



MIDTOWN CHURCH SOCIAL MEDIA GUIDELINES



📷 @MIDTOWNCHURCH.SAC @MIDTOWNCHURCH.EG

WELCOME TO MIDTOWN SOCIAL MEDIA

We're so glad you're helping share Midtown's story online! Social media is more than just posts – it's ministry. It's a place where we connect, encourage, invite, and inspire people to follow Jesus and find community.

When done well, social media:

- Extends our ministry beyond Sunday
- Builds trust and connection with our community
- Encourages spiritual growth throughout the week

Please follow these guidelines when posting on social media platforms to engage viewers and represent us well as a church body.

QUICK START CHECKLIST

Use this for every post, whether you're a beginner or pro:

- Check event approval – all events must be on the Events Page before posting.
- Use the right branding – logo, colors, and fonts provided by Communications.
- Post clear calls-to-action – tell people exactly what to do next.
- Tag the main account – @midtownchurch.sac or @midtownchurch.eg
- Use 1–3 relevant hashtags – skip random or unrelated tags.
- Keep it engaging – ask a question, invite comments, or use a poll.

BRANDING & VISUAL CONSISTENCY

Our Communications Team creates official logos, templates, and color guides for every ministry. This keeps Midtown's identity unified across all campuses and ministries.

When creating graphics:

- Always use approved logos – no stretching, recoloring, or redesigning.
- Stick to Midtown's brand colors and fonts (provided in your ministry's branding kit).
- Photography style – authentic, natural, diverse, and welcoming. Avoid stock images unless approved.
- Templates – use ministry-specific Canva templates from Communications.
- For new graphics or updates, submit a request through the Communications Team using this: **DESIGN / PRINT REQUEST**

CONTENT CREATION TIPS:

1. FOCUS ON 4 TYPES OF CONTENT:

Photos, Carousels, Stories, and Reels

Photos

- Most ministry images can be captured on your phone - **phone photos come across as more organic and authentic to viewers**
- Use good lighting to capture clear and vibrant images. **Natural lighting is best.** When indoors, stand near a window and have the subject facing the window.
- When it's darker, **turn on your flash.**
- Ensure that you **tap where you want the focus**
- Get smiling/happy faces - simply ask people to look/smile toward the camera

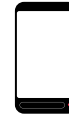
Carousels

- A carousel is **multiple images or videos in one post** (up to 10).
- Great for event recaps or multi-point announcements.

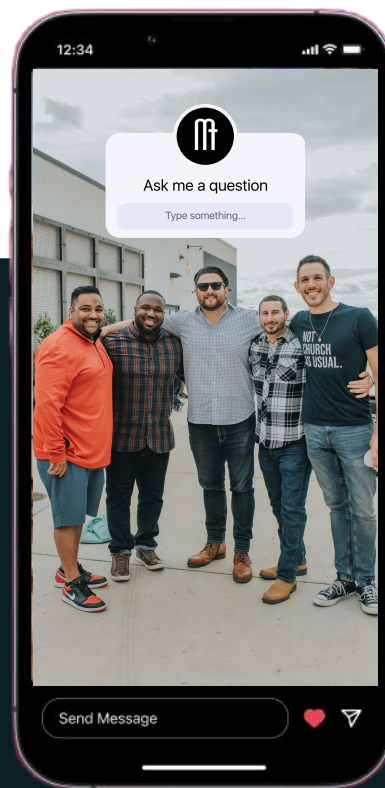


CONTENT CREATION TIPS:

Stories (only last 24 hours on profile)



- Use stories as a way to **update followers in real-time**: at events, reminders of events, reposting posts/reels
- This is a great way to **encourage people to interact and engage with you!** Consider using Instagram polls and question boxes to increase engagement.
- **Keep videos below 30 seconds** for quick and engaging content
- **Use a steady hand** to maintain video stability



CONTENT CREATION TIPS:

Reels (remain on profile unless deleted)



Reels are videos that are shown to people who aren't already following you!

This is a great choice for content that is useful and valuable to a wide audience.

- Use these for a **recap of events, testimonies, etc.**
- **Best for reach – content is shown to people beyond our followers.**
- Keep under 90 seconds, keep it vertical (no horizontal shots), add captions for accessibility.
- Use church-appropriate trending audio, no foul language, derogatory comments, etc.
- **Tools: CapCut (mobile app) for simple, engaging edits. Search “church templates.”**
- Reference our [Midtown Church page](#) for ideas/inspiration.

2. EVENT PROMOTION

- **Only promote events that are already approved and listed on the Events Page.**
- Include key details in captions (date, time, location). Avoid cluttering graphics with too much text and information.
- **Pair info with personality – add heart, humor, or testimony to invite people in.** The goal is to have content that provides viewers with something engaging and valuable, rather than just serving as a bulletin board.

3. CALL TO ACTION/NEXT STEPS

- **In captions and link in bio, make sure there is a call to action and directive on the next steps viewers can take. For instance, date and time of event and “click the event link in bio to register” or “Visit [Midtownchurch.org/___](http://Midtownchurch.org/) to learn more”.**
- Midtown has one church-wide Linktree (managed by Communications Dept.) in all bios.
- It includes: main website, ministry pages, event sign-ups, and connect forms.
- Before posting, make sure your CTA is clear:
 - **Example: “Join us this Sunday at 10:30am – register at the link in bio!”**
- If you notice an outdated or incorrect link, contact Communications.

PRIVACY AND POLICY

4. COPYRIGHT, PRIVACY & RESPECT

- Only use content you own or have permission to use.
- **Always get verbal parent consent before posting photos/videos of minors.**
- Some children have media restrictions noted on their name tags – be sure to honor those.
- Keep tone positive, inclusive, and encouraging. Avoid sarcasm or language that could be misinterpreted.

SMUG MUG (PHOTO) ACCESS

- This is where we store all our photos, including for ministries, services, and events. etc.
- <https://midtownchurch.smugmug.com/>
- **Password: Keepit100!**
- **You can also upload photos from your group or ministry by going into the Group Album and selecting the “Guess Upload” album.**
- **Password: grouplife**

5. POSTING RHYTHMS

- Aim for at least 3 posts per week if possible.
- Create weekly rhythms people can rely on:
 - Monday Prayer
 - Wednesday Sermon Highlight
 - Friday Encouragement / Scripture
- For event-heavy ministries, post recaps biweekly or monthly to keep content fresh.

SOCIAL MEDIA REPORTING & HEALTH

6. REPORTING CONCERNS

- If you receive concerning comments or DMs, inform your pastoral leader before responding.
- Report inappropriate content to both the platform and Communications.

7. SOCIAL MEDIA SABBATH

- Social media is a tool, not a burden. Take intentional breaks to rest, reflect, and focus on your walk with God. We also encourage building a social media team so you can all help allocate your time.

Thank you for contributing to our online church community and helping to build this ministry! By adhering to these guidelines, you help create a welcoming and supportive space for everyone. Let's spread the joy of faith and community through our online interactions!

If you have any questions or need further clarification, feel free to reach out to our team.

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