

How to create a church Instagram page



Prepare Before Creating the Page

- **Choose a Page Manager.** Designate someone (or a small team) who will manage the account. This person should:
 - Understand your church's mission and tone
 - Be consistent and reliable
 - Know basic social media practices
- **Gather Assets.** Prepare these before creating the account:
 - Church logo (as a profile photo)
 - Church name and description
 - Website URL
 - Church colours/fonts (if you use branding)
 - A few photos/videos to post initially

Create the Instagram Account

1. Download Instagram App:

- Available on iOS and Android

2. Sign Up:

- Tap "Sign up"
- Use a **church email address** (not someone's personal one)
- Choose a **username** like: @YourChurchName (avoid symbols or overly long names)

3. Create a Strong Password and store it safely.

Set Up the Profile

1. Profile Photo:

- Upload the church logo (simple and recognizable even as a small circle)

2. Name:

- Enter your church's full name (e.g., "St Agatha's Church, Coventry")

3. Bio:

- Write a short, clear bio (150 characters max). Example: “A loving community in Coventry sharing the hope of Jesus. Join us Sundays at 10 AM! 🏰”

4. Website:

- Include a link to your church website, livestream, or events page.

5. Switch to a Professional (Business) Account:

- Go to **Settings > Account > Switch to Professional Account**
- Choose “Business” and category like **Church, Religious Organization**, etc.
- This gives access to **analytics and contact buttons**

Start Posting

Examples of first posts:

- Welcome message or “We’re now on Instagram!” post
- Staff/team introduction
- Upcoming sermon or series
- A verse of the day
- Behind-the-scenes photos
- Sunday recap (photos or a short reel)

Use Hashtags: Start with a few relevant ones like: #YourChurchName, #SundayService, #FaithInAction, #WorshipTogether

Let People Know

Promote the new account:

- Announce in Sunday service and bulletins
- Add the handle to your website and newsletter
- Share on other platforms (Facebook, email, etc.)
- Encourage members to follow and tag the page

Post Regularly and Engage

Posting Frequency:

- Aim for 2–4 times a week to stay active

Content Ideas:

- Quotes from sermons
- Upcoming events

- Testimonies
- Bible verses
- Volunteer highlights
- Worship clips
- Community service photos

Engagement Tips:

- Reply to comments and messages
- Like and comment on followers' posts
- Share tagged stories from members

Use Insights to Improve

With a business account, you can view:

- Which posts get the most engagement
- What times your audience is online
- Follower growth over time

Use this data to adjust your strategy.

Bonus Tips for Safety & Consistency

- **Use 2-factor authentication** to secure the account
- **Create content guidelines** (e.g., tone, logo use, types of photos)
- Use a tool like **Canva** to create branded graphics
- Use a scheduling tool (like Meta Business Suite or Buffer) to plan ahead