

# Believers Connection Church Online

## Social Media Protocol & Procedures



### **Church Online:**

*Leads people all over the world to experience God together through online ministry.*

# Social Media Logistics



## weekly planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<ul style="list-style-type: none"> <li>• Word of the Day posting</li> <li>• Content edit minimum 1 min- 5 min max ( M-F) Prep</li> <li>• Evening post (other ministries)</li> </ul>	<ul style="list-style-type: none"> <li>• Word of the Day</li> <li>• Social Engagement(OCC)</li> </ul>	<ul style="list-style-type: none"> <li>• Word of the Day</li> <li>• Content edit &amp; Creation Video minimum 2 min-5 min max</li> <li>• Evening post (other ministries)</li> </ul>	<ul style="list-style-type: none"> <li>• Word of the Day</li> <li>• Social Engagement(OCC)</li> </ul>
FRIDAY	SATURDAY	SUNDAY	NOTES
<ul style="list-style-type: none"> <li>• Word of the Day</li> <li>• Evening post (other ministries)</li> </ul>		<ul style="list-style-type: none"> <li>- Engage New Online members &amp; Visitors</li> <li>- ENCOURAGE PEOPLE LOCALLY TO SHARE.</li> </ul>	

# Online Position Descriptions

## **Position: Content Editing Manager**

### **Job Description:**

The Content Editing Manager develops the delivery of digital and print content across all channels. This position also focuses on maintaining and growing the church's main platforms in conjunction with the Communications Coordinator. The Content Creator creates new strategies in order to promote BCC mission and goals through innovative editing and creating content. The Content Editing Manager has an aptitude for making quality decisions on the spot, and works well in a team environment.

### **Essential Job Functions**

- Create a variety of videos distributed through our digital platforms including promotional pieces, storytelling and testimonial videos, sermon clips, and announcements
- Overlay photographs with copy and/or graphics
- Produce content relevant to each platform
- Develop new design concepts and graphics for social channels aligned with overall digital strategy
- Implement new editing technology to maximize efficient social strategies
- Have a fine understanding of both video and audio broadcast levels both in the edit suite and on location.
- Conceptualize and produce sermon series creative across channels, including key graphics, social posts, and copywriting
- Edited clips weekly on social media platform(s). This includes:
  - Editing clip
  - Writing copy to engage the audience with meaningful life application.
  - Collaborate with ministry leaders to regularly update the website's images, copy, and events.

## **Position: Digital Platform Strategist**

### **Ministry Summary:**

Team member(s) who will use the source content to come up with digital & social media marketing campaigns, strategies, ideas and innovative ways of presenting your core message. This person should have knowledge of current industry trends and stay on top of developments in digital marketing.

- Team member(s) who will take the original source content and work on it, customise it, package it, edit it and make it suitable for various social media channels.
- Will edit videos with the responsibility of creating visual elements to represent an idea.
- Producing visual elements are vital for social media.
- Overlay photographs with copy and/or graphics
- Produce content relevant to each platform
- Develop new design concepts and graphics for social channels aligned with overall digital strategy
- Implement new editing technology to maximize efficient social strategies
- Have a fine understanding of both video and audio broadcast levels both in the edit suite and on location.
- Conceptualize and produce sermon series creative across channels, including key graphics, social posts, and copywriting
- Edited clips weekly on social media platform(s).
- Overall support to pastoral staff implementation

## **Position: Online Communications Coordinator**

**Job Description:** The Social Media Coordinator will create and monitor all aspects of social media for Believers Connection Church. This person will work closely with the Content Creator, the Media/Digital Team, and other departments to produce relevant, engaging, timely social media content on all BCC platforms.

### **Key responsibilities:**

- Welcome new online members
- Platforms communication and plug in to proper placement ministries.
- Engagement in live service prayer and directing call to action.
- Working from the main BCC content calendar, implement and curate content on all BCC social media platforms, including Facebook, Twitter, and Instagram ect.
- Work with volunteers to provide campus-specific social media content
- Responsible for content and editing of all communications on social media
- Be available for rapid response to inquiries and conversations on all social media channels and emails.
- Be available to monitor content on all channels regularly to pray, respond and maintain engagement with online members and visitors.

### **Continued Additional responsibilities:**

- Create all worship bulletins using Sundays and Seasons database, and prepare weekly announcements.
- c. Oversee the assembly of bulletins and announcement sheets
- d. Copying of Dialog, assembly, and mailing of Dialog
- e. Has primary responsibility for maintaining all church calendars.
- f. Maintain mailing lists for various groups in the congregation.
- a. Inform prayer chain of requests that are received in the church office, by phone, email or in-person
- Phone support – answer, transfer, take messages and assist the caller.
- Provide support to online members and visitors as needed