

THE      
**FOURSQUARE**  
CHURCH

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Social Media Guide

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## SOCIAL MEDIA GUIDE

With social media, you can keep church members informed, show your community what you're actively pursuing, and even disciple those who have not yet made it past your building's front doors.

While you and your team will ultimately decide how to use social media to benefit your audience, consider reviewing these helpful tips to craft your messaging and represent The Foursquare Church well.

Also available from The Foursquare Church:

[Voice + Tone Guide](#)

[Design + Brand Guide](#)

## SOCIAL MEDIA PLATFORMS + ACCOUNTS

The Foursquare Church actively moderates its own accounts to represent the movement as a whole.

Foursquare districts and local churches can maintain their own social media accounts on platforms of their choosing.

It is up to your church's leadership to decide on which platforms to establish a presence and maintain audience engagement.

Be sure to read each platform's official rules about starting accounts. For example, Facebook does not allow churches, businesses, offices or organizations to start a personal Facebook profile. Instead, these organizations would start a Facebook fan page or Facebook group. Similarly, Snapchat does not allow logos on free Geofilters. Instead, you would need to purchase On-Demand Geofilters to include your church's logo for special events.

### COMMON PLATFORMS TO CONSIDER:

- Facebook
- Instagram
- Twitter
- Vimeo
- YouTube

## ACCOUNT REPRESENTATION

Your social media account can influence people's impressions of a Christ-follower and also The Foursquare Church. Choose your words and images wisely.

\* All posts, comments, messages, photos, paid advertising, etc., should be in alignment with Foursquare's core values, vision and doctrine, and this style guide.

## ACCOUNT MODERATION

If you do start a social media account, it is your responsibility to moderate it well. You are responsible for posting regularly and curating information, as well as facilitating discussions, replying to comments, responding to messages and answering questions according to Foursquare's values.

We recommend posting to open accounts at least once per week. If you are regularly unable to post to active accounts a minimum of one time per month, we recommend shutting down your account due to lack of engagement.

### SOCIAL MEDIA TIPS:

- **Choose a point person—or a team of trusted people—to moderate your account well.**

Then, work to determine a voice and tone for your accounts. That way, your posts sound and look consistent, no matter which person on the team is posting.

- **Don't have a point person who can run it well?**

Then don't open an account. After all, having a presence that is outdated doesn't represent your church's culture well to newcomers or potential visitors. Instead, focus on what you do best.

- **Already started an account but can't maintain it?**

It is your responsibility to close the account. Shut it down as soon as possible.

## OFFICIAL FOURSQUARE ACCOUNTS

These social media accounts represent The Foursquare Church. They are managed by Foursquare's Communications Department, based at the central office in Los Angeles.

Facebook: [@WeAreFoursquare](#)

Twitter: [@WeAreFoursquare](#)

Instagram: [@WeAreFoursquare](#)

Pinterest: [/wearefoursquare](#)

Vimeo: [/foursquare](#)

These may be included in your church's or district's materials, as needed and at your discretion, to point people back to the bigger picture of our global movement.

## SOCIAL MEDIA HANDLES

On social media, a handle indicates the profile of a particular person, church, district, organization, etc. Think of it as a public username.

For your church or district, your handle should clearly and accurately represent your name and, possibly, your location. Your handle also should be easy to read, easy to understand and easy to remember.

CORRECT USAGE:

- **@AngelusTempleLA**

It is best to have your handle be exactly the same on every social media platform that you choose to maintain. Sure, your handle can change between social media platforms, but don't change it up if you don't have to. When it is the same on all platforms, your pastors, church members and visitors have to remember only one handle when they want to connect online.

EXAMPLE:

Twitter: **@WeAreFoursquare**

Instagram: **@WeAreFoursquare**

- A handle always starts with the “@” symbol, and it never includes spaces.
- For easy readability, capitalize the first letter of each new word in your handle.

CORRECT USAGE:

- **@WeAreFoursquare**
- **@GlennBurrisJr**

## HANDLE DISPLAY IN PRINT

When referencing a handle in print (bulletin, signage, in-service slide, etc.), the handle should be bolded to differentiate between the handle itself and surrounding content.

EXAMPLE:

Tag **@WeAreFoursquare** in your photos from Easter weekend!

Note: Social media platforms do not support bolded content. Instead, your handle will appear as a link, often in a different color from surrounding text.

When referencing platforms where handles may be less recognizable than URLs, a forward slash is acceptable in place of the @ symbol. URLs are in lower case.

CORRECT USAGE:

- **/wearefoursquare**

EXAMPLE: Follow The Foursquare Church at **facebook.com/wearefoursquare**.

EXAMPLE: Follow us! ** /wearefoursquare**

## HASHTAGS

On social media, a hashtag is a strategic way to group photos about a similar topic that are posted by many different contributors. On social platforms, a hashtag becomes a link for easy viewing of your collected digital photos in real time.

- A hashtag always starts with a pound or hash (#) symbol, and it contains no spaces.
- Hashtags contain only letters and numbers. There can be no additional symbols or special characters.
- Hashtags often contain keywords that relate to your church, district or organization.
- For easy readability, capitalize the first letter of each new word in a hashtag.

### CORRECT USAGE:

- *#FoursquareFamily*

### INCORRECT USAGE:

- #foursquarefamily
- #foursquare#1
- #lovefoursquare4ever&ever!

## HASHTAG DISPLAY IN PRINT

When referencing a hashtag in print (bulletin, signage, in-service slide, etc.), the hashtag should be italicized to differentiate between the hashtag itself and surrounding content.

EXAMPLE: Share your photos from Easter weekend with *#WeAreFoursquare*.

Note: Social media platforms online do not support italics. Instead, your hashtag will appear as a link, often in a different color from surrounding text.

## HASHTAG SELECTION

Remember: A hashtag groups any and all content posted with that particular hashtag. Choose a primary hashtag for your church or district that is unique to your group. Otherwise, your collective list could pull photos that have nothing to do with your church—or its values.

CORRECT USAGE:

- *#FoursquareFamily*

INCORRECT USAGE:

- *#StrongerThanEver*

## MINISTRY + EVENT HASHTAGS

In addition to a primary hashtag, you may create additional hashtags to promote your church's or district's special events or ministries. This could include your church's youth group, Easter services, specific ministries, etc.

The Foursquare Church, for example, uses a different hashtag for each Foursquare Connection to group its annual convention posts.

EXAMPLE: *#Connection19*

The Foursquare Church also supports hashtags that represent globally recognized Foursquare ministries, such as Foursquare Missions International (FMI) and Foursquare Disaster Relief (FDR).

EXAMPLE: *#FoursquareMissions*

EXAMPLE: *#FoursquareRelief*

## QUESTIONS?

Foursquare Communications Art Director Becky Han is available and happy to field your questions or concerns. Simply write to her or give her a ring at our central office.

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