In the C19 Resources is a video that promotes the *God So Loved the World* Christmas Eve service. WELS Congregational Services owns the copyright, so any WELS congregation can use that video for free. You can put it on your website or share it via social media. Chances are, you have at least one person in your congregation who knows how to advertise on social media. There is a good chance this person is young. If so, simply share the link to the video with them, give them a budget (It's *very* inexpensive!), and turn them loose. However, just in case, this article provides instructions on how to share the video ad on your church Facebook page, either as a post (which is free) or as an event (also free). It will also explain how to "boost" (advertise) that post, utilizing Facebook's paid advertising program.

Getting Started: You Need a Page!

First, the obvious prerequisite—You need to have a church Facebook page on which to share the video. If your church does not have a Facebook page, you can add one by following the prompts at: https://www.facebook.com/pages/creation. Once you have a Facebook page for your church, you need to establish a Page Admin, Editor, Moderator, etc. (To learn more about page roles and what different individuals will have permission to do with your church's Facebook page, go HERE.) This individual is the one who will post the ad.

Again, there are two options: 1) sharing the video as a "post," and 2) sharing the video as an "event." Both of those are free. If you want to "boost" either of those, there is a fee. Let us walk through each.

Adding a Post (FREE)

1. On the church Facebook Page, click into the ***Write a post…*** box and compose your Christmas Eve invitation. The encouragement for coming to the Christmas Eve service is in the video itself. All you need to provide is the details: when and where. Here is an example:

> *"Join us at 7:00PM on December 24th*
> *at Faith Lutheran for a very special*
> *Christmas Eve service."*

You do not need to provide directions or contact information (in case someone has questions). That is already on your Facebook page. You simply need to share the time of the service.

2. Now that you have written that text, you can click the **Photo/Video icon** and select the C19 video from where it is stored on your computer.
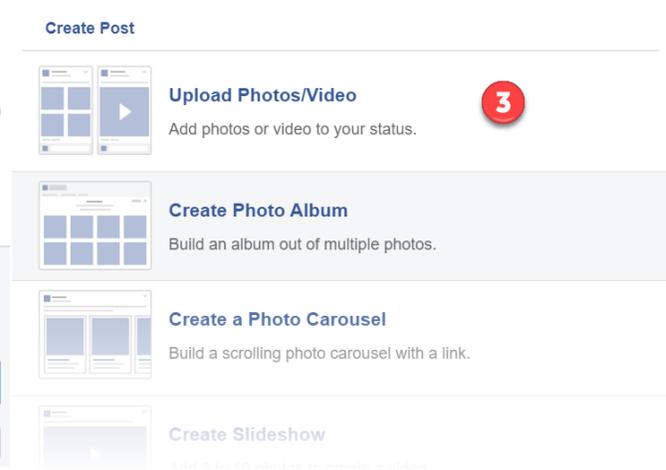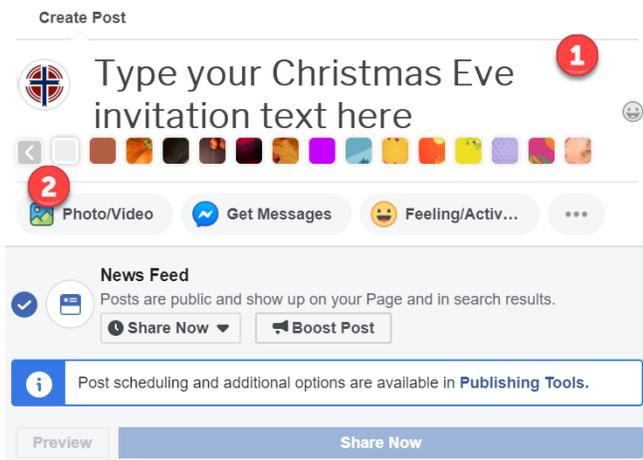
2. Select the **Photo/Video** button.

3. Select the **Upload Photo/Video** option and select the video file from your computer.

4. Complete the prompts as desired on both tabs of the Add Video screen.

5. Press **Next** to navigate to the 2nd screen. Press **Publish** on the second tab when complete.
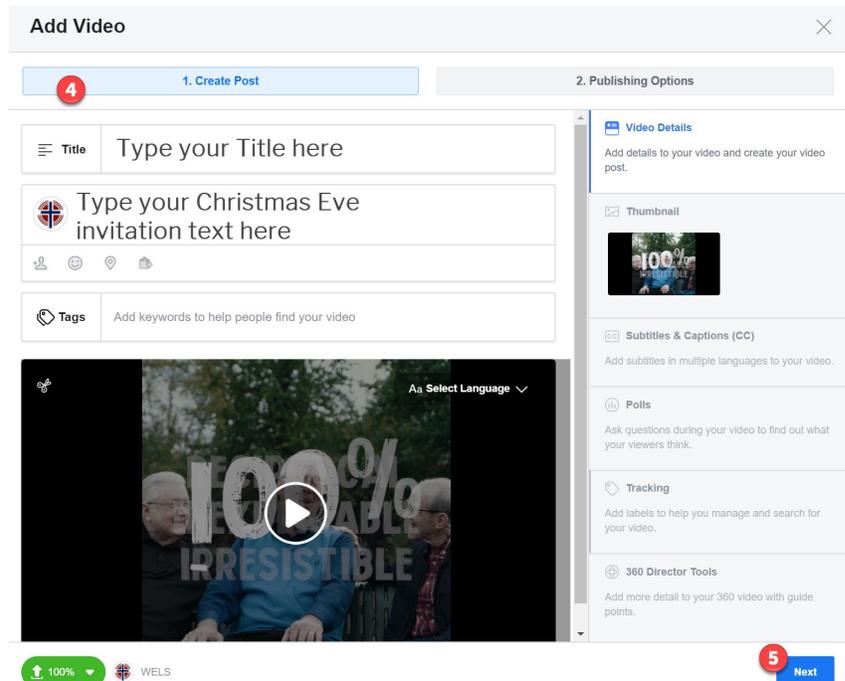
Adding an Event (FREE)

Alternatively, or in addition to your post, you may want to add an Event for your Christmas Eve service. Events let you organize and invite people on Facebook to gatherings in the real world. To set up an Event, navigate to your church Facebook Page and click **Events** in the left menu. Next click the **+ Create Event** button on the left side.

1. Follow the onscreen prompts to upload the C19 video from where it is stored on your computer.

2. Complete the remaining pertinent details about your Christmas Eve service. Remember to scroll down to see all the available options.

3. Once completed, click the **Publish** button to create the Event.

New Event by   ✕

Basic Info
This info will also appear in News Feed and any ads created for this event

Event Photo or ⓘ
Video

①

📷 Change Photo/Video

Event Name ⓘ | Add a short, clear name | 0 / 64

Location ⓘ | |

Frequency ⓘ | Occurs Once ▾

Starts | 12/1/2018 📅 | 1:37 PM 🕐 | CST

Ends | 12/1/2018 📅 | 4:37 PM 🕐 | CST

②

Details
Let people know what type of event you're hosting and what to expect

Category | Select Category ▾

Description ⓘ | Tell people more about the event

⠿ Schedule

Keywords ⓘ | Type and select keywords from the list of results

☐ Kid Friendly

When you create an event on Facebook the Pages, Groups and Events Policies apply.

③

Boost Event | Save Draft | **Publish** ▾

The congregation will want to encourage members to follow the congregation Facebook page and share the post and/or event. They can share it on their personal Facebook page. They can forward post and/or event to people they have invited to Christmas Eve worship as part of your C19 efforts.

"Boost" (Advertise) Your Post or Event (FEE BASED)

If you have budgetary dollars to spend on advertising, you can help your post or event be seen by more people by "boosting" it. Facebook allows you to set an advertising budget as low as $1 per day, specify details for your target audience, and determine the time frame in which you'd like your ads to run. Here are the steps.

1. From your church Facebook Page, Events and Posts are displayed in the news feed. Each has a blue **Boost Post/Event** button in the lower right area of the content block. When selected, an overlay displays with two columns. The left column is where you will specify the details of your advertisement. It is rather long so be sure to scroll down to ensure all the options are set correctly. The right column displays a preview of your advertisement.

   In the **Objective** section, specify your goal for the advertisement. If you choose the **Engagement** option, you can skip the Post Button section.
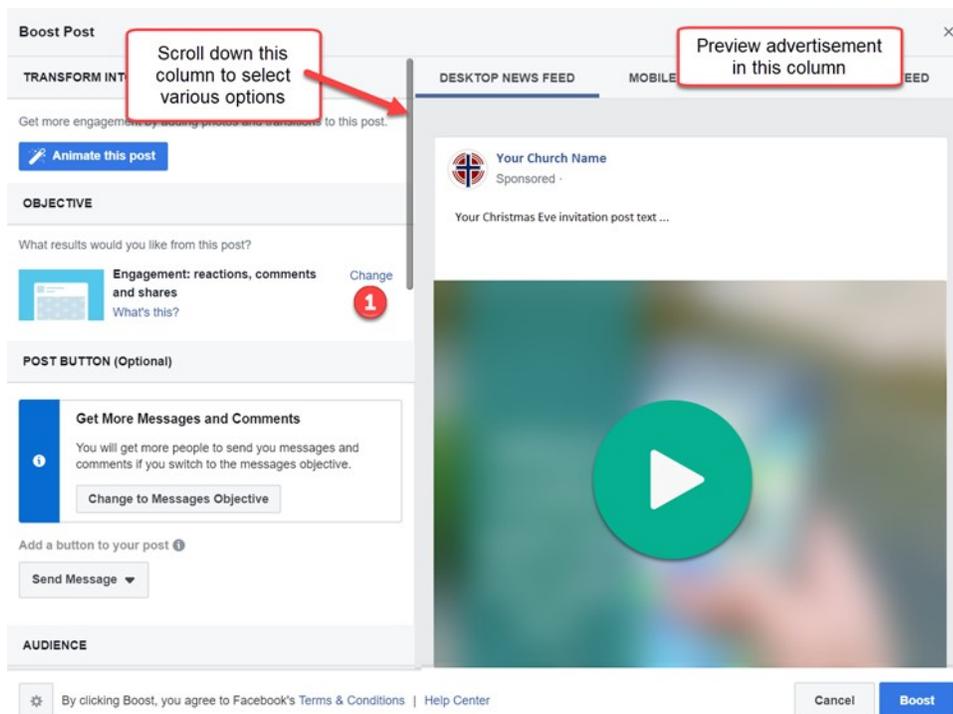
2. In the **Audience** section, you may choose the **People you choose through targeting** option and click **Edit link** to open the Audience details window. There you may specify audience demographic details including age range, gender, location, and key words. "Parent."
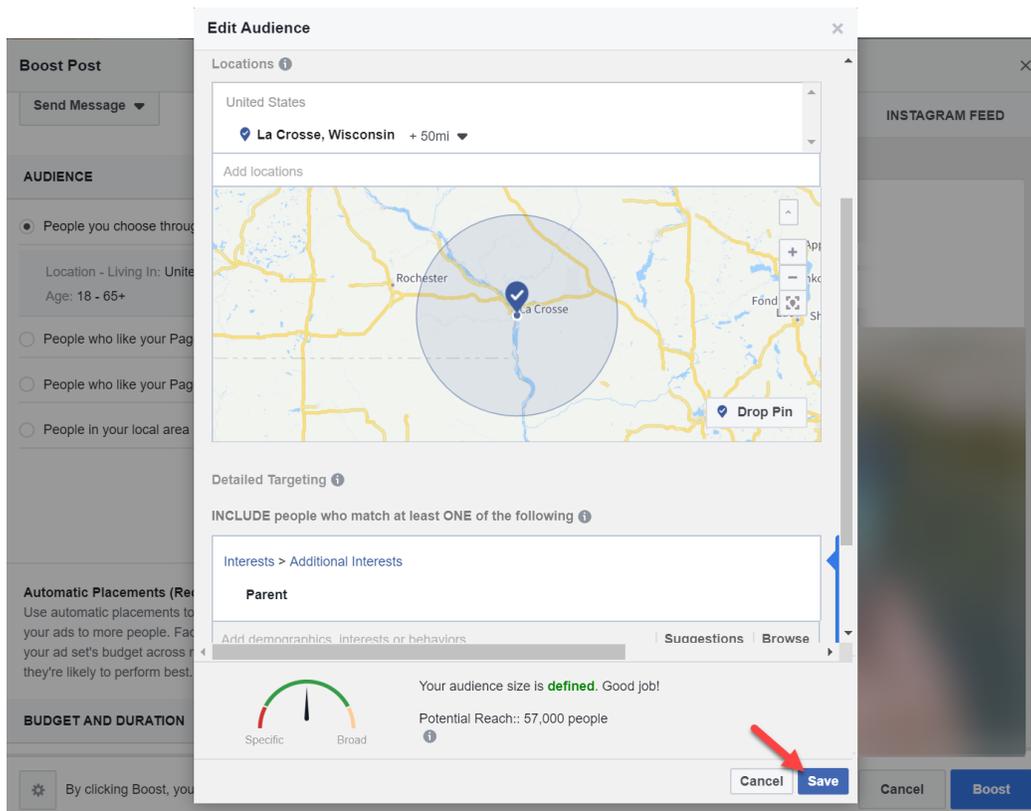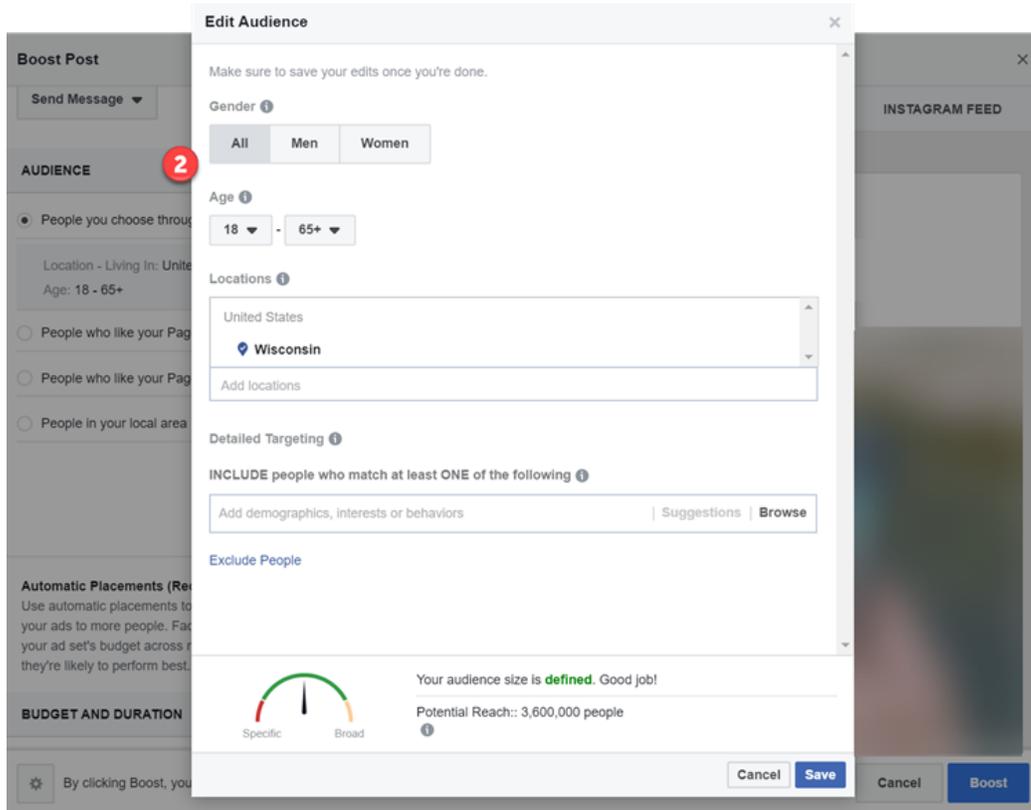
3. The **Budget and Duration** section allows you to specify your budget amount and length of the advertisement. Note that the **Total budget** drop down list suggests options for your budget amount, but you are not limited to the options listed. You can click on and edit the dollar amount to reflect whatever amount you wish to spend on the advertisement.
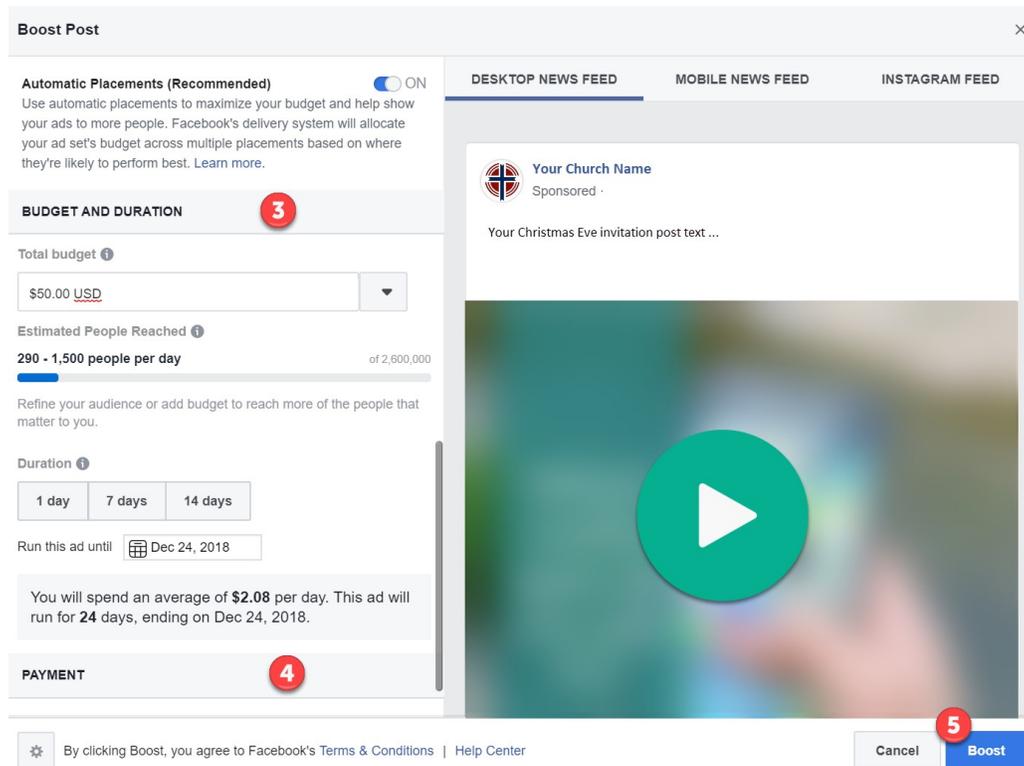
4. The last section, **Payment,** allows you specify a payment method (Credit or Debit Card, PayPal, Online Banking, or Facebook Ad Coupon).

5. Once all the information is specified, press the **Boost** button in the lower right area of the overlay and your advertisement will be published.

Questions?

Facebooks ads are as easy as that! Again, you probably have someone in your congregation who already knows how to do all this. If you need additional assistance, please contact Sallie Draper in our WELS Technology department at Sallie.Draper@wels.net.