

HOW TO MAKE YOUR CHURCH  
WEBSITE & SOCIAL EFFECTIVE FOR

# Christmas



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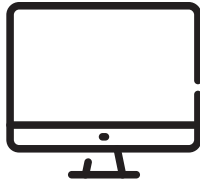
# Christmas

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The Christmas Season is an important time of year for churches everywhere. Not only do church communities become closer as they celebrate together, but they also become larger as new people join for services & events. The opportunities to strengthen the bond created by Christ's love are innumerable--how can your church tap into the Christmas spirit this year?

In today's world, maintaining a strong digital presence can be a big asset to keeping your church community connected and bringing new members to your church. Getting your church's website up-to-date and following some basic social media guidelines are two easy ways to maximize your church's digital presence as we approach the Christmas season.





## YOUR WEBSITE

Your church website is the go-to place for both current & new members to learn about your community, services, special events, and more. Most people visit the church website before they actually step foot in the building! It is important to give website visitors a quick but accurate snapshot of what your church is all about. Check out our [5 quick tips for a great website](#) to get started.

Keeping your church website up-to-date is especially critical during the Christmas Season. It is an excellent place to share the story of experiencing Christmas at your church, and a great way to share information with your church community and new members. Plus, all of your church's social media platforms will lead people to your website--it's important to be ready for visitors!

Here are some tips & ideas to help your church website shine this Christmas Season:

1. Make sure all important information about services & special events are easily found on your church website.
2. Visually update the website for Christmas. This can be as simple as designing and adding a special Christmas banner or header, or as involved as designing and creating an entire Christmas landing page. Whatever you choose, make sure the design meets your church's brand standards while telling website visitors what they can expect during Christmas services & celebrations.
3. Use real, candid photos & videos from past Christmas services and special events on your website. They will help tell your church's story!
4. Include clear Calls to Action (CTA) for website visitors as needed. For example: "Learn More," "Sign Up Now," "Reserve Your Spot"
5. Include special Christmas features, such as...
  - Shareable social graphics about Christmas at your church & the hashtags to use with them
  - Announcements about any Christmas Season outreach projects happening through your church
  - A list of creative ways to invite new members to your church for Christmas
  - A Christmas song playlist!



## — YOUR SOCIAL MEDIA —



### Facebook

Facebook is a great tool for reaching out to your members and your community—after all, Americans spend an average of 58 minutes each day on the platform! It's important to get your church Facebook page ready for the Christmas season. Here are some best practices you can follow to ensure your page looks clean, helpful and professional for Christmas this year!

1. Make sure your church's Facebook page is completely filled out. Your page absolutely must have an address, phone, website link, short bio and any other important information.
2. Make sure your church's Facebook page has a profile picture. Use a high-quality profile photo. Your church's logo is your best bet for helping your audience know they are in the right spot!
3. Make sure you have a cover photo that is high-quality (not blurry) and 851x315 in size. Switch your current photo out for a Christmas Season cover photo--the "feel" of the design should be consistent with your church website!
4. Create Facebook events for all Christmas services & special events.
5. Post daily! Post a variety of content, from photos & videos of your church services to inspirational Bible verses to relevant news articles. Add a Christmas theme as the special day gets closer! Keep posts brief but informative, tag other Facebook users whenever possible, and use *line breaks* to maximize your post reach. For example:
  - A. "Time to celebrate Christmas at Life Church!
  - B. *[line break]*
  - C. All are invited. We look forward to meeting you."

**Top Tip:** Increase Engagement on your social pages by posting daily. Outreach Social can help with thousands of graphics and an auto-scheduler that posts for you each day! [Click here to learn more.](#)

6. Engage with your members and social visitors. Respond to their comments, posts and messages on your Page.



Instagram now has the highest number of daily users higher than any social platform: 153 million active US users. Creating an Instagram account for your church allows you to tell a visual story of your members, culture, and more. Your church can thrive on this social media platform this Christmas Season by following a few simple rules...

1. Make sure your Instagram profile is complete. It should be a business profile and include the church website and address.
2. Make sure your profile has a short bio. Create a short and simple blurb that lays out your church's purpose and values.
3. Use your church's logo for your profile picture.
4. Create graphic reminders for Christmas services & special events.
5. Post at least every-other-day and share a variety of content, such as inspirational quotes, Bible verses, and meaningful, high-quality photos from your church. Share things that relate to Christmas as the season gets closer!
6. Use hashtags. Come up with a hashtag that is specific to your church and use it in every post. Include #yourcityname in every post as well. Include about 3 hashtags in the original post caption, then post no more than 10 relevant hashtags in the first comment.
7. Use Instagram Stories to give followers an inside view of what is going on in your church during the Christmas Season.



Twitter is unique in the social media world. It's meant for news, quick thoughts, and short statements. 71% of users say they use it mainly for news consumption. This can be a great opportunity for your church to share about services, special events, and exciting news. Your church can make the most of Twitter this Christmas Season by sticking to these practices:

1. Make sure you have a complete profile. Be sure to include a very short bio and your church website.
2. Make sure you have your church logo, sized to 400x400, as your profile picture.
3. Make sure you have a high-quality cover photo that is sized to 1500x500. Switch your current photo out for a Christmas Season cover photo--the "feel" of the design should be consistent with your church website!

4. Create a church hashtag specifically for your church so that members can easily join in the conversation.
5. Make announcements about Christmas services & special events.
6. Connect your Twitter account with your Instagram account to easily share the same photos on both platforms.
7. Tweet 2x each day if possible! Tweet blurbs from weekly sermons, recognize church members, shout-out church staff & volunteers, give updates on prep for the Christmas Season, and more...
8. Retweet posts about community Christmas events, local news about Christmas spirit, big city announcements...stay connected!
9. Use a link-shortener when sharing websites.

The Christmas season is just around the corner, and now your church will be digitally prepared for this special time! Watch as your updated website and new social media skills strengthen & grow your church community as we celebrate Christ's love this Christmas.

Visit [Outreach.com/outreachsocialads](https://Outreach.com/outreachsocialads) to learn about promoting your services and events through Facebook and Instagram.