

# Social Media

## Strategy Overview

Our social media presence should feel like an extension of what happens on Sundays and throughout the week—capturing the real, lived experiences of your church family. This strategy aims to:

- Showcase authentic church life.
- Inspire spiritual formation.
- Reflect our mission of *Sharing Christ & Building Believers*.

## Frequency of Posting

The Digital team aims to post 3–5x per week per platform (Instagram, Facebook, and Youtube)

## Tone + Style

- Warm, clear, invitational – not salesy or overly-promotional.
- Creative, relatable, and engaging.
- Mission-focused, people-first.
- High-quality while still feeling human and approachable.

## Partnering With the Digital Team

The Digital Team oversees the main StoneBridge Facebook and Instagram accounts, helping shape content that reflects the vision, mission, and voice of StoneBridge as a whole. We take a strategic and data-informed approach to social media, using analytics and platform insights to better understand what connects with people and how we can most effectively reach our community.

Because every platform works differently, we aim to create content that is visually engaging, people-focused, and aligned with the culture of StoneBridge. We also stay current on trends, features, and platform updates to help maximize impact and engagement.

In addition to our main church channels, each campus has its own Facebook page. Campus teams are encouraged to post locally relevant content directly to their campus pages—celebrating stories, sharing moments, highlighting events, and engaging their specific communities in authentic ways.

The Digital Team is here as a resource and partner for campuses and ministries across StoneBridge. If you'd like support promoting an event, initiative, story, or resource on the main StoneBridge channels, reach out to the Digital Team with your creative brief, messaging, visuals, and important details. From there, we'll collaborate together to create content that best supports the goal, audience, and overall church strategy.

Whether it's a Reel, story campaign, video, graphic, or event promotion, we want our content to feel warm, clear, engaging, and mission-focused—while staying authentic to who we are as a church.

By working together, we can maintain a consistent and recognizable StoneBridge presence while also giving campuses the flexibility to connect personally with their local communities.