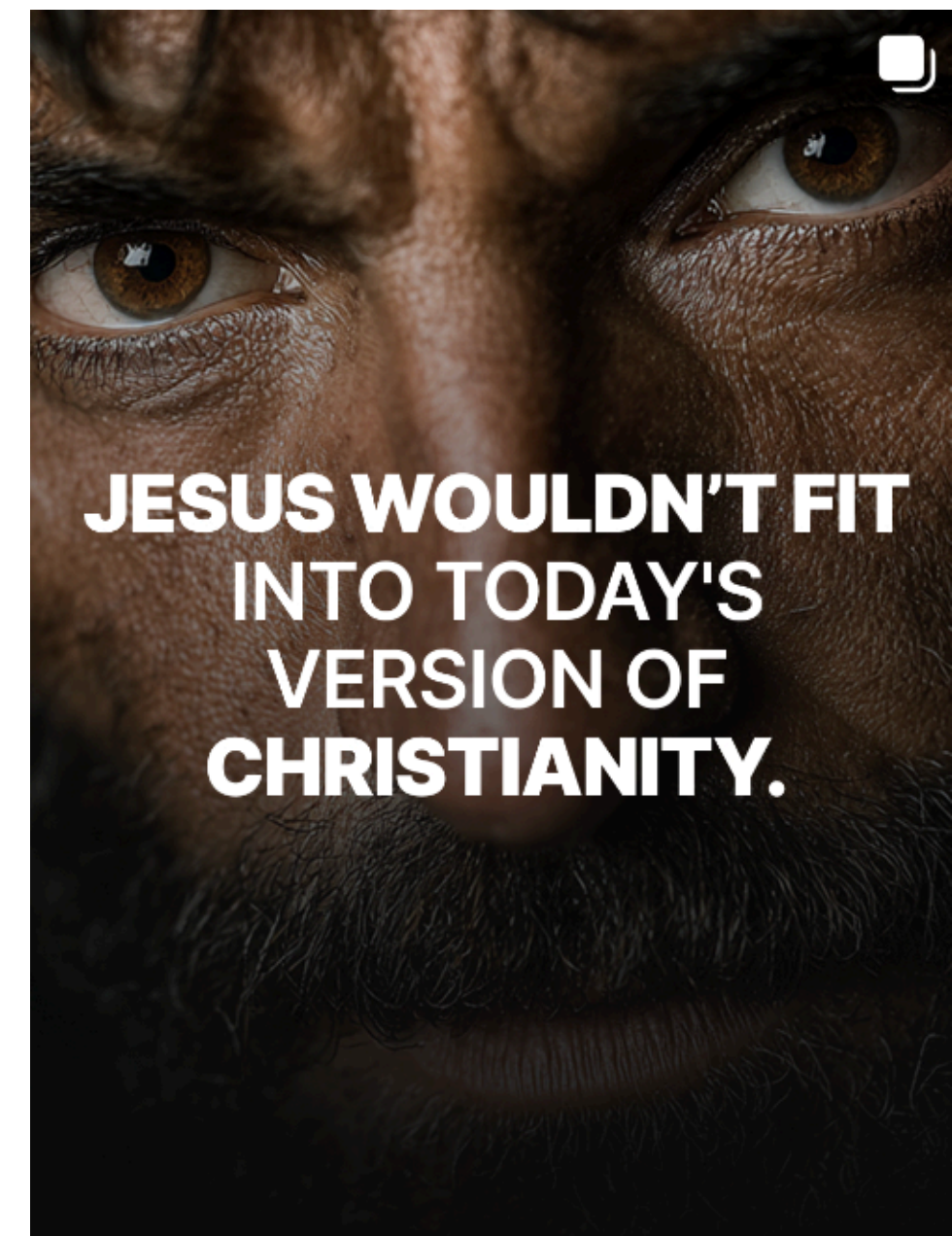
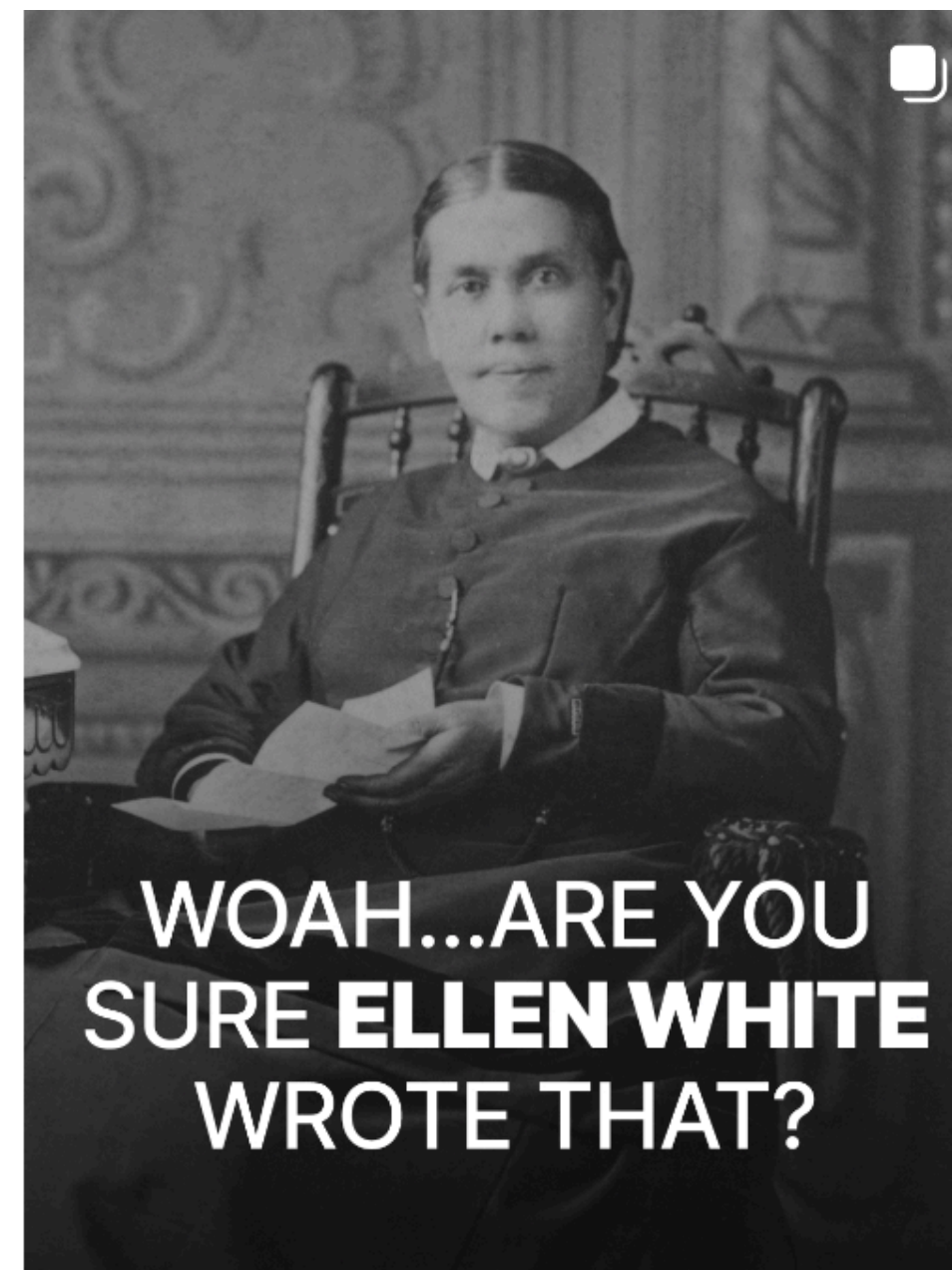
A vertical rectangular thumbnail with a black background. In the top right corner, there is a small white icon of a speech bubble with a tail pointing to the right. The text is centered and reads:

**YOU'RE
NOT READY
FOR JESUS'
RETURN**

A vertical rectangular thumbnail with a dark blue background. In the top right corner, there is a small white icon of a speech bubble with a tail pointing to the right. The text is centered and reads:

**IT WAS A BAD
DAY UNTIL...**

Attention-Grabbing Posts w/ Image & Text



#4

**Borrow ideas from
others**





(WHAT'S MISSING ?)

CH RCH

Try this for your next Church Reel!

@houseofpraiselondon



(WHAT'S MISSING ?)

CH RCH

Try this for your next Church Reel!

@houseofpraiselondon



(WHAT'S MISSING ?)

CH RCH

Try this for your next Church Reel!

@houseofpraiselondon

10:43 Facebook

Reels

JESUS DIED FOR:

KIDS

Try this for your next Church Reel

26.1K

60

Try Remix

mcghawsmcs
Remix with turningpoint.church

Follow

9,317

Here's another creative church invite idea ...

Jenna Raine · Roses turningpoint.church St

10:43 Facebook

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22.1K 59 12.3K

417awakening We'll always save a seat for you... more

View all comments

Add a comment...



22.1K 59 12.3K

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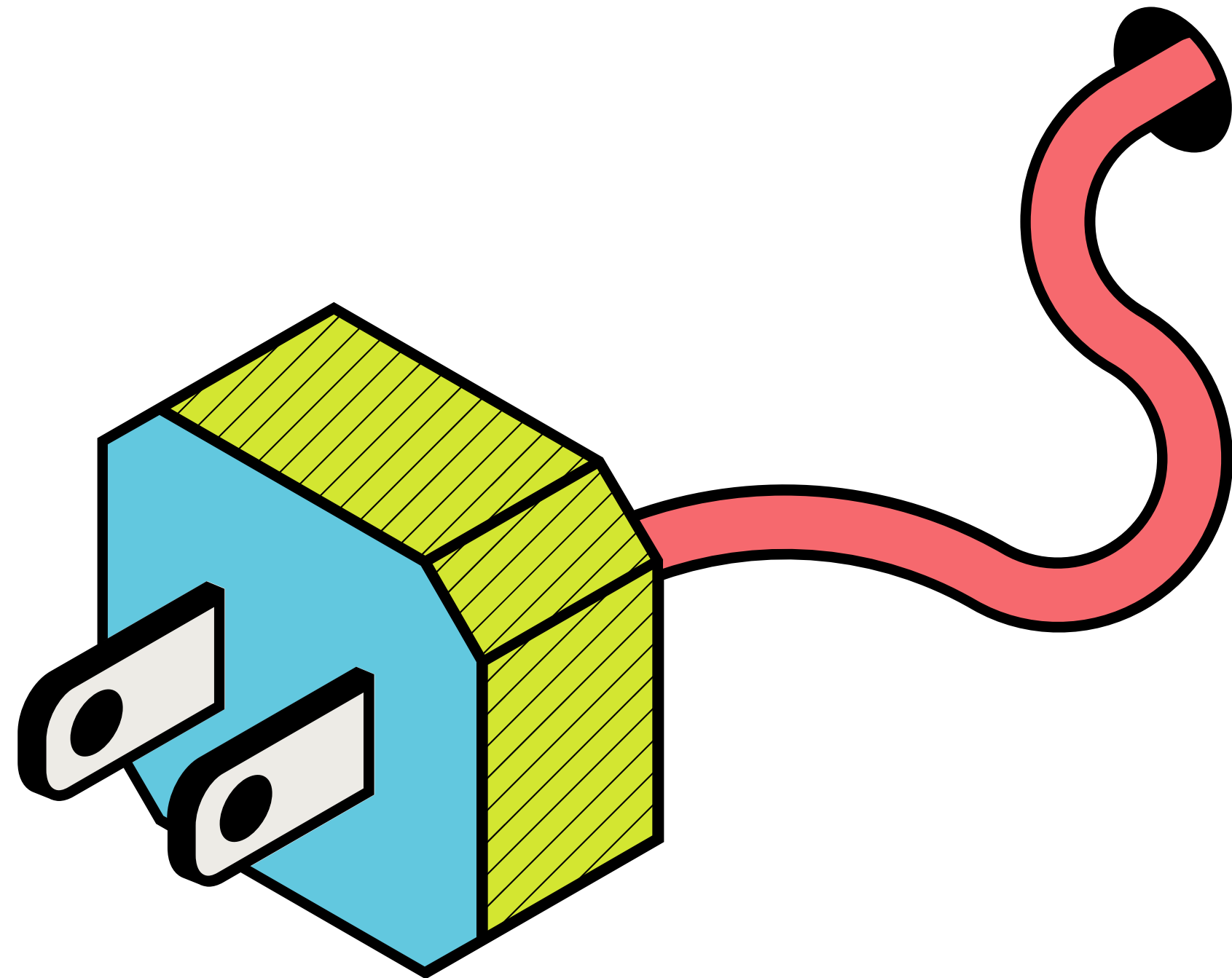
417awakening We'll always save a seat for you... more

View all comments

Add a comment...

Post Ideas

1. Scripture quotes
2. Requests for prayer or sharing other's prayer requests*
3. Videos and photos of your church's services
4. Testimonials from your church's members
5. Daily mini devotional posts
6. Videos of worship within your church
7. Happy photos of your church serving the community
8. Spotlights on different leaders
9. Sermon series promos
10. Special events and positive updates
11. Blog posts from your church or other thought leaders
12. Christian book recommendations
13. Follow up questions from sermons



#5

**Maximize the content
you already have.**



Musical Set



👏 From the Caribbean to Africa ...
1.7K views

Members



Who You Bringin'?
#GermantownSDA ...
1K views

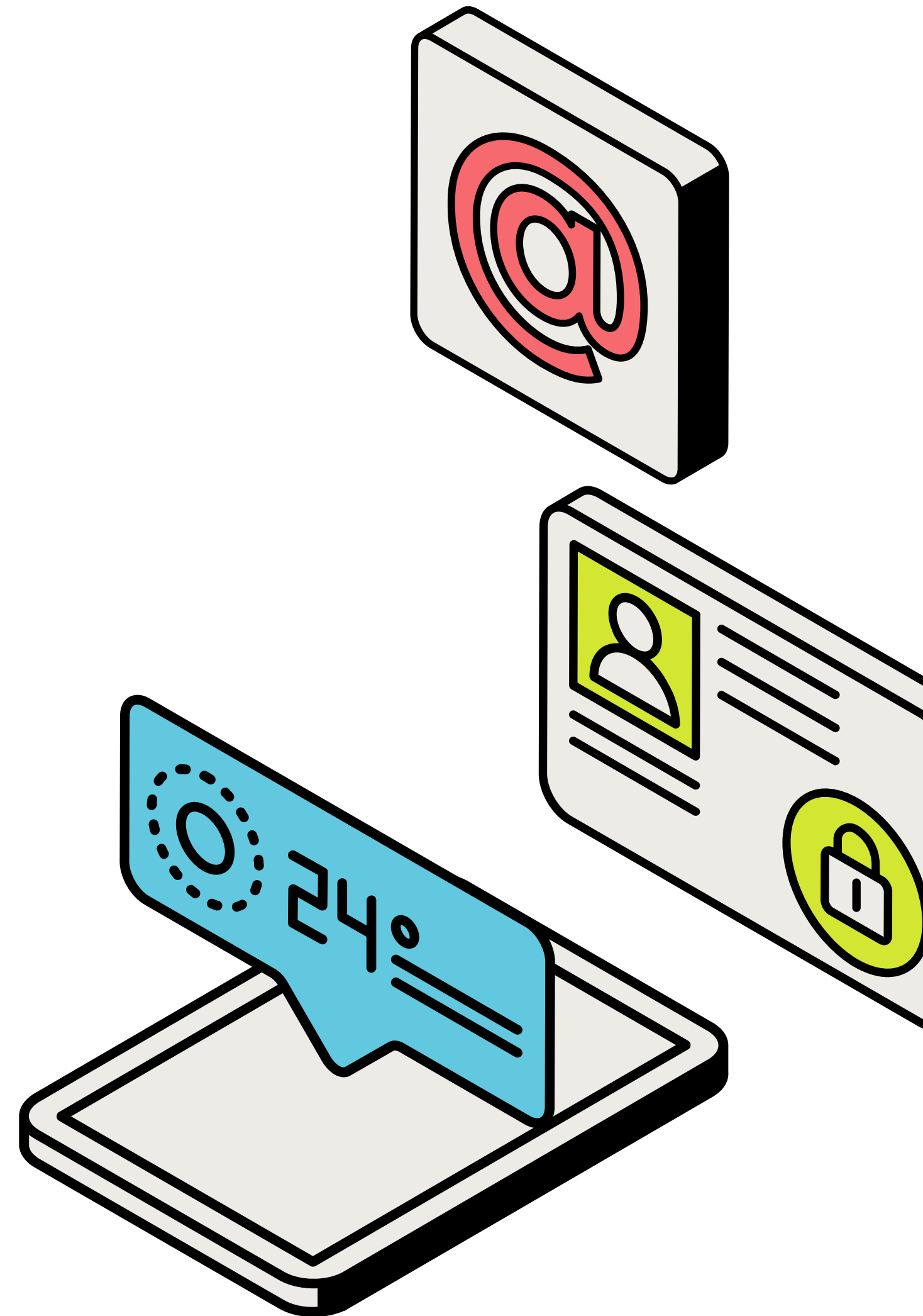
Sermon Clips



people will call you
crazy for chasing the ...
1 4K views

Other Tips

- Know your audience
- Keep info up to date
- Boost posts
- Run paid advertising campaigns
- Engage with users
- Use hashtags #
- Automate/schedule (SocialPilot, ContentStudio, Buffer, Hootsuite)
- Use QR codes



**Social media is a
powerful ministry
tool.**



USE IT!

