

A Social Media Starter Kit & An Intro to Instagram

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A SOCIAL MEDIA STARTER KIT

— Content

- Links; shares; your own content

— Two General Rules

- Keep it short
- Use images (and Video!)
 - Unsplash (www.unsplash.com)
 - Pixabay (www.pixabay.com)

— Content Creation Apps

- Word Swag
- Pablo (www.pablo.buffer.com)
- Over (mobile only) & Canva (www.canva.com)
- PowerPoint
 - Since Office 2016
 - Design / Slide Size / Custom Size (*1080 px by 1080 px*)
 - Save as a PNG image file

— Get Noticed

- Hashtags
 - Get a hashtag for your parish
 - Not case sensitive ... **#stnicholasfw** = **#StNicholasFW**
 - Hashtags end when you hit the space bar or a punctuation mark
 - **#liveorthodoxy** vs. **#live** orthodoxy

- Peak Hours

- Monday – Friday, 10:00 am – 3:00 pm

- Events: Wed. & Fri. before noon

- Post close to the top of the hour

- Apps for scheduling posts:

- Buffer (www.buffer.com)

- Hootsuite (www.hootsuite.com)

- Like, Share, Follow

- Follow accounts in your community!

- Comment

- "Less is more."

AN INTRODUCTION TO INSTAGRAM

— **Instagram by the numbers**

- Debuted October 2010 ... Bought by Facebook in 2012
- 1 billion people use Instagram every month
- About 600 million posts every day
- "It's where the young people are!"
 - 71% of Instagram users are under the age of 35 - most between 18 and 29
 - 72% of U.S. teens use Instagram

— **How does Instagram work?**

- Built around visual content (photos, videos)
- Built for mobile devices
- Harder to share posts, requires third party apps
- Instagram is very interactive
 - E.g. Facebook has more users, but IG users engage posts more
- The Algorithm

— **Types of posts:**

- Posts
- Stories
- IGTV

— Tips

- Get an Instagram business account and a Facebook Page
- Posts that are 1080 px by 1080 px are the best place to start
- Using another Instagram user's account name in a post increases engagement by 5%.
- Including at least one hashtag on average will see a 12.6% rise in engagement.
- Tagging a location will see engagement skyrocket by 79%.

General guidelines for Social Media Posts

- Plan your posts
 - Post and Repost, especially event announcements
- Get a small team together
- Monitor your accounts!
 - Respond to feedback
 - Watch for potential dumpster fires!
 - Check your messages

Keep it positive — A "redemptive message"

"Do not find fault before you examine a situation. First, understand it, and then make your judgment. Do not answer before you have listened, and do not interrupt someone while he is talking. Do not argue about a matter that does not concern you." (Sirach 11:7-9)

"Finally, brethren, whatever things are true, whatever things are noble, whatever things are just, whatever things are pure, whatever things are lovely, whatever things are of good report, if there is any virtue and if there is anything praiseworthy — meditate on these things." (Philippians 4:8)

From the Top 100 Hashtags

#amazing
#live
#instagram
#Family
#inspiration
#Home
#quotes
#goodmorning
#health
#photo
#healthy
#beauty
#love
#happines
#motivation
#weekend

Popular Christian Hashtags

#christian
#jesus
#god
#bible
#faith
#love
#church
#jesuschrist
#christianity
#christ
#pray
#prayer
#holyspirit
#gospel
#worship
#truth
#blessed
#bibleverse
#hope
#godisgood
#amen
#catholic
#scripture
#christians
#religion
#peace
#salvation
#believe
#biblestudy