



CHRISTMAS JOY

SPECIAL OFFERINGS

CHURCH LEADERS—PAST, PRESENT, AND FUTURE

Run a Social Media Campaign for the Christmas Joy Offering

Steps for running a social media campaign

- 1) Start with a measurable goal – and this does not have to be a financial goal. An example would be to aim for 10 donors to give online for the first time.
- 2) Now that you've set your goal, it's time to plan how you will promote your message and begin creating (and sharing) content, such as:
 - a. Video testimonials on why the Christmas Joy Offering is important to your congregation/mid council
 - b. Stories of impact and resources, such as graphics designed for social media use, from the Special Offerings team (specialofferings.pcusa.org)
- 3) Schedule your social media posts (helpful scheduling tools include Hootsuite and Buffer, and well as Facebook Page Manager).
- 4) Make it easy for your audience to know what you expect them to do and when you expect them to do it – readily provide them the link and information they need to accomplish the goal you have set.
- 5) Support your campaign with other tactics, such as email and word of mouth, to make sure as many people are aware of your efforts as possible.
- 6) Once the campaign is complete, make sure you say, "THANK YOU!"

Helpful tips

- **Increase your reach with influencers.** Do you have members of your congregation who are extremely active on social media? Talk to them individually about helping promote and share the campaign on their own social media pages.
- **Interact with those who are engaging with you.** If people are commenting on your posts, have a conversation! Answer people's questions and invite others to share their own stories of why the Offering is meaningful for them.
- **Boost posts.** A little bit of money can go a long way! A boosted post is a type of paid advertisement that can amplify your reach, and you can identify the audience(s) you wish to target with these ads.
- **Go live.** Facebook and Instagram both give you the opportunity to "go live" and share what is going on, so recruit a church leader or two to go live and talk about how the campaign is going and why you are encouraging others to give.
- **Utilize hashtags.** This is especially important on Twitter and Instagram. Create your own unique hashtag or use popular, relevant hashtags to increase your reach and become a part of the conversation.
- **Share content from others.** The Special Offerings team is constantly posting stories and resources to our own social media pages that you are welcome to share. We also invite you to explore what other congregations and mid councils are doing and share their posts if you find them relevant to your campaign.