**Kids - Best Practices for Social Media**

Creating Videos

* Short and sweet, candid and casual – as if your audience is in your living room. Let people into your world!
* Remember: authenticity + ease is the new ‘polished’ on social. There are no right answers, your expressions and thoughts are captivating for all of us and God has given you amazing gifts and experiences to share. Excitement / fun / childlike wonder is also encouraged. You’re an inspiration for parents and children all over the world and you have gifts that so many people are working to tap into themselves!
* Film horizontally (unless on Instagram Live.)
* If you’re filming on your mobile device, go to settings and change the video recording option to 4K at fps (frames per second) – this boosts the quality of your video. (1080p HD is okay, too if you have this option!)
* Hook people in the first 5 seconds of filming using the word “you.”
* 15**-**60 secondsis a wonderful time goal (unless other project parameters are suggested.)
* You can also film with your own digital camera, your computer photobooth (if you have a webcam) or by recording Zoom calls with others – this works well for interviews.
* ‘Gamify’ things – Would you rather / This or that / Icebreakers / Polls are great.
* Make someone else the hero and bring viewers along for the story.
* Behind-the-scenes content and sneak peaks are sometimes more engaging than the finished product.
* Change of scenery can be refreshing. On a walk? Take us with you. Kinetic energy is contagious and inspires action!
* Prayers and quick wishes of encouragement and kindness are gems on social media.
* Upload to Dropbox: <https://www.dropbox.com/request/2vUZQmDtdhGl9pb4VFQp> and follow up with Brittany Kaelber (BrittanyK@cedarcreek.tv) that you’ve uploaded!
	+ During the weekend, please text content to Brittany to ensure we have real-time posting. Then, be sure to upload your content to Dopbox so we can continue to build our archive.

Posting

* Use #cedarcreektv in the copy of your posts.
	+ Note: Additional hashtags may be suggested for special campaigns, but generally, this main hashtag has great traction to show users the depth of our church.
* You can also tag (using the ‘@’ symbol CedarCreek Kids and/or CedarCreek Church)

For example:

* + “Getting messy as we prep for Easter in @CedarCreek Kids *[when on Facebook]* *or* @cedarcreek\_kids *[when on Instagram]*. We cannot wait to see you! #cedarcreektv”
* Posting anxiety can happen. It’s helpful to say a prayer before recording or sharing, God has a way of guiding you to say just the right thing that will reach the people who need it most.
* Don’t take yourself too seriously! Memes are popular for a reason.