

PARISH SOCIAL MEDIA TUNE UP

...reach more souls in just minutes!



GOT FIVE MINUTES?



Update your Facebook “About” section and Instagram bio with current Mass and confession times

[Pin](#) an important post about an upcoming event or initiative

Check your website and turn off any social media logos/links that you’re not using

Match your social media username to your parish’s webpage URL

 stsample.org

 [@stsample](https://www.instagram.com/stsample)

Respond to every comment on your last five posts

Set your Facebook page categories to the following: *Catholic Church*, *Christian Church*, *Religious Organization*

Look at your Facebook and Instagram profiles on a mobile device to ensure that the profile photo, header, and bio are all easy to read on a smartphone



GOT FIFTEEN MINUTES?



- Use [Bit.ly's](#) Link-in-bio tool to unify your social presence
- Group your Instagram [Stories](#) into Highlights for easy viewing
- Scroll and save one post from another parish that you want to replicate in the future
- Visit your most popular posts of the last month, quarter, and year and invite non-followers who interacted with them to follow your page
- Prepare a simple *#throwbackThursday* post, using a First Communion class photo from twenty years ago
- Interview one of your most recent converts to Catholicism, asking them why they came into the Church, and make it into a short-form video

GOT AN HOUR?



- Use [Canva](#) to create a Facebook profile banner for the current liturgical season
- Launch a parish Instagram account by following our [easy guide](#)
- Run an ad on social media that encourages parishioners to become followers of your social media accounts ([click here](#) for our easy-to-follow guide)
- Call parishioners who own local businesses. Ask them to invite their Facebook friends and Instagram followers who are also parishioners to follow your parish on social media.