

Facebook Policy

We, the staff of St. Isidore, will use Facebook as a means of communication and marketing for our parish. The following are guidelines for using Facebook without posting too often and contributing to loss of active parishioners. Please follow all guidelines. All posting must go through the current Administrative Assistant, Sherrie Knies.

The Administrative Assistant, Sherrie Knies, will maintain the parish Facebook page. She is the overseer of all scheduling, posting, and communication on Facebook. Requests may be made to post on our Facebook page by emailing the Administrative Assistant, Sherrie Knies.

Guidelines for posting information:

- **Details Matter:** focus on the details when using Facebook and stay consistent
- **Post Consistently:** If you can't post every day make sure you are posting regularly. Pick days and times to post and stick with your schedule. You shouldn't post more than once a day.
- **Use the Meta Scheduler:** Make use of the scheduler and plan your posts ahead of time
- **Use Consistent Branding:** Pick how you want your posts to look for the parish, ministries, and alert information and stick with it. This allows parishioners to get use to our logo/brand. This will allow us to look more professional and polished. Be international with your changes of branding.
- **Don't make your posts too long/with too much info:** Having too much information trains people to skip the post as it is too long to quickly read. Info should be able to be read in a minute or less. Main part of the message should get the point across and have value to it. Point people in a different direction for more information about the topic.
- **Know your audience:** Our most engaged audience makes up 7% of our total population. 82% of our parishioners on Facebook may never respond. If it's not really valuable, really for everyone, and really speaking to the wider group, then you shouldn't post it.
- **Don't treat Facebook as a one-way communication:** Use Facebook to build relationships. Don't think of it as a way to get information out but as a way to reach out to parishioners that we may not be able to reach in any other way. Ask questions, post a story, insert polls, use the comment section and respond.
- **Ask "What's the purpose?":** Know the purpose of each post you make. If you're not aiming at something then you will hit nothing. It's not going to achieve something if we don't have something to achieve.
- **Evaluate:** Keep asking yourself "Did that work?" If it did, keep going, if not make adjustments. Ask for feedback and use it. Understand that most of the feedback will probably come from the 7% that are very engaged.
- **Spend enough time crafting your posts:** Average communication doesn't stand out of the crowd. This takes time. Take the time to make sure the post is appropriate and looks right. Stop adding to the noise of social media with average posts.

- **Do Not Use Facebook Live:** This is a liability concern for the parish, under no circumstance should you use this option.
- **Refrain from posting pictures of parishioners under 18:** When in doubt don't post pictures of our students under 18. Never under any circumstance should you post a picture of someone under 18 with their name attached.

Failure to comply with these guidelines will result in removal as a page administrator.

Fr. John Pfister
Father John Pfister - Pastor

9-21-2022
Date

Mike Siebert
Deacon Mike Siebert

9/20/2022
Date

Glenda Reckelhoff
Glenda Reckelhoff - PCL

9-20-22
Date

Craig Gehlhausen
Craig Gehlhausen - Youth Minister

9/19/22
Date

Sherrie Knies
Sherrie Knies - Administrative Assistant

9/19/22
Date

Business Manager

Date