



Faith on Facebook

At Facebook, we're working to keep people safe and informed about the recent outbreak of Coronavirus (COVID-19). We know that faith leaders are grappling with the unexpected challenge of serving members who are concerned about gathering in person, and we're committed to providing as much support as possible.

Facebook Pages

Build an active and engaged audience for your faith community

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.

Grow your Page by inviting congregants and friends

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, create online events, and share a calendar to stay organized.

Think mobile first

As a mobile first continent, photographs and videos on your page are important. Remember look at the image on your mobile device and ensure the main subject is clear.

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. 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

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 with a camera and streaming software

To go live with a camera, you'll need streaming software. 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.](#)

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.

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.

Host a Watch Party

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.](#)

Utilize WhatsApp

Consider sending bite sized sermons or recordings through the voice note feature on WhatsApp to members, using either the dedicated broadcast list function or creating a New Group list.

Facebook Groups

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.

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 behaviour 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.

Additional Resources

[Faith on Facebook resource Hub](#)

[Business Resilience Checklist](#)

[Community Hub](#)