OUTREACH DIGITAL

Social Calendar
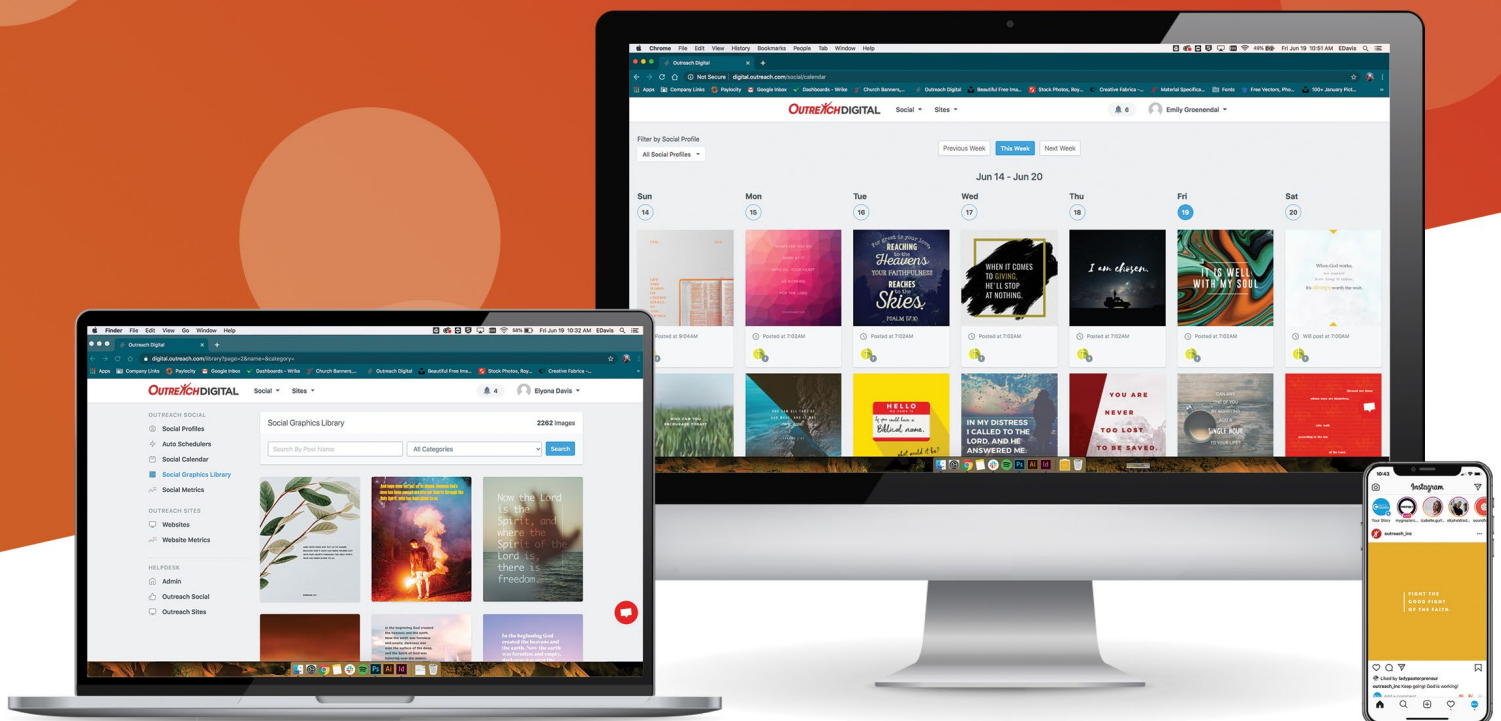
TABLE OF CON- TENTS

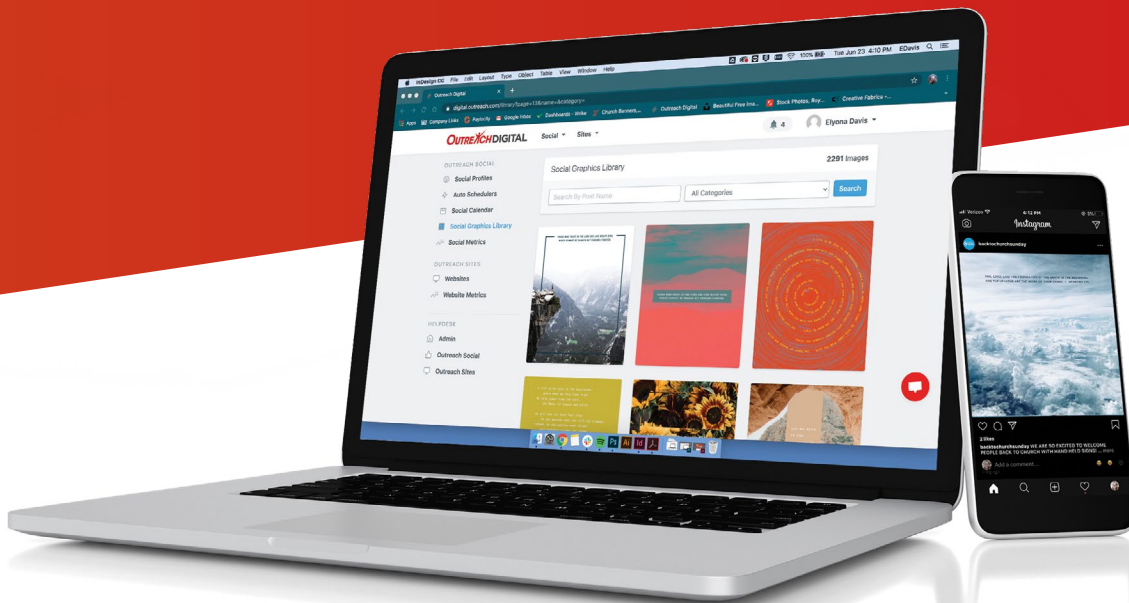# 1.00

Features and Tips
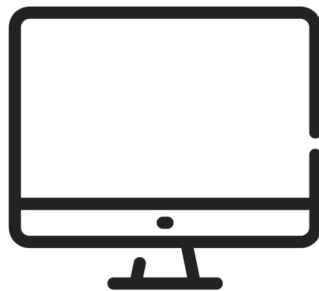
2.00

Get Started

Features and Tips

1.04

What is Outreach Social?

Outreach Social helps your church expand its impact online. By posting engaging graphics every day, Outreach Social helps start conversations with new and existing members that could even lead to invitations to come to church. Outreach Social also helps your church remain relevant with updated and new content on your Facebook and Twitter page every day.

VISION:

To reach every person in America with a personal invitation to a Bible-believing church.

MISSION:

To equip the church to reach people with the Gospel of Jesus Christ.

How Does Outreach Social Work?

We post daily to your Facebook business page or Twitter feed according to our customizable social schedule.

SOME OF OUR FEATURES

• Quick and easy set up.

• 18 engagement-driven post categories to choose from

• Brand your posts with your church logo for even greater personalization

• Our social graphics library contains thousands of graphics for you to download and use in bulletins, send in Messenger or post manually on Instagram

• Social analytics to monitor the impact of your social ministry
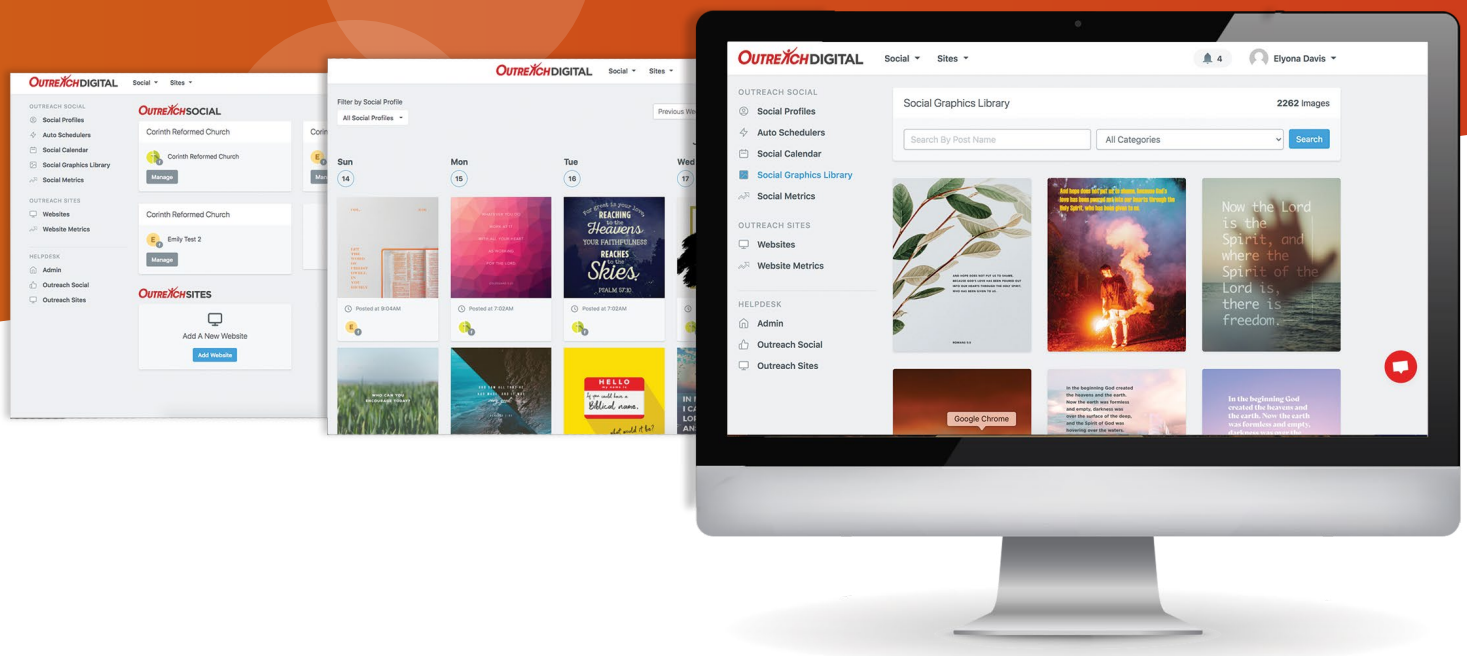
Why Outreach Digital?

That's a great question! We want to offer churches a high-quality digital product that actually works.

HOW WE HELP:

- Save time with our Facebook post scheduler - schedule a year of posts in minutes.

- Edit your posts quickly and easily with our Social Post Calendar

- Engage with your church members

- Equip your church members to share faith based posts on their own feed

- A graphics library with graphics tested for engagement

- Our pricing can't be beat especially when compared to other popular scheduling platforms like Hootsuite ($129/mo) or Later ($49/mo) - These platforms do not include graphics.

- Our Customer Service team has experience working in Church communications and understands the need for quality content. We are here to support you every step of the way - And we understand the needs of your church!
Increase your social engagement by 3x!
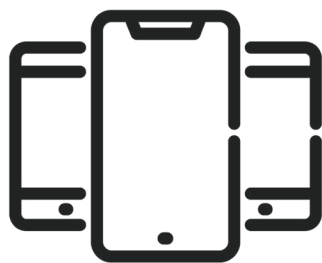
Get Started

Social Profiles:

Here, under Social Profiles, you can connect any Facebook Page or Twitter account that you want to receive Outreach Social posts. Later on, you'll be able to create a schedule for specific page(s) from posting time to days of the week. There is no limit on how many Facebook or Twitter profiles you can connect.
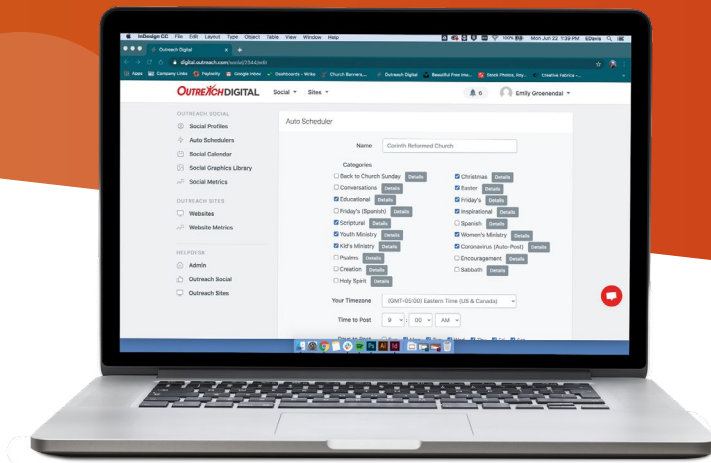
Auto Schedulers:

Auto Schedulers are the way we create content for your daily posts. Once you create an account with us, you'll want to create a Social Schedule! We use this information to customize your daily content and to populate your Social calendar. You'll be able to connect specific Facebook and Twitter accounts here - there is no limit to how many schedulers you can create! The instructions to do so are found on page 2.18.

Categories:

Once you create your Social Schedule, you'll be prompted to choose from our post categories. You can choose from the following categories (select at least one category, but you can select all categories if you like!):

- Back to Church Sunday
- Conversations
- Educational
- Fridays
- Scriptural
- Youth Ministry

- Kids Ministry
- Christmas
- Easter
- Fridays (Spanish)
- Inspirational

- Spanish
- Women's Ministry
- Coronavirus
- Church Online
- Invitations

With our new Social Calendar feature, these categories help populate the Social Calendar with posts for each category. You can edit the posts in your Social Calendar, which we'll dive into below.

Social Calendar:

Our Social Calendar allows you to view the posts planned to go out to your Social feeds in advance. You can edit these posts by adding captions, changing the post times and selecting a different post from the Social Graphics Library. This allows for greater customization on your posts, plus posts that contain 40 characters or less earn 86% more engagement than posts without a caption.

Social Graphics Library:

Our Social Calendar allows you to view the posts planned to go out to your Social feeds in advance. You can edit these posts by adding captions, changing the post times and selecting a different post from the Social Graphics Library. This allows for greater customization on your posts, plus posts that contain 40 characters or less earn 86% more engagement than posts without a caption.
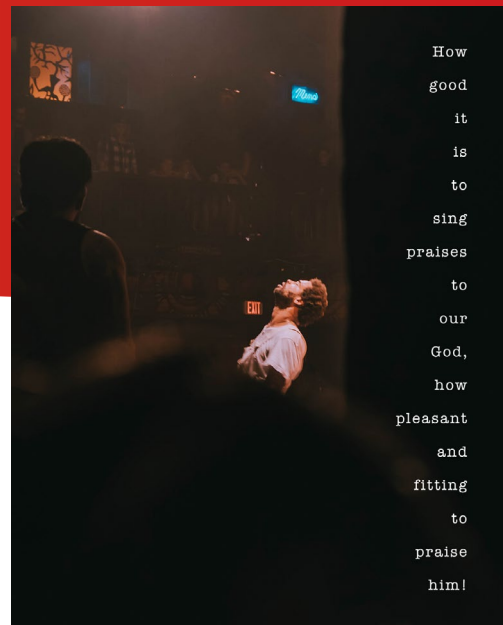
SPIRIT OF GOD

IN THE SAME WAY NO ONE KNOWS THE THOUGHTS OF GOD EXCEPT THE

Now on the first day of the week Mary Magdalene came to the tomb early, while it was still dark, and saw that the stone had been taken away from the tomb.
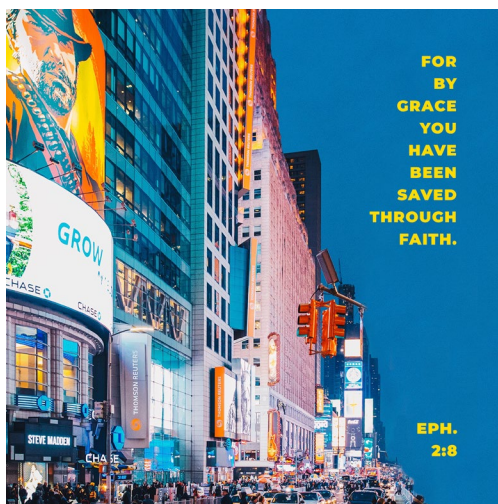
John 20:1

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How good it is to sing praises to our God, how pleasant and fitting to praise him!

AS EACH HAS RECEIVED A GIFT, USE IT TO SERVE ONE ANOTHER, AS GOOD STEWARDS OF GOD'S VARIED GRACE

1 PETER 4: 10

FOR BY GRACE YOU HAVE BEEN SAVED THROUGH FAITH.
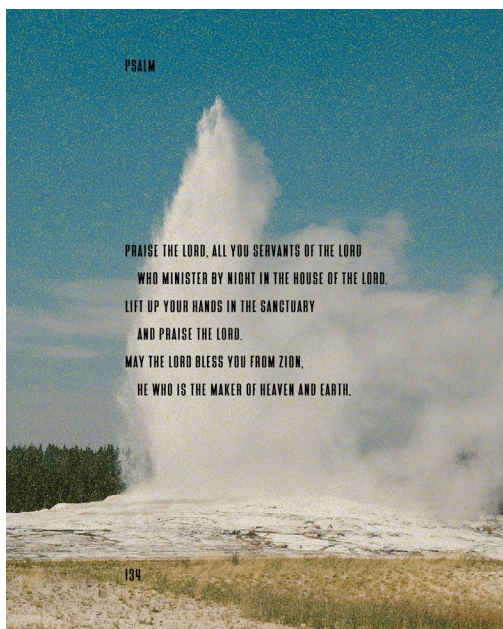
EPH. 2:8

YOU, LORD, LAID THE FOUNDATION OF THE EARTH IN THE BEGINNING, AND THE HEAVENS ARE THE WORK OF YOUR HANDS | HEBREWS 1:10


PSALM

PRAISE THE LORD, ALL YOU SERVANTS OF THE LORD WHO MINISTER BY NIGHT IN THE HOUSE OF THE LORD. LIFT UP YOUR HANDS IN THE SANCTUARY AND PRAISE THE LORD. MAY THE LORD BLESS YOU FROM ZION, HE WHO IS THE MAKER OF HEAVEN AND EARTH.

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BUT YOU WILL RECEIVE POWER WHEN THE HOLY SPIRIT COMES ON YOU; AND YOU WILL BE MY WITNESSES IN JERUSALEM, AND IN ALL JUDEA AND SAMARIA, AND TO THE ENDS OF THE EARTH.
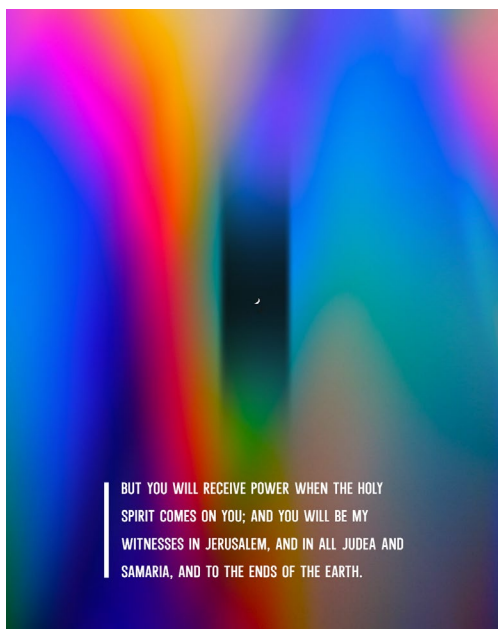
I lift up my eyes to the mountains—
    where does my help come from?
My help comes from the Lord,
    the Maker of heaven and earth.

He will not let your foot slip—
    he who watches over you will not slumber;
indeed, he who watches over Israel
    will neither slumber nor sleep.

The Lord watches over you—
    the Lord is your shade at your right hand;
the sun will not harm you by day,
    nor the moon by night.

The Lord will keep you from all harm—
    he will watch over your life;
the Lord will watch over your coming and going
    both now and forevermore.

Psalm 121
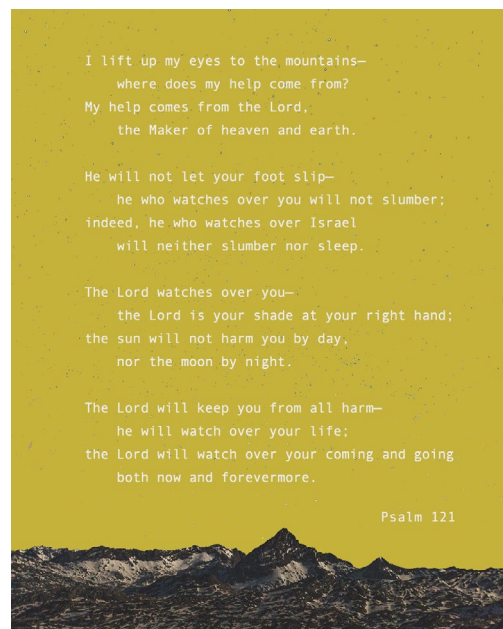
Social Posting Tips and Tools:

Timezone & Posting Time and Day:

Once you've chosen your categories, make sure to specify your timezone so that your posts go out at the right time each day. Recommended times to post are between 8-10am and 3-5pm. You can edit your Social Schedule at any time to update posting times. We recommend posting an image every day, but feel free to update your schedule to post on select days, if you so choose.

You can start posting at one time and then update the post times once you view your post metrics after a few weeks of posts to your page.

Social Metrics:

Social Metrics are the overview of how well your daily posts are doing. You can use this information to tweak the posting times on your schedule if you notice your audience liking/commenting on posts at different times. Our social metrics measure a number of aspects:

- **Impressions -** the number of times your Facebook posts are seen
- **Reach -** the number of unique people who see your Facebook posts
- **Engagement -** the number of clicks on your Facebook posts. Including likes, comments, shares and reactions.
- **Recent posts -** shows the recent posts on your Facebook page and stats for time published, reach and engagement.

A Few Tips for Growth & Engagement:

There is a lot that goes into successful Social Media content. We do a lot of the heavy lifting for you with our Social Graphics and Posting Schedules. These few tips are meant to encourage you and equip you with realistic expectations for social growth and engagement.

- **It's not a Numbers game -** As much as you want to see your page engagement skyrocket, it just isn't realistic. Instead of focusing on the specific numbers or followers on your page, look into your engagement, reach and impressions.

- **The interaction rate for your page is lower than you think -** according to this study, pages with 10k likes/followers or less get between .52% - 1.18% of interaction on the page. Even though that is pretty discouraging, celebrate any time your posts receive more than that expectation.

- **Captions help -** adding a caption to your posts in the form of a question, comment or prompt will help your community engage with your posts even more.

- **Social Media is a slow burn -** As much as you want to race to the "finish line" of an expected page followers number, don't let that get in the way of the main reason you're posting on social media - to reach out to your community and share the love of Jesus! Nothing with social media is quick and things are always changing. As long as you keep up with consistent posts, you will see consistent metrics of engagement, reach, and impressions.
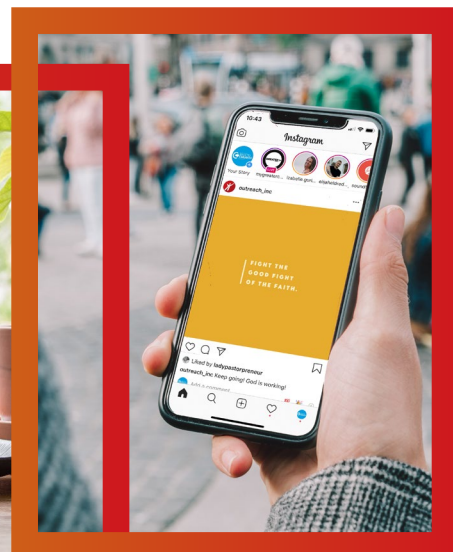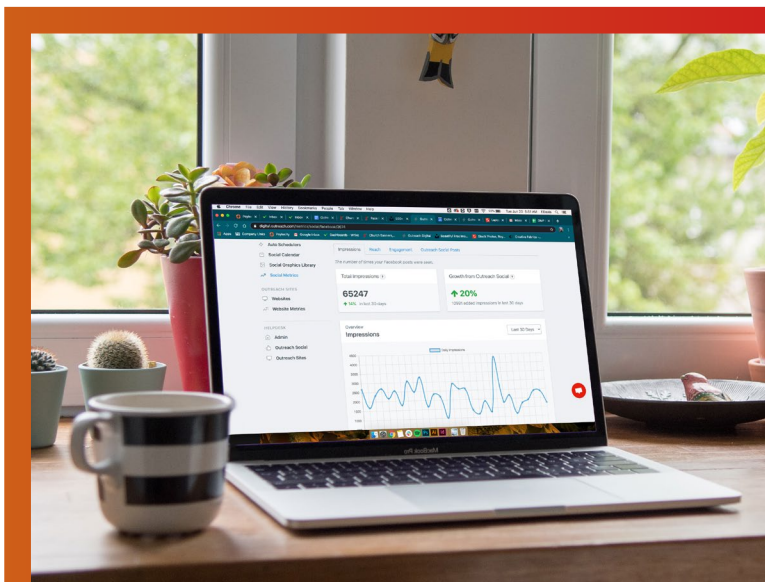
How to Connect Your Facebook Page:

Connecting your Facebook Page is a quick and easy process! Let's make sure we check our settings on Facebook before we connect our page to Outreach Digital.

1. **Make sure your Facebook page is a Public Page**

   a. The only way to create a Facebook page is by having a personal profile. That requirement is in place by Facebook to try to lessen fake/spam pages.

2. **Make sure you are an admin on the Facebook Page.**

   a. You can check your rights by going to your Facebook page, and clicking the "settings" in the top right corner. Head down to "page roles" and make sure your name has "admin" next to it.

   b. It is possible to have access to the page without "admin" privileges. If this is the case, you'll need to ask another admin to change your permissions so that you can connect to Outreach Digital. If your permissions change after you connect, Outreach Digital will be disconnected from your Facebook Page.

3. **If you have checked these steps and you are an admin of your Public Church Facebook Page, follow these steps to connect your page to Outreach Digital.**

   a. Login to your Outreach Digital profile at digital.outreach.com

   b. Head to "Social" at the top of your profile

   c. Click "Social Profiles"

   d. Next, click "Add Facebook Page or Add Twitter Page"

   e. Click the Facebook button to connect to Facebook. Follow the same steps for Twitter.

   f. FINAL STEP. Once you've added the page and are on the Outreach Digital page, click the "connect" button next to your page name in order to click "Add Profile". If you don't click connect, you will be unable to select "Add Profile" and you will not be able to connect the page to the Auto Schedule to receive your first post.

   g. Now, to set up your posts, click on "Social" and select "Auto Schedulers" On the next page, select the following settings for your schedule:

      1. Post Categories

      2. Timezone

      3. Time to Post

      4. Days to post

      5. *Optional* Upload your PNG Church logo.

         This needs to be at least 150x150px with a transparent background. Square logos/icons work best instead of logos with a church name.

How to Connect Your Twitter Profile:

Now, you will follow similar steps to connect your Twitter Profile. Unlike Facebook, Twitter just requires you to have an account. No need to be an admin of the page - you can connect any Twitter Profile you have.

1. Make sure you have the login information for your Twitter account, or login to Twitter before setting up / adding your page to Outreach Digital.

a. Login to your Outreach Digital profile at digital.outreach.com

b. Head to "Social" at the top of your profile

c. Click "Social Profiles"

d. Next, click "Add Facebook Page or Add Twitter Page"

e. Click the "Connect to Twitter"

f. Once you click "Connect to Twitter", you will be brought to a Twitter page or window to authorize the app. If that window or pop-up doesn't show up, make sure you don't have a pop-up blocker enabled on your browser. If you do, disable it and try again.

g. Click "Authorize App" to approve your connection to Twitter.

h. Once you click "Authorize App" you will be brought back to Outreach Digital. To finish setup, just click "Add Twitter Page" to include that account to your current social Profiles.

i. Now, to set up your posts, click on "Social" and select "Auto Schedulers". On the next page, select the following settings for your schedule:

1. Post Categories

2. Timezone

3. Time to Post

4. Days to post

5. *Optional* Upload your PNG Church logo.

This needs to be at least 150x150px with a transparent background. Square logos/icons work best instead of logos with a church name.

Reconnecting Your Facebook Page / Twitter Account:

Sometimes, you may need to reconnect to Facebook to continue receiving your daily posts. It could be a number of things from a password change to a security update on FB. Either way, reconnecting is quick and easy!

1. Login to your Outreach Digital Profile at digital.outreach.com/login

2. Head to "Social" at the top of your profile and choose "Social Profiles".

3. Click "Reconnect" and follow the prompts on screen to approve daily posting. Make sure the page is selected *blue box with a check* (for Facebook) and that Outreach Digital has all the permissions on the following screen *blue buttons "on"*

4. Once you've followed those prompts, you should see a connected button under "status". If you don't see "connected" then we were not able to establish a connection. If this happens, confirm you still have admin rights to the page and / or contact support (the red chat bubble in the right hand corner.)

F.A.Q.

[FREQUENTLY ASKED QUESTIONS]

Can Outreach Digital post to Instagram?

• At this time, we are only able to post to Facebook and Twitter. Instagram has higher auto-posting restrictions.

Can I edit the posts you provide?

• You can customize your posts with your logo, but the content on the images we post cannot be edited at this time.

Can I choose the posts that go out on certain days?

• We post according to your Social Schedule and auto-post an image to your feeds from one of the categories you choose. Our Social Post Calendar allows you to see your scheduled images, add a caption, change out the posts to another image in our social graphics library, and add additional posts to your schedule.

Can Outreach Digital post to a Facebook group or personal profile?

• We can only post to a Public Facebook Business page. If you only have a group or personal Facebook page, setting up a public business page is a quick and easy process.

Do the posts come from Outreach or our Facebook page?

• While the posts are coming from us, they are posted on your behalf to your Facebook page. While you (or any page admin) can see "posted by Outreach Digital" on the post, your visitors cannot see that.

Does Outreach Digital have access to edit our Facebook Page or Twitter Feed?

• During the signup process, you give Outreach Social permission to post on your behalf, but give no other permission or controls of your Facebook and Twitter page. We will not be able to access or edit any settings on your accounts.