

DO YOU HAVE a PASTOR?

Facebook Posting & Boosting Guide

NOTE 1: This guide requires that your facebook account has admin, or other appropriate levels of access to your church's facebook account.

NOTE 2: This guide is written for users on PC, not for mobile. You can also post and boost from mobile but this guide has not been written for mobile.

Step 1: Log into your Facebook Account

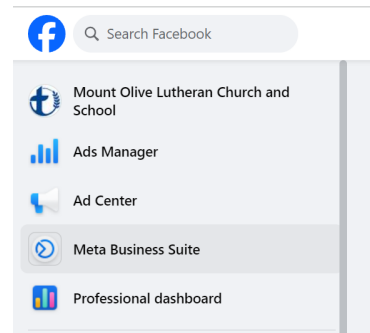
You can go directly to your business accounts at business.facebook.com and skip to step 4

Step 2: Switch profiles to your church's page

Click your profile picture in the upper righthand corner, select your church's profile picture

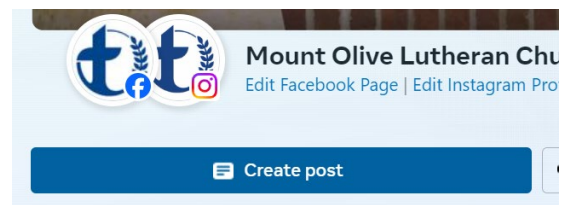
Step 3: Go to Meta Business Suite

Meta Business Suite will be a link option on LEFT hand side of your screen under your page name



Step4: Create a Post

Near the top of the page under your profile picture and banner picture will be a button to "Create Post"



Step 5: Upload media

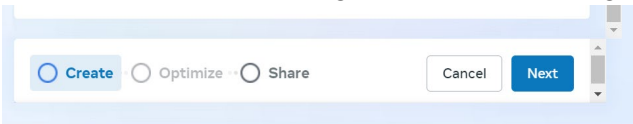
Click the “Add Video” button and select “Upload from Desktop”. Find the video file you’ve downloaded, select it and click “open”. If you need help downloading the file, go to the download help guide.

Step 6: Write your post

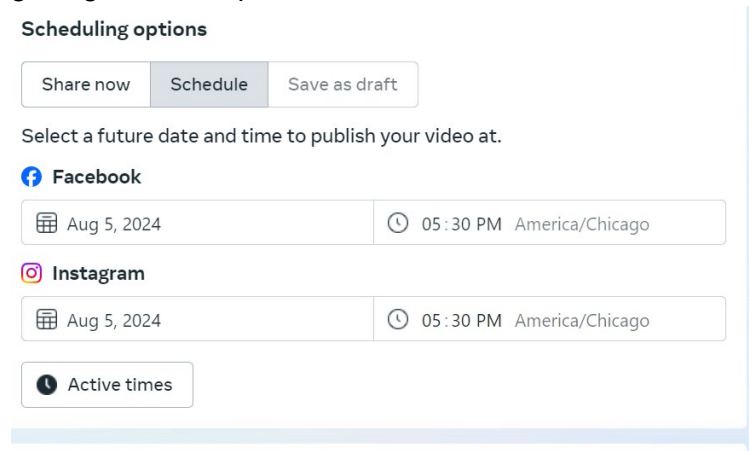
Note, if you have an Instagram connected to your Facebook and you are posting to both you will not be able to add a title, only a description.

Step 7: Share your post now or schedule for the future

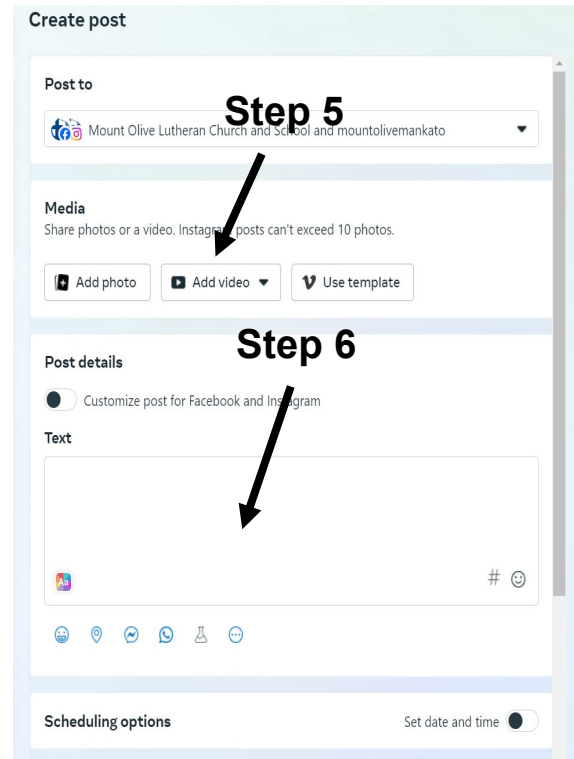
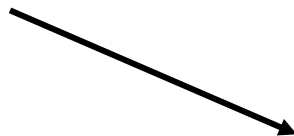
Click the “Next” button to get to the “Share” page



Choose to “Share Now” or schedule for the future. Try posting at a time when more people are getting onto their phones and are more active.



Send it out into the world!



Crossposting to other pages, adding to series or playlist, and tracking are only available for posts to a Facebook Page.

✔ Create • ✔ Optimize • ○ Share • Back • 🌐 • Schedule

NEXT STEPS: Boost your post

Meta Business Suite

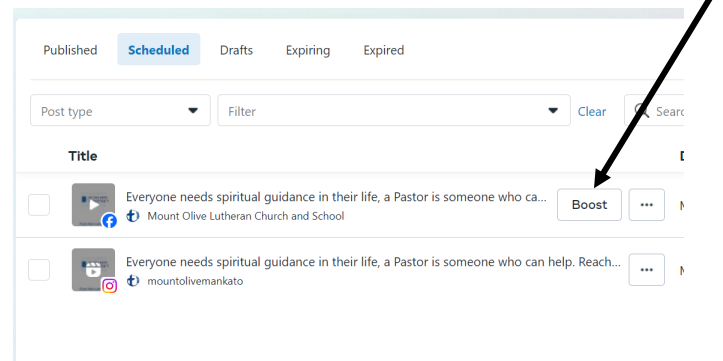
Mount Olive Luth...

- Home
- Notifications
- Inbox
- Content
- Planner
- Ads
- Insights
- All tools

The best way to ensure people are seeing your video and connecting with you is to spend some money and enable some of the boosting features on Facebook.

Step 8: Find your published or scheduled post in the content section & click “Boost”

Check the left hand side of your Meta Business Suite screen, then find your post, either under “Published” or “Scheduled”



Step 9: Choose your Goal

Select the “Change” button

Goal

What results would you like from this ad?



Automatic

Let Facebook select the most relevant goal based on your settings.

Change

STOP! This is a very important consideration to YOUR CHURCH’S outreach campaign. Because the “Do You Have a Pastor?” campaign is built around the value of a Pastor in each individual’s life, you want to think carefully about which choice will **allow the viewer to get in touch with a Pastor most reliably, and quickly**. If someone thinks they might want a pastor, send them to the most relevant place, with the fewest barriers to pastor contact you can. Also consider ways that require the lowest commitment from a prospect

Does your church’s pastor manage and keep regular tabs on messages to the church from Facebook? Consider using the “Get More Messages” goal



Get more messages ⓘ

Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.

Good for: **Sales**

Do you have a web page that has a photo of your pastor, a bio, and an encouragement to reach out with at least one mode of communication available, all laid out and easy to see ON ONE PAGE? Consider using the “Get more website visitors” goal. NOTE: Using this option is not ideal if you are sending visitors to a web page missing any of the elements above, all elements should be on a single page.



Get more website visitors ⓘ

Show your ad to people who are likely to click on a URL in it.

Good for: **Traffic**

Is your pastor not connected to the facebook page, or is unlikely to answer Facebook messages? Try the “Get more calls” goal. NOTE: If you aren’t sending calls to your pastor’s phone directly, think carefully about the experience of the caller. Who will answer the phone? How have they been trained, and what will they say and ask? What does your voicemail say?



Get more calls ⓘ

Show your ad to people who are likely to call your business.

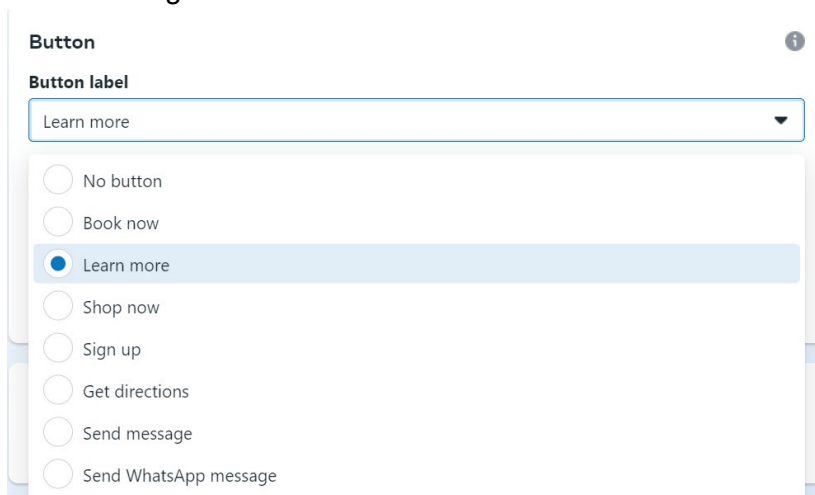
Good for: **Sales**

Step 10: Consider Enabling Advantage+ Creative

This option varies the way that your ad is displayed as Facebook tries to optimize its performance. It might change display format, and show or not show the description among other variations. This option might help with the distribution and goal, but not always.

Step 11: Select your button (if applicable)

If you Under certain goals, you can choose a button to add. This is also an option under the “Automatic” goal. 1st choose a button label



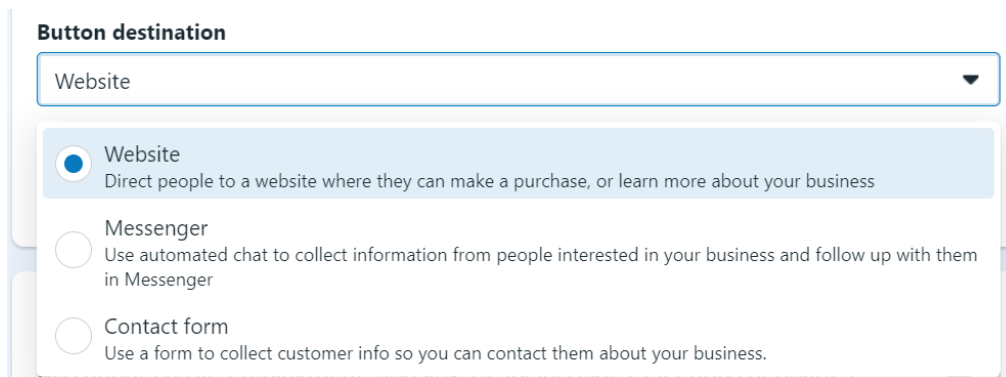
Button

Button label

Learn more

- No button
- Book now
- Learn more
- Shop now
- Sign up
- Get directions
- Send message
- Send WhatsApp message

Then choose a button destination:



Button destination

Website

- Website
Direct people to a website where they can make a purchase, or learn more about your business
- Messenger
Use automated chat to collect information from people interested in your business and follow up with them in Messenger
- Contact form
Use a form to collect customer info so you can contact them about your business.

Website Destinations

Remember to send your audience to the most relevant place to get a hold of the pastor. Consider updating or creating a Pastor’s about page to make it easy to learn about the pastor and to get a hold of them.

Messenger Contacts

When choosing to get messages you can create an automatic Facebook Messenger welcome and questions. There is a greeting text, and optionally you can add a suggested question for the prospect. Using the plus button you can insert different personalizing elements into your default message, like the person's first, last or full name.

The screenshot shows the 'Create message template' interface. It is divided into two main sections: 'Greeting' and 'Question'.
Greeting: A text input field contains the message: 'Hi **Mount X** ! Mount Olive's pastors are available for spiritual guidance, prayer requests, and to be of service. How can we help you?'. There is a plus icon and a smiley face icon to the right of the text.
Question: A text input field contains the question: 'Are you available to chat in person or over the phone?'. Below it is an 'Answer • Optional' field.
Preview: A preview window shows the message as it would appear in a Messenger chat. It includes the profile picture and name 'Mount Olive Luthera...', the status 'Active now', the time '6/15/20, 5:57 PM', and the message content. Below the message is a question bubble: 'Are you available to chat in person or over the phone?'. At the bottom of the preview is a 'Write a message...' input field.
At the bottom of the interface are 'Cancel' and 'Save' buttons.

Contact Form

If you are going to use a contact form, we recommended creating your own new form

The screenshot shows the 'Contact form' management interface. It has a title 'Contact form' and a 'Create new' link. Below the title is the instruction 'Create the form you want to include in your ad.' There is a radio button selected next to 'Default Form created by Meta.'. Below this is a 'Form details' section with a close icon. It shows 'Date created: 7/22/23' and a 'See more...' link.

Use a headline, description and question that clearly indicates what the form is for and is inviting.

Create new



Use a form to collect contact information from potential customers.

Form name (Required)

Mount Olive Lutheran Church and School 's form created on Sat Aug 3, 2024 5:5

Customize form text (optional)

Headline

Mount Olive - Pastor Contact Form

Description

We're glad you've reached out. We will be in touch soon, please let us know wha

Contact info

What information would you like to ask for?

Full name

Phone number

Email

▼ See all

Short answer question

Request additional information with custom short answer form questions.

Question

What would you like to talk about with one of our pastors?



Step 12: Select Your Audience (Who will see your ad?)

Most churches want to avoid spending money on advertising outside of their local area. To avoid this it's typically best to either create your own custom audience "People you choose through targeting" or to keep it simple choose "People in your local area". If you decide to create your own custom audience you choose to target your ad based on a large number of different demographic markers, like "Recently moved", "Parents with toddlers", people with interest in "Self Help", "Gender (personal identity)" and more

Audience [?](#)

Who should see your ad?

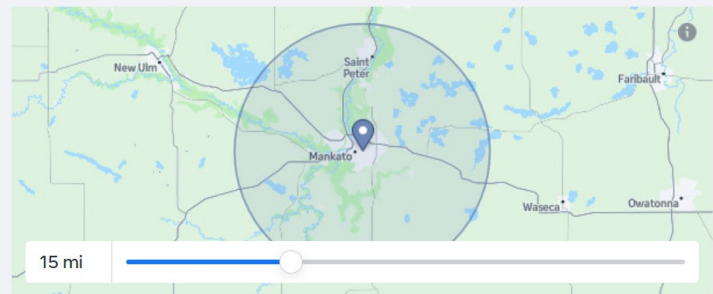
- Advantage audience
This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.
- People you choose through targeting
- People who like your Page
- People who like your Page and people similar to them
- People in your local area

Audience details

Location: United States: 1123 Marsh St, Mankato (+15 mi) Minnesota

Age: 18 - 65+

Estimated audience size: 75.2K - 88.4K



Step 13: Choose a duration & budget

For best results don't run a very short advertising campaign, we recommend you run each video for a minimum of a month. Please note that having multiple videos overlapping in their duration is okay! As for the budget, spend what you can. You can assess how your campaign is working as it goes along. Remember, repetition is key, and not every success is immediately visible, sometimes seeds are planted that can take weeks or months to grow.

Duration ⓘ

ⓘ Your ad will start running after your post is published.
Your post is scheduled to be published on Aug 5, 2024.

Days 30 ⌵

End date 📅 Sep 4, 2024

Budget ⓘ

Estimated 648 - 1.9K Accounts Center accounts reached per day

\$ 100.00 ✎

\$1.00 ————— \$500.00

Step 14: Choose placements

You can be selective about where your ads are shown. We recommend placement in Facebook and Instagram

Placements Facebook, Instagram ⌵

Choose where your ad will appear. More platforms help improve results. ⓘ

Facebook

Instagram

Messenger

Meta Pixel Kurt Shrader's Pixel (ID: [REDACTED])

You can set up a Meta Pixel to help you track website visits and website activity. To Learn more go to: <https://www.facebook.com/business/help/952192354843755?id=1205376682832142>

Step 15: Start your advertising!

Click the “Schedule” or “Publish” button in the lower right hand corner. (Depending on whether your post is live now or is set for a future date.)

**Declare his glory among the nations,
his marvelous works among all the peoples!**

Psalm 96:3

Call or Text for additional support or for questions
Kurt Shrader
507-317-6088