



How to use

# FACEBOOK

to Spread the **Gospel** Further, Faster

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# How to use Social Media to spread the Gospel further, faster

Have you ever looked at a church or church leader's social media profile and wondered how they have reached such a massive audience? Or maybe you've dreamt about how you could reach the world for Jesus if you only had thousands of people connected to your own channels?

Well, the good news is you don't need to worry about this. And the better news? There's actually some easy steps you can take right now to start growing your platform and impacting people's lives around the globe.

## **Lead a Megachurch. Right from your phone.**

At Churchpress we have an internal saying that every single follower of Christ on social media can "lead a mega church."

***Dictionary.com defines "megachurch" as an independent evangelical church with a very large membership in regular attendance***

The Hartford Institute, a center for religious research, defines megachurch as a church with 2K people. So that's the number we use to base our social growth strategy! We've created a simple breakdown to allow you to attract more attention and build your ministry reach, all while sharing and declaring the Good News of Jesus.



Moreover, each social medium works a little bit differently and has a different main focus. Some focus on general lifestyle, others short snippets of quotes, while others are all about pictures or careers – the list goes on and on! People use different social media for different reasons.

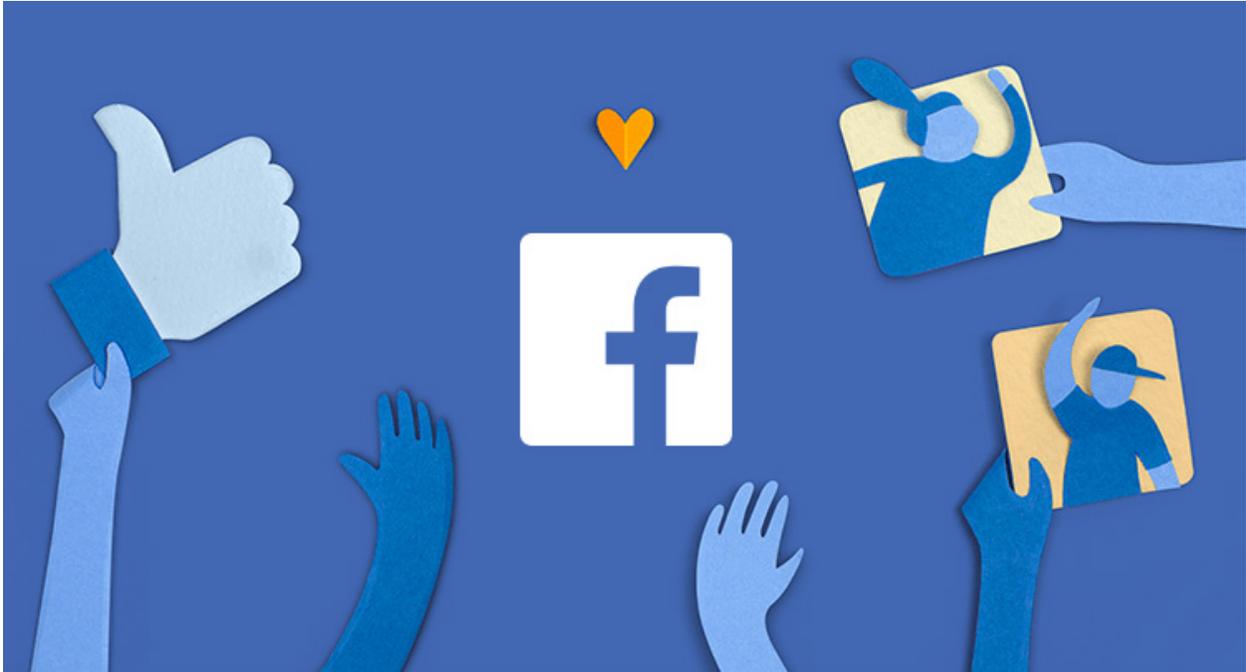
**The diversity that social media gives us is great because it provides the opportunity to reach more people than ever before. But wrapping your mind on the HOW TO use it to grow can be daunting!**

And... that's where Churchpress comes in! We've created a series of Ebooks to teach you how to maximize your social channels. In this series we've created simple breakdowns for each platform, complete with practical tips and tricks to maximize your reach. These are easy to follow and they will teach you how to attract attention, maximize your ministry reach, and share the Gospel to people everywhere. All while being creative in your approach to attract attention and share the Good News.

There's no "golden secret" to overnight success on social media, so squash any fantasies you have of suddenly achieving social media fame. Instead adopt the Habakkuk 2:3 model where if the vision "seems slow, wait for it; it will surely come; it will not delay."

Growing your social channels takes discipline and a lot of WORK. You'll be tapping that mobile phone, taking photos, sending personal messages, and interacting with people that you might never have known otherwise. However, if you implement the strategies we talk about, you will unlock the secrets to amassing a following, and most importantly using your social media accounts to lead people closer to Jesus





## The Gospel + Facebook

Last year, a recent college graduate found herself moving to Europe from the United States for a job opportunity. She knew neither the home country's language nor anyone on the entire continent. On a whim, she searched Facebook for English-speaking churches in her new city. On the front page, she discovered an International Christian Fellowship. She was sold after seeing videos of heartfelt worship and a community of people from all walks of life. When she got to her new home, the church welcomed her with open arms. After returning to the States, she maintains the Christian relationships she had there through Facebook messenger. The best part? She still gets to partake in their worship, because they post videos of their worship team playing every Sunday! This was possible because of Facebook.

**Facebook is being used to spread the gospel, and you can be a part of it, starting today!**

## **So, what's Facebook?**

Facebook is a social network. It revolves around communication with other people through private messaging and public posts that consist of text, pictures, or videos. It helps people who live far away from each other stay connected, and is a way to share things with friends and family.

## **Who uses it?**

Facebook currently has [2.196 billion](#) active users. To get some perspective, there are approximately [7.6 billion](#) people living today. Over 1 in 4 people you will ever meet has a Facebook profile.

Facebook reaches a huge global audience. [270 million](#) people in India use the service, followed by [210 million](#) in the U.S. and [130 million](#) in both Brazil and Indonesia. Mexico, the Philippines, Vietnam, Thailand, Turkey, and the U.K. each have over [41 million](#) users.

Facebook is great for reaching people of all ages. It is perhaps the most universally-used social media platform among all age groups in the United States. Consider that:

[55%](#) of people who are 50+ use Facebook

[80%](#) of 30-49, 25-29, and 18-24 year-olds use Facebook

With audiences and numbers like these, Facebook is a mission field in need of digital missionaries!



# Churches and Facebook

Many churches have already responded to this. In fact, in 2017, [84%](#) of Protestant churches in the U.S. have Facebook pages. This has jumped up from [47%](#) in 2010. However, having a Facebook page is only the beginning.

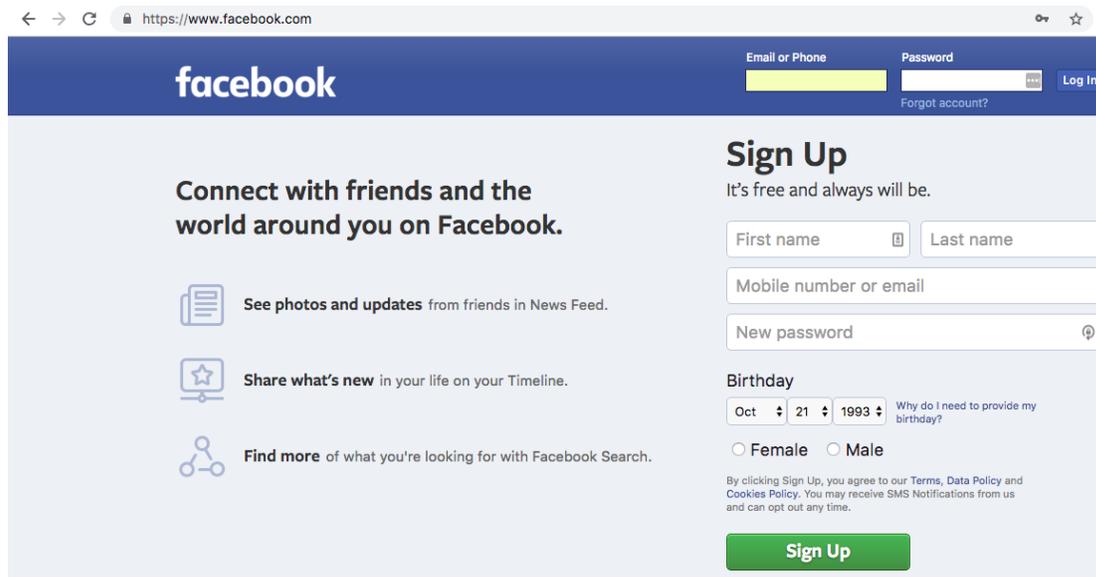
There are so many ways to reach people through Facebook that we at Churchpress suspect that even if you're in that 84%, there are still many more ways to use Facebook to reach even more people! And if you're not in that 84% – don't worry, we'll take you step-by-step through everything, starting with the basics.

## Getting Started on Facebook

### Making a Facebook account

You can access Facebook through a phone app or on a computer.

First, let's get an account on a computer or laptop. Type in [facebook.com](https://www.facebook.com)!

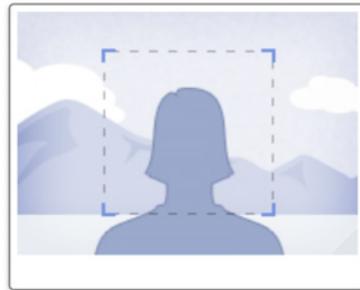


Remember your Facebook account is personal -- they must be connected to an individual. Making a page for your church will come after you make a personal account, so for now, put in your personal information to sign up.

Confirm your account by checking your email for a new message from Facebook. Click the link they sent you, and you're in!

Now, add a profile picture to your account. You can choose a photo from your photo library on your computer.

**1 Upload a profile picture**



 **Add Picture**

OR

**Take a Photo**  
With your webcam

Now you have a Facebook account on your computer! It's a good idea to use Facebook on a computer when you're doing things like setting up a group or starting events, but if you want to quickly check Facebook, it's a good idea to have it on your phone also. Let's talk about getting Facebook on your phone now.

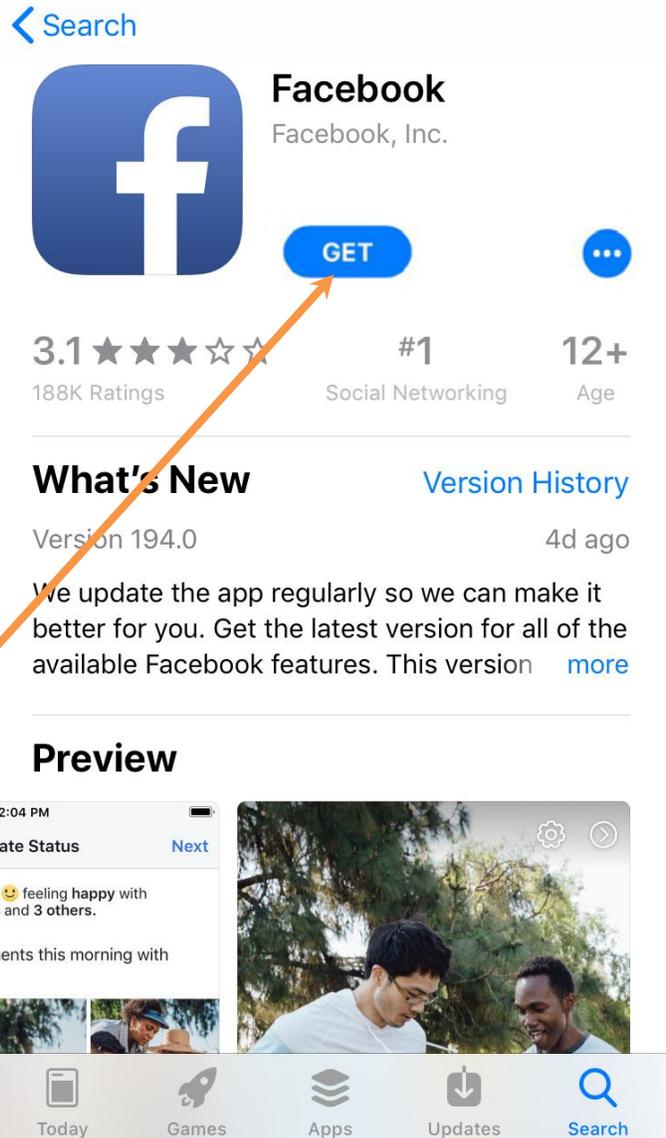


You have to have a smart phone to download applications.

Let's download the app now. If you have an iPhone, go to the App Store and search *Facebook*. This should come up.

The phone app is great for checking Facebook quickly, messaging other people, and making short public posts. (Don't worry, we'll explain what all those things mean in a few pages!)

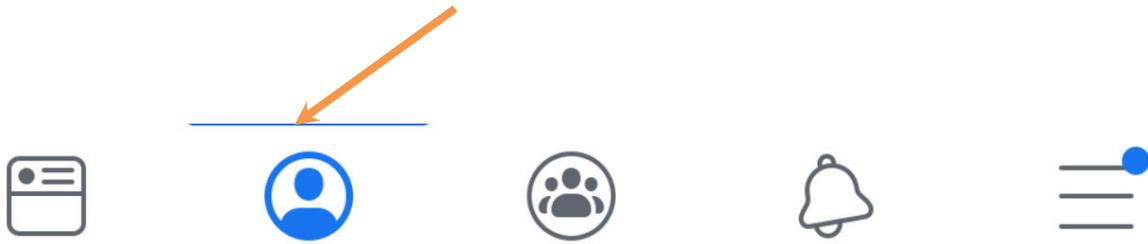
Once it's loaded, click on *get*, and wait for it to download. It should appear on your phone's screen with this logo:



Now, log in to your account using the email and password that you created on your computer.

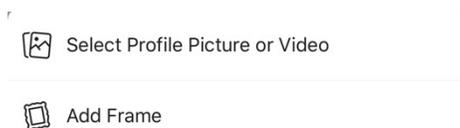


You can also set your profile picture from your phone. To do this, click on the profile button at the bottom of your screen to open up your profile page.



Your profile page will open. Now, click on the camera icon.

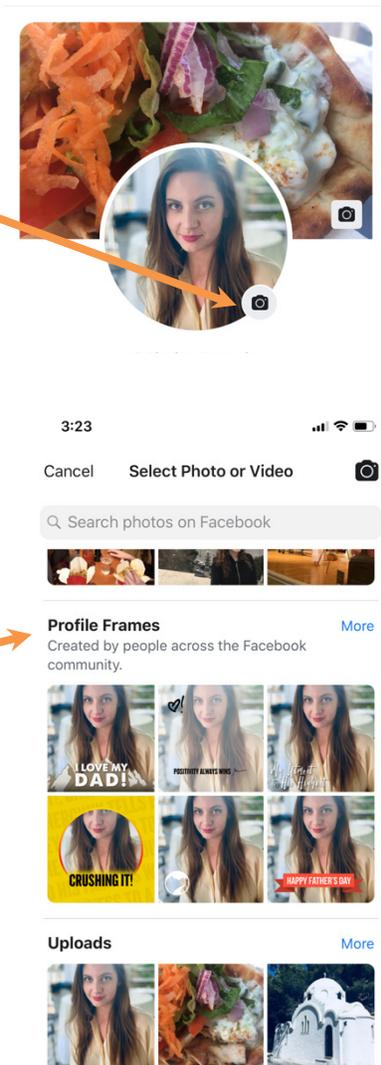
It will open a menu at the bottom of the page that will look like this:



Click on *Select Profile Picture or Video*.

You'll see lots of different options of photos that you can use! Click on any of them to select a new picture.

You can also frame your photograph with different options that they offer! These are fun to do during holidays or to advertise an event.



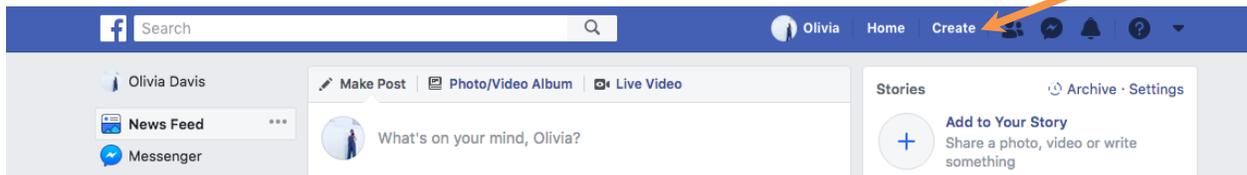
And now, congratulations! You've made a personal Facebook account and can access it through your computer and your phone!



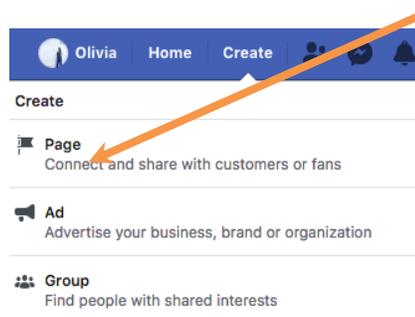
## Making a Page for Your Church

Now that you have a personal Facebook account, you should make a Facebook *page* for your church. A Facebook *page* is a public page where people see general information about your organization, upcoming events, and photos. These pages are always controlled by personal accounts, so that's why we took you through making a personal account first!

1. Log into Facebook. See in the top blue ribbon where it says *create*?



2. Click *create* so you can see this pull-down menu. *Select page*.



3. In the new page that opens, select *Community or Public Figure*. Click on *get started*.

For *page name*, type the name of your church.

For *category*, type and then click on the one that you want to use. You can use general *church* or include your denomination. If you don't see your denomination, type it into the category, and it should come up from the menu.

### Community or Public Figure

Connect with people in your community and share news about what's important to you with a free Facebook Page.

#### Page Name

#### Category

Church

Church of Jesus Christ of Latter-day Saints

Church of God

Church of Christ

Catholic Church

Evangelical Church

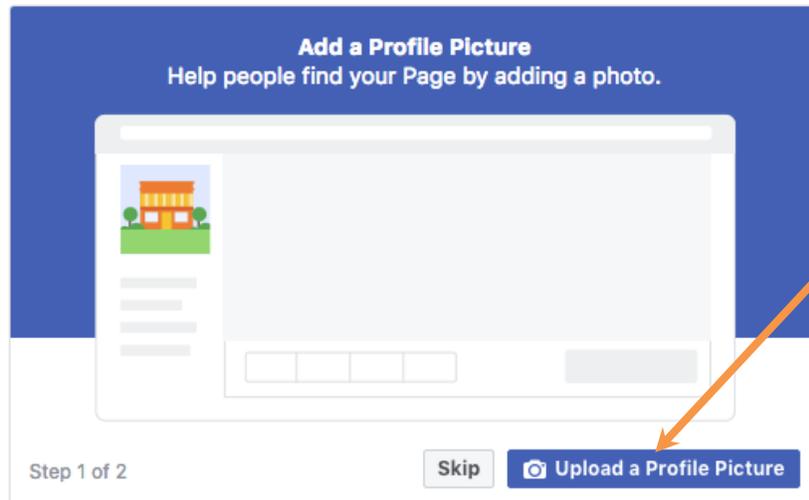
Methodist Church

Pentecostal Church

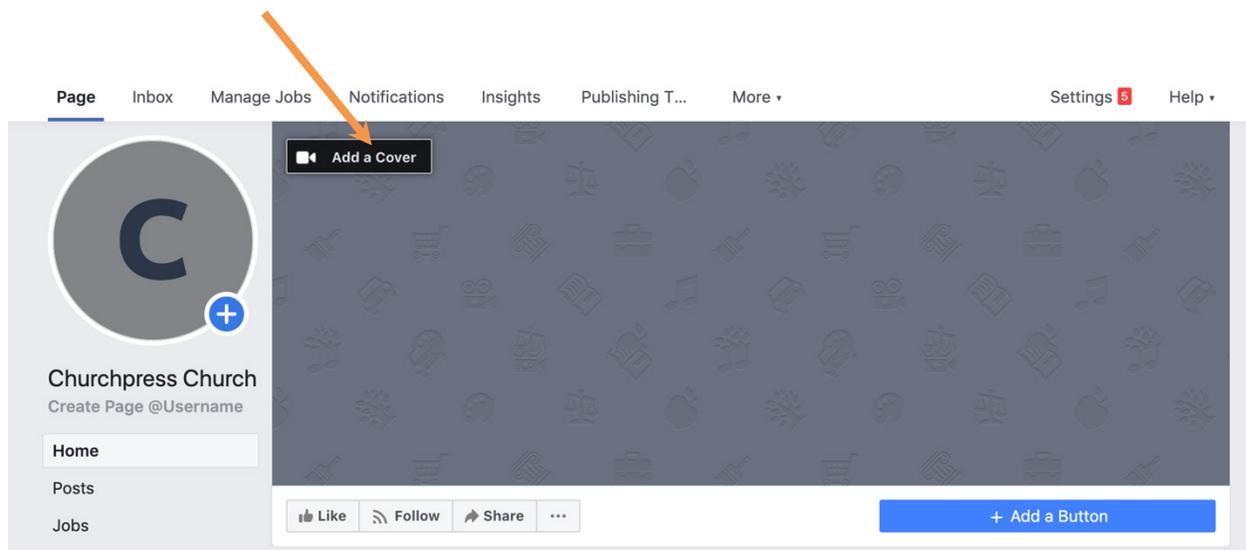


4. Input your church's information, including the address.

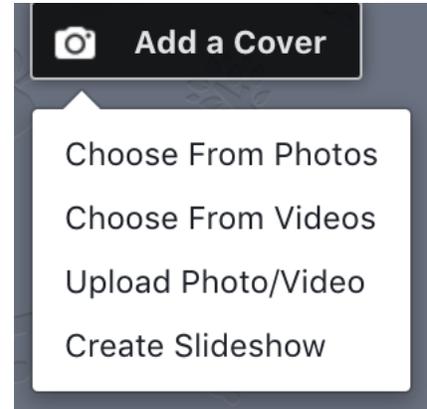
5. Upload a profile picture! This time, make it a picture that is relevant to your church. You can use your church's logo or another picture that is recognizably identified with your church. To upload the picture, click and drag the photo to the *upload a profile picture* link.



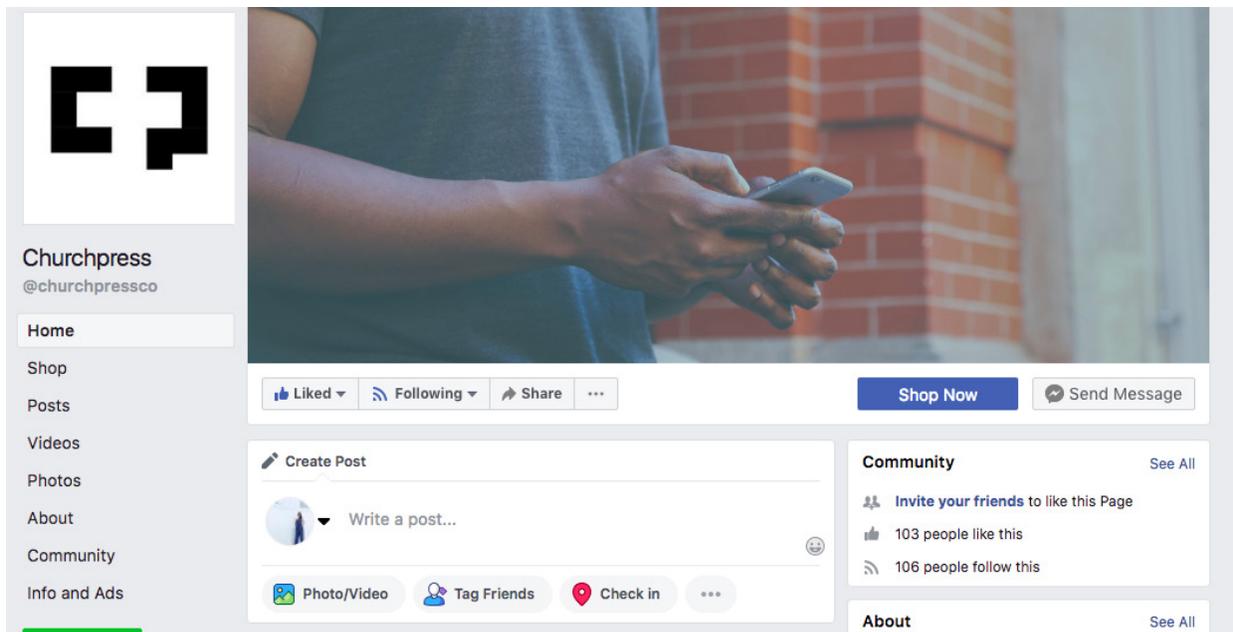
6. Upload a cover photo. People will see this when they are looking at your church page, so it's a great idea to show something that is friendly! Shots of people worshipping, meeting together, and generally looking friendly work well. You can also add videos and slideshows to make it captivating! To do this, go to the Facebook page and click on *add a cover*.



A menu will come up giving you several different options. You can choose from your Facebook photos or videos, as well as upload a photo from your computer.



And there you go! Now you have a page for your church. There're only a few more preliminary steps in getting set up on Facebook, and then you'll be ready to dive into understanding how to use these pages!



# Making Groups

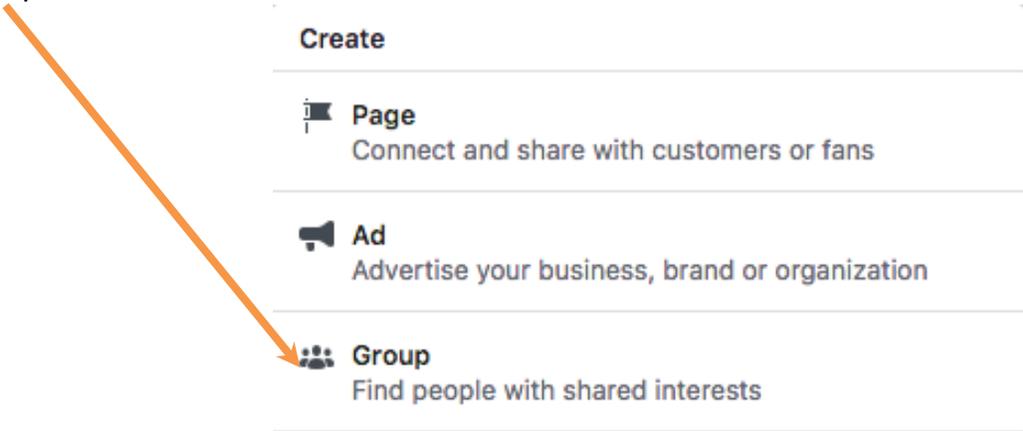
Facebook provides a place where communities can gather and talk to each other in a group setting.

It's important to understand that church *pages* are public. Anyone can see what it on the page, whether or not they *follow* it (which means that they see announcements on their homepage. Think of your church page as a website, and only post things on it that you're comfortable with anyone with a Facebook account seeing. Be careful about sharing sensitive prayer requests or church-member only meetings here!

That said, Facebook has another way for groups of people to connect and post things among each other without sharing them with the whole world. This is called a *group*. Think of these as informal collections of people who have the same interests. The *admin* of the group – whoever created it – has complete control over the privacy of the group, its members, and can *close* (delete) the group at any time.

You create a group in the same way that you create a page. Click on the *create* button in the blue ribbon at the top of your page, and you will see this menu.

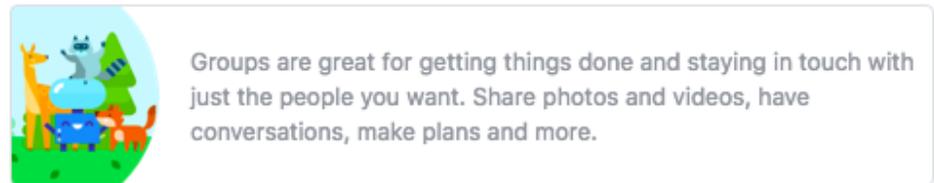
Click on *group*



Then you'll see this:

Create New Group Outside Ole Miss ×

Now, you can:



1. Name the group

Name your group

Personalize your invite with a note ×

2. Add people

Add some people

To add people, begin to type their name, and a menu will come up allowing you to select them and send them an invitation.

Select privacy

[Learn more about groups privacy](#)

**Closed Group**  
Anyone can find the group and see who runs it. Only members can see who's in it and what they post.

Pin to Shortcuts

Create

3. Select the level of privacy

Add some people

Spencer|  
Friends  
Spencer Davis

To select the level of privacy, click on *closed group* and a menu will pop up.

The level of privacy that you choose will depend on your aims for the group, but be sure to read about the different options so that you know what's available.

- Public Group**  
Anyone can find the group, see who's in it and what they post.
- Closed Group**  
Anyone can find the group and see who runs it. Only members can see who's in it and what they post.
- Secret Group**  
Only members can find the group, see who's in it and what they post.

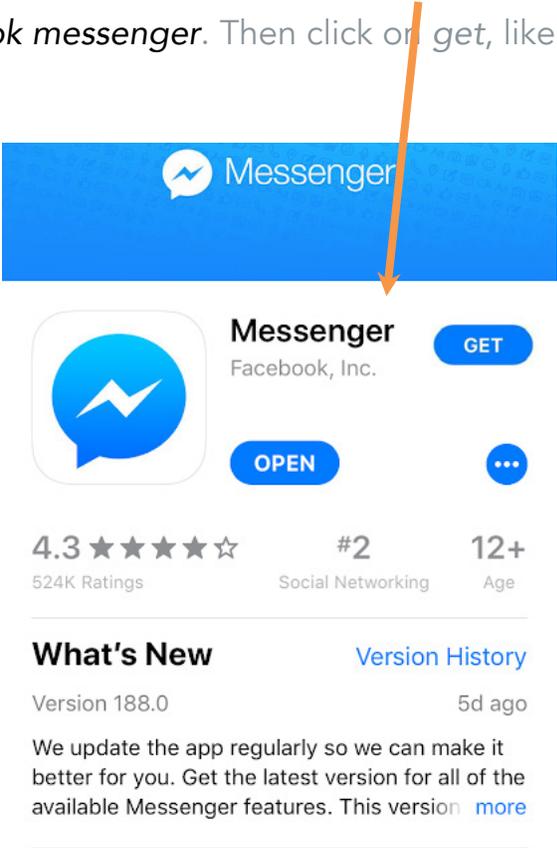


# Facebook Messenger

*Facebook Messenger* is used to communicate to other people individually or in groups. It's a lot like texting, but instead of needing to remember a phone number, you can talk to Facebook friends by only typing in their names. You can also call or video chat with someone. It's great for international conversations because you don't have to worry about those expensive international phone fees!

Go to the app store and search *Facebook messenger*. Then click on *get*, like you did for the Facebook application.

Put in your Facebook account username and password, and you'll be logged in and ready to go!



There you go! Now you've made a personal Facebook account, are able to access it on your phone and computer, have created a page for your church, know how to create groups, and are set up to use Facebook Messenger. Now that you've gotten all these set up, in the next section, we're going to teach you how to use them with the greatest efficacy.

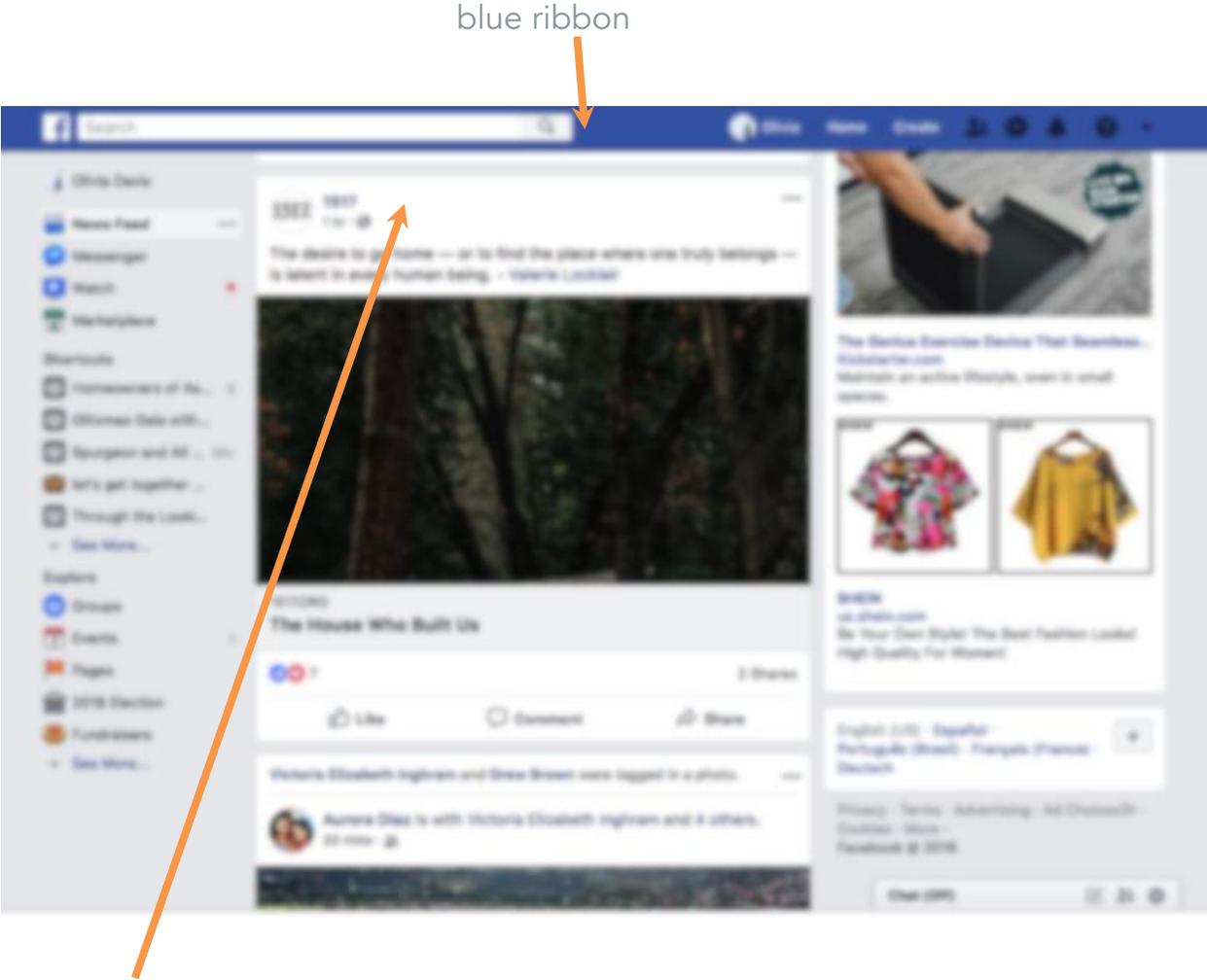


# Navigating Facebook

We're now going to take you through the vocabulary of Facebook and how to do basic tasks like creating a *homepage*, *friending* people, and understanding information in *posts*.

## Homepage

When you first log in to Facebook, you see your *homepage*. This is also called your *feed* or your *newsfeed*. The definitions are interchangeable. A blue ribbon is at the top of your page, and it helps you navigate everything.



Newsfeed/homepage/feed



# Navigating the Blue Ribbon

This is the *home button*. It takes you back to your homepage.



This is the *search bar*. You can type in here to find Facebook users, groups, events, and more.

This is the *profile button*. It takes you to your *profile page*.

This is the *create button*. It lets you create a page. You already used it when you made a page for your church!



This is the *home button*. It takes you to your *newsfeed*.



*Friend requests*

*Instant messages*

**Notifications**  
When someone interacts with a post you've made, you are notified here. The red 1 and white color signify a notification

Help center:  
Facebook's  
FAQ

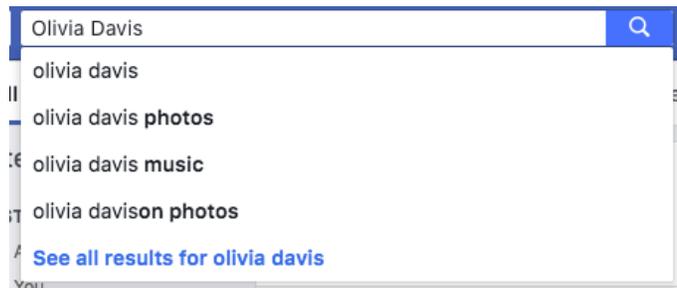
Pull-down menu  
(reveals more options)



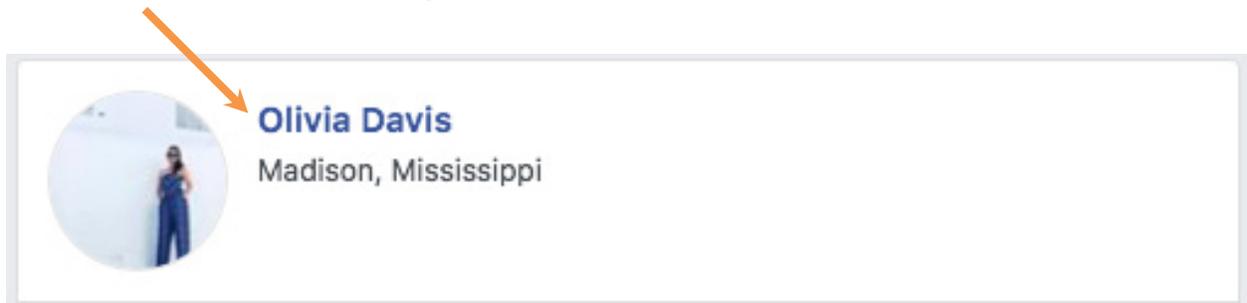
## Friending

After making a Facebook account, one of the first things you will want to do is to find some *friends*. Facebook *friends* are able to see each other's posts and interact with each other.

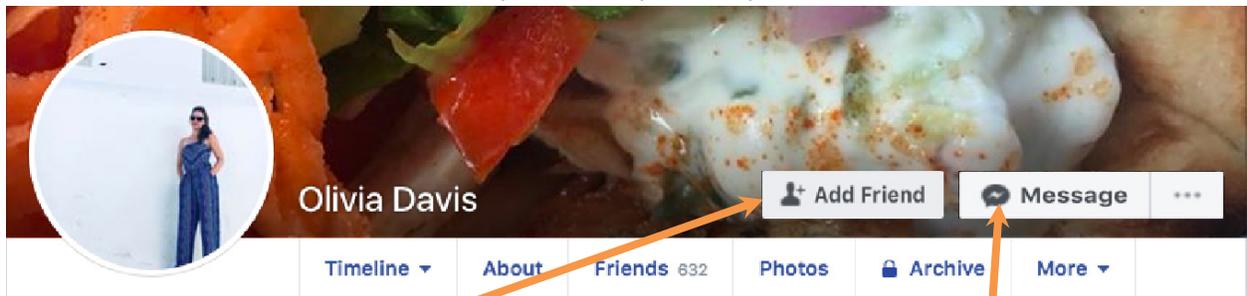
To find a friend, use the *search bar* and type in the person's name. If the name you want to search appears, click on it.



A number of options will come up based on your search input. Click on the **name of the person** you want to be friends with.



After that, it will take you to the person's profile page.



Here, you can click on *add friend*. Then they will receive a *friend request*.

You can also message people you aren't friends with yet by clicking on the *message* button.

# Understanding Posts

There are lots of things that you can do when someone posts something and it shows up on your newsfeed. Let's look at a **post** and break it down. Then we'll show you how you can interact with the person or group who posted it.

Who posted the picture. It displays a name, a small profile picture, and the date of the post. You can click the name to go to their page.

This is the **caption**. This user decided to use emojis in their caption.

This is a photo that the user posted. Posts don't have to include photos or videos, but it's good to know it's an option!

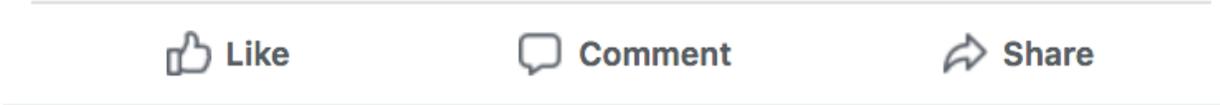


These are the names of other people who have **liked** the post.



# Responding to Posts

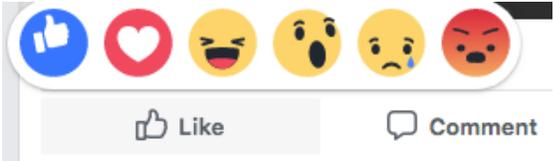
Look at the bottom set of options on this post.



Click this to give a *like*, which is a simple way to show that you appreciated a post. If you want to give a reaction, hold your cursor over the like button, and this will appear

You can click either of these places to write a comment. Your comment will be visible to anyone who also sees this post.

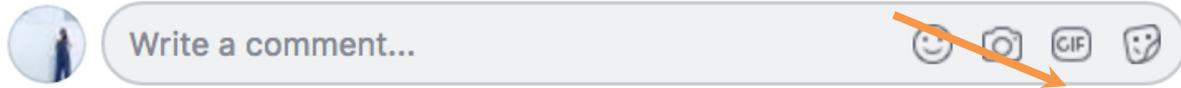
If you want your own friends or followers to see this post too, press share. The post will appear on your page.



You can click on any of these, and your "reaction" will be recorded below the photo so that others can see it.



Also, you've probably noticed some buttons at the end of the comment line.



So what do these do?



Inset an **Emoji**

This will pull up a menu of lots of different emojis that you can use.

Attach a photo or video

This will open up your photo library from which you can choose something to post.

Post a **GIF**

This is a short video that is usually humorous.

Post a **sticker**

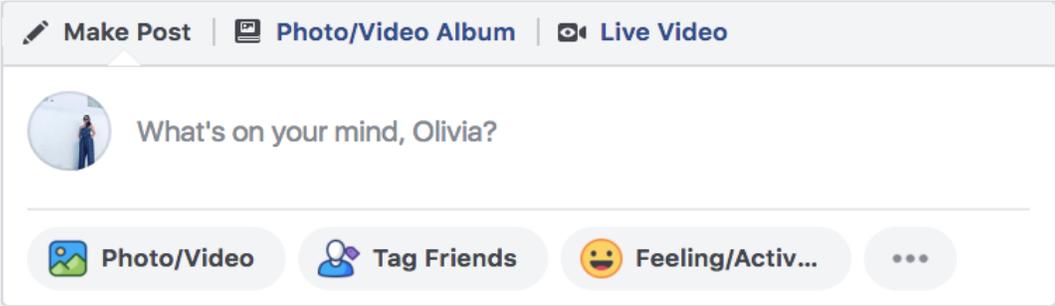
This will pull up a menu of lots of different small images you can use.



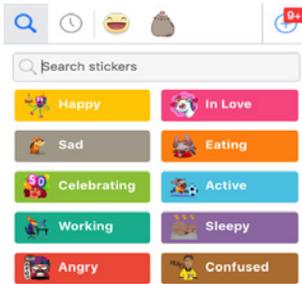
# Making Posts

Now you know how to share and interact with posts, but let's learn how to make your own posts!

There are two places from which you can make a post: at the top of your newsfeed and from your personal page. It doesn't matter which location you post from; everything works the same way.

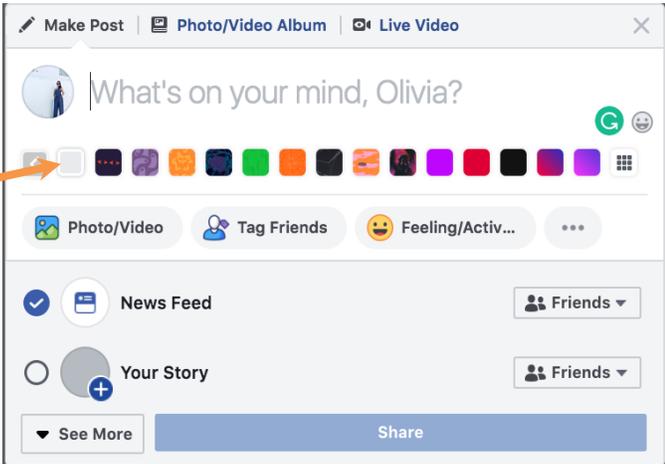


You can type where it says *What's on your mind?* You can write anything that you want, and it will appear on the *newsfeeds* of other people!

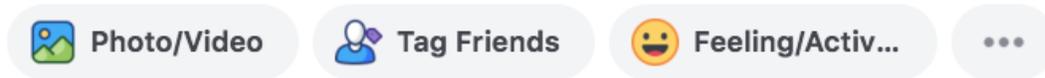


You can use *backgrounds* to your text if you want to make it stand out. To access those options, simply click where it says, *What's on your mind?*

Click on the *color background* that you want to try and it will apply it. This makes your words really pop!



If you decide that you want to post something more than text, then click on *Photo/Video*. This will pull up your photo library and you will be able to select something from there.



You also can *Tag Friends* in your post.  
When you do that, this appears:

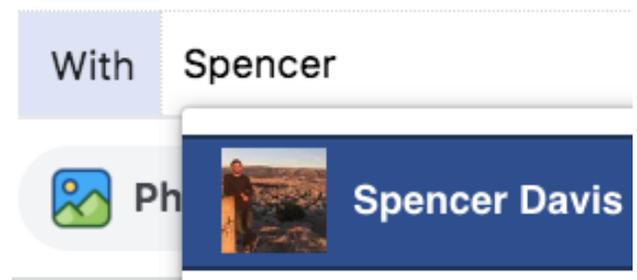
### With Who are you with?

When you begin to type, names appear. Click on the person you want to tag, and then their name will be added to your post at the end. When you tag people, they will get a notification so that they see it and it will appear on their profile page and show up in the newsfeeds of other people.

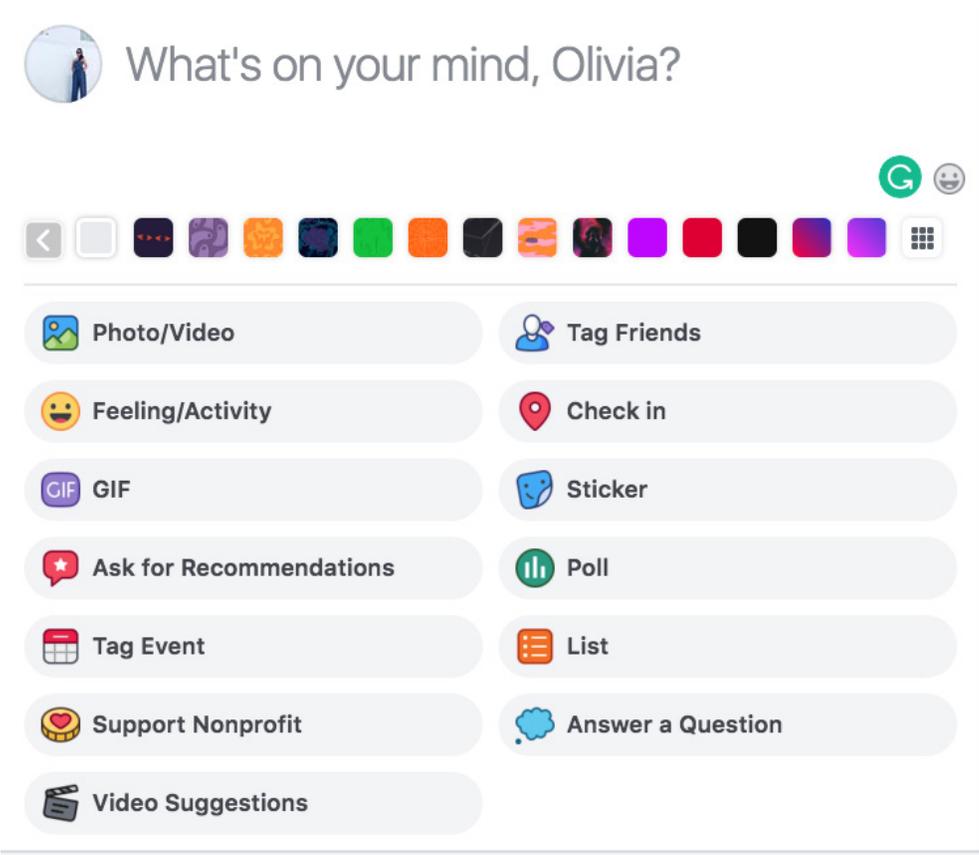
At the end of your status, it will look like this:

— with **Spencer Davis**

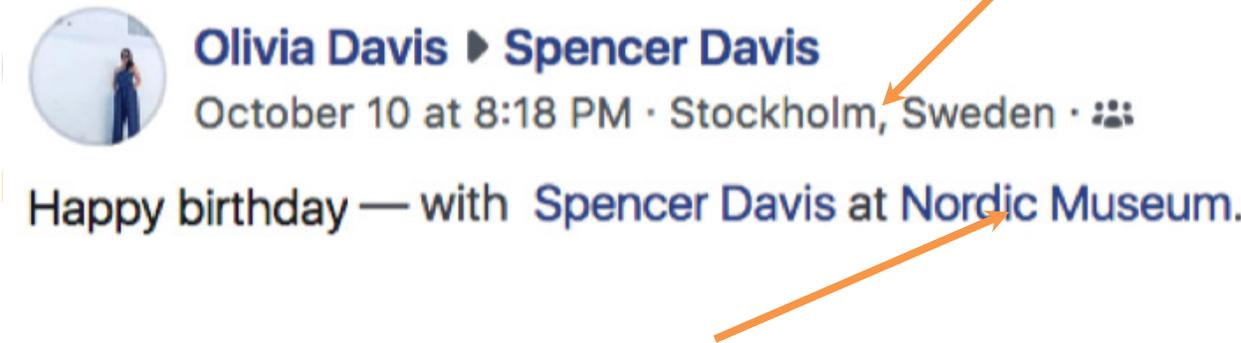
You can add a *Feeling/Activity* to your post to make it interesting also. There are a lot of different things that you can choose from!



If you click on the ellipsis (after feeling/activity), you will have even more options:



To check-in somewhere, click on that option and then type the name of your location. It will appear in your status like this, adding both the general location and the specific place or building where you are.



Specific place (this was the location searched for)

The *GIFs* and *Stickers* work in the same way for statuses that they did for comments.

The *polls* allow you to ask questions and record responses.

*Tagging events* and *supporting nonprofits* are really important for church ministry, and we'll get back to those later – for now, just know that those options are located here.

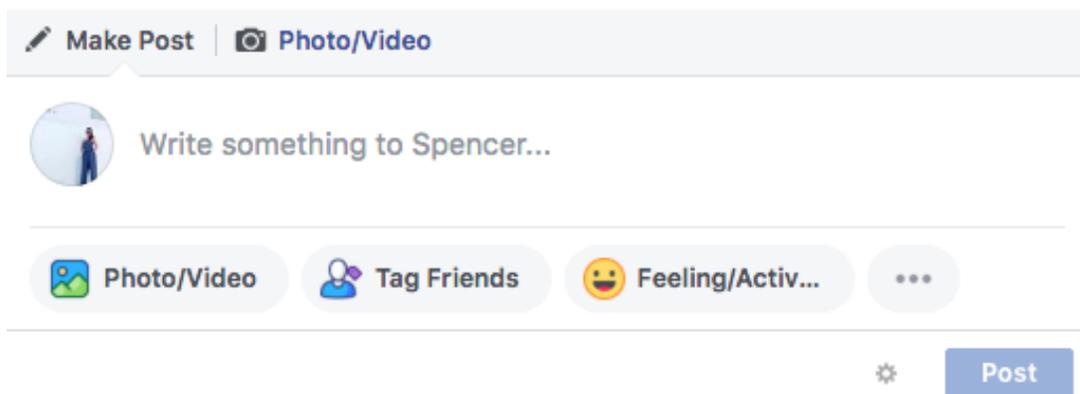
## Where does the post go?

Anytime you make a post, it will appear on the newsfeed as well as your *wall*. Your wall can also be called your *profile page*. It's where you will see all of the posts that you have made as well as the posts that other people have tagged you in.

## Posting on a Wall

You can also write on someone else's *wall*. Think of this as a message to one person that everyone can see.

It looks a lot like make a status update, but instead of posting to the *newsfeed*, you're posting specifically to that person's page.



# Organization Page Basics

Now that you know your way around Facebook and how to post from a personal account, let's talk about an *organization page*. You already made one for your church, so let's look at it!

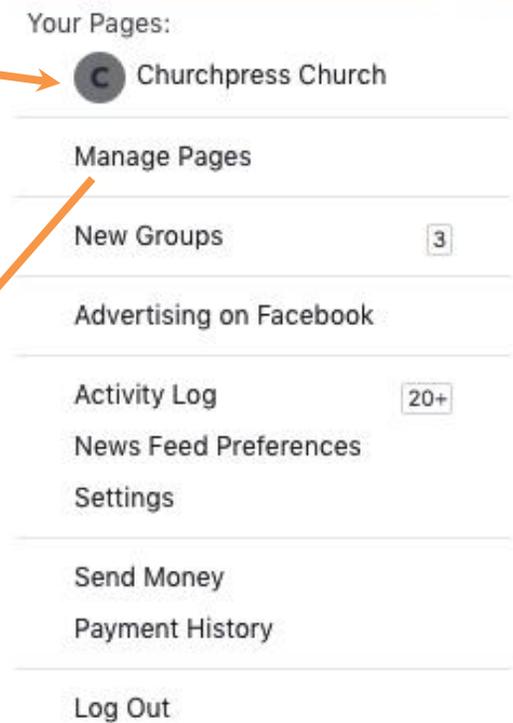
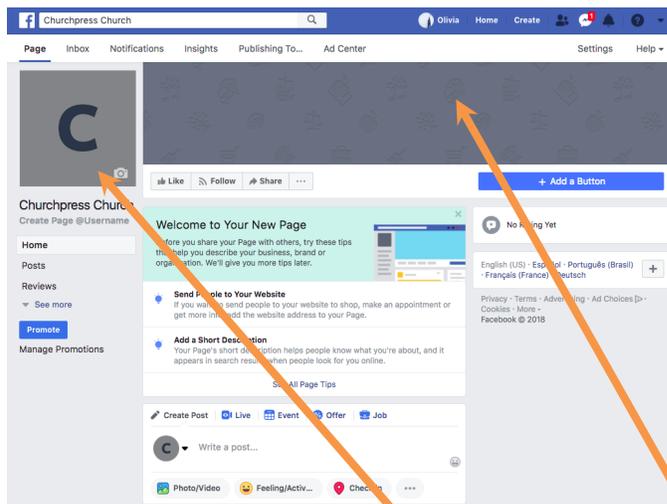
All of your pages appear on the left side of your newsfeed. You can also get to your church's page by clicking on the triangle at the right-hand side of the blue bar.



You will see a menu like this. Click on your church's page name.



When you click, you should see your church's page.



If you haven't uploaded a *profile picture* or *cover photo*, you can click in the gray area to choose photos! It's a good idea to get those up as soon as possible because they help your page be friendly and welcoming.



## Finishing Up Your Church Page

There are a couple of things to do that will help finish up your page!

The first is that you should add your church's website to the page. Click on *Send people to your Website* and it will open a window that will let you add your church's website to the Facebook page.

Another thing that you should do is add a *description* of your church. If you have a church motto, this is a good place to put it! Click on *add a short description* and it will open a window that will take you through adding that process.

After this, click on see all page tips. Now, you can add a phone number. You can also create a *button*, which will help people contact you.

You can also add an *Admin*. Admins are Facebook users who are able to publish posts and ads, update settings, and respond to comments. Be careful to give administrative privileges only to people you trust and know well because admins will be able to comment as the organization itself.

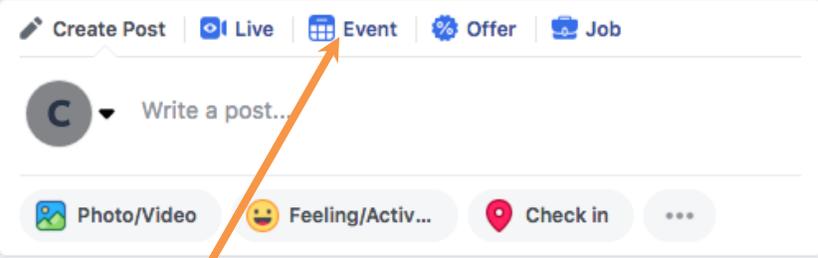
You can also *add business hours* so that people know when your services meet and when the church is open.



# Making Posts from a Page

You can make posts from your page as an organization. This works the same way that making posts from a user account does, but we're going to highlight especially important functions for an organization.

Notice that you can make posts from your church account in the same way that you can from your personal account.



You can use your post to showcase **events**. When you click there, a window pops up where you can add important event information.

Be sure to upload an eye-catching photo!

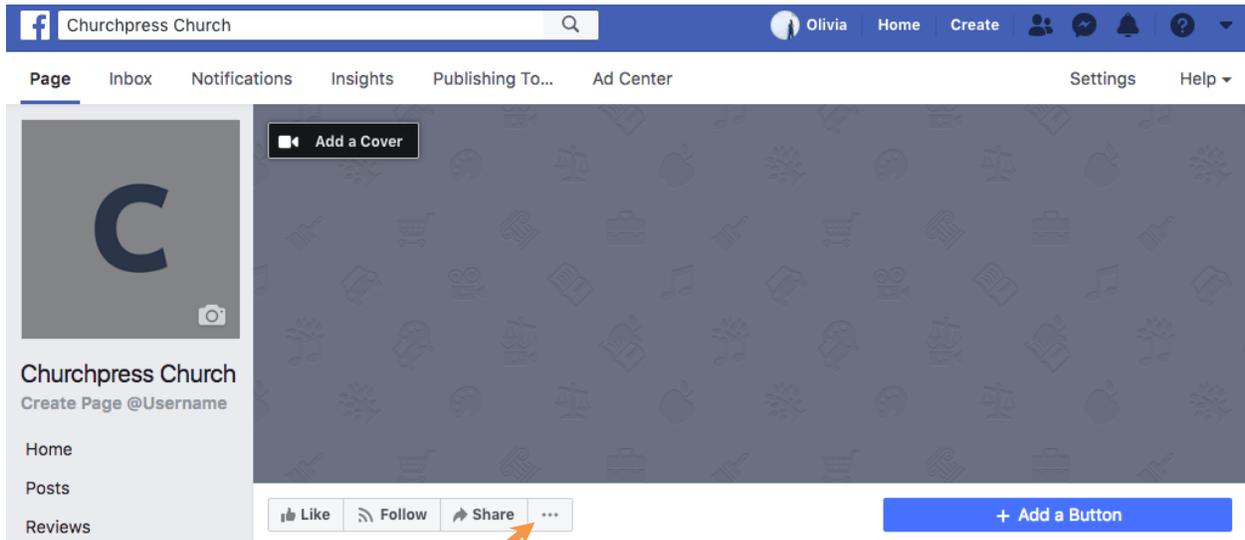
Then fill in the rest of the details about the logistics of the event.

When you "publish" this event, it will appear on other people's **newsfeeds**. They can respond when they see the ad and say whether or not they will be going.

A screenshot of the 'New Event by Churchpress Church' form. The title bar says 'New Event by Churchpress Church' with a close button. Below the title is the 'Basic Info' section, which includes the text 'This info will also appear in News Feed and any ads created for this event'. The main content area is a dark grey box with a camera icon and the text 'Event Photo or Video' and 'Upload Photo/Video'. Below this are several input fields: 'Event Name' with a placeholder 'Add a short, clear name' and a character count '0 / 64'; 'Location' with a dropdown menu showing 'Churchpress Church'; 'Frequency' with a dropdown menu showing 'Occurs Once'; 'Starts' with a date field '10/31/2018', a time field '4:15 PM', and a time zone field 'CDT'; and 'Ends' with a date field '10/31/2018', a time field '7:15 PM', and a time zone field 'CDT'. At the bottom of the form, there is a disclaimer: 'When you create an event on Facebook the Pages, Groups and Events Policies apply.' and two buttons: 'Save Draft' and 'Publish'.

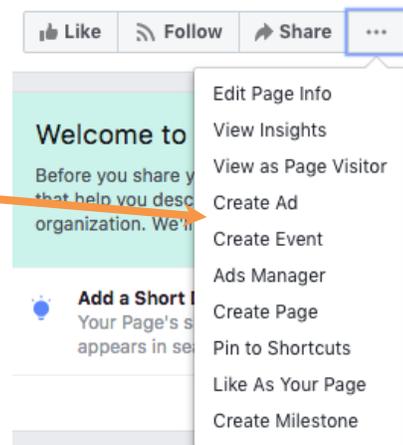
# How to Make an Advertisement

Let's look at how to make an advertisement first, and then we'll talk about the things that you should think about when designing your ad.



First, go to your church's Facebook page. Then click on the ellipsis.

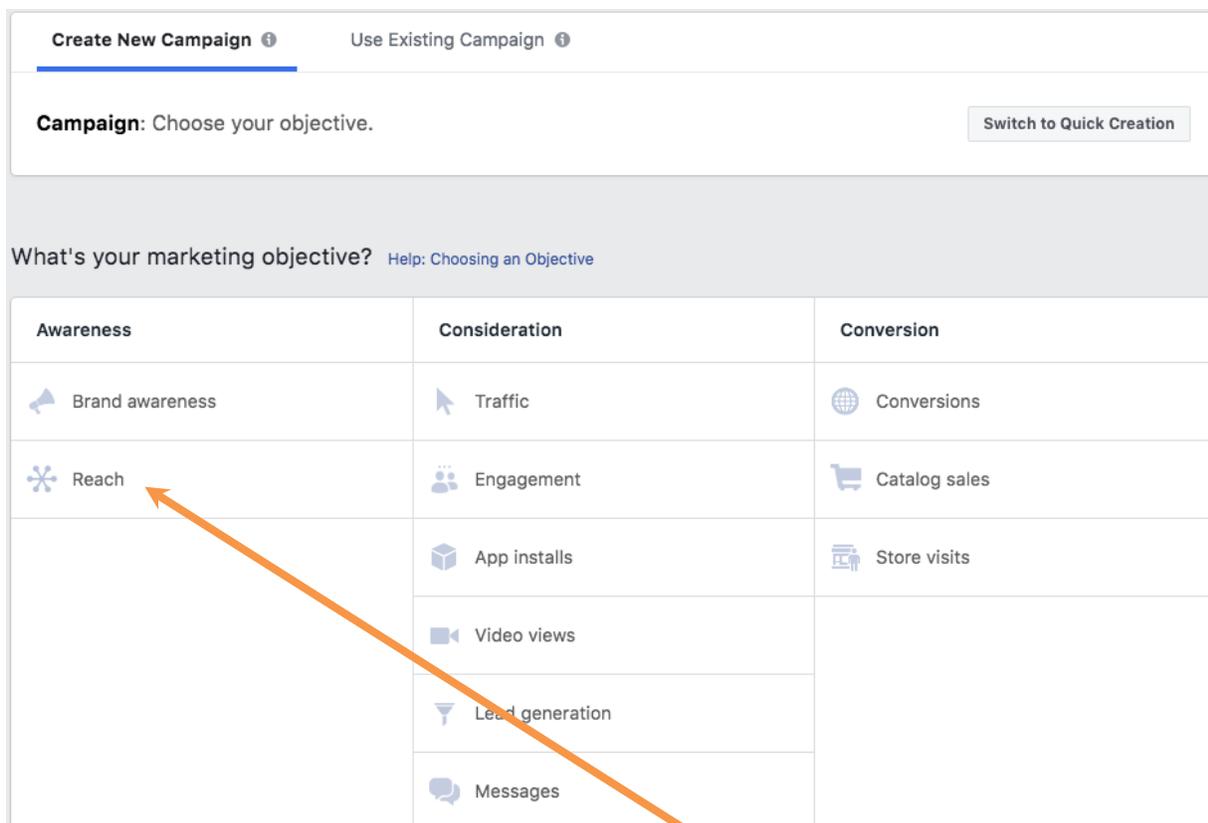
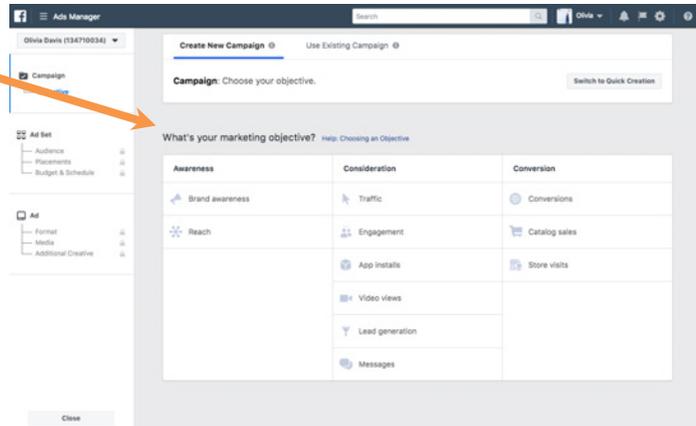
Choose "create ad."



This will take you here.

Now, you've entered the *Ads Manager* section of Facebook.

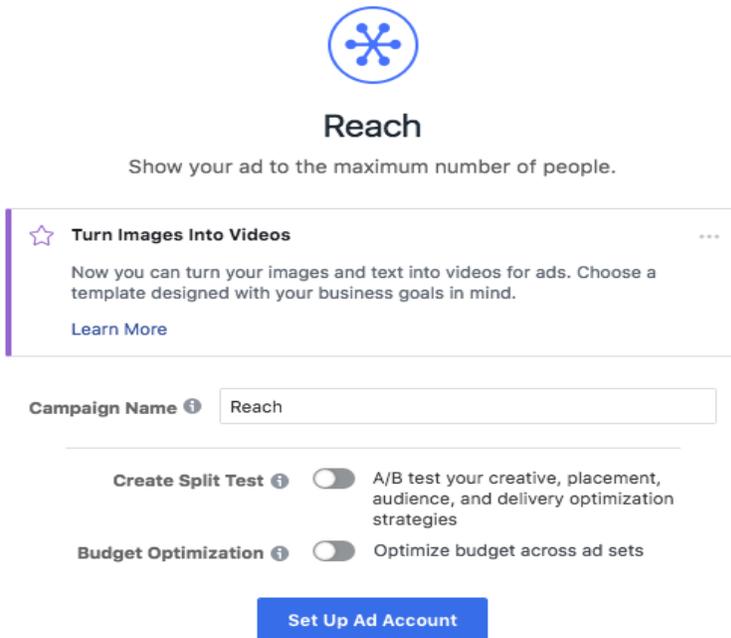
The ads manager does a good job of guiding you through the process. First, you'll pick the objective that you want to work toward:



For churches, your focus is probably awareness. So let's say, for example, that you want to reach as many people as possible. Click "reach."



Then, this page will pop up:



The screenshot shows the Facebook 'Reach' campaign setup interface. At the top, there is a blue circular icon with a network of nodes. Below it, the word 'Reach' is displayed in bold, followed by the text 'Show your ad to the maximum number of people.' A purple-bordered box contains a star icon and the text 'Turn Images Into Videos', with a subtext explaining that users can now turn images and text into videos for ads. Below this box is a 'Campaign Name' field with the text 'Reach' entered. There are two toggle switches: 'Create Split Test' (disabled) and 'Budget Optimization' (disabled). A blue button labeled 'Set Up Ad Account' is at the bottom.

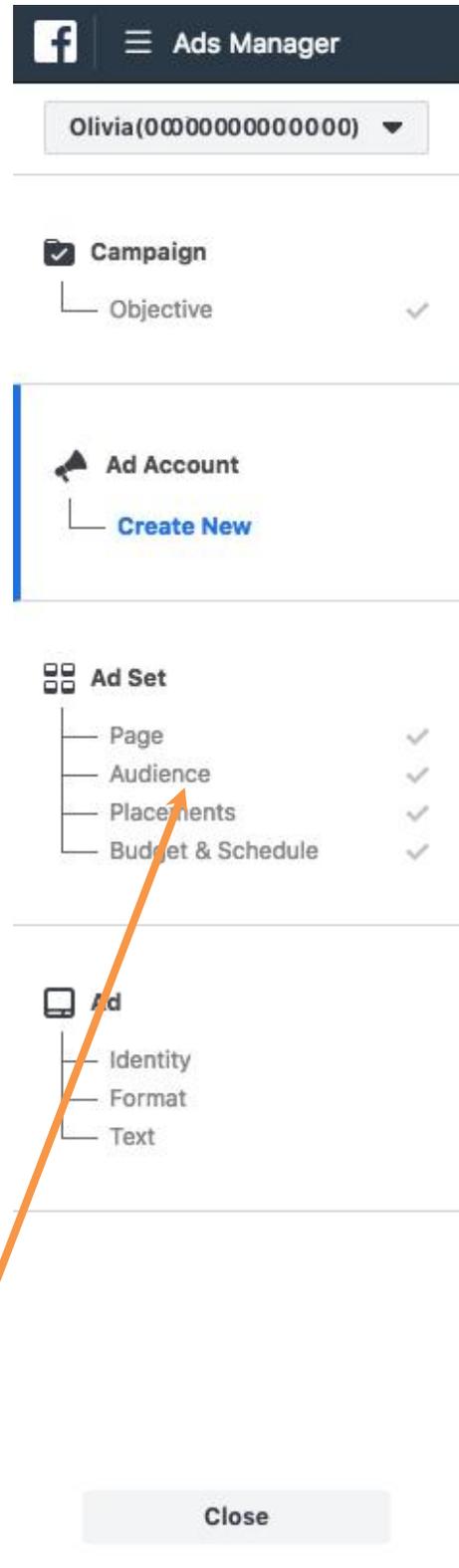
Now, you can customize your ad in lots of different ways. Name your campaign, and Facebook will take you through setting up your own Ad Account.

## Defining an Audience

Something really powerful that Facebook lets you do is define your audience using extremely specific parameters.

On the sidebar on the left, you will see *audience*.

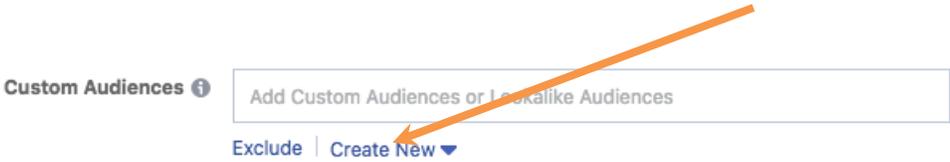
Now you will see a new window that will let you customize you audience.



The screenshot shows the Facebook Ads Manager sidebar. At the top, there is a dark blue header with the Facebook logo and the text 'Ads Manager'. Below the header, there is a dropdown menu showing 'Olivia(00000000000000)'. The sidebar is divided into several sections: 'Campaign' with a checkmark and 'Objective' with a checkmark; 'Ad Account' with a megaphone icon and a 'Create New' link; 'Ad Set' with a grid icon and a list of options: 'Page', 'Audience', 'Placements', and 'Budget & Schedule', each with a checkmark; and 'Ad' with a monitor icon and a list of options: 'Identity', 'Format', and 'Text'. An orange arrow points from the 'Audience' option in the 'Ad Set' section to the text 'audience' in the main text. At the bottom of the sidebar, there is a 'Close' button.



Because this is your first time creating an audience, select "create new."



You'll see this choice:

A *custom audience* will consist of people that you are already familiar with, while a *lookalike audience* will look at your most likely customers, based on past audiences, and send ads to them.

### Custom Audience

Reach people who've already interacted with your business.

### Lookalike Audience

Reach new people on Facebook who are similar to your most valuable audiences.

You have to make a custom audience before you can use a lookalike audience, so for now, click on custom audience:

#### Create a Custom Audience

##### How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

-  **Customer File**  
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
-  **Website Traffic**  
Create a list of people who visited your website or took specific actions using Facebook Pixel.
-  **App Activity**  
Create a list of people who launched your app or game, or took specific actions.
-  **Offline Activity** UPDATED  
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
-  **Engagement** UPDATED  
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

From here, you can choose how you want to create your audience. There are lots of different options, and it's a good idea to explore each of them as you begin to show ads. Two of the most useful are at the top – *customer file* and *website traffic*.



If you click on *lookalike audience*, this is what you will see.

This type of audience lets you base your audience on another page if you have one. Your already-existing audience will be your *source*.

**Create a Lookalike Audience**

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

**Source** ? Choose a Custom Audience or a Page.  
Create new ▼

**Location** ? Search for countries or regions to target | **Browse**

**Audience Size** ? 0 1 2 3 4 5 6 7 8 9 10 % of countries  
Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

[Show Advanced Options](#) ▼

If you ever make a secondary page for a similar demographic, this is a useful feature!

Once you've created your custom audience, you can select even more demographics.

If you're advertising an in-person event, it most likely makes sense to keep the *location* in the same area as the event.

You can also select *age* and *gender*.

**Locations** ? Everyone in this location ▼

United States  
United States  
Include ▼ | Type to add more locations | **Browse**

Add Locations in Bulk

**Age** ? 18 ▼ - 65+ ▼

**Gender** ? All Men Women

**Languages** ? Enter a language...

Finally, choose the *languages* that you want. If your church is in an area where both English and Spanish are spoken and has bilingual services, put both!



## Ad Placement

In the next section, you can choose how you would like your advertisements to appear when a person is using Facebook. You can have control of them, or Facebook will determine where they go. We suggest that you choose automatic placements because they will be more effective in the long run.

### Placements

Show your ads to the right people in the right places.

**Automatic Placements (Recommended)**

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

**Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

## Paying for Advertisements

Facebook gives you a total control over the amount of money that you spend. You can set a daily budget or a lifetime budget, and determine when your ad will be showing.

### Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ

Daily Budget ▼

\$5.00

\$5.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

Run my ad set continuously starting today

Set a start and end date

You'll spend no more than **\$35.00** per week.



# Estimates for Reach

Notice that on the right side of the screen you will have estimates providing numbers about your potential reach.

Because I didn't put any specific parameters on my audience, my *potential reach* is huge!

This isn't necessarily a good thing. A more specific audience will mean that your ads are more effective because you'll be reaching the people that are most likely to click on your ad!

Your estimated daily reach tells you how many people in your potential reach will see your advertisement.

## Audience Size



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people i

## Estimated Daily Results

Reach i



The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

# Designing your Ad

Now that you have the analytics for your ad taken care of, let's talk about designing your ad!

An ad consists of two main things: media (a photo or video) and a caption.

Let's look at media options first.



One of the first decisions that you will make concerning the design is whether you want a carousel *format* or a single image or video *format*.

### Format

Choose how you'd like to structure your ad.



Carousel



Single Image or Video

A carousel lets you use a variety of photographs. Facebook users can slide back and forth between them.

A single image or video features – as it says – just a single image or video.

You can upload your media directly to advertisement. Once you choose your format, scroll down to see the *media* box. You can upload images from your computer using the *upload images* box.

### Media

Choose one or more images, a video or a slideshow for your ad.



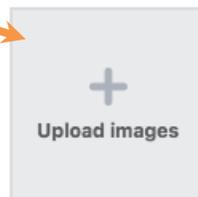
Image



Video/Slideshow



Create up to 6 ads with unique images at no additional cost.



Browse Library

Free Stock Images

If you don't have any images readily available, you can use *free stock images* too.

Be sure that your images fit certain specifications.

Facebook knows that certain images – especially small ones – won't look good in advertisements. Pay attention to the recommendations that they give you!

### Image Recommendations

- Size: **1,080 x 1,080 pixels**
- Crop: **1:1**
- File type: **.jpg or .png**

To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn more.](#)



After this, you can add some text to finish off your ad. What do you want Facebook users to know about your church? Tell them here, in a single line!

**Text**  
Enter the text for your ad. [Learn more.](#)

**Text**  
Enter text that clearly tells people about what you're promoting

If you're advertising for a specific event, write something that makes it sound fun and interesting!

Add a website URL 



Be sure to add a website URL – the link to your church's website. This will help people find more information if they want it and give them your contact information in case they have more questions.

Finally, be sure to preview your ad. Facebook lets you preview all of the different ways that your ad might appear on someone's page. Make sure that you are happy with how they have turned out. If not, go back and adjust anything that you want to.

When you're ready, hit the confirm button, and your ads will begin to run!



## Monitoring your Ads

You can always check on how successful your ads are by looking at *analytics*.

To get to analytics, you should go to the ads manager (where you made your ads to begin with).



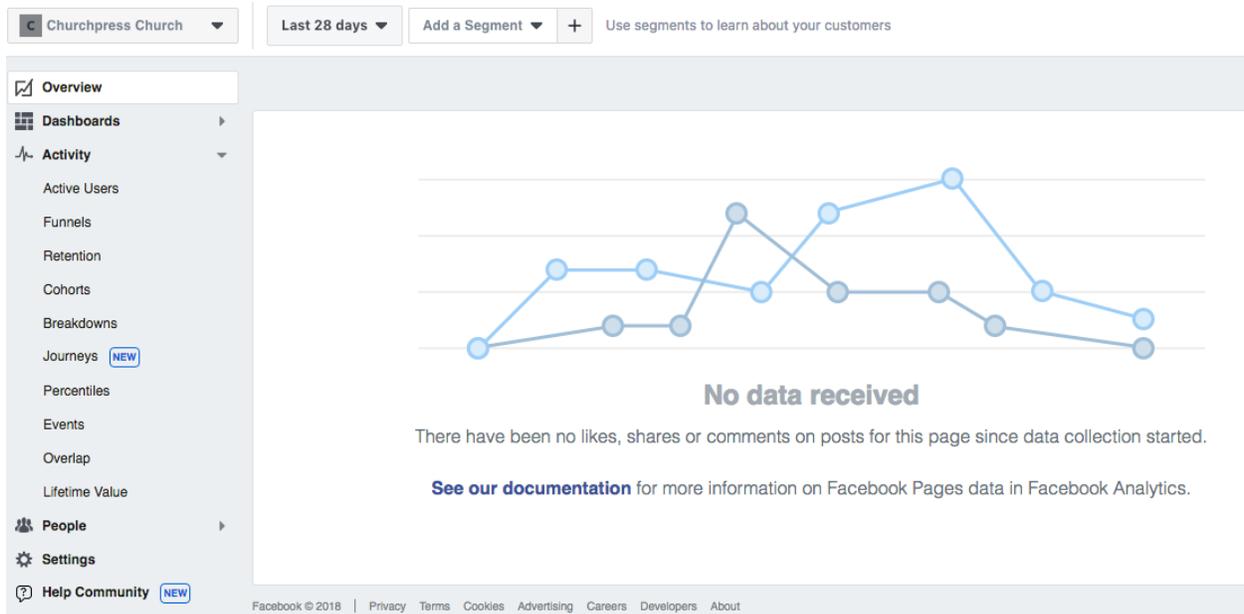
Open up the main menu by clicking on the three horizontal lines in the top left-hand corner.



You'll see this:

☰ Plan	+ Create & Manage	📊 Measure & Report	📦 Assets	⚙️ Settings
Audience Insights	Ads Manager	Ads Reporting	Audiences	Settings
Creative Hub	Page Posts	Test and Learn	Images	Billing
	App Dashboard	<b>Analytics</b>	Catalogs	
	App Ads Helper	Events Manager	Business Locations	
	Automated Rules	Pixels	Block Lists	
		Offline Events		
		App Events		
		Custom Conversions		
		Partner Integrations		

You can hover over each of these to get an idea of what each means. Right now, click on analytics.

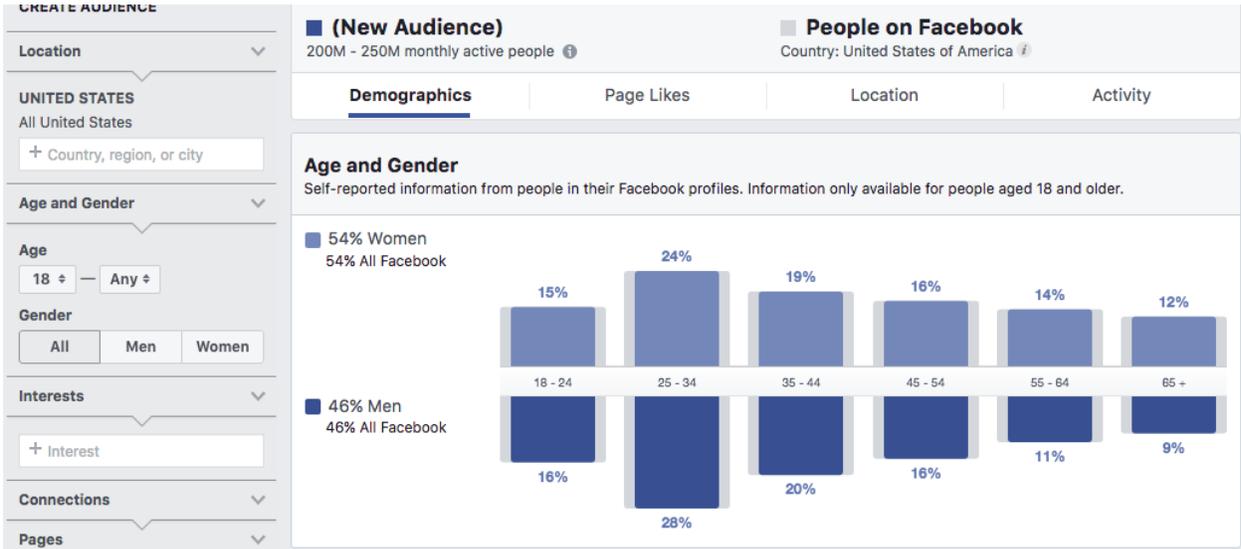


After your ads have been running a few days, Facebook will report data back to you. **This data is a treasure trove of information!!**



On the left hand menu, you can look at all kinds of data to determine whether or not your ads have been effective.

Another way to understand your effectiveness is to study your audience. If you have a page that has some followers or likes, you can click on **Audience Insights** in the same general menu that opened up analytics. Here, you can receive highly specific data about the audience that is on Facebook and the audience that your followers comprise.



Finally, the **ads manager**, which is also located in the main menu, tells you what you really want to know: exactly how much it costs to get people to click on your advertisements. It features a complete breakdown of everything!

The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for 'Account Overview', 'Campaigns', 'Ad Sets', and 'Ads'. Below the tabs are buttons for '+ Create', 'Duplicate', 'Edit', 'More', and 'Rules'. There are also options for 'View Setup', 'Columns: Performance', 'Breakdown', and 'Export'. The main table has the following columns:

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
---------------	----------	--------	---------	-------	-------------	-----------------	--------------

Here, you have the data that you need to see if your ads are delivering what you want them to for what you're spending.



# Using Facebook to Spread the Gospel

Now that you know some of the most important things that you can do on Facebook, let's talk about how you can use them to spread the Gospel.

Remember that there are several aspects of spreading the Gospel. They are

- 1 – Cultivating a healthy church body
- 2 – Taking the Gospel to unbelievers and the unreached

Let's look at #1 first!

## Using Facebook to Cultivate a Healthy Church Body

Remember back in the early section we made a Facebook page and a Facebook group? Both *pages* and *groups* are very important, but you should know when to use each of them to make sure that you're using them to their full potential and know how each works in terms of privacy.

Because everyone can see it, a page is more general in nature. Imagine if someone was moving to your area and looking for churches. What would you want them to know? Probably basic things like your church's address, contact information, and the hours of the service. But you can also add things that you think will make your church stand out! Add clips from sermons, event notices – anything that is a church-wide event and would be welcoming to anyone in your local community should have a spot on your page!

Remember that on a page, you have *followers*. As a general rule, the idea is to get as many followers as possible so that you can have a large audience. Be aware, however, that not all of your followers will see your posts, and usually only a small percentage will interact with them. This is ok! The main idea is making your church accessible and available to the community.



Everyone can see everything posted on a page, so it's important to only post what you would want everyone to see. Be wary of posting personal prayer requests and member-only gatherings here.

However, those things would be great to announce in a group! In a group, you can make posts in the same way that you can in pages and on your profile page. The difference is that only people who are members of the group can see them. Also, when someone posts in the group, all members will get a notification. Because of this, there will probably be much more interaction on a group page.

When you are in a group, instead of *followers*, you have *members*. This reflects the different nature of a group, which is kind of like a "living room" for a group of people.

Remember that the creator of a group can control who is in the group and who isn't. You can open up the group to everyone who wants to join, invite specific people, or request that members fill out a short form.

If you decide to use a form, when potential new group members click the *join group* button.



They'll see this

**Facebook Group Admins**  
Closed Group · 12.9K Members

Please answer these questions and read the rules to help the admins review your membership request. Only the admins and moderators can see your answers.

**Questions · 2**   **Group Rules from the Admins · 4**

Please provide the URL of at least one group you admin. ...

Write an answer...

What do you hope to learn from your fellow community builders? ...

Write an answer...

Group members agree to follow these rules:

Group Rules from the Admins

Send to Admins

Only the group admins will be able to see the form. It's a good idea to ask a simple question such as, when did you start attending church here or, what is the sermon series we're studying now called? That way, you can make sure that



only people who are actually attending members of your church are a part of your group. This is important because in the group, members might be sharing sensitive information that they wouldn't want everyone to be able to see.

Another good idea for churches is to create groups for specific demographics in the church. For example, an all-women's group, a men's group, a group for high schoolers, etc. could be helpful in fostering a spirit of community in the church. You could (and probably should) have different admins for each group so that one person is not overwhelmed by monitoring each group!

Not sure about the difference still? Take a look at this chart for some side-by-side comparisons of pages and groups.

Facebook Page	vs	Facebook Group
<b>Invite Friends</b> <ul style="list-style-type: none"><li>• Shop front for marketing</li><li>• 3-6% average reach</li><li>• Touchpoint for users</li><li>• Small number of followers see posts</li><li>• Brand awareness</li><li>• Outward facing communication</li><li>• Invite people to events</li><li>• Facebook LIVE stream</li><li>• Page analytics</li></ul>		<b>Invite Community</b> <ul style="list-style-type: none"><li>• Living room for community</li><li>• 100% reach</li><li>• Community for members</li><li>• Every Group member notified of posts</li><li>• Brand loyalty</li><li>• Insider communication</li><li>• Invite people to conversation</li><li>• Facebook LIVE and Watch Party</li><li>• Group insights</li></ul>

Having an active and welcoming church page as well as community groups for church members is an important way to encourage a healthy church.

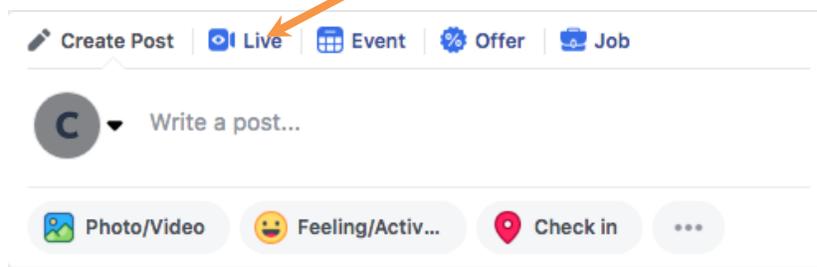


## Go Live

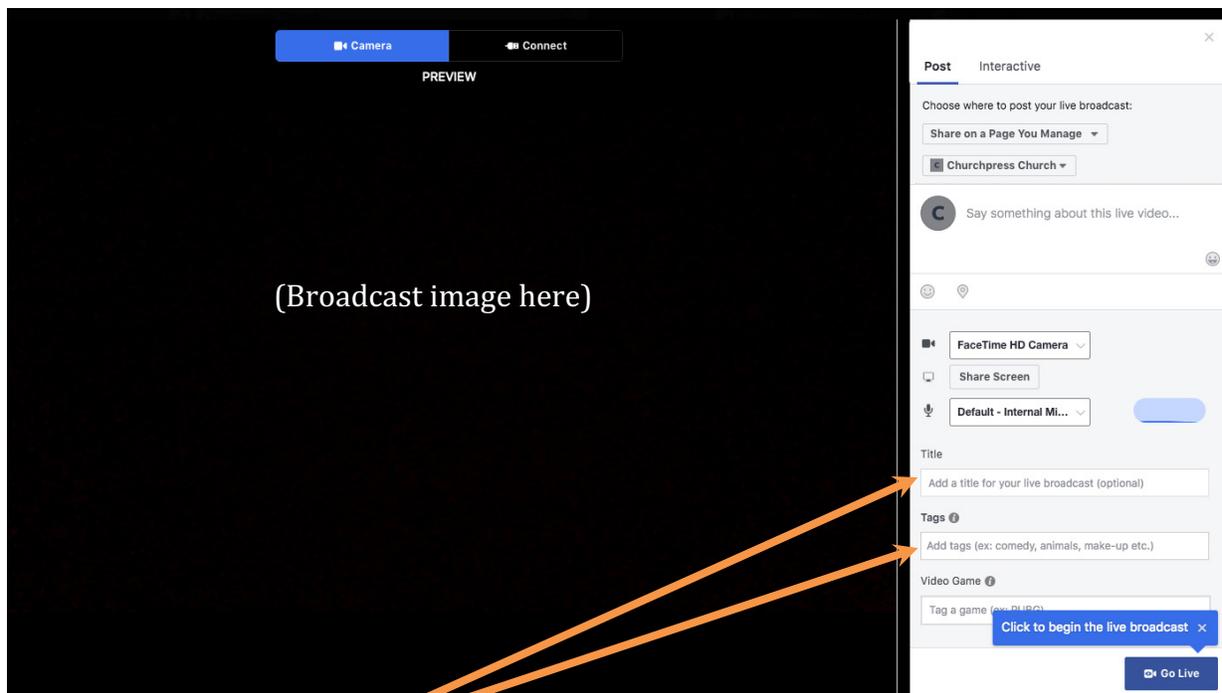
Broadcasting Sunday services is a good idea, but you can also go live for other reasons. Celebrating something new and exciting in church? Go live and tell your followers or group page members about it!

Here's how it works.

Go to your church's page and select *live* when you are making a post.



This pulls up this page:



Be sure to add a **Title** for your broadcast. This way people will know what they're watching. **Tags** are also important. If someone is looking for information



about something you talk about in your video, they might search a keyword. If it matches with a tag you've written here, your video will come up. And there you go – a larger audience!

On your personal Facebook page, you can also go live. This works the same way that it does for a page, but you should start it from your personal profile page on Facebook.

Here are some ideas for live broadcasts:

- On your personal profile:
  - Encourage people to memorize Bible verses by posting a video of yourself reciting it.
  - Share what God is working with you on in your life
  - Share your testimony
  - Did God just show up in a big way? Tell your story live when the experience is fresh in your mind
- On your church page:
  - Sermon broadcasting
  - Worship music (take videos when the worship team practices!)
  - Announce events

The goal in going live is to share the message of Jesus in a way that your followers will connect with you!

## In groups

Remember that groups have a more personal nature to them. Here are some ways that you can use groups to encourage people in their faith:

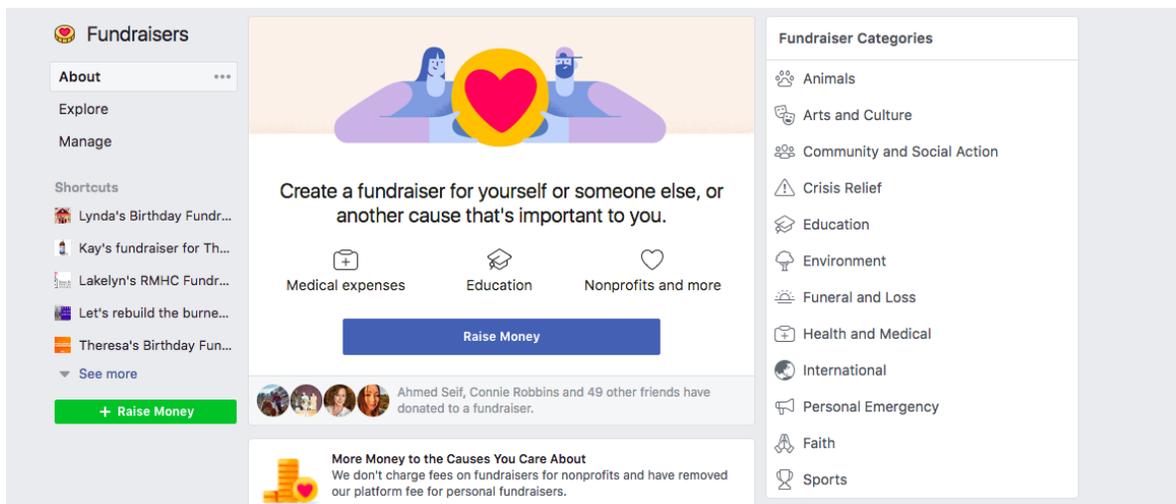
- Have members follow a similar study plan for the Bible for a period of time and ask each group member to post their reflections to the group. This way, everyone can learn from each other.
- Take prayer requests and have members comment when they have prayed for something
- Encourage “challenges!”



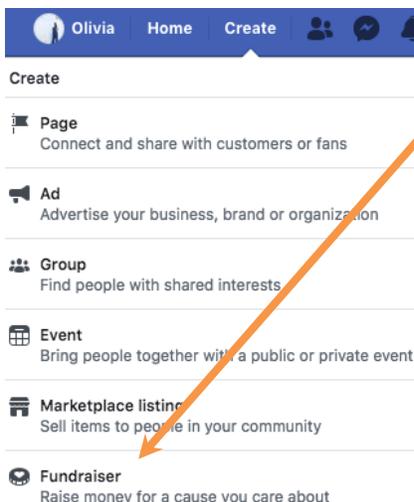
- These can be fun! Challenge group members to memorize a passage of scripture, read the Bible for X days in a row, or find unique ways to spread the love of Jesus.
- The group can offer encouragement and nudge each other as they grow deeper in their relationships with God together!

## Raise money for a cause

Christian sports camp for elementary kids? A mission trip to another country? Is someone in the community facing expensive medical bills?



Facebook makes it very easy to create a fundraiser. From the blue ribbon at the top, click the create button and you will see this menu:



Select *Fundraiser*.

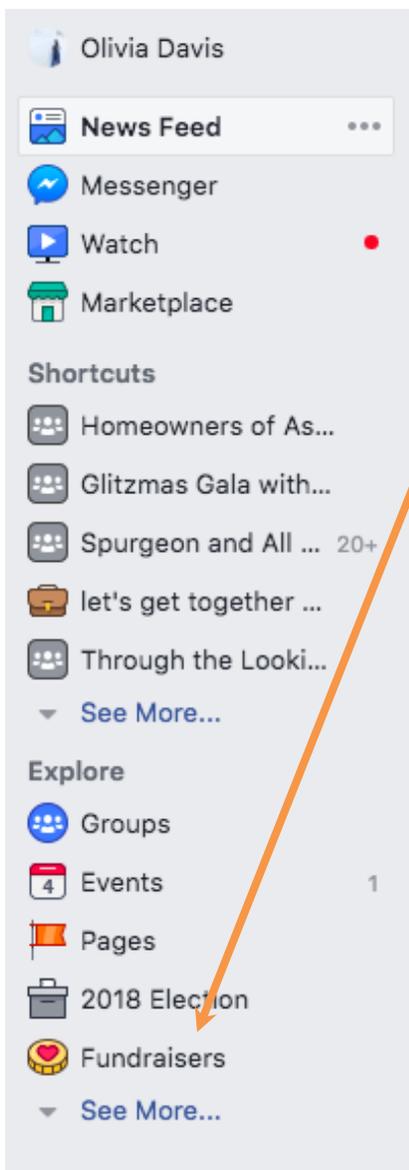
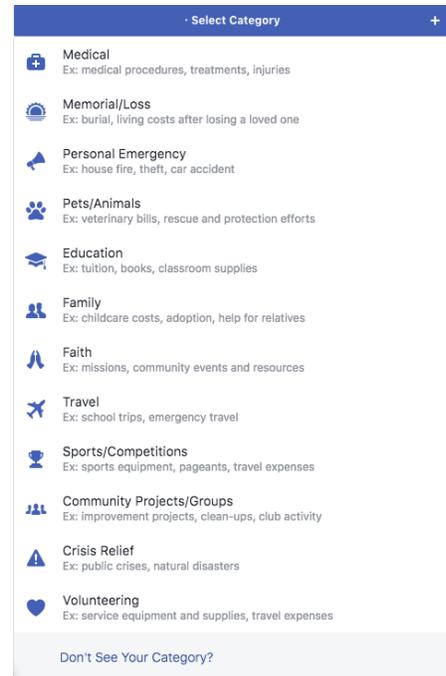
Everyone on Facebook can see your fundraiser, so be sure to give a good description of it so that people understand why they should donate to your cause.



When you get into the details, you will be able to select the category that your fundraiser fits into.

As you can see, there are all kinds of different fundraising categories! Pick whichever is the most relevant to what you are doing, and then you'll be prompted to detail the goals for your fundraiser.

Once you're set, your fundraiser will appear on the walls of your friends.



The Fundraiser will also show up on the "explore" tab of Facebook.

This is on the left-hand side of your *newsfeed*. Click on *fundraisers*!

Now, you can see all of the fundraisers as well as read about security and how funds are received.

People can search for your Fundraiser on this page as well as browse different fundraisers that are in each category.

Also, be sure to share your fundraiser on your personal page, any groups you are a part of, and your church's Facebook page. Other people who are helping to raise money can also share the Fundraiser to their pages. That way, you will have a broader reach.



# Taking the Gospel to Unbelievers and the Unreached

Now that you know how to use Facebook to promote a spirit of community and fellowship in the church, let's talk about how you can activate Facebook to reach those who don't believe the Gospel and those who haven't ever heard it.

## Spreading the Gospel: Facebook Ad Edition

Facebook advertisements are a great way to get your message out to all people. Advertisements show up in the newsfeed feed of Facebook users.

Here's an example of what an ad might look like.

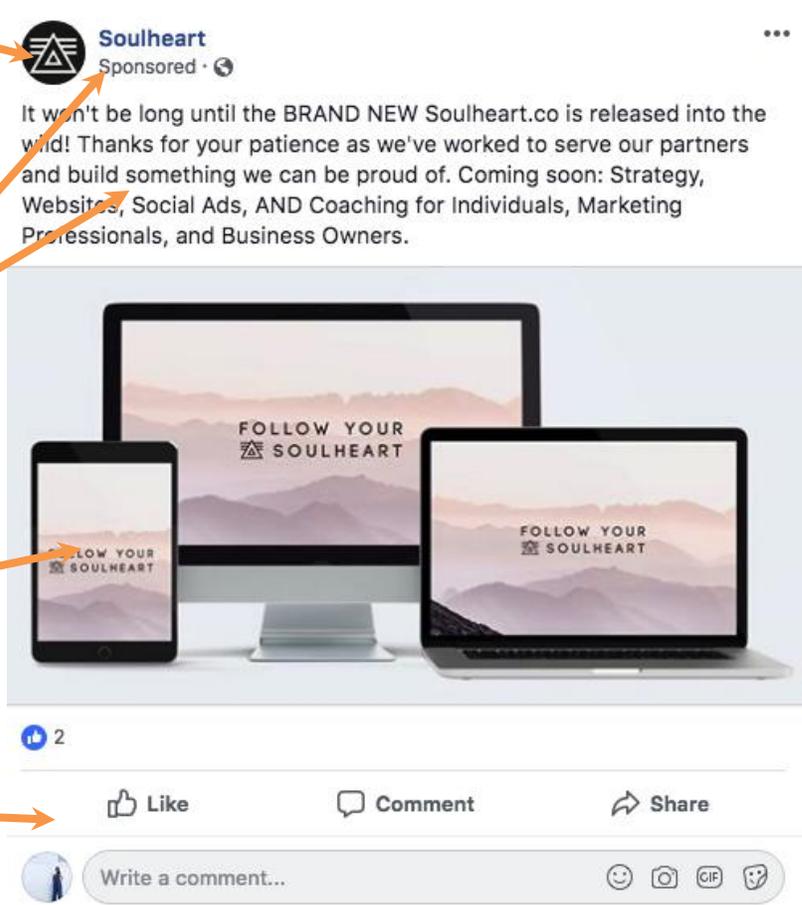
Notice it has the name and profile picture of the page.

It says sponsored, which identifies it as an ad.

A caption

Photo or video content

A place where people can interact with the advertisement



You can **boost** a post from your church's Facebook page so that it will gain a wider audience. A button will appear below each post that looks like this:

81 people reached >

Boost Post

When you click here, you will be able to pay for the post to be seen by more people, sparking attention to your page from a post you've already created!

Notice the **two essential elements** of an effective advertisement:

1. An eye-catching photo
2. A caption that's to the point and explains what the service can do for you.

As we talked about in the introduction, Facebook reaches a huge audience. In the next few pages, you'll see that every ad you make has a maximum potential reach of 230 million people! Talk about reaching every tribe and every nation (Revelation 7:9)!

It's important to think very specifically about what you want your advertisement to accomplish and design your audience accordingly. This takes time, but it is worth it in the end!



## Advertising an Event

- You want to spread the word about a church event coming up that's open to everyone.
  - Things to think about
    - Who is the event for? Men, women, teenagers? People new in the faith? Worship leaders?
    - Where is the event? Will people be traveling to the event, or is it more of a local occasion?
    - Does it feature prominent speakers or otherwise recognizable people?
  - Once you have answers to those questions, you can think about how you will customize your advertisement so that it appeals to your target audience (the people the event is for).
    - Don't overthink it! This is easier than it seems.
      - For example, if the event is for worship leaders, make sure that the photo has something music-related in it.
    - If the event is for women, have a female designer make the content of the ad. When set the settings for the ad, make sure that you don't include men in your target audience! You want to pay for ads that will reach the people most likely to buy your ad, not people to whom your event isn't relevant!
    - If a small local event is in Waco, Texas, you probably don't want to pay for an ad to appear on someone's feed on Norway. On the other hand, if your event is for people all over your country or the world, then keeping the audience larger would be a good idea.
    - If a well-known person has a role in the event, it isn't a bad idea to feature them in your advertisement. Be smart with your marketing – if something or someone is happening that has wide appeal, capitalize on it!



## Advertising Sunday Services

Sunday services are the core of churches. They are where church members gather together to worship and hear a message that will help them in their walks with Jesus.

If you are a new church or want to reach a new audience with the Gospel, it's a good idea to think about using Facebook ads. They will amplify your message!

When you design an ad for Sunday services, you should think about these questions.



What distinguishes your church? This question is key because it is what all of your potential new congregants will be asking!

At Churchpress, we believe that churches should be Gospel-centered and people-loving. Churches aren't focused on a single pastor, worship team, or even a fancy venue. They are about God's love for people. Make sure your ad conveys this. Stay away from pictures that elevate a single person, even if that person is your pastor and is an incredible Christian! Look for photos that show a friendly environment, and make sure they are taken in your church. If there's a photographer in your congregation, ask him to take some photos.

Be sure to include a friendly caption. It's a good idea to specifically invite whomever sees the ad. Something like this might be a good format:

*You're invited! Come just as you are and find your people. We'll welcome you at Our Church. Service at 1 Main Street at 9:30AM, Fellowship afterwards.*

Be sure to have your service times listed in the advertisement itself! The location is also good to post, but you can always include a link to website where your location is listed.

In general, as long as your ad looks friendly, you shouldn't have to do lots of customization. However, if you want to attract women specifically, have a picture with women. If you're gearing your ad towards teenagers, feature teenagers. You want to convey the idea of belonging, and so it's important that people can in a way "see themselves" in the images that you advertise with.

When you are determining your specific settings, be sure to ask these (familiar) questions!

- Which demographic are you primarily interested in attracting?
  - If it's more than one, plan on making separate ads for a few different groups so that you can
  - Different groups might be: single men, single women, young couples, teenagers
  - If you don't have a particular demographic, that's ok! You can make a more general ad, or customize an ad in several ways to make it resonate with particular people
- Where is your church?
  - Don't advertise Sunday services in Norway if your church is in Texas!

The primary rule of advertising for your church is that you want to make sure your ad **reaches** and **resonates** with the people most likely to visit your church. You do this in two ways: carefully customizing your advertisements themselves, and then setting the audience parameters to match that customization of the ad.





## Well, there you have it!

Your Facebook profile, pages, and groups are all set to help you make a difference in the digital world.

Still have a question? DM [@churchpress](#) on [Instagram](#) or email us at [hello@churchpress.co](mailto:hello@churchpress.co) and get notified when we release an update to this Ebook or finish up Ebooks on other types of social media!

Feel free to join our team on Slack by visiting [churchpress.co/fam](https://churchpress.co/fam) to get access to us as we share more ideas and creative ways to engage culture. Also be sure to follow [@churchpress](#) and [@officialjoshbrown](#) on Instagram to stay up to speed on our latest products!

Remember that Facebook is a mission field. It presents opportunities for interactions with people all over the world – and as you strive to be a digital missionary, remember why you're doing what you're doing: To see the world changed by the saving grace of the Gospel.

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