



# How a Management Tool Can Help Your Ministry

A Starter's Guide to Social Media Management



# Social Media Management

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Social media management tools have become increasingly popular amongst businesses. They work to consolidate the social properties and engagement with clients to a single entity for ease of use. For ministries, these tools can be used to create a coherent brand identity while also allowing members of the team to easily interact with their audience from a single platform.

## Benefits

- Increased accountability among team members
- Consolidated social properties and interactions
- Consolidated analytics across social media platforms
- Options to add features such as advocacy programs
- All platform analytics in one place

# Questions to Answer Before Getting Started

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**It can be easy to get excited about a tool and want to jump in without being ready. Before requesting access or searching for a tool, be sure to answer these three questions.**

1. Does my ministry have **resources that can be dedicated** to our social media channels?
2. Does my brand have a **distinguishable identity**?
3. **How will a management tool help** your ministry?

# Does my ministry have resources that can be dedicated to your social media channels?

Social media tends to be more work than people realize. It's more than simply posting content. Be sure that you have, or have outgrown, the resources to consistently manage these accounts before moving on to the tool.

## Things You'll Need

- A content creator
- Two or more social media platforms
- Time to check on your accounts regularly

# Does my brand have a distinguishable identity?

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Having a brand identity is crucial to setting your ministry apart from other people and brands that post on social media. Without this identity, it is possible that you are targeting the wrong audience or using channels that are not popular among your target audience.

## **Things You'll Need**

- Research or knowledge indicating who your target demographic is in the form of a persona (a hypothetical person created to to reflect your key audience)
- A cohesive set of logos and branding guidelines
- A clear mission that is shown through the content distributed on your social platforms

# How will a management tool help your ministry?

**Having a clear idea of how a social media management platform will help your ministry is key.**

Here are a few things that a management tool can help with.

Increase brand awareness

Engage more with your followers

Reduce time spent posting on various platforms

# Getting Started

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**When you are ready for a social media management tool, follow these steps.**

1. Email [socialmanagement@cru.org](mailto:socialmanagement@cru.org) to learn about Cru's social media management tool
2. Begin the onboarding process
3. Monitor your analytics and adjust as necessary

# What You'll Need For Onboarding

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**Login information for all platforms**

**List of team members**

Email [socialmanagement@cru.org](mailto:socialmanagement@cru.org) with your team name, their name, and their email.

**A Content Strategy**

# THANK YOU

**Questions?** Please contact [marketinghelp@cru.org](mailto:marketinghelp@cru.org)