



FAITH *Shared*

A resource for churches

SOCIAL MEDIA TOOLKIT

Thank you for choosing Faith Shared in your area.

Faith Shared is a resource designed by Church Army for use in congregations or small networks of churches. Its aim is to bring people together to explore ideas around faith sharing and doing so as part of a wider community.

In order to spread the word about your Faith Shared course as effectively as possible, we've put together this Social Media Toolkit including a list of helpful tips to make it as easy as possible to share about your Faith Shared course across your social media platforms.

Visual Assets

The below images (as well as promotional videos) are available to download from Resources.ChurchArmy.org

Facebook Image Post (1200 x 630):



Twitter Post (1200 x 675):



Instagram Post (1080 x 1080):



Hashtag & Tagging

When you're sharing about Faith Shared on Twitter or Instagram, we'd love you to include the Faith Shared hashtag to label your post to help others who are interested in the course to quickly find content around the same topic.

Please add [#FaithShared](#) to all posts relating to the Faith Shared course.

Church Army would love to see and hear how Faith Shared has impacted your church and community. Please tag Church Army in all posts on Social Media.

Facebook: [@ChurchArmyUK](#)

Twitter: [@ChurchArmy](#)

Instagram: [@ChurchArmy](#)

Promoting your Faith Shared course

1. To build a sense of anticipation and excitement about Faith Shared, you could host an interest evening or launch event to attract participants. If your church has a Facebook page, try creating a [Facebook Event](#) and inviting your social media followers and Diocese in order to advertise the launch of Faith Shared in your area.
2. You could host a Live Question & Answer event about the course live on [Facebook](#), [Twitter](#) or [Instagram](#) to attract interested followers.
3. Try creating a private [Facebook Group](#) to further build a sense of community amongst the participants. You could even use the group to further challenge the participants by posting questions or discussion starters.
4. Once you have finished the course, you could share some anonymous participant feedback on Instagram, Twitter and Facebook. This is a great way of helping share the impact of the course within your community. See below for some sample posts.

Contact Info

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