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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
FACEBOOK GROUP GUIDELINES

FOURSQUARE MINISTRY + LOCAL CHURCH FACEBOOK GROUP GUIDELINES

If you’re interested in creating a Facebook Group in The Foursquare Church community, the following are general guidelines in order to achieve success.

TO CREATE AND SET UP A GROUP:

• Click + in the top right of Facebook and select Group.
• Enter your Group name, choose the privacy option and then add people to your Group.
• Click Create.
• Use the Foursquare Design + Brand Guide to inform your decisions regarding Group name, profile image and cover photo.
• Fully fill out all fields in the About section of your Group.
• Fully establish and list Group rules and guidelines.
• Create a welcome post for your Group, and pin that post to the top of your Facebook Group’s feed.
• Use the Announcement option for posts that affect all Group members. (e.g., news items, change in Group rules, change in Group leadership, etc.)

GENERAL GROUP HOSTING BEST PRACTICES:

• Post regularly, about three to five times per week, to nurture engagement in your Group. Be sure to ask questions that spur conversation.
• Check Group member comments daily. Respond promptly to questions.
• Share images and videos related to your Group’s topic.
• Share files or documents relevant to your Group’s needs.
• Keep your members focused on your Group’s purpose. In other words, don’t allow selling, work opportunities, random or off-topic conversations, etc.
FACEBOOK GROUP GUIDELINES

Stay focused on the purpose of your Group and maintain continuity in your content and activity.

» If you notice members are getting off topic, make sure to recenter the conversation on the topic or ministry at hand by responding to these comments or removing members if they aren’t a right fit. There shouldn’t be any personal promotion or product selling, off-topic or disruptive posts. Use your best judgement and keep things on topic.
FACEBOOK GROUP GUIDELINES

ADDITIONAL STEPS FOR FOURSQUARE NATIONAL MINISTRY + DISTRICT FACEBOOK GROUPS

The following applies only to official Foursquare ministries and districts, not local churches

ADDING AN ADMINISTRATOR OR MODERATOR

If you are starting a Facebook Group for your Foursquare national ministry or district, Foursquare’s social team requests that one of their members be an administrator in your Group. Please contact social@foursquare.org to get in contact with our social media manager. Once you’ve confirmed the team member you’ll be adding to your page as an additional admin, complete the following steps.

How to add an admin or moderator to your Facebook Group:

• From your News Feed, click Groups in the left menu and select your Group. If you don’t see Groups, click See More.
• Click Members below your Group’s cover photo.
• Click ▼ next to the person you want to make an admin or moderator.
• Select Make Admin or Make Moderator, then click Send Invite.
• To cancel an invitation to make someone an admin or moderator of your Group, go to Invited Admins & Moderators. Then click ▼ next to their name and select Cancel Admin invite or Cancel Moderator invite.

QUARTERLY AUDIT FOR NATIONAL FOURSQUARE MINISTRIES AND DISTRICTS

Each quarter, the Foursquare social team will audit your Facebook Group’s activity and relevance. This audit may be used to ascertain if your Group should remain open.

1. How many posts are made by admins?
   ______ per day / week / month
2. How many posts are made by Group members?
   ______ per day / week / month

3. How many members are being added?
   ______ per day / week / month

4. What is the average number of comments on Group posts?
   ______ per day / week / month.

5. How often are pictures, videos or documents shared?
   ______ per day / week / month.

6. Are Group member questions and comments being responded to?
   Yes / No / Other ________________________________

7. Are Group admins equipping, or empowering, Group members?
   Yes / No / Other ________________________________
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?

Please feel free reach out by e-mail to Foursquare Communications with questions or concerns.

Foursquare Communications
comm@foursquare.org