

Lutheran Church of The Way Social Media Strategy

	<u>Engagement Plan</u> <u>Short-Term Goals</u>	<u>Social Media</u> <u>Short-Term Goals</u>	<u>Social Media</u> <u>Long-Term Goals</u>
S	<ul style="list-style-type: none"> Redesign and develop our website as more effective means of communication utilizing a platform that allows for multiple collaborators instead of sole-maintenance 	<ul style="list-style-type: none"> Increase the number of weekly viewers on our LCW YouTube channel by 20% . 	<ul style="list-style-type: none"> Increase the number of follower subscriptions on our LCW YouTube channel by 15%.
	<ul style="list-style-type: none"> Increase our web and social media presence by 50% 	<ul style="list-style-type: none"> Re-establish and cultivate an active LCW Instagram presence. 	<ul style="list-style-type: none"> Increase online to offline engagement among 25-35 year old single adults and young families within our communities of origin
M	<ul style="list-style-type: none"> Track web traffic through familiesinchrist.org 	<ul style="list-style-type: none"> Track weekly analytics through YouTube studio 	<ul style="list-style-type: none"> Record monthly trending and analytics through YouTube Studio
	<ul style="list-style-type: none"> Double the amount of content communicated via our website and social media 	<ul style="list-style-type: none"> Post high-quality content once weekly for six weeks to establish consistent process and pattern, then increase to two posts per week. 	<ul style="list-style-type: none"> Increase our digital-to-physical conversion rate by 1000% (10 Individuals) as recorded by quantitative survey following physical engagement.
A	<ul style="list-style-type: none"> We will invest in a multi-user-friendly platform that allows us to collaboratively share the responsibilities and opportunities in maintaining LCW's website. Likewise, we will also invest in SEO resources that present greater opportunities for engagement with a broader audience. 	<ul style="list-style-type: none"> We will provide our LCW attenders with a consistent, weekly email through mailchimp.com on the at least two days prior to event or worship service. We will increase prominence and accessibility of our YouTube channel on our LCW website. 	<ul style="list-style-type: none"> We will provide our YouTube viewers with a Call To Action inviting to like and subscribe. We will redirect followers on our LCW Facebook page to our YouTube Livestream through wall posts each Sunday for worship (long term we will utilize a multi-platform live-streaming service that allows to livestream natively on FB and YT simultaneously).

Engagement Plan
Short-Term Goals

Social Media
Short-Term Goals

Social Media
Long-Term Goals

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- We will utilize a schedule for when we post/share relevant content, and establish/maintain consistency in when our members and social media followers can expect new content to arrive. Content will be developed collaboratively within LCW's membership using passages from Scripture, graphics/video produced in-house, stock images/videos/graphics/vectors/etc, as well as thematic content created in partnership with LCW's membership.

- We will initiate a strategy timeline for brainstorming content, researching potential redundancies in content from other creators, identifying keywords/content needs (ie. Image, music, talent, etc), establishing a frequency/schedule for posting, creating content, proofing, posting, and reviewing engagements. Execute strategy timeline. Moreover, the responsibility for posting and moderating will be delegate to an Instagram savvy member of LCW, and overseen by the Pastor.

- We will utilize tools available on our social media platforms to specifically reach our target audience with consistent high-quality content. Through questions and Calls To Action, we will engage with our target audience with invitations to participate in offline opportunities to volunteer for community service, guest speakers and moderated discussions, and social gatherings at local, small business venues. We will encourage ongoing participation and retention through event follow-ups by email, phone, DM, text, etc.

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- Improvements to our website will increase our SEO ratings, allowing us more visibility online, as well as opening up the possibility for other collaborators in development and maintenance of the site itself.

- Increasing the number of weekly viewers will raise the engagement and impact of Word and Sacrament ministry at LCW.

- Increasing the number of followers on our LCW YouTube channel will provide opportunities to widen our reach and broadcast to those who see our followers's subscribed channels.

- An increase in our web and social media content allows us to achieve greater prominence and a higher frequency of appearances in peoples' social media feeds.

- An active Instagram presence will expand our exposure with a target audience of 25-35 year olds, who invest more time in Instagram than Facebook, X, and YouTube.

- Increase our online-to-offline conversions will allow us with opportunities to be more integrated, identifiable, influential, and engaged within our communities.

Engagement Plan
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Social Media
Short-Term Goals

Social Media
Long-Term Goals

T

- Website and SEO updates will be completed by the end of November in preparation of the Advent and Christmas seasons.

- Efficacy will be evaluated by review of trending after three months.

- Achievement will be recognized when we reach our established goal of increase within a six month period. At the end of each month, we will review the past month's analytics and make adjustments to our content/presentation as necessary. After the six month period, we will evaluate our growth strategy for strengths and areas to make improvements.

- One half-month's reserve of content will be developed by the end of November, with a broadcast/share schedule establish through the end of December by December 9th.

- Our goal will be met when we have maintained an active presence over a period of three months, at which we will evaluate our present strategy and then proceed or revise accordingly.

- The full scope of this goal will be reached will be reached when we have attained and maintained consistent engagement with our target audience over a twelve month period. We will review and evaluate our strategy every three months to allow time and adjustment as necessary.

Based upon the analytics, our highest number of followers on Facebook is women over the age of 65, and the second highest number is men over 65 and between 35-44. Our highest number of watchers on LCW's YouTube channel is men between the ages of 25-34, while the highest numbers of views are evenly averaged between the ages of 25-34, 45-54, and over the age of 65.

Despite a 0.52% increase in the population within 15 miles of Lutheran Church of The Way (LCW) between 2010-2020, our demographic study projects the population to remain relatively equal without any growth or decline through 2026. Likewise, there are no significant changes in the number of households or families within our study radius either, neither increase nor decline. The racial make up of our study area is overwhelmingly white, with significantly low numbers of residents from minority backgrounds. While the average of a resident within the vicinity of LCW was 42 in 2021, that average is projected to increase by one year each year following through 2026. Singles and Young Families between the ages 25-34 constituted 11% of the population in 2010 and 12.6% in 2021, and a projected 13.9% our community's residents have attained a graduate or professional degree, 22.5% have attained a Bachelors degree, 9.5% hold an Associate Degree, and 27.% have earned a high school diploma or GED equivalent. Over 2/3 of our neighbors work hold "white collar" jobs, while the remaining 1/3 are "blue collar workers."

Based upon our demographic study data, we will establish a LCW Instagram presence to expand our reach for our target audience of young adults between the ages of 25-35 who reside and work within our communities of origin. Likewise, we will also complement our Instagram content by continuing to develop and amplify our LCW YouTube channel and Facebook page, sharing content cross platform to maximize exposure.