

Social Media & Marketing

Role & Guidelines for C3 Church Queenstown

About the role: The social media and marketing role is currently voluntary and takes approximately 2-3 hours per week. You're invited to collaborate on the social media strategy and calendar. Create new designs in Canva, interact socially with followers and group members and share content from the approved list - all helping to create a greater sense of community for our Church family and followers online.

Overseen by: Lead Pastors / team leader

Caring for you: as a valued member of our Church team and family, our heart for you is that you continue to grow in knowing Jesus and find community through our Sunday service and mid-week dinner parties. As part of completing the Next Step pathway you will have:

- Made the decision to make C3 your Home Church.
- Completed the Next Step Google Form after completing Step 4
- Join a Dinner Party and plan to regularly attend; dinner parties are the place for you to find community in your Church and where you can bring friends along. C3 Dinner Party Hosts are also responsible for your pastoral care; meaning they are there for you, to pray with you and to encourage you in your faith journey.
- You're part of the Dream Team now...exciting! We regularly get all the volunteers across our whole Church together for a night called ALL IN Dream Team. These nights are fun and create valuable connections for you as part of the team. We have supper, connect, worship, pray, have fun and hear Ps Andrew and Alana's hearts for the coming season, so we can be on the same page as a Church, building the Kingdom together for God's glory.
- Relationships are highly valued at C3, we love to keep communication open and honest and we love to do life well together, so catching up and checking in is a normal part of our culture and we encourage you to connect with your team leader and team regularly for fun and feedback.

Role timeframe allowance:

- Daily/every 2 days: 30 minute check in on Instagram & Facebook to be able to reply, comment, forward information, share/check scheduled posts/stories and share from the approved list of content creators.
- Fortnightly/Monthly: 2-4 hours preparing graphics in Canva according to schedule
- Fortnightly/Monthly: 2-4 hours preparing emails to schedule in Mail Chimp

Responsibilities:

- Create, edit, and schedule posts and stories for the series on Sundays.
- Highlight local, C3 Queenstown, C3 Pacific and C3 Global moments
All this helps to create meaningful moments of connection for our online community.
- Share our email newsletter and other appropriate posts with our Facebook Community Group.
- Moderate all user-generated content on Facebook. We only let people post things like helping others, meal trains, support that is not confidential... We do not post about businesses or other community events without approval of senior leadership. Also double check bogus IG followers and block them.
- Work to improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information. A monthly report might be helpful.
- Work with leadership to help develop, establish and maintain marketing strategies
- Create, schedule and monitor email marketing campaigns in MailChimp
- Make sure Connect With Us Cards are entered and contacts are subscribed to the Church email.
- Coordinate with the AV team and Service overseers about what slides are required for Sunday services - make sure they are available on Canva for the team to download.

- Communicate well - please respond to messages and emails from the Church team related to your volunteering within 24 hours - even if it's just an acknowledgement of receipt.

Required Experience:

- Willingness to learn
- A good knowledge of marketing concepts, terms and strategies.
- Outstanding organization, communication skills, excellent grammar, spelling and verbal skills.
- Self-motivated, can work independently, happy to ask questions and take direction.

C3 Social Media Code of Conduct

1. Be kind. Assume the best in people. If you have a criticism or critique to make, consider not just whether you would say it in person, but the tone you would use.
2. Be respectful. Do not post or share content that is inflammatory, hateful, abusive, threatening, sexually explicit, or otherwise disrespectful.
3. Disagree well. There's nothing wrong with healthy discussion – in fact, it's a good thing – but the way you disagree says more than the actual disagreement. Win the person, not the disagreement.
4. Be aware of cultural differences. We are a global family of churches, which means that “normal” behaviours and opinions in your culture may be confusing or disrespectful in others.
5. Be safe. Be careful not to release sensitive or confidential information. Social media is full of children, young people and vulnerable people who deserve to have their safety put first.
6. Set a good example. As Christians and as members of C3, we are held to a standard that the next generation will use as a benchmark.
7. Acknowledge the source. Respect copyright. Credit the work of others. Always question the source of any content before you amplify it.
8. If you're not sure, don't post it. Social media is a public forum, and things can be shared beyond privacy settings. Your actions have a lasting impact, often beyond what you see.
9. When in doubt, Philippians 4:8. “Finally brothers, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable, if anything is excellent or praiseworthy, boast **(post)** about such things.”

Instagram accounts and people you can share content to IG Stories from for highlighting and inspiration:

Accounts:

- C3 NYC
- C3 Los Angeles
- C3 Toronto
- C3 Global
- C3 Pacific
- C3 London
- C3 Music
- C3LA Music
- C3 Kids
- C3 Auckland Conferences
- Kids Rescue Cambodia

- C3 Fiji
- Yes and Amen
- Captured Write
- Commoners Communion

People of great reputation in the movement:

- Ps Phil Pringle
- Ps Chris Pringle
- Ps Simon McIntyre
- Ps Steve Burgess
- Ps Dean Rush

- Ryan Smith
- Ps John Pearce
- Ps Danielle Pearce
- Ps Josh Kelsey
- Ps Georgie Kelsey
- Ps Andrew Waples
- Ps Alana Waples

Name:

Time commitment: 6 months / 12 months

Signature:

Date:

Team Leader/Lead Pastor:

Next Step Done

Next Step Forms

Signature:

Date:

What's Next:

1. Training on the job - coordinate a time with your team leader to do an induction. Feel free to ask questions as all our leaders love training people and seeing them fulfill God's purpose for their lives. Once you're confident in the role, you can go on the roster.
2. Join the [C3 Queenstown Dream Team](#) Facebook Group
3. Log into the [Team Hub](#) on our website, PW: C3team
This gives you access to a wee write up about what's coming up and a bunch of resources, including the Current Roster Google Sheet.
4. Roster: please coordinate your availability with your team leader, if you can't make it, please try to arrange a swap within your team and let your team leader know.

We know you'll love being on the dream team!

We look forward to seeing you find community and discovering your God given purpose!