

THE ROMAN CATHOLIC
ARCHDIOCESE OF ATLANTA



2023 SOCIAL MEDIA GUIDE

Platform	Pros	Cons
Facebook	<ul style="list-style-type: none"> • Largest social media platform • Built for community • Easy to create a business page • Videos, photos and contests work well on platform 	<ul style="list-style-type: none"> • Primarily for older demographic • Requires engagement with followers and monitoring • Must use a personal account to form business page
Twitter	<ul style="list-style-type: none"> • Very accessible platform • Easy to retweet and share from other users • Good for breaking news and discussing events 	<ul style="list-style-type: none"> • Appeals to college-educated and those making \$75k+ annually • All tweets are posted chronologically - people may miss important information
Instagram	<ul style="list-style-type: none"> • Short videos and photos work well on platform • Integrates with Facebook and Twitter - you can post same content on multiple platforms 	<ul style="list-style-type: none"> • Appeals to mostly Gen Z and Millennials • Must have quality photos and/or graphics
YouTube	<ul style="list-style-type: none"> • Second largest search engine after Google • Can make a variety of videos to target your audience 	<ul style="list-style-type: none"> • Need to allocate budget and time towards making high quality, entertaining and informative videos
Pinterest	<ul style="list-style-type: none"> • Drives traffic to website/blog • Information is easy to share • Great for how-to guides, how to use products & services and favorite recipes/stories 	<ul style="list-style-type: none"> • Difficult to reach a broad audience • Must create Pinterest-sized graphics • Difficult to fully automate • Limited control of how content spreads
TikTok	<ul style="list-style-type: none"> • Reach large audience quickly • Offers various advertising formats • Stay current with trends 	<ul style="list-style-type: none"> • Caters to a younger audience • Revolves around short videos • Limited analytics • Evolves rapidly - must be able to keep up with new trends

NOTE: Resources include Forbes, LinkedIn, Brandon Gaille and Sprout Social.



2023 SOCIAL MEDIA DO'S AND DON'TS

<p>DO'S</p>	<ol style="list-style-type: none"> 1. Refer to the Archdiocese of Atlanta social media policy for guidelines. 2. Have at least 2 social media administrators for each social media account, with one being a church staff member. 3. Take away social media permissions when a person leaves the parish or church staff. 4. Get permission to use photos of church members for social media - ESPECIALLY minors (under age 18). 5. Inform parishioners that you will be taking photos of events (parish picnic, etc.) for social media. Do this by having a sign upon the entrance or making an announcement prior to filming/photography. 6. Include social media into your overall marketing strategy. 7. Report abuse or threats to archdiocese/proper authorities. 8. Block and/or report users who harass, threaten and spam your business profile. 9. Create guidelines for all administrators on how to engage with social media followers. 10. Include guidelines and rules for engaging in the bio of your social media profile. You can repost them twice a year, when comments/engagements get out of hand or for controversial topics.
<p>DON'TS</p>	<ol style="list-style-type: none"> 1. Post photos of minors without written consent from parents/guardians. 2. Engage in online discussions that are harmful to the Catholic Church, the faith community or yourself. 3. Leave social media accounts unattended - post and engage! 4. Share personal views on the parish social media page unless you are commenting as yourself. 5. Forget to share your social media handles with the archdiocese.
<p>Free Photo Resources</p>	<ul style="list-style-type: none"> • Pixabay: https://pixabay.com/ • Pexels: https://www.pexels.com/ • Unsplash: https://unsplash.com/ • Kaboompics: https://kaboompics.com/
<p>Free Social Media Management Tools</p>	<ul style="list-style-type: none"> • Buffer: https://buffer.com/ • Agora Pulse: https://www.agorapulse.com/ • CoSchedule: https://coschedule.com/ • Crowdfire: https://www.crowdfireapp.com/ • Tailwind: https://www.tailwindapp.com/

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SOCIAL MEDIA INVENTORY SHEET

Parish: _____

Platform	Handle (@)
Facebook	
Twitter	
Instagram	

Do we know who has the email and passwords for these accounts? Circle YES or NO

Who has access to these accounts? Include parish staff.

When was your last post on social media?

Are you following the Archdiocese of Atlanta, The Georgia Bulletin and the Vatican on social media? Circle YES or NO