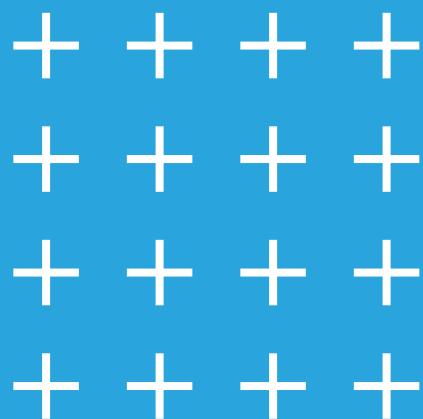
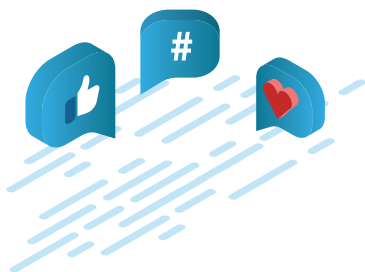




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Amplifying Invite Culture through Social Media

Amanda Nelson

Captivating Online Conversations

This summary captures the essential strategies and wisdom Amanda Nelson shared during her coaching call for the Church Growth Incubator cohort. Amanda is the Digital Ministry Coordinator at Pantano Christian Church in Tucson, Arizona. She leads an effective social media strategy, which plays a significant role in cultivating an inviting church culture.

In this session, Amanda explained how she utilizes social media to drive engagement, connect with attendees, and extend the reach of Pantano's ministry beyond digital billboards. She outlined key strategies that can help other churches effectively engage their communities through social media.



Consistency in Posting and Branding

Amanda stresses that consistent posting is crucial to keeping the audience engaged. She explains that staying on a regular posting schedule makes the algorithm favor your content, leading to better visibility and engagement. For Pantano, this means posting two to three times per day, particularly during peak times like 6 a.m., 10 a.m., and 10 p.m. The social media team reviews analytics monthly to find the best times for each platform, ensuring content is posted when their audience is most active.

Branding consistency is equally important. People who scroll through their feeds should instantly recognize your church's content. This familiarity is achieved through the consistent use of logos, fonts, colors, and tone that align with the church's overall look and messaging. The idea is for people to transition between the online and in-person experience seamlessly. When they see Pantano's posts, they can recognize and anticipate the same energy and atmosphere reflected in the church.





Engagement and Interaction

Amanda emphasizes that engagement is critical to building meaningful connections online. This means going beyond merely broadcasting information. Whenever people comment on posts or send messages, Amanda makes sure to respond promptly. This direct engagement builds trust and fosters community because people feel like their voices are heard.

Hashtags and tagging are essential tools for expanding reach. Encouraging people to tag the church in their posts or use church-specific hashtags like #PantanoChristian allows content to reach new audiences. This creates a sense of inclusivity where individuals can share their experiences with a larger community, leading to a more inviting and engaged church culture.



Quality Content Production

Creating high-quality, short-form content is vital in the age of short attention spans. Amanda uses CapCut, an editing app, to quickly assemble 3 to 4-second snippets into compelling, visually appealing videos that maintain the church's brand identity. She integrates worship, preaching, and community interactions to tell Pantano's story in each video.

Quality content should also capture the emotional energy of in-person services, so Amanda includes worship music, baptism celebrations, and testimonials to convey that authentic church experience. Consistency in video format and messaging provides a predictable, high-standard experience that encourages viewers to return.



Utilizing Social Media Ads

Amanda finds that Facebook and Instagram ads are cost-effective and impactful in reaching new audiences. By spending just \$30 over seven days, Pantano can expose their content to thousands. The analytics provided by these platforms enable her to refine ad targeting, focusing on specific demographics that best match the church's goals and needs.

To maximize the return on ad spending, Amanda analyzes which age groups engage most with Pantano's content and tailors future ads to those demographics. She also uses different targeting strategies to reach younger audiences, older generations, or specific interests like volunteering or families with children.



Aligning with Church Culture

Social media is an extension of the church's culture. Therefore, Amanda ensures the content accurately reflects Pantano's spirit and values. She believes that what people see on social media should match what they experience in person. Videos of worship services, baptisms, and events showcase the joy, acceptance, and purpose that define Pantano's church community.

This authenticity builds credibility and trust, making social media accurately reflect the church culture. By integrating testimonials and moments of worship, Amanda ensures that Pantano's digital ministry aligns with the church's core identity and offers a consistent message.



Innovative Ideas

Innovation keeps social media strategies fresh and engaging. Amanda encourages her team to recreate popular viral trends or funny memes. Whether it's staff skipping around for a light-hearted video or members sharing their unique talents, these creative projects build camaraderie and provide a glimpse into the church's personality.

Amanda also incorporates testimonies and stories from volunteers to humanize the church. Showing the faces and lives behind the ministry adds a personal touch that resonates deeply with the audience, making them feel like they belong to a larger family.



Leveraging ChatGPT

Amanda finds ChatGPT an invaluable tool for refining social media messaging. She regularly feeds it prompts for sermon summaries, volunteer appeals, and event promotions, allowing it to learn her style and tone. By consistently using ChatGPT for scripts and prompts, she receives responses that align with Pantano's messaging and resonate with their audience.

For example, when crafting host scripts, Amanda uses ChatGPT to capture the voice of her lead pastor, Trevor. This helps maintain a unified tone across platforms while saving time. She also uses ChatGPT to identify relevant hashtags and ensure their content aligns with current social media trends, ultimately leading to better engagement.



Actionable Steps

- Develop a consistent posting schedule and plan content a week ahead.
- Experiment with paid ads on social media to reach broader audiences.
- Foster engagement by responding to every relevant comment and tag.
- Use apps like CapCut for video editing and Canva for graphics.
- Share testimonials, baptism stories, and other moments that connect people to your church.

Amanda's insights emphasize the importance of staying consistent, engaging personally, and creatively leveraging the power of social media. By applying these strategies, churches can nurture a vibrant invite culture that extends far beyond their physical location.

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