**Webinar: Optimizing Your Social Media**

* **Unlock the secrets to increasing engagement and expanding your reach on social media platforms.**

Social Media has become the on ramp to people finding our station(s) and finding their faith. While social media seems is always changing and the algorithms do not always make sense; there are still measureable ways to build up our audience on the varying platforms.

There are two questions to ask before diving in or in reevaluating your social media.

**First, what platforms?** Given our target audience, Facebook, Instagram, Twitter top that list. Then it splits into Snapchat, Tik Tok, etc. With limited resources, you may want to focus your efforts on the top three. However, it is also good to try to engage the younger demo so that they are aware e before they enter the target group, and, more importantly, so you can aid them in their faith journey.

**Second, what are you trying to accomplish in your social media?** The blanket answer is to engage with someone with encouragement and in the process invite them to learn more about your station/shows so that they can receive more encouragement and sound teaching. Remember, social media is a place to reach people who have never heard of you, never heard about the word of God or even think fondly of the Church and the people in it. Radio meets people where they are.

Once we have established these ideas, there’s are 3 steps to grow our platforms. Here you want to be transparent, creative and mission minded as you grow our audience.

* **Learn how to craft compelling content that resonates with your target audience.**
1. **Posting Daily**
* *The average video post is a minute and should not exceed that*. It could be as short as :12 seconds if it’s engaging, but the stats on most people’s attention span is no more than a minute in video/audio elements and no more
* Each post should have a call to action as well. Put a link to the show you are spotlighting or to your web site for what you are trying to promote with that post.
* Be sure to caption (how do they do that?) them, the stats show that people watch videos with the sound off so captions can grab their attention. *Side note: not every post should look or feel like a plug for your station/show.* *Unrelated, but helpful, interesting or fun content in your posting gets people hooked on your posts.*
* *Mixing it up.* It is important to balance our post; IE, encouraging, funny, etc.

*Disclaimer: We know social media may be a big undertaking so if once a day is too much, start with once a week and build from there.*

1. **Value to Connect**

We have daily content we can use and it allows us to speak into people’s lives with the reflection of the month or just that day’s topics. “The message of hope is king.” When you are looking for to post, you may be “the only Jesus” people get all day, so pull them in with that reflection.

1. **Host/Station Connection**Lastly, church is about community and what are we doing to engage them in ways the church hasn’t or can’t but builds community. Again, we are an extension of the church we are not trying to take the place or address topics that the church doesn’t. No agenda other than to let me know your station is there for the listener when they need it. We have the opportunity to interact with people who may have just learned about your stations today. Just like when we welcome someone into our home that doesn’t know us, we show them compassion, grace and make them want to come back.
* **Discover the best practices for leveraging different social media channels to grow your brand**
* Lean Heavily on Value-Based Messaging

In 2022, the US economy faced the highest levels of inflation in 40 years, straining many household budgets as consumers struggled with higher prices for food, fuel, household goods, and more. Highlight shows, promotions & pledge drives in your messaging, as well as other value-based messages such as Hope, Encouragement, Love, Truth, God’s Word, etc. Your post should shine on the morsels that show the best of your station for the day.

* The Value of When & Sharing

 Sharing at different times of the week helps to see when your post can maximize the biggest audience. Once a day on Facebook & Instagram and unlimited on Tik Tok & Twitter. Statistically 1pm is the biggest trending time for social media. In addition, branded message reach receives significant boosts when shared by employees on their pages rather than brand pages — a [561% reach increase](https://www.postbeyond.com/blog/the-year-of-social-advocacy-in-the-workplace/), in fact. Those brand messages typically see eight times more engagement when shared by team members because that content is reaching their circle of friends, many of which are probably not following the station’s page. You don’t control the algorithms or the platform’s decisions and their goals don’t always align with your station’s goals. They are tools we are able to use to connect and grow our audience. Your goal should be to become such great friends with your followers that they come over to your house- i.e. visit your station’s site, download your app, subscribe to your podcast, and sign up for your email list.

Meta just released another study on the thoughts and behaviors of users on their platforms like Facebook, Instagram, Messenger, etc…

* Interacting with the audience (while still so sorely overlooked) is a differentiator.
* A positive experience with a brand can often matter more than brand quality itself.
* People want to learn and know about what’s going on in their local communities.
* They also want to get to know public figures better via social media.
* And mostly: People want to feel a part of something.

**Be that something**

* **Get insider tips on optimizing your profiles and utilizing analytics to measure success.**

The key to remember with social media is it’s like anything else that comes to building an audience; **It’s a marathon not a sprint.** If we agree to this 3-point strategy, then your follows & likes will increase. The shares will go viral and the word on the street will have people talking about your station(s) that can turn into increased audience and gift support.

* **Q&A session**
* Steve and I are here to help you if you have any questions, concerns or ideas you want to discuss.