



# HOW TO HELP KINDRED ON SOCIAL MEDIA



IT'S SUPER EASY!

## THE BOTTOM LINE

'Like,' 'comment,' or 'share,' Kindred's posts every time you see them, because that will cause Facebook and Instagram to show the posts to more people.

## A POWERFUL TOOL

Social media is one of the most powerful tools at our disposal for reaching people who need a church family like Kindred. But to do this effectively, we need your help!

## ENGAGEMENT IS EVERYTHING

Behind the complex algorithms that determine what shows up when we scroll through Facebook or Instagram, there's a pretty basic formula: A post that generates more user engagement gets shown to more people, and a post that generates less user engagement gets shown to fewer people. And there's an exponential dynamic too. Because as a post gets shown to more people, more users have the opportunity to engage it. But as a post gets shown to fewer people, fewer users have the opportunity to engage it.

## ENGAGEMENT 101

'User engagement' is anytime a user stops scrolling to 'like,' 'comment' on, or 'share' a post. Facebook and Instagram weight these engagements differently. But here's an oversimplified point system that shows how Facebook and Instagram track the performance of a post and determine how many more people will see it:

- 'Share' = 3 points
- 'Comment' = 2 points
- 'Like' = 1 point
- No engagement = -3 points (because that indicates a lack of interest)

## WHAT THIS MEANS FOR KINDRED

If our posts generate lots of user engagement, tons of people will see them. Facebook and Instagram will assume people are very interested in Kindred Church. So if we want to use social media to connect with more people (and we do!), **we need user engagement.**

## WHAT THIS MEANS FOR YOU

We need you to engage Kindred's posts as much as you can in order to reach more people who may need a church family like Kindred. **A good rule of thumb: 'If you see something, say something.'** Never scroll by a Kindred post without taking a second to engage it. As we all make this a habit, hundreds and even thousands more people have the opportunity to hear about our Kindred community.

# THANKS FOR HELPING US MAKE EFFECTIVE USE OF THIS POWERFUL TOOL!

Instagram: [@kindred\\_church](https://www.instagram.com/kindred_church)  
Facebook: [@kindrednc.church](https://www.facebook.com/kindrednc.church)