Steeple Social

A FREE RESOURCE FOR YOUR CHURCH

The Church Page Checkup

Would a neighbor who found you tonight know when you gather, where you are, and whether people like them are already there?

- 12 things a first-time guest looks for on your Facebook Page and Instagram profile
- A simple Yes / Partial / No score, out of 24
- A “fix these three first” plan you can finish this week
- Open this on your phone, with your Page in another tab

HOW TO USE THIS CHECKUP

Most people look at the Page before they look at the front door.

A neighbor who is wondering about church will often find you on Facebook or Instagram first. They are asking quiet questions: When do you gather? Where are you? Will I know what to do when I arrive? Are there people here like me?

This checkup helps you see your Page the way they do. It is not a test, and it is not about having a polished marketing team. It is about being clear and kind in the first fifteen seconds.

How to score

Look at your Facebook Page and your Instagram profile on a phone if you can. For each of the 12 items, mark:

Yes — 2 points. It is easy for a guest to see.
Partial — 1 point. It is there, but buried, outdated, or incomplete.
No — 0 points. A guest would have to guess or leave.

Add your points. The highest score is 24.

What the total means

20–24 — Strong. Keep it current each week.

12–19 — A good start. Fix the three lowest items first.

0–11 — Begin with times, address, and a post from this week. Those three help a guest the most.

A practical tip. If you can, view the Page while you are not logged in, or ask someone who does not attend to glance at it for fifteen seconds and tell you what they noticed. What is obvious to you is not always obvious to a guest.

ITEMS 1–6

Can a guest tell who you are, and how to find you?

1 Profile photo and cover that look current

What good looks like: A clear photo of the church or a simple mark people will recognize, and a cover image from this season — not a graphic from three years ago.

☐ Yes ☐ Partial ☐ No

2 A church name a neighbor would actually search

What good looks like: The Page name matches what people in town call you. If you are “Grace Church Pataskala,” say so in the name, not only in a logo.

☐ Yes ☐ Partial ☐ No

3 About text in ordinary language

What good looks like: Two or three sentences a guest could read quickly: who you are, who is welcome, and when you gather. Avoid insider abbreviations.

☐ Yes ☐ Partial ☐ No

4 Service times that are easy to find

What good looks like: Sunday times (and any other regular gatherings) are visible on the Page, and they match your website. If times change for a holiday, the Page says so.

☐ Yes ☐ Partial ☐ No

5 Street address and a working map pin

What good looks like: A full street address, not only a city. On Facebook, the Location field is filled in so a map appears.

☐ Yes ☐ Partial ☐ No

6 Call, message, and website buttons

What good looks like: A guest can tap to call, send a message, or open your website without hunting through the About section.

☐ Yes ☐ Partial ☐ No

ITEMS 7–12

Does the Page feel alive, and is a neighbor invited?

7 A post from the last 14 days

What good looks like: The most recent post is from this week or last week. A Page that went quiet in September feels closed, even if the church is not.

☐ Yes ☐ Partial ☐ No

8 Real faces, not only a logo or a stock graphic

What good looks like: Recent posts include photographs of actual people and places at the church — greeters, the sanctuary, the parking lot, the coffee pot. Use photos you have permission to share.

☐ Yes ☐ Partial ☐ No

9 A clear Sunday invitation in recent posts

What good looks like: Somewhere in the last few posts, a neighbor can see when you gather next and that they are welcome. “Join us Sunday at 10:00 AM, 123 Main Street.”

☐ Yes ☐ Partial ☐ No

10 Hours and location filled in Page settings

What good looks like: Facebook Page settings include hours or service times and a precise location. Instagram’s contact and address fields are filled in too.

☐ Yes ☐ Partial ☐ No

11 Instagram is linked, with the same times and address

What good looks like: The Facebook Page and Instagram profile point to each other. Service times and the address match on both, and match the website.

☐ Yes ☐ Partial ☐ No

12 A first comment or reply on recent posts

What good looks like: Someone from the church has replied or left a first comment, so the Page feels tended. A welcome in the comments goes a long way.

☐ Yes ☐ Partial ☐ No

YOUR SCORE AND THIS WEEK'S PLAN

Add it up, then fix three things.

Item	Yes (2)	Partial (1)	No (0)
1. Profile photo and cover	☐	☐	☐
2. Church name a neighbor would search	☐	☐	☐
3. About text in ordinary language	☐	☐	☐
4. Service times	☐	☐	☐
5. Street address and map pin	☐	☐	☐
6. Call, message, and website buttons	☐	☐	☐
7. A post from the last 14 days	☐	☐	☐
8. Real faces, not only a logo	☐	☐	☐
9. A clear Sunday invitation	☐	☐	☐
10. Hours and location in settings	☐	☐	☐
11. Instagram linked, details match	☐	☐	☐
12. A reply or first comment	☐	☐	☐
Total (out of 24)			

Fix these three first

Write the three lowest-scoring items. Do one today if you can. Times, address, and a fresh post are the usual starting place.

A simple rhythm for this week

Facebook: three posts — a midweek leftover from Sunday, a face or a story, and a Saturday invitation with the time and address.
Instagram: the same three, plus one or two Stories. Consistency helps more than a burst of posts that then goes quiet.

If you would rather have the weekly posts handled for you

This checkup is yours to keep, with no cost and nothing to sign. If you would rather have Steeple Social make and schedule Facebook and Instagram posts, we can do that. You remain the church. We handle the weekly work so the Page does not go quiet.

The first month of posts is free, then $297 a month, and you can cancel anytime.

If that would help, visit **getsteeplesocial.com/get-started**, or call or write us.

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