Episcopal Parish Network
Where the Church Gathers

Summary and Transcript
Time-Smart Social Media for Your Church: A Simple Monthly Planning System for Busy Church Communicators
Originally presented April 21, 2026

Summary

This webinar presented a time-efficient system for church communications directors to plan, create, and schedule a month of social media content in a single focused work session. Presenters explained why consistency matters on social platforms, how to use Facebook events and posts strategically, and shared bulk post creation guidance (templates, Canva, Meta Business Suite, and optional AI assistance). Q&A addressed platform fit (Facebook vs. others), scheduling limits, cross-posting to Instagram, video/reels tools, and avoiding overposting concerns.

Key takeaways:

1. The "30 Days in 4 Hours" System

The core strategy is to move church communications from "daily scrambling" to a **single monthly production session**. By dedicating one 4-hour block, you can plan, create, and schedule 30–40 posts, ensuring consistent outreach even for part-time or volunteer-led roles.

2. The 7-Step Workflow

Systematize your content creation to remove decision fatigue:

1. **Inventory:** List all active ministries.
2. **Events:** Create Facebook Events for key dates.
3. **Template:** Map these events into a monthly calendar.
4. **Gap Fill:** Add general content until you hit ~1 post per day.
5. **Copywriting:** Use a Hook/Body/Resolution structure (or AI templates).
6. **Visuals:** Prioritize real photos of your community over stock/AI images.
7. **Schedule:** Batch-upload everything into **Meta Business Suite**.

3. Content & Platform Strategy

- **Authenticity Over Polish:** Real congregational photos perform better than stock "people" imagery or AI-generated art.
- **Facebook is Key:** For Episcopal demographics, Facebook remains the primary tool for community outreach and "low-commitment" entry points.
- **Scheduling Limits:** Plan exactly one month at a time, as Meta Business Suite's scheduling window is effectively limited to 30 days.

4. The "Volume" Mindset

- **More is More:** Do not fear overposting. Platform algorithms filter content heavily, so high volume is necessary just to stay visible.
- **Low-Bar Entry:** Use Facebook Events for more than just Sunday worship; they act as invitations for people who follow the page but haven't yet walked through the doors.

Key Toolset: Use Canva (Nonprofit version) for graphics, CapCut for quick video/Reels, and Meta Business Suite for all-in-one scheduling.

Transcript

Beverly Ffolkes-Bryant (EPN)

Welcome everyone. My name is Dr. Beverly Folks-Bryant and I am an adjunct professor at the City College of New York and a retired superintendent for the New York City public school system in New York City and a member of the board here at EPN, where the church gathers. We are happy to welcome you to this webinar, examining effective and efficient social media communication for church communications directors. We are so thankful that you are here today and hope you will take advantage of the many learning opportunities available through EPN. With EPN twenty twenty six officially behind us, stay tuned for our upcoming keynote recordings and a series of follow-up webinars designed to dive deeper into this year's top insights.

Beverly Ffolkes-Bryant (EPN)

You can find all the latest updates and learning resources at our website. And please mark your calendars for EPN twenty twenty seven in Denver, February or February. Just a couple of procedural items before I turn everything over to our panel. First, this session is being recorded, and you will all receive an email with a link to the recording and any additional materials provided by the panelists once they post to our website's webinar library. We will try to get this out within twenty four to forty eight hours.

Beverly Ffolkes-Bryant (EPN)

Also, the question and answer function is disabled for all of our webinars. So please enter your questions in the chat and the panel will answer them during and after the session as time permits. A transcript of the chat will be available alongside the recording. Again, thank you all for being here. And now I am very happy to introduce Nicholas Edwards, owner of Willeman Digital Marketing in Raleigh, North Carolina, and a sponsor of EPN 2026, who will start the discussion and introduce the rest of our panel.

Beverly Ffolkes-Bryant (EPN)

Nicklaus?

Nicklaus (Nick) Edwards

Hi. Thank you so much. I greatly appreciate it, Beverly. I'm going to go ahead and get us started. I'm just gonna share my screen, and then we can kinda get rolling on this.

Nicklaus (Nick) Edwards

I have a presentation. I'm gonna also introduce, as we go, my cofounder, wife, and better half, Brittany, as well as we get going, and she will continue the conversation from there. Just making sure we're all good. Everybody can see my presentation here, and I guess we're off. So we're gonna start looking at how to plan social media, thirty days of church social media in four hours, and it's just a simple system for how to do consistent church outreach.

Nicklaus (Nick) Edwards

This is just why you're all here. What if you could do all of your social media one day, no scrambling, no last minute posts, no falling behind? And I say one day when I said four hours before because we all know that four hours of actual work is about all you could do as a church communications director. Usually, the other four hours are taken up by someone interrupting or some other task that just happens to fall on your plate. So we understand that, and that's why we've created this plan the way that we have.

Nicklaus (Nick) Edwards

Who are we? I am Nicklaus Edwards. I own Wellerman Digital Marketing. I spent about eleven years well, including working with you know, owning Wellerman. It's probably

closer to twelve now in digital marketing for Fortune 500s, national brands, and even some small nonprofits.

Nicklaus (Nick) Edwards

And I've developed a digital presence for hundreds of small local businesses, like churches and nonprofits. And so I wanna pass that over now, to Brittany who can introduce herself and her qualifications as well.

Brittany Edwards

Hi. I'm Brittany. I have an MDiv from Duke Divinity School. I'm currently a postulate for holy orders in the Episcopal Church, and I worked multiple roles for six churches across four denominations, so I had seen some things. I am currently also a communications director for a United Methodist Church in a small town near where we live in North Carolina.

Brittany Edwards

And why should you listen to me? Because I just found out that the church I work at as communications director had a 21% year over year attendance increase for our Easter Sunday service. And Nick and I, with our combined experience, are really excited to share this system with you guys. So who is this webinar for? It is for church communicators who have no time.

Brittany Edwards

That includes me because in my role as a communications director, I only work twenty hours a week. That is not very much time as many of you know. So if you are here because you want to improve your social media craftsmanship, you might not find what you're looking for. But if you want to accomplish something really solid in as little

time as possible, this will be a revelation. Most of us do not have the luxury of time to just craft beautiful works of art to share via Facebook.

Brittany Edwards

If you do, please enter a detailed description of how you do that in the chat because we all really wanna know. We help churches, period. We know that churches need to stay visible, build consistent systems, and save time without sacrificing quality. A lot of churches need help with these things, and that's what we provide. Because we face this huge problem.

Brittany Edwards

Our time is not our own, and I'll illustrate with a story. A few weeks ago, I arrived at work, my communications director job, 09:00 in the morning, got my coffee, got my to do list. And by 04:00 that day, I had not accomplished any of the items on my to do list, and, in fact, I found myself walking into the Walmart parking lot with a shopping cart piled with 84 Easter baskets. That's the life of a church communications director. Parishioners need us.

Brittany Edwards

All of the ministries need us. The leadership needs us frequently. And so finding out how we're gonna find time to post on social media frequently gets pushed aside. So here is our solution. One focused session per month, not per day, not per week, per month.

Brittany Edwards

You plan, you create, you schedule once a month, and then you're done. But there are a few realities to consider as you approach considering this new system. See,

social media is a business. Social media companies, like Facebook, are not just giving your church free airtime out of the goodness of their heart. Right?

Brittany Edwards

They wanna make money, and they do not want to drive users away by making them bored or disinterested. And so they filter all their posts heavily. If you're scared that you're over posting, you're not. As your like and share counts are probably already telling you, most of your followers don't see most of your content anyway, so posting more often than you think you need to is a really good strategy. Another one is that consistency is key.

Brittany Edwards

Again, people don't see every post. And just like in many other areas of life, trust builds over time. And so the more that you post, the more likely people are to see you, and that familiarity drives affinity and ultimately, hopefully, attendance. You know, we think of a lot of different strategies that we use for church growth and for evangelism even, but social media supports this journey. You know, people observe.

Brittany Edwards

They return. They commit on these social media platforms sometimes. But if they don't see you on social media, they'll forget and disconnect and maybe even just drift away. Another core concept that we need to consider as we move forward is the difference between a post and an event, specifically on Facebook. A post, whether on Facebook or TikTok or Instagram or any of the other platforms you're using, that exists to share updates, to tell news to your followers.

Brittany Edwards

It's to share information and to shift the viewer's affinity, you know, to change their perception of your organization. An event, on the other hand, on Facebook, it is scheduled at a specific time, and it is structured to enable you to invite people to the event and for the people going to the event to also invite others to that event. If you are really, really short on time, you can rely exclusively on events for a little while, which is what I've been doing at my current communications role, but it's not ideal as a long term strategy, and we'll get into that in detail later. Let's do just a quick refresher on this sales funnel. We have all seen this, but it is worth revisiting.

Brittany Edwards

So if your audience sees you consistently at the top of the sales funnel where people are just like, interesting, and they see lots of great photos. It seems like people are warm and friendly and engaged. Then by the time they get to the point where they're actually considering maybe visiting your church in person, there will already be a positive association with your church. You know, as a church communicator, I'm not just trying to market to people. I wanna show people that they belong.

Brittany Edwards

Right? I want people to like and trust and feel connected to my church because I know that I've found community and joy myself there, and I wanna share that with others. And now I will turn it over to Nick who will go into detail about this once a month system that we have developed to help you guys get social media done as efficiently as possible.

Nicklaus (Nick) Edwards

Thank you, Brittany. This is really exciting for me to share because this is something that I have been passionate about for a long time, and I think I use this system myself. Brittany is adopting it slowly, but she has helped me craft it to function the way that it does. So this is done through both of us for your exact role. Brittany works in that exact role currently.

Nicklaus (Nick) Edwards

So we're gonna go through this core seven step process, and I will send you a document that has all of this information on it. I'm gonna have a PDF available. After this, we're still finishing all the details on the PDF because we had to adjust some stuff last night because why not last minute? You know, we're communicators. Right?

Nicklaus (Nick) Edwards

So we will get that over to anyone who wants that. Feel free to shoot me a note on wellermandigital.com. But at its core, let's break down the seven steps and how to do this process. So first, step one, list all your ministries. This is going to be your midweek service, youth group, choir practice, everything that you can think of.

Nicklaus (Nick) Edwards

If it has an event, if people come to your church, list everything. It can be just an individual date. It can be a cantata. It can be, you know, a recurring youth group Wednesday night service or whatever else. Just list all of them out, and then you're done with step one.

Nicklaus (Nick) Edwards

Congratulations. Very quick. Step two, create Facebook events. The video we're gonna show, we'll walk you through a little bit in a little while. Once we get to that point, it will show you a little bit about how to create these.

Nicklaus (Nick) Edwards

If you need more insight, it's not difficult. It's just on your main page. You click events. You'll see this visual here. You key in the information, and you hit save.

Nicklaus (Nick) Edwards

And this will create an event that stays on your page for people to find or locally in your area when people are searching as we talked about in the sales funnel earlier. They will find those events if they're, you know, in the process of looking. And this will help just get people to know that you're doing something and invite them, give them the option to attend. Create all of these Facebook events before you move to step three, and they're very intuitive. They're super simple.

Nicklaus (Nick) Edwards

It's very easy to navigate, you'll see in the video exactly how easy it is to get there. Step two b. And I wanna address this because I know this was gonna come up as a question for you guys. Sunday worship as an event. Some people would ask about it, some people wouldn't.

Nicklaus (Nick) Edwards

And even Brittany and I, we discussed this at length while we were coming up with these questions because, you know, initially, our thought was, okay. Sunday worship isn't really something you need to promote on Facebook because you're a church, and churches have church on Sunday morning. That's just what happens. So do you need to advertise that? And the answer is maybe.

Nicklaus (Nick) Edwards

So you need to ask these two questions to really give yourself an idea of whether or not you should post Sunday service as an event. If you have a bunch of content, if you have a ton of ministries that you're already thinking of, if you got way more people begging you to promote their, you know, whatever knitting ministry, whatever, then you even have time or days to post on, then you may not wanna post on Sundays, for getting people to come to your church just because, objectively, you've got a lot of

other stuff and people already know church on Sunday morning is gonna happen. So if they see the other ministries, they'll know, okay. That's a nice church that I might wanna go to. The other question to ask is where in the funnel is my primary audience?

Nicklaus (Nick) Edwards

And I'm gonna go back here just a few slides. Sorry for skipping over. But we wanna look at this funnel really quickly, and I'll go back. But if your audience is like, let's say you're in a, you know, a smaller church in a larger city and there's a bunch of other people around you, and you're just trying to get people to know who your church is. And most of the people that are gonna see your post, maybe they're mostly nonbelievers that aren't really you know, don't even know that they're interested in coming to church.

Nicklaus (Nick) Edwards

You're probably not going to wanna post about the Sunday service as much as you're gonna post good things that just show them who you are. And then as you get more people liking, responding, and interacting with your social media, then you start posting about the service attendance so people can actually share and invite people. But let's say you're in another situation where you're kind of a smaller town and, you know, where the Episcopal Parish network. Let's say maybe the local Catholic church moved away or, you know, they closed down that low specific location. And now you know there's a bunch of people in your area that are gonna be looking to attend a church service on Sundays, and you could capitalize on that.

Nicklaus (Nick) Edwards

Now you probably do wanna make an event on Sunday morning for Sunday serve service. So it's really gonna depend on context, but we talked about this at LinkedIn. If you have more questions on that, feel free to reach out outside of this webinar. Brittany and I will both be happy to discuss these things with you. And, you know,

whether we recommend that, we're not gonna charge anything to just talk to you about your church and your recommendations.

Nicklaus (Nick) Edwards

So, that's Sunday worship as an event. And then step three, you have let me refresh really quick. You step one, listed all your ministries. Step two, you've made events for everything that's happening this month. So all the events that could have happened over the next month, you've got them all listed out in all of your visitor friendly ones.

Nicklaus (Nick) Edwards

Primarily, if you're gonna have, like, 25 events, you don't wanna list every single one. You don't wanna really make an event for 25 events. That's a lot. But maybe five to seven of your most visitor friendly and most relevant to your target audience that we just talked about. Once you've made those events, I'm gonna provide a template that you can all use.

Nicklaus (Nick) Edwards

If you wanna use my template, great. If you don't wanna use my template, feel free to create your own. But you just place the events in the template. And then now this is going to be, so you've already made your events. These are posts that we're going to make related to, hey.

Nicklaus (Nick) Edwards

Come out to this event tonight. So when you post these events on the template, these are gonna be posts that you're gonna make about those events. And then from there, you've created your events, and now you've added those events as a log onto this template that you can make or you can use my version. Either way is fine. Then step four, you align posts to a schedule.

Nicklaus (Nick) Edwards

Basically, fill in all the gaps. So find everywhere where there's not an event that is going to happen and drop something about either your general church, your choir rehearsal, which I wouldn't count as an event because that's not outward facing. Not usually. It could be. Your context all is dependent.

Nicklaus (Nick) Edwards

But then after you've made all of your events that you're gonna post on, then fill in the gaps. Even if it's not the same day that something's happening. Like, the men's ministry in this example may not be on April 4, but you could post about it. And, hey, the pancake breakfast is coming up later on. That's just an example.

Nicklaus (Nick) Edwards

But fill in the gaps so you can usually have around 30 or around a post per day. And your main events are scheduled, and you've got a post per day aligned to your post schedule. And then write the text for the post. And I recommend using this hook-body-resolution model because it does creates more, stopping the scroll. There is a big problem.

Nicklaus (Nick) Edwards

A lot of people scroll on social media that even Facebook people won't stop for even really good, wonderful things that they're interested in because they're just not paying attention. And the hook is by far the most important part. It is the thing that you're trying to get people to stop scrolling and actually pay attention to your post. And so in this example, “unique snack bar” catches my attention. Maybe it's a bunch of Takis or something like that for the youth group, you know, here, but it's a unique snack bar.

Nicklaus (Nick) Edwards

Okay. That might get me to stop. And then the body is what you want people to know at the first ecumenical youth group event tonight at seven. And then the resolution, we hope to see you there. So this is just a general, very quick, simple example of the hook body resolution model, and I will give you other ways to create this.

Nicklaus (Nick) Edwards

This is how I would recommend making every single one of your posts. But if you don't have time for that, I'm also gonna provide a link that you guys can utilize for a form that is, an automated Google Sheet to help give you options for how to generate post content. And I'm gonna show that to you right now just so you can get a feel for what this is meant to do, and it will make a copy of this for you when you come in. But, basically, this is the output text, or this is, you know, this is future events, and this is past things that have happened. And, you know, I put “on fire youth group.”

Nicklaus (Nick) Edwards

You know? I couldn't think of a better name for a youth group right now. I mean, who could think of a better one than that? And then the event is gonna be movie night. Time is Thursday at nine.

Nicklaus (Nick) Edwards

But let's say this wasn't “on fire youth group.” This was, you know, like, “fire starters.” That's a way better name. Now it will automatically update all of these options, and I've got about 35, so a little bit less than that. So about 30 or so output text here for you to use.

Nicklaus (Nick) Edwards

And then the same thing, We got about 20 or so for the past if you wanna, like, thank everyone for coming and doing something in the past. These are just examples to get you started, but this is a tool that I will provide to everybody here. No charge, anything like that. You'll have access to make a copy of this, And then you just change whatever these notes are, and it will change all of the text in these fields for you to use as base, just options for your post text if you want just ideas for how to create good post text quickly and efficiently without wasting time or having to think through every single thing that you're writing. So now the last thing I did want to provide as an option just for you to consider, if you're not comfortable using AI tools, you don't have to use AI tools, but they can make things expedited and more robust than, you know, an Excel spreadsheet could.

Nicklaus (Nick) Edwards

And I've provided, as well, in this a template. Everybody, I'll send out a PDF as well with this that you can access that will have this exact AI prompt template, and this has been super effective for me in coming up with different texts that can actually work for these different posts. And you always wanna ask for three times the number that you need so you can choose between the outputs. But if you utilize this post and just change all of the bold bracketed areas with your specific details, you will get great outputs from the AI tool of your choice. You can use Gemini, ChatGPT, doesn't matter.

Nicklaus (Nick) Edwards

This is a good prompt for any of them. Step six, create visuals. I wanna make sure I preface this with saying this is, these they're not you're not you don't want blurred out faces, but I obviously didn't get permission from these people to share their photos. So, this does look a little weird, but I wanna make sure that we highlight that real photos are better than perfect photos. Pull from the church website if possible, ask for photos from members, take photos yourself, and avoid AI generated images.

Nicklaus (Nick) Edwards

They're pretty clear, and it doesn't really, it's not a good look for churches in general. But just so you can see, the stock photography of these women that are introducing themselves is not as good of a, you know, maybe a women's ministry photo compared to this real group of real women in a church. So if you have the option, lean towards real community based images because that just makes your church feel more like a real community of people that, you know, love being with each other and sharing, you know, church together. And then, we also wanna recommend creating visuals. If you don't have a good photo, that's okay.

Nicklaus (Nick) Edwards

You can just use your church logo, a picture of the building. If the ministry has its own logo, just use that. Picture of the empty room with, you know, text in the image saying “happening here.” Stock photography is okay, but try to avoid using people. Like in this example here, these people don't actually go.

Nicklaus (Nick) Edwards

This is not people you'd actually see at this food pantry, but donation is very clearly this is a stock photography, but something for people to donate. This is also something we want to make sure that you have the option. Wanna highlight as well, Canva has a really, really awesome stock photography or just photography editing tools, and we're gonna go over in just a second and show you a video about how to utilize Canva to create these images. But they also do provide an escalated free tier of Canva's tools. So if you haven't signed up for Canva, you, as a church for nonprofits, can get a premium version of Canva.

Nicklaus (Nick) Edwards

I'm not sure if it's the full premium version or if it's a nonprofit version, but it is an upgraded version from the base for free as a nonprofit. So now I'm gonna actually,

play a video that is a walk through of step seven, which is just scheduling the post. And this is going to walk through the basic setup of making the images in Canva, where to go onto Facebook and find these, and then how to actually post them, on your Facebook.

[begin video]

Nicklaus (Nick) Edwards

Welcome to the Wellerman digital marketing tutorial on how to use Canva to create Facebook posts quickly and efficiently. We're gonna start by clicking a button I've already clicked because I don't want to show you my entire Canva account and everything I've been working on, but it is this circle create button in this corner that's blurred out.

Nicklaus (Nick) Edwards

Once you click that plus create button you'll come to this page, that's all I've done so far. We're gonna click on social media and then Facebook and we're only doing visuals instead of video so we're gonna look at Facebook post landscape or event cover. Choose whichever one you're making your post for and make all of them at once. So I'd make all my events at once and all of my posts at once. We're gonna click out of the templates and then we're gonna just look at our elements.

Nicklaus (Nick) Edwards

If you have images to click and drag in at this point, here's where you just open your files, click and drag those images in. We're gonna go to our photos and we're gonna look similarly. This is a recent photo because I think this woman looks like she is struggling with social media outreach for her church. So we're gonna open this and expand it to the correct size. Then we're going to do a quick elements overlay where we click on this elements and go back from photos.

Nicklaus (Nick) Edwards

We'll go to shapes now. We're gonna click this shape. Square is a nice easy one to overlay on the bottom of the page. We're gonna just click and drag it all the way across and then we're gonna go add text here. I'm gonna add a text box.

Nicklaus (Nick) Edwards

My font is Cormorant Garamond that I tend to use most of the time for my work and we're gonna make this 60 because I've done this one before and I think 60 is about the right size that we would want. So then we're gonna click out of it and drag it down when you see the lines appear, getting it centered, it's where you want it to be. So we get this centered. I think this is pretty good. Now we're going to change the color to white and we're gonna type in our text.

Nicklaus (Nick) Edwards

Now that we're done with our text, we're gonna move over here and we're going to add our brand logo. If this is your file folder setup, you can actually just pull, click and drag your brand logo in from your file folder as well. There's also a very handy feature in Canva called the background remover where you can actually take the background out. That works really well for this picture because there's a nice white spot over here on the side where this picture fits in pretty well. So we're gonna move the logo over to the side, have that set up and now we have our post.

Nicklaus (Nick) Edwards

If we were making one post we would be done with the images here. But in my recommendations, I'd say to make as many posts and pictures as you can at once. So the easiest way to do that is duplicate this page and now we have another one that's the exact same. We can change this to visit us this Sunday. And then we click this image.

Nicklaus (Nick) Edwards

Let's delete this image. And now we'll go to elements. Instead of shapes, we'll go back to photos. You can click and drag a picture of your sanctuary if you would like. I'm gonna click this to look for a sanctuary image.

Nicklaus (Nick) Edwards

Let's go to church sanctuary. And let's see. I think this one will work and now, you know, obviously if you have your church sanctuary that's gonna be better, but then we're going to right click and hit layer and we're gonna send to back or you can just send backwards until it gets to where you want it. In this case, the Wellerman digital doesn't fit as well overlaid here so I'm gonna just move it down to the orange. Maybe it'll look a little cleaner and nicer there.

Nicklaus (Nick) Edwards

Your church logo can be whatever you want it to be. But now at this point, we can go up and we can name these. So let's say this is gonna be 04/06, that is the date. You know, we go to our template where our Google Doc that we've organized all of our information, you know, this one's saying it was 04/07. So we're gonna go back to make this named 04/07.

Nicklaus (Nick) Edwards

So now we know that this image corresponds to this exact line item and then we'll move to the next one and if we have a nut, the next one underneath that was, you know, the next date, we would name this one that date so that when we export our names for our images are the same as the dates in our template. But we're not gonna add this one, we're not gonna export two, I'm just gonna show you how to do the one for right now, but we've already got this finished. Let's hit share, we're gonna hit download and then this is going to already export all of this and download it in the exact sizing that we need for our Facebook post. Now we're gonna go to Facebook and we're gonna open our page that manages our, you know, obviously our Facebook page and if we are making an event instead of going over to the side,

we're gonna go down here underneath our brand name, we're gonna click more and we're gonna go to events. Once we are at the event page, you get this option to create an event and here when we edit, you're gonna hit upload and find that image that you just downloaded, set your date and time, event name, all of the details, etcetera here and then click create event.

Nicklaus (Nick) Edwards

Under at this point in time, we're making a post set of an event. So instead of going to this section, we're gonna go over to the side here. This may be minimized, you might have to expand this and click Meta Business Suite. Now we're in the actual business suite where we can go up to the top here and click create post. Once we've done that, it opens this nice window where we can go look at the date that we're posting and we want to copy this post text.

Nicklaus (Nick) Edwards

We're gonna go back to our manager, paste the post text to say that five times fast. Always remember as well if you're pasting from an Excel doc, it will quote take, it'll put quotations around each of the items, so delete those as soon as you paste. And then you're gonna click add photo. This is gonna be that date that we remembered, so we just posted four seven. Now our file is named four seven and we just click that exact file, and we have everything that we need right here.

Nicklaus (Nick) Edwards

Now we set a date and time. Now it's April 7. We can schedule this out whenever and wherever we want. We're gonna set this for 06:25PM because I'm probably gonna delete this. I think I might have already posted it and now we hit schedule.

Nicklaus (Nick) Edwards

Once we have done that, it'll ask us usually if you wanna pay money to boost it. I recommend not doing that until you know what you're doing very well. And we have that post scheduled for 06:25PM today. And now we can click “create post” and do our next one. Just go down the little row, go to the next row, click the next item, text, etcetera and continue doing those until each of those dates are correct and set up and then go back and you know, do events in the same way and that's it.

Nicklaus (Nick) Edwards

That's why this is a much more expedited way to execute. These are very fast, efficient ways to get all of your social media posted all at once. If you like this video and you think that this is really helpful, please consider liking, subscribing to it, and sending me a message just to let me know if there's anything else you'd like to see me, you know, help guide you on or if you just have questions. Happy to answer anything. Appreciate all of the responses, and looking forward to hearing about how this helped your church do your social media in the future.

[end video]

Nicklaus (Nick) Edwards

And we're back. So that was a video that I will share with you guys. That is this video here. So you will have access just to review that over and over and over if you need. It's a lot easier to show you guys as you go through, rather than walk you through that, you know, live in person because there's a lot of steps, and I took a little bit of time crafting that video, doing it live.

Nicklaus (Nick) Edwards

You know, I know I'd mess something up a little bit and then have to explain. It would just not be as exciting or as clean-cut as that video was. But if you follow, like, we just did, the different like, the work that we just put together, you can consistently do 30 to 40 prescheduled posts in four to five hours of focused work. That's a full month of your outreach completed in one session in one day. And so I wanna provide the resources.

Nicklaus (Nick) Edwards

I actually generated all of the things of the video and the link to the church social media automated text tool and the calendar template are all at wellermandigital.com/epnresources, and they will also, they will also have, EPN, like sorry. Excuse me. I just got three different messages at once. A little ADHD kicking in there. But, yes, you can get everything you need at the EPN resources web page, and then you will be able to upload any of that.

Nicklaus (Nick) Edwards

We'll also be sending them out through the EPN's email to all of our to all of the different people that have attended this webinar. Final thoughts, I did want to also mention, a little bit of encouragement. This will take time both to get good at it and to see good results. You don't have to be perfect. You just have to be consistent.

Nicklaus (Nick) Edwards

So try and be consistent. Start with one month, follow the system, build momentum, and reach out if you struggle. Like, I'm happy to help. I'm happy to take calls and get questions about this. And one more thing before we continue with this, I did wanna also mention to the group that in addition to all of this, I am also working with a large a a much more robust version of a social media posting tool that will assist and actually do a lot of the executions and generate, the work for you.

Nicklaus (Nick) Edwards

So it could turn, you know, all of this work that we talked about from a four hour session into, like, a thirty minute session. So if you're interested in more on that, shoot me an email. There's a questionnaire at the bottom of the, of the page where I'll just with the resources for and and the project is referred to we're calling it Connecto. So if you want to learn more information about that, just submit a form at the bottom of

that EPN web page and be happy to get you connected to learning more about that as we're developing that product moving forward. But now I think we should go ahead and start answering some of these awesome questions that we've gotten in the chat.

Nicklaus (Nick) Edwards

Event attendees I don't think have to be Facebook subscribers. If you're on this at all and you can access a web page, just go to my website, and I'll send you everything you need. So...

Brittany Edwards

Well, I'll start by answering questions from the question we got from RG Fry over here in the chat. Want, Nick, while you look at a couple of the others that were asked. So you said this seems to assume parishioners or Facebook subscribers. Is this usually the case? Yes.

Brittany Edwards

So if you look at the age cohort of Facebook users and the age cohort of Episcopalians, there's a lot of overlap. However, it is always good to make sure that you are doing what's right for your context. So if, for whatever reason, you discover that actually Facebook is not the way that you're gonna reach your target demographic, then maybe that's not the right place for you to be advertising. But on the whole, across the nation, the demographics align really well with Facebook and Episcopalians, and so that's a good place to start. And in terms of the event attendees being Facebook subscribers, in order to RSVP yes to a Facebook event, you do have to have a Facebook account.

Brittany Edwards

But, you know, if you're trying to reach people who aren't on social media at all, then this system isn't really gonna be helpful for that for for reaching out to those people, if that makes sense.

Nicklaus (Nick) Edwards

Awesome. And I'll field this, next question as well, I got from Liz that discusses, through the planner, hit a certain number of days, I think twenty six is the max I can schedule out. Is that because I'm using a planner? Can I schedule out further by creating a post? In fact, that's actually the limitation.

Nicklaus (Nick) Edwards

That's a great question. It's actually the reason I only set this up for one month at a time and not just doing a whole lot more and getting you know, if you've got regular events, just planning them out way ahead of time. You aren't allowed to schedule through the meta business suite. You're not allowed to schedule out more than thirty days in So that's why we set this up this way. Great question and great thoughts there.

Nicklaus (Nick) Edwards

And then, can we share how to post on Facebook and Instagram with the same post? I think I missed in the video showing a checkbox. We wanted to highlight specifically in this section just posting on Facebook. Most of the time, if you have connected Facebook and Instagram accounts, there's a little checkbox as you're going through that will allow you to just say post on Instagram as well, and it'll automatically post the same information, the same stuff to your Instagram account. I don't have, I don't want to go through right now on a recorded call so you guys can see how I don't if I don't know what I'm talking about exactly and I don't know where the button is, then it makes me look bad.

Nicklaus (Nick) Edwards

But I will say I know that there is a feature for how to do that. So, yes. And if you need to have more questions on exactly where that button is, shoot me a note, I'll see if I can screenshot it for you and get that sent out. Okay. And then suggestions for reels and short videos, from Liz Herns.

Nicklaus (Nick) Edwards

So, Canva has a great tool for editing reels and short videos. And, like, just like we were showing with the video or image editing. It's quite simple to utilize. I'm not a video editor, and that video that you guys just saw, I did the editing all on Canva and set everything up through there. It's actually quite amazing.

Nicklaus (Nick) Edwards

Just a second. Go ahead, Brittany, if you can field the next question, if you don't mind.

Brittany Edwards

Absolutely. Let's see. So have we found Facebook to be more effective than a church hosted site? Yes. For the goals that we're discussing in this webinar, which are outreach.

Brittany Edwards

Right? So if your goal is to try to reach more people who aren't already connected with the church, then a public, you know, platform like Facebook, Instagram, etcetera, is gonna be more effective. If you're talking about internal church communications, as I know, as a communications director, that is a completely different conversation. So I can't tell you in this webinar, I can't speak to the most effective choice for internal communications. But to reach out to the community, yes.

Brittany Edwards

And I'll also chime in on the effectiveness of Facebook versus Instagram versus YouTube. And, Nick, I'm sure we'll want to weigh in on this as well. It's really dependent on who you're trying to reach. Assess the people who are at your church. What are they using?

Brittany Edwards

What are the people in your community using? Who are the people who you're trying to bring in? There's a lot of data that you can find online through the Episcopal Church that can help you make those kinds of choices, and the right choice for your church is gonna depend on your context.

Nicklaus (Nick) Edwards

Yes. Absolutely. And I think, it's gonna depend specifically as well on what your objective is with the post. So not just the audience, which is primarily more even more so than this. But in addition, people go to YouTube to learn.

Nicklaus (Nick) Edwards

People go to Facebook to maybe, like, connect with others, and they go to Instagram to scroll. And so depending on who you're trying to connect with first and then what is your objective with how you are producing the content should also kind of, like, people will go to each of those different platforms for different reasons. So, you know, make your content accordingly. And then there was one other one about, oh, yeah, ideas on reaching a younger audience. So I don't know if you wanna take this one, Britanny.

Nicklaus (Nick) Edwards

I know, generally, my knowledge of reaching a younger audience is, you know, first off, have programs for a younger audience. So if you don't really have a youth program, it's not really gonna behoove you to reach a younger audience. They're not gonna really wanna come. So start up a program that will be, you know, beneficial for them to attend and then go where they're going. Instagram of the three we just talked about is gonna be probably the, you know, most younger audience.

Nicklaus (Nick) Edwards

If, from there, go to TikTok. You know, if you can make reels, you can make TikToks, same thing. So, you know, just go where your audience is gonna be that you're trying to reach, would be my suggestion for, if you want younger people, go find where younger people are and, you know, post on those platforms as much as possible and engage with those platforms and learn those platforms. Oh, yeah. Somebody mentioned CapCut is a great tool as well.

Nicklaus (Nick) Edwards

Yes. I use CapCut. That was I don't personally use CapCut, but another one of my, you know, side jobs that I wear, work for another company that does work with a lot of gaming and games and stuff, and they use CapCut for, like, all of their videos. So it's another great free tool as well. Thank you, Julie.

Nicklaus (Nick) Edwards

It's a fantastic one. It might even be better than Canva's. I'm just kind of a snob because I've used it, and I know it now. So I'd rather use that one. But CapCut, I've heard amazing things about.

Nicklaus (Nick) Edwards

And then, Brittany, do you wanna, speak to Liz's question on overwhelming church attendees with events if she has more followers than parishioners?

Brittany Edwards

Yeah. I don't think you're going to overwhelm them by creating a whole bunch of events. Again, if you're creating a Facebook event that someone needs to RSVP to for every choir practice or something, that might be too much. But, again, what we said earlier in the presentation about the fact that Facebook, especially, but all of the platforms, heavily filter what they allow their followers to see. And so you are not going to overwhelm them because Facebook is going to make that choice for you.

Brittany Edwards

Right? And in fact, if you have a lot more followers than parishioners, maybe those followers are waiting for an opportunity to engage. Maybe they're waiting for something that's kind of low commitment that they can come to your picnic or your pet blessing or whatever. And so having people follow your page who aren't engaged yet and then giving them an easy way to step in the door is really good.

Nicklaus (Nick) Edwards

Fantastic. Yeah. Is there anyone who I'm not sure I'm not sure if I caught everyone's messages, so I don't want to leave anyone out with any of these. Oh, okay. Bulk create function in Canva.

Nicklaus (Nick) Edwards

I actually haven't utilized the bulk creation function mainly because I tend to, you know, edit each one as I go. I'm gonna have to look into that because I currently don't utilize that function. However, there's a lot of functions in Canva that even me being,

you know, as versed as I am, I'm kind of a noob to Canva. It's very, very, very functional. And, you know, my wife, Brittany, she can attest.

Nicklaus (Nick) Edwards

Like, she's way better than I am at it. And there's a lot of stuff that I'm very, I can make great stuff, and I don't know how to utilize half of what it's capable of. And so highly recommend doing some Canva tutorials if you get the pro version of it, or ask Brittany. She'll be able to give you a lot of guides. And I have not directly used the bulk creation function myself, but if you would like to send me any notes or thoughts on that, I'm happy to investigate because that sounds like that would be amazing.

Nicklaus (Nick) Edwards

Okay. An alternative to Google Calendar and Facebook. I live and die by my Google Calendar. I'm sorry. I don't know.

Nicklaus (Nick) Edwards

I would say definitely having a calendar on your phone would be a great option. We learned that, you know, having that reminder and having a widget where it pops up on your phone will help you navigate things. If you're talking about an online calendar alternative, there's a lot of them. There's so many events, calendars. There's, I mean, there's a lot of church focused ones as well where you can make a church event.

Nicklaus (Nick) Edwards

I believe there is a calendar. I know that there is a calendar set up in Realm. I don't know if it's just specifically for integrating Google Calendar, but, I'm sure that there's also just a calendar that you can put on your site through Realm where you could schedule things also. I personally use Google Calendar like it's my job. Well, it is literally my job to, and that's how I schedule everything.

Nicklaus (Nick) Edwards

And I have three different Google Calendars, my personal one, and one for each of my things that I do work wise. So I'd highly recommend that if you can utilize it because it's very simple. But, honestly, any of the tools that are out there are probably pretty easy to integrate into most websites and to utilize for event creation. So alright. I'm gonna give it another thirty seconds.

Nicklaus (Nick) Edwards

If we don't get another question, we'll call it a show. But if we do, I will be happy to answer anything else that you guys have regarding this. And, again, remember, if you're interested in the automated tool that we're creating, I will send you a link to that if you just fill out the form on the, EPN resources, URL. And if you want any of those other resources, go to wellermandigital.com/epnresources, and all of the stuff I talked about today will be there. Awesome.

Nicklaus (Nick) Edwards

Thank you all so much for attending. Thanks for all of this. This has been wonderful, and I really hope to hear from you guys. Shoot me a note on, wellermandigital.com, or, you know, hopefully, I'll see you guys, at some point. Feel free to shoot me a note.

Nicklaus (Nick) Edwards

You just have any other questions in general, I'm always happy to answer, and I do not charge for answers. I, you know, charge for a lot of, like, work and time. So if you don't have a lot of that, happy to answer any questions you guys might have.

Brittany Edwards

Thank you, guys. This has been great.