

CITK

Implementing Social Media Management in CITK



Social Media Management in CITK Software

Objective: To reach a broader audience and improve member engagement through effective social media channel management.

1. Setting Up Social Media Integrations

Navigate to Social Planner:

Go to Marketing > Social Planner.

Connect Social Media Accounts:

- Click + **Connect Account**.
- Connect the following platforms:
 - Facebook: Personal and Business Pages
 - Instagram
 - Twitter
 - LinkedIn

Authorize Access:

Follow the authorization steps for each platform to grant CITK Software access.

2. Creating and Scheduling Social Media Posts

Create a New Post:

Click + New Post.

Select the Platforms:

Choose the social media platforms where the post will be published.

Design the Post Content:

- Text: Write compelling and engaging content.
- Image/Video: Upload media or use the built-in design tools to create graphics.
- Links: Add relevant links to your website or external resources.
- Hashtags: Include relevant hashtags to increase reach.

Schedule the Post:

- Click **Schedule Post**.
- Set the desired date and time for the post to be published.

Use Pre-Built Templates (Optional):

- Explore the Template Library by navigating to **Marketing > Social Planner > Templates**.
- Select a Template and choose from a variety of pre-built templates or customize them.
- Customize and Schedule the post following the steps above.

3. Creating Social Media Campaigns

Navigate to Campaigns:

Go to Marketing > Campaigns.

Create a New Campaign:

Click + Create Campaign.

Design Campaign Content:

- Campaign Name: **Church Social Media Outreach**
- Channels: Select the social media platforms.
- Campaign Goal: **Increase Followers, Event Promotion**, etc.

Schedule Posts in the Campaign:

- Add new posts to the campaign using the + **New Post** button.
- Schedule each post at intervals to maintain consistent engagement.

4. Automating Responses and Monitoring Engagement

Navigate to Workflows:

Go to Automation > Workflows.


Create a New Workflow:

- Click + **Create Workflow**.
- Name the workflow **Social Media Response Automation**.

Set Up the Workflow Trigger:

A. Setting Up Automated Responses

1. Add a New Action: Click + **Add New Action**.
2. Choose Action Type: Choose **Send SMS** or **Send Email**.
3. Configure Message: Configure the message content:

 Hi {{contact.first_name}}, thank you for reaching out to us via social media.
We will get back to you shortly.

Save the Action: Click **Save Action**.

B. Assign the Message to a Team Member

1. Add a New Action: Click + **Add New Action**.
2. Choose Action Type: Choose **Assign to User**.
3. Select Team Member: Select the relevant team member(s) for follow-up.

5. Activate the Workflow

Activate Workflow: Click **Save** and toggle the switch to activate the workflow.

Step 6: Monitor Social Media Engagement Metrics

1. Navigate to Social Planner Insights

Access Insights: Go to **Marketing > Social Planner > Insights**.

2. Monitor Key Metrics

- Reach: Number of people your posts reached.
- Engagement: Likes, comments, shares, etc.
- Click-Through Rate (CTR): How many people clicked on your links.

3. Adjust Social Media Strategy

- Use insights to identify which posts and campaigns are working well.
- Adjust your content strategy to focus on high-performing topics.

5. Generating Social Media Reports

Step 7: Create Custom Reports for Social Media Campaigns

1. Navigate to Custom Reports

Access Reports: Go to [Reports > Custom Reports](#).

2. Create a New Custom Report

1. Start New Report: Click on [+ New Report](#)
2. Name the Report: Name the report [Social Media Performance Dashboard](#).

3. Add Relevant Data to the Report

1. Add New Widget: Click [+ Add New Widget](#).
2. Choose data sources like:
 - [Social Planner](#): To track social media posts and campaign performance.
 - [Workflows](#): Monitor response automation workflow performance.

4. Customize the Dashboard

- Rearrange the widgets for better visibility.
- Add filters to display data for specific social media platforms.

5. Save and Share the Report

1. Save the Report: Click [Save Report](#).
2. Share the Report: Share the report link with the church leadership team.

6. Additional Tips

- **Consistency:** Post consistently across all platforms to maintain engagement.
- **Engagement:** Respond to comments and messages promptly to build relationships.
- **Content Mix:** Use a mix of inspirational quotes, event promotions, and community stories.

Let me know if you need further clarification or assistance!

Build God's House with Excellence



Whatever you do, let these verses inspire you to carry out all your tasks with dedication, excellence, and a sincere heart aimed at honoring God.

Colossians 3:23-24 "Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving."

Proverbs 16:3 "Commit to the Lord whatever you do, and he will establish your plans."

Ephesians 6:7-8 "Serve wholeheartedly, as if you were serving the Lord, not people, because you know that the Lord will reward each one for whatever good they do, whether they are slave or free."

Galatians 6:9 "Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up."