

Social Media 101

HOW TO CREATE A FACEBOOK PAGE

- Determine who will be the administrator of the page for your area. If you are in an area with several instructors, discuss who should be administrator and what contact information you would like to use on the page. More than one person can have administrator rights, but we suggest that one person be the primary administrator to manage content.
- Click on [this link](#) to get started creating your Facebook page.
- Enter a Page Name and Category.
 - You can also add a Page Bio.
- Click "Create Page."
- If you want to customize your page, you can add a bio, a profile picture, and a cover photo.
 - We recommend using a graphic with your logo on it as your profile picture.
- Click "Done."
- To invite friends to "Like" or "Follow" a page:
 - Click the ••• below the page's cover photo and select "Invite Friends."
 - Click the names of the profiles you want to invite to "Like" or "Follow" the page.
 - Click "Send Invites."
- To manage your page, you will see a "Manage" tab on the left-hand side. From here you will be able to accept member requests, view scheduled posts, and access group settings.

HOW TO CREATE AN INSTAGRAM ACCOUNT

- Click on [this link](#) to get started creating your Instagram account.
 - You will want to create an account that is specifically for your business.
- Click "Sign Up."
- Enter your email address and create a username/password.
- Click "Sign Up."
- Follow the additional prompts on the screen.
- Once your account is created, you can switch to a business profile.
 - Go to your profile, click on the three horizontal lines at the top, and then select "Settings."
 - From "Settings," select "Account."
 - Scroll to the bottom and select "Switch Account Type."
 - Click on "Switch to Business Account."
- You can click on "Edit Profile" to add a bio, profile picture, and website.
 - We recommend using a graphic with your logo on it as your profile picture.

HOW TO CONNECT YOUR FACEBOOK PAGE TO YOUR INSTAGRAM ACCOUNT

- Go to your Instagram profile and select "Edit Profile."
- Under "Profile Information," select "Page."
- Tap "Create Facebook Page" or "Connect An Existing Page."
- Choose the page that you would like to connect to, or select "Create A New Facebook Page."
- Tap "Done."
- For troubleshooting, [click here](#).

WHAT SHOULD I ADD TO MY FACEBOOK PAGE?

- Regular status updates
- Pictures
- Student testimonials
- Classes that are being taught in the area (as events)
- Area workshops or retreats (as events)
- Promotion of our instructor training programs
- Online Bible study registration details
- We encourage you to re-post anything that is posted on Holy Yoga's Facebook page.
 - When sharing something from our account, you may not remove our logo, add additional text, add a filter, or change our images/graphics in any way.

WHAT SHOULD I ADD TO MY INSTAGRAM PAGE?

- Pictures
- Student testimonials (as posts and/or stories)
- Classes that are being taught in the area (as posts and/or stories)
- Area workshops or retreats (as posts and/or stories)
- Promotion of our instructor training programs
- Inspiration quotes, Bible verses, etc.
- We encourage you to re-post anything that is posted on Holy Yoga's Instagram.
 - Use a repost app like: <https://repostapp.com>
 - When sharing something from our account, you may not remove our logo, add additional text, add a filter, or change our images/graphics in any way.

SOME NOTES ON STATUS UPDATES AND BEST PRACTICES

- You want to update your status regularly if you want to get traffic to your page. Your status updates will show up in people's news feeds just like a status for any of their friends, which will mean that it will get bumped down their list every time one of their friends posts a status. BUT, don't go crazy with posting because people can "unlike" your page or hide all your posts from their news feed if they don't like seeing so many posts from you.
- Do not make all your posts promotional. Facebook is about relationships, not about promoting a business. You will lose effectiveness and "likes" if people feel like all they see from you are sales pitches. Allow your personal voice to come through so they see the person or people behind the page.
- You can link to your page from your personal status by using the @ symbol and then typing your page's name. You can do the same thing to link to the Holy Yoga's page or any other page.
- Have one administrator be the primary point person for posting status updates. This will insure that it gets done on a regular basis and that there is some continuity to the voice being presented through the page. Confusing fans is a quick way to lose fans.
- In anything you post, do not come across as speaking for all of Holy Yoga. Feel free to represent your area, just not Holy Yoga at large. We encourage you to post Bible verses or quotes from well-known people, as long as they are in line with what Holy Yoga is and represents. The goal is creating unity in the body of Christ. You can also refer to the Branding and Trademark Usage document to make sure you are in compliance with Holy Yoga at large.

WHAT TYPES OF IMAGES SHOULD I USE?

- Make sure your images are of excellent quality.
- Simple standing or seated poses are perfect.
- Simple and bright is best.
- If you are taking pictures of your class, make sure you have signed photo releases for each student.
- [Pexels](#) and [Unsplash](#) offer free stock photos and videos.
- Download the [Lightroom App](#) to edit your photos.
 - Pro tip: find a preset or preset pack that you like so all of your photos are edited similarly.

HOW DO I ADD TEXT TO MY IMAGES OR CREATE GRAPHICS?

- Adding text to images or creating graphics is a great way to make a professional-looking design to promote your classes.
- Use simple, easy-to-read fonts.
- Less is more when it comes to text and additional elements.
- We recommend using [Canva](#).

WHAT IS A HASHTAG?

In a culture that uses social media as a means of marketing, hashtags are a very important tool. Hashtags are like folders, allowing people to essentially search for a subject and find a plethora of images, tweets, or Facebook/Instagram posts.

You can utilize hashtags on your personal and ministry social media platforms to bring awareness to what you are posting about. Example: if you are posting an inversion photo you might use the hashtags #holyyoga #yoga #inversions #invertyourself (that's a big one) #yogainspiration. This will allow people who ordinarily would never find you to connect with you and what you are doing.

Instagram doesn't allow for more than 30 hashtags – which is actually awesome because a whole lot of hashtags can make you look like a spammer. We suggest posting your image with a caption and then using the comment section to add your hashtags – this way you aren't filling up other people's feeds with your tags.

It is always wise to watch the hashtags that other people are using to see if they are commonly used tags, especially if they have a larger following. If they are, and if they pertain to your message, then use them! The more traffic you bring to your platform, the more you further the message of your ministry/business!

WHAT HASHTAGS SHOULD I USE?

Here are a couple of hashtags that will help people that are interested in Holy Yoga and faith-based wellness to find you and your post.

#HolyYoga #WeAreHolyYoga #ThisIsHolyYoga #Yoga #YogaPractice #YogaPose #ChristianYoga #FaithAndFitness #YogaClass

You can also use your own, ex: #NewportBeachYoga #NewportBeach #OCYoga

- Use hashtags that promote where you live.

SOME THOUGHTS ON SOCIAL MEDIA HANDLES

You should really be intentional with what your social media handles are. People may not take you as seriously if your Instagram handle is something sarcastic or immature. Be intentional. Represent yourself well. Then make sure to "Follow" or "Like" other businesses or ministries like yours or people who have the same interests as you. There are never too many people fighting for freedom and loving others. There is no competition because there is always room for more in His kingdom.