

# How to create a church Facebook page



## Prepare Before Creating the Page

Before you start, gather:

- **Profile picture** (usually the church logo or a recognizable photo of the building)
- **Cover photo** (a warm, welcoming image—perhaps a congregation photo or scenic church view)
- **Basic information:**
  - Address
  - Service times
  - Contact details (phone/email)
  - Website link (if available)
  - A short mission statement or welcome message

## Create the Facebook Page

1. **Log into your personal Facebook account**
  - You need a personal account to create and manage a Page, but it won't show as your personal profile—it will be under the church's name.
2. **Go to [facebook.com/pages/create](https://facebook.com/pages/create)**
3. **Choose "Business or Brand"**
4. **Enter the Page Name**
  - Use the official church name
5. **Select a Category**
  - Type "Church" or "Religious Organization"
6. **Add the Address**
  - If you don't want to show the exact address, you can hide the map and show only the city.
7. **Click Continue**
8. **Upload your Profile Picture and Cover Photo**
  - Profile picture = church logo
  - Cover photo = warm, welcoming image

## Customise the Page

1. **Add a Description**
  - A short sentence: *"A welcoming church community in [City], sharing the love of Christ through worship, fellowship, and service."*
2. **Create a Username**
  - Example: *@GraceChurchCity*
  - This makes your page easy to find ([facebook.com/GraceChurchCity](https://facebook.com/GraceChurchCity)).
3. **Fill in the "About" Section**

- Include service times, mission statement, contact info, and website.
4. **Add Action Buttons**
- Click “+ **Add Action Button**” under the cover photo.
  - Options: *Call Now, Send Message, Learn More (link to website).*

## Enable Key Features

- **Messaging:** Turn on Facebook Messenger so people can reach out.
- **Events:** Use the “Events” tab to share upcoming services, Bible studies, or community events.
- **Groups** (optional): Create a private group linked to the page for church members.

## Publish Your First Posts

Here are some good first posts:

- A welcome message: *“Welcome to our official Facebook Page! We’re so glad you’re here!”*
- A Sunday service invitation with time & location
- A short video greeting from the vicar or leadership team
- Photos of the church community

## Invite People

- Click “**Invite Friends**” to start building your audience.
- Share the Page link in church bulletins, emails, and announcements.
- Add the Page link to your church website (if you have one).

## Keep It Active

- Post weekly updates (sermon highlights, event reminders, inspirational quotes).
- Share photos/videos of worship services, community outreach, and events.
- Respond promptly to messages and comments.

## Tips for Engagement

**Post Consistently** – at least once or twice a week.

**Use Videos** – short sermons, worship clips, or pastor greetings perform well.

**Go Live** – stream Sunday services for those who can’t attend.

**Encourage Sharing** – ask members to share events and posts.

**Pin Important Posts** – like service times or special events.

## Assign Additional Admins

To avoid one person having all the responsibility:

- Go to **Settings** → **Page Roles**

- Add trusted church leaders as admins or editors to help manage content.

### **Monitor and Improve**

- Use **Facebook Insights** to see what posts get the most engagement.
- Adjust your posting style based on what resonates with your community.