

60-Question Social Media Checklist for Churches

How should your church use the social media checklist?

- As your church continues to grow online, compare your social media pages and content against the checklist annually.
- Make a note of the unanswered questions, then determine if the questions apply to your church (not all of them will).
- For the questions that apply, determine if the communication gaps are solely on social media, or are they represented across communication channels?
- Make the necessary changes to your social media accounts, content strategy, and linked communication channels. Don't forget to add the changes to your church's overall social media strategy.
- Review your analytics monthly, quarterly, or annually to determine your audience's reception to the revisions. Revise as necessary.

Basic Profile Questions:

- Does the page name have the word church in it?
 - If not, is it included in the username or page bio?
- Is the denomination in the page name? Is it needed?
- Is the church name and/or username the same across social media channels?
- Does the church have a bio describing who they are?
- Does the bio describe the church's mission and values?
- Is the church city identified in the bio or somewhere else on the page?
- Does the church list its address on the page?
- How does someone get in contact with the church?
- What is the church's website? Is the church website easy to find?
- How quickly does the church respond to messages?

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Basic Profile Questions:

- Does the church list service times in the bio or in the about section?
- Who is the pastor? Is there a link to the pastor's public page?



New Visitor Questions:

- How many campuses are there? Is there one near my home?
- How many services are there?
- What is the worship music style for each service?
- What is the parking situation like?
- Will I be able to find the church easily?
- How should I dress for Sunday service?
- What time does Sunday school begin?
- What is the auditorium seating situation?
- Is the church culturally diverse?
- What is the demographic makeup of the church?
- What is the history of the church?
- What are the Sunday services like? How do I watch the previous Sundays?
- Does the church publish Bible studies online?
 - If so, what is being taught?
- What does their content tell me about Jesus? How is the church sharing the Gospel?
- Have my friends checked-in at this church?
 - If so, what did they post about it?
- What have the members said about the church?
- Are there any testimonies from the members?
- How is the church involved in the community?

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New Visitor Questions:

- What ministries are available through the church?
- Who is on staff at the church?
- Does the church have pages on other social media channels?
- Does the church have a YouTube channel to subscribe to?



Content Questions:

- Are there messages from the pastor outside of the live stream?
- Does the church publish call-to-actions with each post?
- Does the church provide links in the post copy to their website?
- Does the church post behind-the-scenes content?
- Does the content solely focus on the pastor (and nothing else)?
- Does the church's content inspire and encourage viewers throughout the week?
- How often does the church share user-generated content?
- Does the church extend Sunday's message throughout the week?
- Does the church respond to current events?
- How does the church's content target first-time visitors?
- How does the church's content appeal to unchristian viewers?
- Does the church post video content with good audio and lighting?
- Does the church use Instagram stories to inform their audience about the church?
- Does the church publish a portion of Sunday services on other social media channels?
 - Excluding, Facebook & YouTube
- Are there any outdated pinned posts?
- Does the church post content daily?
 - If not, consistently?

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Graphic & Photo Questions:

- Does the church have a current cover photo on all social media channels?
- If the profile photo is not the church logo, is it legible? Does it represent the church?
- Is the profile photo and cover photo the same across social media channels?
- Does the church have a good mix of graphics, photos, and text posts?
- Does the church tag businesses, organizations, or public figures featured in their photos or graphics?
- Are the people photos a representation of the entire church body?

Marketing Questions:

- Does the church respond to all comments?
- Does the church only post announcements?
- Does the church have any Facebook groups for their ministries?
 - If so, are they tied to the church's business page?
- Does the church have ministry pages on social media?
 - If so, is the branding closely tied to the church's brand?
 - Is the church name incorporated into the ministry name or username?