

Faith on Facebook Toolkit

Keep your faith community connected with these resources.

Tools to build your house of worship online:

1. Pages
2. Facebook Live
3. Groups
4. Learning Units
5. Watch Party
6. Additional Resources

Introduction

As you navigate reaching your members virtually, it will be important to combine a focus on your Facebook Page with Facebook Live and Facebook Groups. If you think of your Facebook presence like a digital house, your Page is your front porch, Facebook Live is you opening the front door, and Facebook Groups is like you inviting people into your living room for a conversation.

Our ultimate goal is to equip you with the tools to help you continue the faith conversations you have during the week on our platform.

Facebook Pages

Increase your reach and awareness about your faith community with an online presence.

Creating a Facebook Page allows you to reach a wider audience to discover your faith community - think of your Page as your online house of worship.

Build an active and engaged audience for your faith community.

Grow your Page by inviting congregants and friends.
Start by inviting current members or other interested people to like your Facebook Page. They can support you by interacting with your posts and sharing your content. This initial audience helps to establish credibility, build your reputation and spread the word about your institution right away.

Manage many aspects of your faith community through Facebook.

Keep your members updated.
Posting on your Page is a great way to let your members and followers know what your community is up to. Keep members interested and engaged with information, updates, event notifications and more.

Build community.
Create a Facebook Group to deepen your relationship with your community. Invite members to join, start discussions to your community, create online events, and share a calendar to stay organized.

Learn more about building your community in the **Facebook Community Hub**.

Promote a virtual event.
If you're hosting a virtual event, use Facebook Events to spread the world. Share key details and increase attendance.

Tips and Tricks

Think mobile first.
Before using a photograph or video on your Page, look at the image one your mobile device and ensure the main subject is clear.

Engage with your members
As a Page admin, you are able to assign roles, edit the Page, create posts, and send messages as the Page. This means admins should:

- Comment on other posts and in Groups as your Facebook Page. Engage with content across Facebook to make you more visible to new and existing Pages.
- Share more content. Make sure the content you share on your Facebook Page is relevant to your audience so that people who follow or like your Page find it meaningful. Focus on posting ideas that increase engagement.
- Manage communication through Messenger. Whether your members want to learn about an upcoming program or need to resolve an issue, you can communicate with them privately in Messenger. You can also make 1:1 and group audio and video calls with members to communicate updates or check in on each other. You can also communicate publicly through Facebook comments.

Facebook Live

Facebook Live lets you live stream events, performances and gatherings on Facebook. Viewers can watch from a phone, computer or connected TV. Reactions, shares, comments, and other interactive features enable you to engage with your audience.

Decide whether to go live to a Page, Group, or Event

You can go live on a Page, in a Group, or to an Event on Facebook. Going live on a Page will give you access to more tools and capabilities than going live to a Group or event.

Live streams to Pages have the following features which are not available for Group and Event live streams:

- Crosspost to other Pages. Only live broadcasts to a Page can be crossposted.
- Access detailed insights in Creator Studio.
- Restrict access to your live stream to a specific geography or age demographic on Facebook using age and geographic gating.

If you only want members of a particular group to have access to your video, go live in a Group. Learn more about creating a **private Group**.

If you post your live stream to a Page, you can share it to a Group or Event.

Go live on a Page

Decide whether to use a phone or camera - there are two ways to go live on Facebook. You can use a phone with the Facebook app installed or connect a camera with streaming software to Facebook.

Use a phone to go live on Facebook if you:

- Are on the go
- Don't have access to extra equipment like a computer, camera, or microphone.
- Don't need to add on-screen graphics or switch between cameras.

Use a separate camera and streaming software to go live if you:

- Want to maximize video and audio quality.
- Wish to include graphics or other advance features (extra software may be required)
- Have access to extra equipment

Go live from a phone

You can go live using the Facebook app for iOS or Android. **Learn how to go live on Facebook**.

The quality of your stream depends on your internet connection speed. Go live when you have a strong connection (use Wi-Fi instead of your phone's cellular data whenever possible). For a more stable video stream, you can use a tripod or camera stabilizer.

Go live with a camera and streaming software

To go live with a camera, you'll need streaming software (also referred to as encoding software or an encoder). The encoder that's best for you may depend on the type of content you plan to stream. There are several programs to choose from including free open-source software. **Learn more about encoding software options and going live with streaming software.**

Once you have your encoding software and camera installed, you're ready to go live using **Live Producer** on Facebook. Live Producer is the new way to go live on Facebook using higher-end production equipment and streaming software. You can access Live Producer on a desktop or laptop computer.

Promote your live stream

Share on Facebook in Groups or on Pages and profiles you manage. Your viewers can share the live video with their friends too, but should be cautious when encouraging them to do so.

Crosspost the same live stream to multiple Pages simultaneously. To crosspost your live video, establish a crossposting relationship with another Page. **Learn more**.

Watch Parties enable people to watch a video together. Consider encouraging relevant Groups or people associated with your Page to host a Watch Party for your live broadcast. **Learn more.**

Embed the live stream to your website or blog. You can find the embed code under Facebook Live Producer settings.

Schedule your live stream

If you are using a connected camera and encoder, you can schedule a live stream up to one week in advance. We recommend scheduling live broadcasts ahead of time to make your audience aware of upcoming broadcasts and to more easily connect when your stream begins.

When you schedule a live broadcasts, two posts are automatically created:

1) Announcement post: When you schedule your live broadcast, an announcement post is published to your Page, letting your followers know there's an upcoming broadcast. People who see the announcement post can click "Get Reminder" to receive a one-time reminder notification shortly before the cast begins.

2) Live broadcast post: At the schedule time of the live broadcast, a post containing your live stream is automatically published. People who expressed interest via the announcement post get a notification directing them to the broadcast. **Learn more about scheduling live broadcasts**.

Join Group button on Live

The Join Group button on Facebook Live allows you to highlight your organization's Group clearly during a Live from your Page. It becomes your digital invitation to join your organization.

How to add a Join Group button

This feature must be enabled on a desktop or laptop internet browser.

1) Link a Group or Groups to your Page

- From your News Feed, click Pages in the left menu and select your Page
- Click the Groups tab in the left column, if it's visible. If it's not visible, **manage your Page's tab and sections** and then go back to your Page and click the Groups tab.
- Click Link your Group
- Click Link next to the Group you want to link your Page to
- Click Link Group to confirm

2) After the Group(s) is/are linked, select the Live button at the top of the News Feed

3) Tap the Groups icon beneath the Live description box to select one of the linked Groups

4) Complete the Live description, including the title and any relevant tags

5) Select Go Live

Best Practices

1) Include an encouragement to join the Group in the Live description and reference how people can do it by clicking "Join Now"
2) Encourage people to join the linked Group periodically during the Live
3) Have a comment moderator encourage people to join the Group in the comments
4) After the live stream ends, reply to individual comments by thanking them for joining and including a link to join the Group
5) In the Group, make a post welcoming people who joined from the live stream and ask them to introduce themselves

Learn more about building your faith community through Facebook Groups.

Use Watch Party to kick off easy, fun, online get togethers

Hosting casual **Watch Parties** for your Group every few months can create great engagement. Watch Party allows you to choose videos relevant to your community and invite members to join and discuss. When creating a Watch Party, find videos that make sense for your community, then set up an event and invite Group members.

You can find talks related to your Group's mission or save other fun content you find across Facebook. Getting together to watch videos and chat about them is a great way to get members connecting with each other.

Host interviews with Facebook Live

Set up a Live where you host an interview or coffee chat with someone your community would be excited to hear from. You can also host your own "Ask Me Anything" where members can ask you questions about yourself and the community.

Invite your members to join in by commenting with questions that you can ask or answer in real time. This gives people the chance to learn about something that matters to them, get to know you better, and contribute and be heard in the Group.

Crowdsource your online events with Polls

A great way to get ideas for online events is by using Polls. You can set up a poll asking "What would you like to do for our next online event?" Opening this up to your community will get them excited and give you ideas. After you've hosted a few online events, encourage trusted members to set up their own online events in the Group.

Raising money for a cause

You can add a donate button to your live video using the Facebook app (iOS and Android) from a Facebook profile or verified Page. **Learn how to add a donate button**.

Avoid copyrighted material

Facebook's **Terms of Service** do not allow people to post content that violates someone else's intellectual property rights, including copyright and trademark.

Use of commercial music without appropriate clearances could result in the stream being removed from Facebook. This can happen accidentally if your stream includes background music. **Feel free to use our free globally licensed library of music and sound effects**.

Our policies

Our **Community Standards** apply to live video, just as they do with other types of content on Facebook. Content that violates our policies will be removed. If you are broadcasting from a Page, Group or Event, our **Pages, Groups and Events policies** apply to you. If you are posting branded content, you must comply with our **Branded Content policies**. We define branded content as a creator or publisher's content that features or is influenced by a business partner for an exchange of value.

Troubleshooting

If issues arise when you are going live from your Page, there are a few steps you can take to resolve them. **Learn more about common issues**.

Facebook Groups

Getting started with your new Group takes just a few steps.

Add a description

Your Group description is a great chance to set the first impression for new members. Admins tell us that your Group description should state the intent of your Group clearly to help new members understand how to best contribute and engage.

Upload a cover photo

Your Group cover photo can help shape your Group's identity. Use this as an opportunity to brand the Group as the official online community for your organization by including images of members and/or your physical location.

Add people to your Group

Add your staff or a trusted friend as your first member who can give you initial feedback about the Group. When you're ready, **add members** who you think would enjoy being part of your Group. You can start with members of your institution by uploading their email addresses or adding their names if you are Facebook friends. Encourage them to also add other members.

Make your first post

Your first **post** can be about anything, from welcoming people to the Group, to uploading a relevant photo or video. Consider the kind of tone you want to set for your Group. Admins tell us that asking open-ended questions generates discussions and models the types of interactions you want in your Group.

Experienced admins tell us that when a Group is just getting started, regular admin participation is essential. Members might not know how to participate, so leading by example helps people feel more confident.

Set Group rules

As an admin you can decide on the types of rules you want to set for your Group. Examples of rules include the kinds of posts that are encouraged, the types of behavior that are discouraged and your **member approval process**. Experienced admins tell us that **writing clear rules** from day one help establish your group's culture and prevent conflict.

Group privacy settings allow you to control who can see or join your Group and whether it can be found through Facebook search. For details on which parts of a Group are visible (and to whom) under each privacy setting, **click here**.

Admins tell us that choosing the right privacy setting for your Group can depend on the type of Group you have and the sensitivity of what's discussed in your Group.

You can change the privacy settings of your Group. **Click here to learn more**.

For more information about how to grow and engage your Group, check out the Community Hub.

Learning Units

Use Units to help onboard new members, train your moderation team, hold group studies, and keep content organized.

What are Units and how can I find them in my Group?

Units are a way for Group admins to organize and share content and resources with their members. They work like an education module and are a great tool to help onboard new members.

Members can also mark their completion of each unit and this completion rate is tracked within your Group Insights.

To set up units for your Group, head over to "Edit Group Settings" on desktop and change the Group type to Social Learning. This will add a units tab to your Group. After setting up at least one unit, you can change your Group type at any time and still access this feature.

Why is this important for my Group?

Using Units, you can create modules for religious studies, devotionals, your Group rules, important posts, or other relevant content you would like to easily find and organize. This will help your members find what they need!

With Units, you can organize posts and choose the order in which they appear.

You can track member completion. For example, if you have rules or training guides, you can track who has completed them. Members c an click "I'm done," which tells admins that they have completed the unit. This will be visible to the admin in their Insights.

Admins can then review their Group Insights and see details on each members' unit and post completion.

How can I use Units in my Group?

Units can be used in a variety of ways in your Group.

Admins use Units to organize content for things like religious studies, devotionals, sermon notes, training their moderation team, and more.

For more on how admins are using Units in their Group, check out:

- **Organizing content**
- **Growing and training your moderation team**

Watch Party

Watch Party is a great way to bring Group members together and spark conversations around a shared experience.

What is Watch Party and how can I find it in my Group?

Watch Party is a co-watching experience inside Facebook Groups that brings people together around video.

Similar to the experience of Facebook Live, everyone in a Watch Party is watching the same moment in the video at the same time, connecting Group members in a uniquely social way. Group members can watch, comment on, and react to the same videos at the same time.

You can find Watch Party as an option in your Group composer. To get started, head to your Group composer and select Watch Party, then click "Add Videos" from your post and add videos to your queue from there.

Currently, only admins can host a Watch Party (and onl.y from your desktop), but we hope to expand this soon. As a host, you can add videos to the queue, invite as many members as you like and control how videos are played.

Why is this important for my Group?

Watch Party is a great way to engage with your community, especially around topics you care about. You can upload videos to spark conversation for your Group and help members connect over a shared interest.

How can I use Watch Party in my Group?

Watch Party is a great resource for creating online events for your Group and sharing videos you create.

For more on hosting events online, click **here**.

Learn more about creating captivating videos **here**.



Additional Resources

Business Resilience Toolkit

Business Resilience Checklist

Community Hub