

SOCIAL TEAM SETUP

Decide who does what before you post. Fill this out with your staff lead.



LEADERSHIP

☐ Volunteer led

☐ One staff member, many hats

☐ Staff leading volunteers

☐ A communications team

STAFF MEMBER OVER SOCIAL MEDIA

SOCIAL MEDIA OWNER (STAFF OR VOLUNTEER)

BACKUP WHEN THE OWNER IS OUT

APPROVES SENSITIVE POSTS

HOURS PER WEEK

ROLES

PHOTOGRAPHY LEAD

VIDEO AND CLIPS

GRAPHICS

CAPTIONS

COMMENTS AND MESSAGES

STORIES

PLATFORMS AND ACCESS

☐ Facebook

☐ Instagram

☐ YouTube

☐ TikTok

☐ Other: _____

☐ Google Business Profile

ACCOUNTS ARE OWNED BY THIS CHURCH EMAIL

LOGINS ARE STORED IN

☐ Two-factor login is on

☐ At least two admins

☐ Access list is current

RHYTHM

☐ 2x a week

☐ 3x a week

☐ 4x a week

☐ 5x or more a week

☐ Stories most days

☐ Monthly planning meeting

PLANNING MEETING DAY

OFFICE HOURS FOR COMMENTS

SCHEDULE GOES OUT BY

GUIDELINES

☐ Personal account guidelines shared

☐ Child safety policy read

☐ Comment policy written

REVIEWED BY

DATE