

# Welcome to the Keystone Church Social Media Team!

**Our Mission:** Help lead people in a growing relationship with Jesus wherever they are in life through the social media content we create and relationships we develop.

**Our Goal:** We want to be a friendly and welcoming team that reaches **publicly** and connects **personally**. We should always be looking to develop relationships and conversations with people and create a window for others to see what Keystone Church is all about and how we love others and lead people in a growing relationship with Jesus. Remember, social media **is a ministry**, it's not just a vehicle to promote ministry.

**Our Strategy:** We need to **STOP THE SCROLL**. We need to think both like a guest and a Keystone attender when creating content or having conversations, but we want them to stop scrolling and look/read first. We aim to provide content that adds value for the next ten years. Yes, that long! We need to post to both guests who are seeking, as well as attenders who are growing their relationship with Jesus Christ.

- When thinking like a guest: imagine you are nervous to come to a church, imagine you don't know the lingo, imagine you don't know what a service is like here, imagine you don't even know where to start in the Bible.
- When thinking like an attender: imagine you are stuck, imagine you have questions, imagine you are a busy person trying to balance it all, imagine you don't know the next step to take in your relationship with God, imagine you haven't been baptized.

Be friendly, approachable, and kind in all your posts/conversations. We are the voice and window of Keystone on social media. We are the hospitality front line for Keystone - statistics show that before someone even thinks about visiting a church, they look at the website and the social media profile of the church they are considering first. We have the opportunity to create a great first impression that can make a guest feel more comfortable visiting our church.

All team positions:

- Team meeting and prayer at 9:58am in the admin office when scheduled on Sundays
- Snacks available in the kitchen between services (Once COVID restrictions are lifted)
- In position for service 30 minutes before each service starts
- Volunteers in the Keystone building are currently asked to wear a mask anytime we are in public areas (i.e. the lobby, team meeting)
- Fill out feedback survey weekly/monthly so coordinator can evaluate team needs and make adjustments and improvements based on your comments and observations

- Photographers:

\*4-6 hours a month, Sundays and various event days of your choice

- Serve 2 services per month and any events you choose
- Arrive 20 minutes before first service when scheduled
- Arrive 30 minutes prior to an event
- Look for angles and pictures that will get people to stop the scroll, include people and faces whenever possible
- Keep a “no shot” list with you so you can let coordinator know if you have taken pictures of someone that can’t be posted publicly
- Have 10 pictures edited and ready to post within 24 hours of service/event. Photos will be stored in dated/labeled albums in Google photos
- Fill out feedback survey online

- Online Hosts: Admin host/Conversation Host/Prayer & Connection Host

\*3-4 hours a month on Sundays

- Serve 2x a month
- Serve both on Facebook and our Online stream
- Arrive/Login 30 minutes before service when scheduled
- 20 minutes before service, begin conversation online
- Facebook starts the feed at 10:30a sharp, add welcome comment, then share to Keystone group
- Welcome families and individuals
- Initiate conversations & respond to prayer requests
- Main Host will post helpful links (provided) each week during announcements and launch moments in online platform
- Fill out feedback survey online after saying goodbye to everyone

- Digital Hospitality Promoter:

\*20-30 minutes a week, no set schedule

- Serve 3-5x a week
- React to posts, share posts to your profile or groups, and add comments that add to or open up conversations
- Fill out feedback survey online

- Content Creators:

\*60-90 minutes a week, no set schedule

- Serve 4x a month plus 3-5x a week as post promotor
- Create and schedule posts once a week (refer to a core value)
- 3-5x a week react to posts, share posts to your profile or groups, and add comments that add to or open up conversations
- Fill out feedback survey online

- Web Coordinator:

\*30-60 minutes a week, no set schedule

- Serve 3-5x a month to improve our SEO and user experience online
- Reply to reviews, improve search titles on website, improve website and keep user/guest friendly, work with coordinator on special projects like Google ad grants and verified tour
- Fill out feedback survey online