

make your church's instagram profile *shine*:



account *setup*

- Switch to a Professional Account
- Select "Christian Church" as your category
- Verify all contact information is current

profile *@handle*

- Choose a handle that closely matches your church name
- Set your display name to your full church name

profile *picture*

- Upload a high-quality image
- Ensure image is clear at small sizes
- Check that it's centered and properly cropped

bio *section*

- Write a clear, concise mission statement (within 150 characters)
- Include service times
- Add physical address
- Insert website link
- Use line breaks effectively for readability
- Include any relevant contact information
- Add call-to-action (e.g., "Visit us this Sunday")

instagram stories *highlights*

- Create 3-6 Instagram highlight albums to further inform visitors

essential information *review*

Verify these details are easily findable:

- Weekly service times
- Address/Location
- Contact information
- Website link
- How to get involved
- Special events

regular *maintenance*

- Review and update bio information monthly
- Keep highlights current (remove outdated content)
- Update service times when they change
- Monitor insights to track engagement
- Archive posts that are no longer relevant and are hyper-specific. (ex. inclement weather, youth group time change, etc.)

additional *best practices*

- Enable relevant call-to-action buttons
- Set up quick replies for common questions
- Create saved responses for frequently asked questions
- Review pinned posts regularly to make sure they're still relevant
- Ensure all links are working

Remember:

You don't need to complete everything at once. Start with the essentials and build up your profile over time based on what works best for your community.

optimizing your *instagram* profile

make your church's instagram profile shine:
a guide to getting it right



hey *there!*

Ready to make your church's Instagram profile work harder for your ministry? You might be surprised at how much impact a few simple tweaks can have. Think of your Instagram profile as your church's digital welcome mat — *it's often the first impression people get of your community.*

Let's walk through how to make it warm and inviting!

first things first:

level up to a *professional* *account*

Here's a game-changer that takes just a few minutes: switching to a professional account. Trust me, this simple move opens up so many exciting possibilities! You'll get features like call-to-action buttons (perfect for directing people to your website), insights into who's engaging with your content, and more. It's like upgrading from a basic toolbox to a master craftsman's kit, and it's completely free!

making your profile easy to find

pick a handle that *makes sense*

You know those acronyms that only your staff would understand? While they're fun for team meetings, they might not make the best Instagram handles. Think about someone in your community searching for your church — *what would they type?* The closer your handle is to your actual church name, the easier it'll be for them to find you. *Simple, right?*

your profile picture:

small space, *big impact*

Let's talk about your profile picture. I know it's tempting to squeeze your entire logo in there, but here's a pro tip: if your logo has an icon element, try using just that. It's like when you see the Nike swoosh — you don't need the word "Nike" to know what it represents. A clean, simple icon will look sharp even in that tiny circle and help people recognize your posts instantly in their feed.



your story:

share *highlights*

This is where it gets fun! Think of Instagram Stories Highlights as your church's digital photo album that never closes. You get to show off the heart of your ministry in action:

- Capture the energy of your worship services
- Show the joy of your community hanging out together
- Share those awesome moments of spiritual growth
- Let people peek into your amazing kids and youth programs

Don't worry about making these perfect — authentic glimpses into your church life are what people really want to see.

your bio:

short, sweet, and *welcoming*

Okay, here's where you might need to channel your inner poet — you've got 150 characters to work with in your bio. But don't stress! Sometimes the simplest messages are the most powerful. For example, "Reaching Chicago for Christ" says everything you need to know in just four words.

Quick *Tip*:

Make sure to select "Christian Church" as your category. It's a small detail that helps the right people find you more easily.

the must-have *info*

Think about what you'd want to know before visiting a church for the first time:

1. When can I come? (*Service times*)
2. Where are you? (*Address*)
3. How can I learn more? (*Website link*)

Make sure this information is easy to find, either in your bio, pinned posts, or highlights.

keep *growing*

Here's the exciting part: as your church grows and evolves, your Instagram profile can grow with it. Don't feel like you need to get everything perfect right away. Start with these basics, and then keep refining as you go. Pay attention to what your community engages with most, and let that guide your future updates.

Remember, every small improvement you make to your profile helps make your church more accessible to people seeking a spiritual home.

Try these tips, and don't be afraid to put your own spin on them. After all, nobody knows your church community better than you do!