



GREEK ORTHODOX ARCHDIOCESE OF AMERICA
METROPOLIS OF CHICAGO

SOCIAL MEDIA RECOMMENDATIONS

GUIDELINES FOR PARISHES

These recommendations will strengthen parish communications through consistency across their social media platforms and websites

**FOR EXTRA HELP OR TO ASK
QUESTIONS PLEASE CONTACT THE
METROPOLIS JUNIOR BOARD**

www.chicago.goarch.org

SOCIAL MEDIA RECOMMENDATIONS:

1. **Link** all social media platforms together
 2. **Share** relevant Metropolis of Chicago and Greek Orthodox Archdiocese of America events, announcements, etc.
 3. Create an attractive website using the **templates** available from GOARCH (www.templates.goarch.org)
 4. Make donation portals **easy** to navigate (Ex: PayPal, Venmo, Zelle, Tithely, Vanco, etc.)
 5. **Advertise** service times on all social media platforms
 6. Link the **festival page** to the parish Facebook page
 7. Keep all handles on social media sites **consistent** (Ex: If your handle on Instagram is @HTGOC, that should be your handle on YouTube, Facebook, Twitter, Instagram, etc.)
 8. Ensure parish Facebook profile is a **page**, not a group
 9. Advertise partnerships with local **universities**
 10. On-board an **intern** to assist with social media
 11. Recognize the parish page by "**tagging**" or "**locating**" it in parish group posts (Ex: YAL)
 12. Establish **live streaming** platform(s) for services (Ex: Facebook, YouTube, Instagram, etc.)
 13. Set up an **Amazon Smile** account
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GETTING STARTED:

For information on how to set up live streaming:

www.support.goarch.org

To begin making an Amazon Smile account:

smile.amazon.com

To begin making an Instagram account:

www.instagram.com

To begin making a Facebook account:

www.facebook.com

To begin making a YouTube account:

www.youtube.com
