

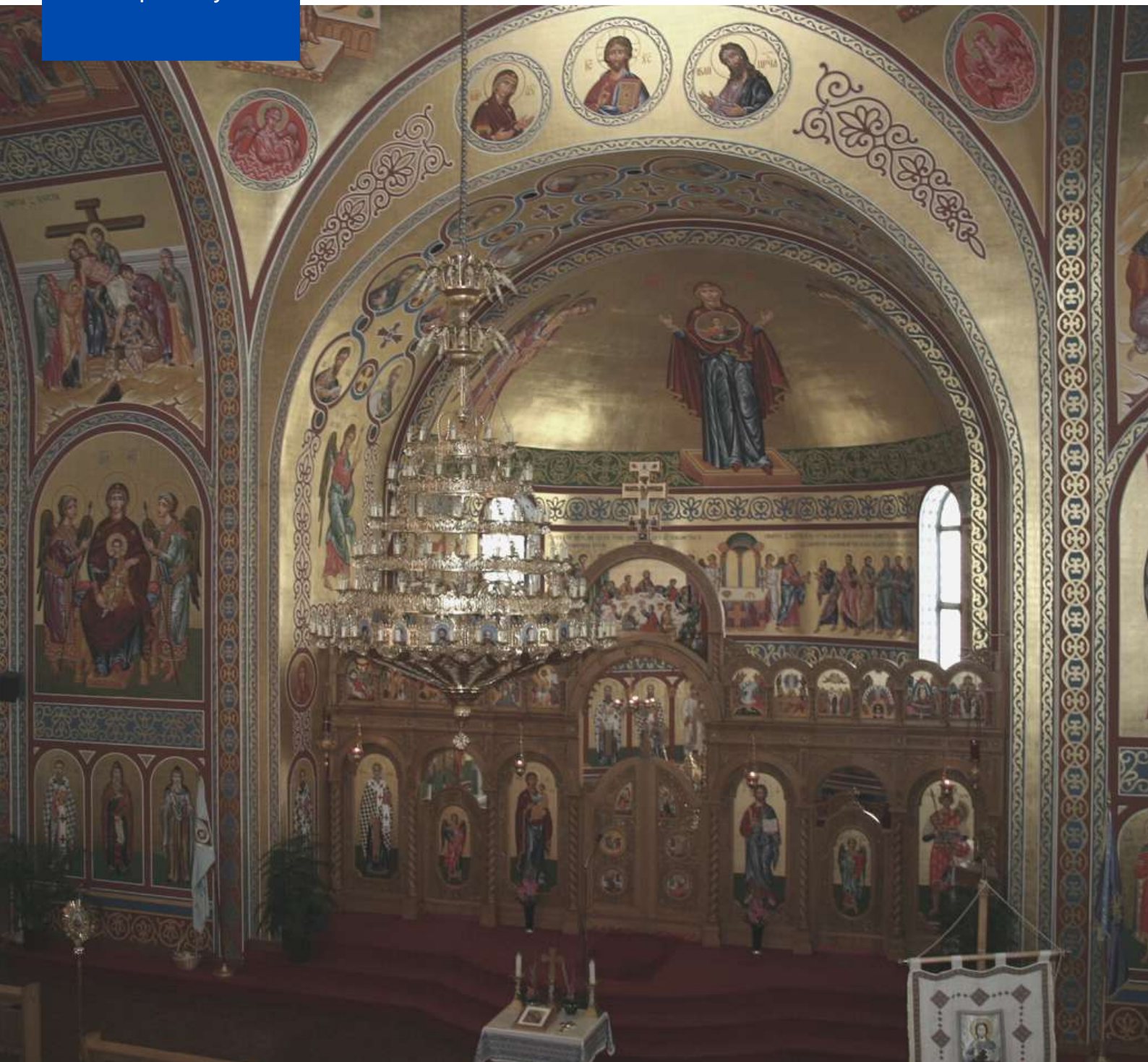


*"Come Follow Me"*

**EDMONTON**  
Eparchy

# 2021 SOCIAL MEDIA POST IDEAS

Produced by the Communications Department of the  
Ukrainian Catholic Eparchy of Edmonton  
Visit us at [www.eeparchy.com](http://www.eeparchy.com)



**MARCH 2021**



**EDMONTON EPARCHY**



# EXAMPLE FACEBOOK POST IDEAS



## A SHORT EDUCATIONAL VIDEO

Our second most popular Facebook video almost required no effort to post. It was recorded on a Google Pixel phone and only text was added in the edits. A short one or two-minute lesson on our Ukrainian Catholic faith can achieve a lot. In this video, Bishop explained the common Ukrainian Catholic greetings in three minutes.



## “HUMAN” FACEBOOK POSTS

This Facebook post took us a grand total of five seconds to post. We took a photo of snow and posted it. These ‘human’ Facebook posts are things regular people post on Facebook. They are a simple way to remind your parishioners that you’re a parish of social people. These photos will perform better than all other types of posts.



## STORY FACEBOOK POSTS

Everyone loves stories no matter what age you are. Post a story about how your parish started, how an organization started, a time someone faced hardship, a faith story, or anything around your parish community. A good story will resonate with your audience. In our experience, stories do amazingly well to connect our Facebook audience.



## LINK FACEBOOK POSTS

Post links to your website on Facebook. Although these posts are not the most popular, it's good to encourage people to use your website. The most successful link posts are going to be articles and web pages your parish has.

**Tip:** Do not post links on any other social media platform except Facebook and Twitter. Other social media platforms like Instagram are not made for sharing links.

# EXAMPLE FACEBOOK POST IDEAS

## SPIRITUAL PRACTICE POSTS

Don't wait until Sunday morning to spark spiritual practice. In this Facebook post, we had a 60-second countdown timer to stop people from scrolling through Facebook and instead pray for their spouse. You can post a Bible quote of the day to encourage reading scripture, Saint of the month to encourage knowledge of the saints, Ukrainian Catholic fun facts to promote knowledge of our faith, and more!



## COMMUNITY PHOTOS

One of the most popular posts on Facebook, simply grabbing a photo from around your community and posting it does amazingly well. If you're setting up for a parish event, grab a behind-the-scenes of set-up photo. If you're making perogies, grab a photo of the process. You can even ask parishioners to submit photos they have. We have seen great success when we asked for wedding photos or Livestream set-up photos where tons of people submitted for us to publish, and we didn't even need to go out and take them!

## OTHER IDEAS:





# EXAMPLE INSTAGRAM POST IDEAS



## QUOTE PHOTOS

Use Canva.com to feature quotes. From your pastor, from scripture, anything that can inspire people!



## MEMES

The main reason the majority of youth use social media is because of memes. Make sure your Instagram shares some occasional light-hearted humour! Meme posts perform the best of any of our Instagram posts.



## PEOPLE

Our church is made up of people, so make sure to recognize that on your social media! The Edmonton Eparchy's Instagram has over half of the posts mention the amazing people who make our community vibrant!



## PARISH

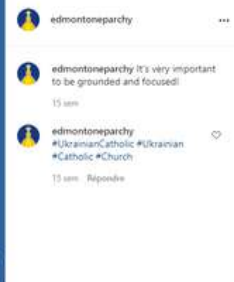
Make a church meetup where your parishioners can all meet up one Saturday and take photos around your parish. Then share the photos they took from around your parish! An Instagram photo meetup is a great opportunity for a youth ministry event. You can also encourage parishioners to send any photos they may already have for posting.

# EXAMPLE INSTAGRAM POST IDEAS



## INSPIRATIONAL MESSAGE POST

We will occasionally post a 60 second or less inspirational video message from around our community. These videos are easily the most shared videos we ever post.



## SHORT TESTIMONIALS

What inspires your parish community to follow Christ? Create a series of two-sentence testimonials in what inspires your parishioners.

## OTHER IDEAS:

