



# HOW TO HELP VCR ON SOCIAL MEDIA



@vcrolesville

## THE BOTTOM LINE

'Like,' 'comment,' or 'share,' VCR's posts every time you see them, because that will cause Facebook and Instagram to show the posts to more people. Social media is one of the most powerful tools at our disposal for reaching people who need a church family like VCR. But to do this effectively, we need your help!

## ENGAGEMENT 101

Behind the complex algorithms that determine what shows up when we scroll through Facebook or Instagram, there's a pretty basic formula: A post that generates more user engagement gets shown to more people, and a post that generates less user engagement gets shown to fewer people.

'User engagement' is anytime a user stops scrolling to 'like,' 'comment' on, or 'share' a post. If our posts generate lots of user engagement, tons of people will see them. Facebook and Instagram will assume people are very interested in VCR. So if we want to use social media to connect with more people, we need user engagement!. We need you to engage VCR's posts as much as you can in order to reach more people who may need a church family like VCR. Never scroll by a VCR post without taking a second to engage it! As we all make this a habit, hundreds and even thousands more people have the opportunity to hear about our church.