



Using Social Media to Promote the Knights of Columbus

General Overview of Social Media:

The main goals of our social media accounts are spreading awareness about who we are as an Order, what inspires us to act, and how we put our faith into action. We hope these elements inspire men to join us. But they need content to engage with, something that relates to them. Good engagement on posts can drive your channel's followership. For instance, one post we had that firmly stated Jesus is the Son of God garnered more than 200 followers alone. It's important to understand the audience you want to attract and what makes them tick. Once you understand, go after it with good, positive content because, at the end of the day, if we're not relevant to the audience we want (Catholic men) or giving them what they seek, then we might as well not have accounts.

How to set up a council Facebook, Twitter, and Instagram

Facebook: If you have a Facebook account, you're off to a good start when creating your Knights of Columbus Council page.

1. On your home page screen (desktop), you will notice in the top right-hand corner several buttons: Create/plus (+) sign, Messenger icon, and notifications bell. Click on the **Create/plus sign**.
2. Scroll down and you'll see Post, Story, Life Event, Page, Ad, Group, Event, Marketplace Listing and Fundraiser. **Click on Page**.
3. Once you're there, give your page a Name (Council name and number), a category, and a brief description. You can also have an image for your page. Once those areas are filled in, **click Create Page**.
4. Then **share** with friends and family to spread awareness.

Twitter:

1. Open Twitter on your computer or smartphone.
2. Create an account: follow the steps and fill in the required details.
 - o Choose an identifiable username as it will be visible publicly. Example: kofc10705
3. Before you start tweeting, take time to customize your profile:
 - o Add a profile photo. The K of C emblem is a great choice. Download it here.
 - o Pick a nickname like "K of C Council 10705" to go above your username. You can change this anytime and your username will remain the same.
 - o Write a short bio.
 - o Include a link to your local council's website or www.kofc.org/joinus.
 - o Add a profile banner to the top of your profile. A photo of your council members in action is perfect.
4. Start tweeting.



Instagram:

1. Open the Instagram on your smartphone.
2. Create an account: follow the steps and fill in the required details.
 - o Choose an identifiable username, e.g., *gableskofc*.
 - o Make sure to convert your account to a business account. Do this by clicking the top left button and then the settings button (It will ask to link to your council's Facebook page).
3. Customize your profile:
 - o Choose a profile picture such as the K of C emblem.
 - o Pick a nickname like "K of C Council 10705" to go above your username. You can change this anytime and your username will remain the same.
4. Write a short bio, e.g., *Knights of Columbus Council 10705 helps strengthen Catholic men, their families and their church in New Haven, CT.*
5. Include a link to www.kofc.org/joinus or your local council website.
6. Post your first photo: Tap the plus sign on the bottom of the Instagram app to upload your first photo. You can also post several photos in a slider by clicking the square in the bottom right corner.

Frequently Asked Questions

- 1. Is there a department in which can provide States with social media content for State use on State social media platforms?**

Particularly good resources for content to share on council/state pages can be found on [News Hub](#), [Columbia](#) and [Knightline](#) on kofc.org. These channels are being updated with new content monthly, weekly and sometimes, even daily.

But a good practice as well is to share, retweet content on the Knights of Columbus social media channels. It helps not only keep engaging content on your channels, but it helps boost the whole Order's profile to your audience. If you have any specific questions, please reach out to brand@kofc.org or news@kofc.org.

- 2. What is the difference between a Facebook "ad" vs a post?**

A Facebook Ad is content that is NOT posted on your Facebook page. It is uploaded to Facebook and distributed into your audience's content feed for user consumption. A boosted post ORIGINATES on your Facebook feed. This allows you to see which posts are doing well organically. These posts are mostly likely to be the most cost effective, because you didn't have to pay for them to have high rates of engagement.

- 3. Can the Supreme Council send me Facebook ads to share on my council pages?**

Normally we don't create Facebook ads that are specific to states. When we do, we certainly share them. If you see something going around and you'd like a copy of the original files, please send an email to William.Nardi@kofc.org and Andrew.Keogler@KofC.org.



4. What are some best practices for publishing a Facebook ad?

Gauge what common interests your desired audience will have. Generally, we'd recommend targeting people who:

LIKE: the Knights of Columbus; Catholicism

AGES: 18-65

GEOGRAPHY: In whatever area you're trying to target – Your state, for example

You may also choose to exclude people based on things you *know* that your audience will **not** like. For example, you may

EXCLUDE: Communism, Karl Marx

Topics that are typically hostile to the faith help to filter out people who are looking to pick a fight. This makes your ad spend more effective. For help with how to develop specific ad targeting parameters, you're welcome to email William.Nardi@kofc.org for advice.