

## GETTING STARTED WITH SOCIAL MEDIA

### FREE STOCK PHOTOS

- Unsplash: [www.unsplash.com](http://www.unsplash.com)
- Pexels: [www.pexels.com](http://www.pexels.com)
- Pixabay: [www.pixabay.com](http://www.pixabay.com)

### FREE PHOTO EDITORS

- Gimp (Desktop): [www.gimp.org](http://www.gimp.org)
- Canva (Mobile): [www.canva.com](http://www.canva.com)

### ANALYTIC TOOLS

- **Facebook Insights:** These are available from the menu bar on your Facebook page. At the top of the page, you will see Page, Ad Center, Inbox, Notifications, Insights, Publishing To..., and More. Select "Insights" to access your page data.
- **Twitter Insights:** <https://analytics.twitter.com>
- **Instagram Insights:** Free Instagram analytics are available from within the app itself. Your profile must be converted to a "Business" profile before you can access the data. From your profile page, select the menu bar by tapping it at the top right. The first menu option is "Insights".
- **Google Analytics:** <https://analytics.google.com/analytics/web/>
- **MailChimp Reports:** Both MailChimp and Constant Contact offer free data on each email campaign that is sent out and accessible through the dashboard from your profile.
- **Bit.ly:** <https://bitly.com>
- **Square Lovin:** <https://squarelovin.com> This is a free analytical tool for Instagram. While some of the data is limited in areas, this does give you a great place to see what time of day is more popular for your posts
- **Hashtagify Me:** <https://hashtagify.me>

### CONTENT SCHEDULERS

- Hootsuite (For Twitter & Instagram): <https://hootsuite.com>
- Facebook Creator Studio (Facebook & Instagram): <https://facebook.com/creatorstudio>

## IDEAS ON WHAT TO POST

- **Photos of your space.** Give those who might be considering coming to your church an idea about what to expect before they get there.
- **Photos of your staff and volunteers.** These do not have to be professional headshots. Candid and real captures are often the best.
- **Volunteer highlight.** A quick video or photo of a volunteer with a fun fact about them.
- **Fun and odd holidays.** There are some truly fun, and also strange holidays out there. You can easily Google these and add them into your social media planning.
- **Memory verse for the week or month.** If your group is working on a specific memory verse, a video will help reinforce it.
- **Sign language memory verse.** Learn the memory verse in sign language as a class.
- **A message from the lead pastor.** Having the lead pastor or church staff help with a short video message or photo will go along way.
- **Birthdays and special events.** Graduations, important accomplishments, and birthdays are all perfect opportunities to connect with your group online.
- **Fun trivia questions.** It would be best to avoid anything polarizing or political that would spawn a debate. These should be light-hearted and fun, such as "what was your favorite cartoon character?" or "which restaurant has the best hamburger?"
- **Teacher devotional.** Have the teachers and leaders share their thoughts and what they are personally learning while studying God's word.
- **Ask for input or run a poll.** Very similar to the fun trivia, these would also be light-hearted and fun. Ask questions like, "What is your favorite story from the Bible?" or "Who is your favorite christian musician?"
- **Lesson follow-up.** If you are in the middle of a four or five week series, keep everyone engaged by following up on what you have learned and what you will be learning.
- **Scripture.** Sharing scripture is great and it does not have to be a fancy, professionally designed graphic. You can type it out using the Notes app, then posting a screenshot.
- **Class time.** So many wonderful things happen during our time together. It is easy to get wrapped up in the moment and forget to take a quick video or photo, so designate this assignment to someone in the class.
- **Throwback Thursday.** This is always the easiest one to post. It can be something that happened just last weekend or something that happened several years ago. Great way to engage and reflect.
- **15-Day Bible reading plans.** We have two of these plans freely available on our website. Every day comes with a verse, a question or thought, and a prayer.  
[abilityministry.com/product-category/graphics](http://abilityministry.com/product-category/graphics)
- **What does the Bible say about disability.** We took the top verses relating to disability and created graphics sized for Instagram, Facebook, and Twitter (\$5.99).  
[abilityministry.com/product-category/graphics](http://abilityministry.com/product-category/graphics)