



# **SOCIAL MEDIA 101:** *The First 6 Weeks of School*



# FIRST THINGS FIRST...

This guide assumes a basic familiarity with social media platforms, specifically **Facebook**, **Instagram** and **Snapchat**. An effective social media campaign will not only present a polished and unified view of Cru, it will also increase students' exposure to Cru. Furthermore, consistency provided by the Cru brand, logo, or colors will help students to recognize Cru.

In this guide, we have included a **week-by-week** breakdown of the actions needed for a successful campaign. An editable package of graphics corresponding to the most common events during the **first 6 weeks** of school is included for you to use.

*Show community, Cru meetings, and social events on your social platforms. Be sure to involve your current student leaders in your social media campaign!*

FIRST



# WEEKS

# THE GAME PLAN



**PREP...**

**PLAN...**

**POST...**

**PRAY...**

Facebook and Instagram should be treated as separate platforms. Information should be **consistent** across both, but different! Facebook should be more **informative**, and Instagram should feature more **pictures** than graphics and have less words.

**DID YOU KNOW?**

# Preparation

## For the Start of School



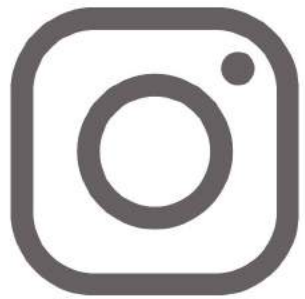
Make sure your campus's Facebook page is **correct** and **up to date**.

(i.e. meeting times, contact information, replace pictures of old staff or students)

If you don't have a page, create a Facebook page (**not** a group)

For help, see:

- Cru.org **“Tips on Creating a Facebook Page”**
- Cru Staff Website **“Tips for Creating a Facebook Page”**
- Look at other campus's pages



Make sure your campus's Instagram account is **correct** and information in the **bio** on it is **up to date**. Being on both social media platforms will allow you to increase your **visibility** and create a more **effective** social media campaign. If you already have a personal Instagram account and would like to add a Cru account, see this **link** for help.

Read **“Taking your Ministry Digital”** on the Cru website.

Finalize events for the first six weeks of school.

Put everything on a **calendar**.



**BEFORE**

**4 WEEKS**

When **scheduling** your social media posts, consider:

- how **often**
- how **much**
- how **far in advance**

A **general rule** to follow is to start by planning an event post 7 days in advance, 3 days in advance, 1 day in advance and on the day of the event. Then adjust your calendar so no particular day is **oversaturated** by posts or to make sure an event is posted about **far enough in advance**.

See the table below for a suggested posting schedule.

## DAYS UNTIL EVENT...



## POSTING GUIDELINES

3  
WEEKS  
BEFORE

# PLAN

Use your **event calendar** to start planning your campus' social media campaign.

Pick out a photo or graphic from the Graphics Package that corresponds to your events.



# POST

You can use the **same photo** for **multiple posts**, or you can use a **variety**. All of the images were created with the ability to be **customized** for your use. Here's how:

- 1. Download** the PDF template.
  - 2. Open** the template in Adobe Acrobat. Double click the text to **edit** (not all text may be editable).
    - Make sure you have downloaded Cru's font, **Freight Sans Pro**. This can be found on the Cru staff **website**.
  - 3. Add** text/details that are **relevant** to your campus (who, what, when, where, why, how)
    - Some details may be included in the **caption** or text of the post itself.
- Export** as a PNG. (Go to File > Export > PNG)

## CREATE. SCHEDULE. PUBLISH.

On your campus' Facebook page, go to "Events." Create a new event for each of your events in the next six weeks. Make sure you create events using the images you picked out earlier for your Cru page, not your personal account. Be sure to include all relevant information.

You also can choose to schedule event postings. Rather than clicking "publish" when creating events, click the dropdown arrow to the right of "publish" and you will see the option to schedule an event. Schedule each event based on your posting calendar.

To post your customized graphics on Instagram, you will need to add them to your photo library on your phone. Email or text the PNG files to yourself, and save them to your phone. Then, to post, simply choose the desired PNG from your camera roll, add a caption and hashtags, and post! Make sure you are logged into your Cru Instagram account, if you have multiple users.

Don't make it too **complicated**!  
Instagram posts = photo + caption. After the first 6 weeks, be sure to start incorporating pics of your own students!

# WEEKS BEFORE

# 1 week before school

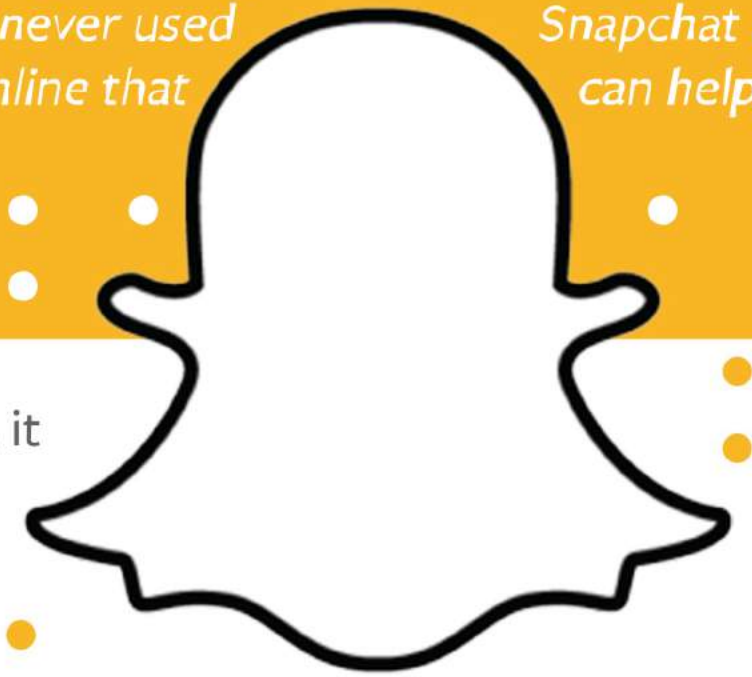
Pray that your social media campaign will be **effective** and bring people to Cru! Get ready, make sure all staff and students involved with your campus's social media movement are good to go and know their roles and responsibilities.



PRAY

# THE FIRST 6 WEEKS SNAPCHAT

Snapshot is a great tool that your campus can use to engage with your students. If you have never used Cru has great resources online that can help you get started.\*

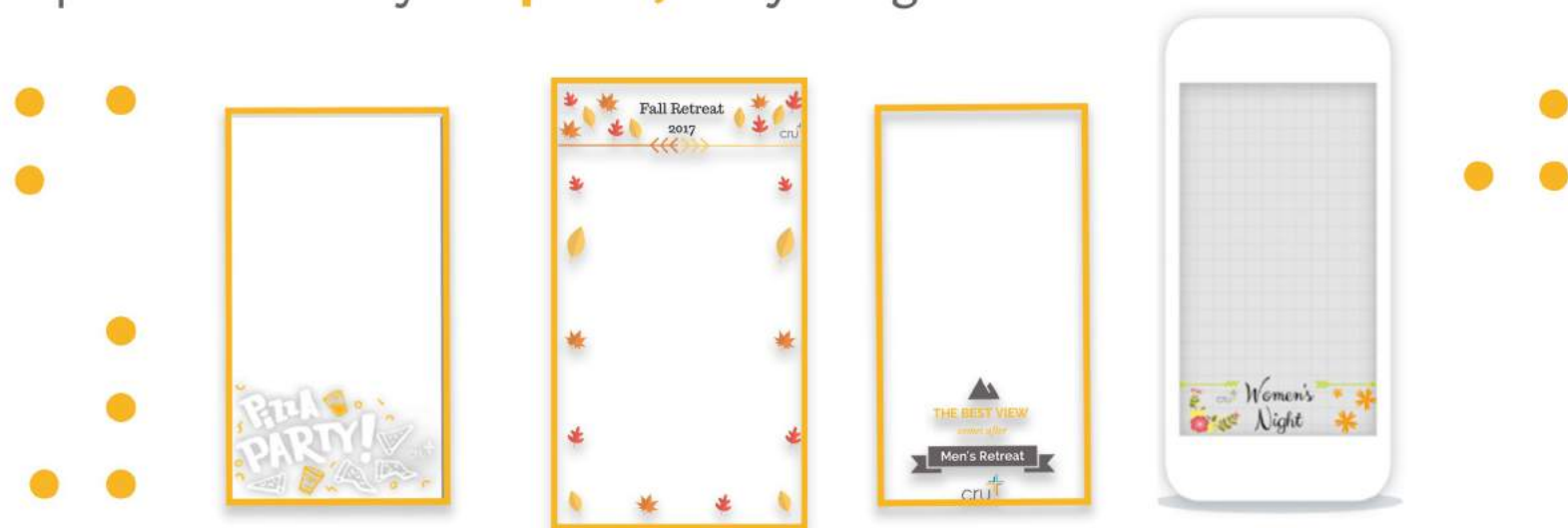


Snapchat is a great way to give students a window into all aspects of your Cru movement. For example, it can be used to hype up your weekly meeting! Sharing moments while setting up for your meeting, allows students to see the work that goes into making events happen.

**Geofilters:** these filters feature graphics that pertain to certain landmarks or events occurring in a specific location. They

- can be viewed by anyone using Snapchat (with Location Services ON)
- can increase exposure to Cru and Cru events on campus.

We have created some geofilters to help you **promote** some of your events during the first 6 weeks! If you want to **create your own**, you can do so using templates offered by **Snapchat**, or by using **Canva**.



For example: a geofilter for a pizza event. By placing the geofilter in strategic locations on campus, as students walked by those popular locations, they would see filter, learn about the event, and then come eat pizza!

By **sharing** these moments, students can see the work that goes into **creating** these events, their **student leaders** taking ownership of Cru, and know how to stay **in the loop** for upcoming events!



\*If you do not already have a snapchat account, creating one is easy. If you already have an account but want to make one specific to your campus or ministry, you should avoid using the same cell phone number that is already linked to your personal account (snapchat will recognize the phone number and relate the new account back to the name on your personal account). Simply skipping, when prompted to put your phone number in, lets you avoid this issue. Instead of verifying your account using your phone number, it will ask you to do so using images.



# STEPS FOR THE FUTURE



Check out Cru's **Ready-to-Use Content** for other social media campaign ideas. For stock photos to create your own graphic to post on social media, check out Cru's **smugmug** account. If you want to create your own content to post, Canva is a great resource to create other content for social media.

In addition to Cru's resources and style guide, here are some **tutorials.**





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