Aly Hathcock Media
+ XXX XXXX UMC
COMMUNICATIONS PROPOSAL

alyhathcockmedia

HELPING YOU BETTER SHARE YOUR STORY

HOW YOU CAN GROW

IMPROVE IMAGE QUALITY

Images should be high resolution. If you can help it, don't use an iPhone. Images should be sharp and crisp, not blurry. If you can see pixelation at all, don't use it. Does an image have lots of noise in it and look grainy? Use Adobe Lightroom to remove it.

All of your images should have faces in them - bright, happy, smiling faces (unless it's someone singing or talking). People want to see other people, not buildings, stage sets, construction projects, desks, etc. Go back and look at your Instagram feed. What images have the most likes? The ones with people in them!

IMPROVE COPY (TEXT)

The text in your posts should be short - no more than 3 lines. It may take some skill and thinking through, but everything you need to say can be said in 3 lines - especially if you use an image. Users should never have to click the "Read More" button.

Use your post copy to engage your audience. The best way to do this is to ask questions. Don't just broadcast information. Start a conversation.

Imagine you are going to a dinner party where you know nobody. You have to take the initiative to go up to a group of people and say "Hi, I'm XYZ. What's your name?" You say a statement and then engage whoever is across from you to start a conversation.

It's the same concept with social media. You have to engage your audience and start a conversation.

HOW YOU CAN GROW

IMPROVE TYPOGRAPHY

While scrolling through your Instagram photos from just the past week, I saw 5 different fonts. Not good. Generally, you want to have one sans-serif font, one serif font, and possibly one other font like a handwritten or cursive font to make certain words stand out even more.

For example, my personal font family I use is Lato (sans-serif) and Merriweather (serif). What's nice is that Lato has 9 different thicknesses. I can still be consistent while having the ability to emphasize different words or phrases.

Stay away from the ability to outline or add a stroke to your font. If you need a font to stand our more, add a slight drop shadow. Or, if you are putting text over an image, decrease the exposure of the image or increase the brightness to add contrast between the image and the text.

PARTNERING TOGETHER

PHOTOGRAPHY TRAINING & CREATION

Let's work on getting together with your photography volunteers to go over all photography basics, determine what type of photos we want/need for social media and marketing materials, and create a photography database that we can pull from for social media posts.

Let's find a Sunday (the sooner, the better) where we can get together with the photography volunteers, go through some basic visual branding guidelines as we discuss photo needs, train on skills as need be, and shoot some photography that we can use for the next few months.

After all, Atlanta is only 3 hours away from Birmingham.

Photo categories that would be useful to have on file:

- **Worship service** - speaker/pastor, worship leaders, individuals worshipping
- **Pre-service/Post-service** - people getting coffee, talking/laughing, fellowshipping, etc.
- **Youth ministry** - playing games, fellowshipping, worship/teaching service
- **Kids ministry** - playing games, fellowshipping, etc
- **Adults** - small groups ministry
- **Special Needs ministry** - "Hand in Hand" during service
- **Staff** - group pic, in office, studying
- **Volunteers** - serving, headshot

PARTNERING TOGETHER

MINI-WORKSHOPS WITH MATT

You and I discussed this, but I think it would be helpful for Matt and I to connect over the following topics in regard to social media. We could meet via Skype or Facetime once per week and do a mini-workshop on each topic.

- Why does social media matter?
- Who is our audience/demographic?
- What are our analytics already telling us?

- Emotional Connection Marketing: what is it & why does it matter?

- Facebook: What to Post
- Instagram: What to Post
- Twitter: What to Post

- Writing Short & Effective Copy for Facebook
- Writing 140 Characters for Twitter

- Engagement: Having conversations on social media

- Facebook: When to Post + Scheduling
- Twitter: When to Post + Scheduling

- Photography 101
- Photography Editing
- Typography & Fonts 101
- Colors & Contrast

- Creating a posting checklist

Covering these topics would give Matt at least the basics in regards for running social media for XXXXX XXXXXX UMC.

PARTNERING TOGETHER

ADVENT SOCIAL MEDIA STRATEGY

The Advent/Christmas season is the biggest opportunity for churches to reach individuals who are either entirely unchurched or have fallen away from the church. In the past, churches used magazine ads, billboards, and mail-outs to reach people during the Advent season. Those methods are still used, but using social media content, boosted posts, and ads are a much cheaper and more effective means of reaching people.

Let's work together to put together a social media Christmas campaign and strategy that works along with what's happening off-line at XXXXX XXXXXX UMC.

ADVENT SOCIAL MEDIA POSTS

December social media posts are likely going to be seen more often and by more people than posts during other months. Both church goers and the unchurch feel more spiritually and religiously inclined. That means they are going to be searching for and sharing more religious content. They were naturally find your content more. Additionally, Facebook algorithms show people what they want. That means your ads will be shown to more people.

With the likely increase of impressions, reach, and engagement, your social media posts need to be high quality - even higher than normal. Especially during this time, a seasoned social media professional should be creating your content for you.

As we go into Advent, let me take the lead on content creation for social media. Meanwhile, I'll also be teaching Matt all of the "how-to's" of social media and social media campaigns. He'll also help me gather the images and information I need to create content.