



# THE FOURSQUARE CHURCH



Social Media Guide

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## Introduction

### Social Media Guide

With social media, you can keep church members informed, show your community what you're actively pursuing, and even introduce Jesus those who have not yet made it past your building's front doors.

While you and your team will ultimately decide how to use social media to benefit your audience. Not all church community members use social media, they may prefer email. So take into consideration where your audience is and actively pursue.

If social media is where your audience is or if you want to reach a new audience, consider reviewing these helpful tips to craft your messaging and represent The Foursquare Church well.

Also available from The Foursquare Church:

Voice + Tone Guide

Design + Brand Guide

## Social Media

### Social Media Platforms + Accounts

The Foursquare Church actively moderates its own accounts to represent the movement as a whole.

Foursquare districts and local churches can maintain their own social media accounts on platforms of their choosing according to their audience's needs.

It is up to your church's leadership to decide on which platforms to establish a presence and maintain audience engagement. Be aware that creating and maintaining a social media account takes a lot of time and effort. But, social media platforms reward accounts who post consistently, comment and create conversations, and cultivate community. Over time, if social media platforms is where your target audience is, your accounts will gain traction.

Choosing the correct platform for you to pursue should be a reflection of your audience and church members. Does your community value video content? Leaning toward Youtube would be the best decision for you to position your time and effort. Are you trying to reach ages 25-35? Leaning toward Instagram would be the most efficient toward reaching that specific age group.

#### **Common platforms to consider:**

- Facebook
- Instagram
- Twitter
- YouTube

## Social Media

### Account Representation

Your social media account will influence people's impressions of a Christ-follower and also The Foursquare Church. Choose your words and images wisely when choosing to communicate to a public audience. When you create a post or address a certain topic, remember this is a communication to the masses, not a personal conversation with a single individual. Just how you would use a specific tone or use specific language with a known and familiar individual relationship in your life does not mean you would use the same tone or language with a public group of people, some you may have never met before. Considering every possible stakeholder (a member of your church, a teenager that attends your youthgroup, a first time attender) is essential and will ultimately clarify your communication strategy.

\* All posts, comments, messages, photos, paid advertising, etc., should be in alignment with Foursquare's core values, vision and doctrine, and this style guide.

## Social Media

### Account Moderation

If you do start a social media account, it is your responsibility to moderate it well. You are responsible for posting regularly and curating information, as well as facilitating discussions, replying to comments, responding to messages and answering questions according to Foursquare's values as a Foursquare church a part of Foursquare's church community.

We recommend posting to open accounts at 3 times per week. If you are regularly unable to post to active accounts less than one time per week, we recommend shutting down your account due to lack of engagement. Your audience will depend your account to be a source of information for your community and if information is not placed there, it will become unreliable in the eyes of your audience and all traction will be lost.

#### Social Media Tips:

- **Choose a point person—or a team of trusted people—to moderate your account well.**

Then, work to determine a voice and tone for your accounts. That way, your posts sound and look consistent, no matter which person on the team is posting.

- **Don't have a point person who can run it well?**

Then don't open an account. What good is a community center to a community if there is nobody to keep the doors open and have activities? Same thing goes with social media in that you need a team, if not an individual, to

- **Already started an account but can't maintain it?**

It is your responsibility to close the account. Shut it down as soon as possible or let your audience know with a final post where the best place to connect is (email, phone number, another social platform, etc.).

## Social Media

### Official Foursquare Accounts

These social media accounts represent The Foursquare Church. They are managed by Foursquare's Communications Team, based at the central office in Los Angeles.

Facebook: [@WeAreFoursquare](#)

Twitter: [@WeAreFoursquare](#)

Instagram: [@WeAreFoursquare](#)

Vimeo: [/foursquare](#)

Youtube: [@TheFoursquareChurch](#)

These may be included in your church's or district's materials, as needed and at your discretion, to point people back to the bigger picture of our global movement.

## Social Media

### Social Media Handles

On social media, a handle indicates the profile of a particular person, church, district, organization, etc. Think of it as a public username. For your church or district, your handle should clearly and accurately represent your name and, possibly, your location. Your handle also should be easy to read, easy to understand and easy to remember.

Correct Usage:

- [@AngelusTempleLA](#)

It is best to have your handle be exactly the same on every social media platform that you choose to maintain. Sure, your handle can change between social media platforms, but don't change it if you don't have to. When it is the same on all platforms, your pastors, church members and visitors have to remember only one handle when they want to connect online.

Example:

Twitter: [@WeAreFoursquare](#)

Instagram: [@WeAreFoursquare](#)

- A handle always starts with the "@" symbol, and it never includes spaces.
- For easy readability, capitalize the first letter of each new word in your handle. This helps those who are vision-impaired to be able to audibly understand text.

Correct Usage:

- [@WeAreFoursquare](#)
- [@FoursquareMissionsInternational](#)



## Social Media

### Handle Display in Print

When referencing a handle in print (bulletin, signage, in-service slide, etc.), the handle should be bolded to differentiate between the handle itself and surrounding content.

#### Example:

“Tag **@WeAreFoursquare** in your photos from Easter weekend!”


Note: Social media platforms do not support bolded content. Instead, your handle will appear as a link inside of the application’s user interface, often in a different color from surrounding text.

When referencing platforms where handles may be less recognizable than URLs, a forward slash is acceptable in place of the @ symbol. URLs are in lower case.

#### Correct Usage:

- [/wearefoursquare](#)

Example: Follow The Foursquare Church at [facebook.com/wearefoursquare](#).

Example: Follow us!  [/wearefoursquare](#)

## Hashtags

### Hashtag Selection

On social media, a hashtag is a strategic way to group content about a similar topic that is posted by many different contributors. On social platforms, a hashtag becomes a link for easy viewing of your collected digital content in real time.

- A hashtag always starts with a octothorpe or “hash” (#) symbol, and it contains no spaces.
- Hashtags contain only letters and numbers. There can be no additional symbols or special characters.
- Hashtags often contain keywords that relate to your church, district or organization.
- For easy readability, capitalize the first letter of each new word in a hashtag.

Correct Usage:

- **#FoursquareConnection**

Incorrect Usage:

- **#foursquareconnection**
- **#foursquare#1**
- **#lovefoursquare4ever&ever!**

foursquare-branded hashtags and content categories

- **#WeAreFoursquare** - Content that is related to The Foursquare Church
- **#FoursquareAAPIHeritage** - Content related to Asian American Pacific Islander Heritage month.
- **#FoursquareBlackHistory** - Content related to Black History month.
- **#FoursquareCamps** - Content related to Summer or Winter Camps with NextGen.
- **#FoursquareCentennial** - Content related to Foursquare’s 2023 Centennial Celebration.

## Hashtags

Foursquare-branded hashtags and content categories (Cont.)

- **#FoursquareConnection** - Content related to Foursquare's annual Connection event.
- **#FoursquareForum** - Content related to Foursquare's annual Foursquare Forum at Life Pacific University.
- **#FoursquareHeritage** - Content related to Foursquare's historical past; photos of Aimee, Angelus Temple, Life Bible College, etc.
- **#FoursquareLeaderConference** - Content related to Foursquare's annual Foursquare Leader Conferences that occur locally in each district.
- **#FoursquareMissions** - Content related to Foursquare Missions International (FMI) or missions work occurring inside or outside of the United States.
- **#FoursquarePrayer** - Content related to Foursquare's annual 21 Days of Prayer + Fasting that occurs in January or National Day of Prayer.
- **#FoursquareReflection** - Anything related to content focussed on devotional and meditative practices.
- **#FoursquareRelief** - Content related to Foursquare Disaster Relief (FDR).
- **#FoursquareWomen** - Content related to Women's History Month or content focussed on the subject of women in ministry and leadership.

## Hashtags

### Hashtag Usage

Remember: A hashtag groups any and all content posted with that particular hashtag. Choose a primary hashtag for your church or district that is unique to your group. Otherwise, your collective list could pull photos that have nothing to do with your church—or its values.

#### Correct Usage:

- #WeAreFoursquare
- #AkronFoursquareChurch
- #FoursquareMissions

#### Incorrect Usage:

- #Foursquare
- #FoursquareChurch
- #Missions

## Hashtags

### MINISTRY + Event Hashtags

In addition to a primary hashtag, you may create additional hashtags to promote your church's or district's special events or ministries. This could include your church's youth group, Easter services, specific ministries, etc. The important and most challenging part about ministry and event hashtags is remembering to use them when you publish content, so don't forget to use your hashtags, or your hard work on your content will be less likely to be discovered.

The Foursquare Church, for example, uses a different hashtag for each Foursquare ministry-specific sub-organization.

**Example:** [#FoursquareMissions](#) - Points to Foursquare Missions International and content related to their work.

**Example:** [#FoursquareRelief](#) - Points to Foursquare Disaster Relief and content related to their work.

## Need Help?

### Questions?

Please feel free reach out by e-mail to Foursquare Communications Team with questions or concerns.

Foursquare Communications  
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