

How Often Should We Post?

A posting plan for churches, ministries, and charities with no communications staff. Find the hours you really have, pick the column that matches, and keep it every week.

1 Count the hours you really have

- Plan for what someone can give every week, including the busy weeks, not your best week.

Why it matters: steady beats ambitious. In Buffer's 2025 study of over 100,000 accounts, those that posted in at least 20 of 26 weeks got 450% more engagement per post than those that posted in 4 or fewer.

2 Be easy to find before you post

- Claim your Google Business Profile, the free listing on Google Search and Maps. Keep your times, address, and a few real photos current, and reply to reviews.
- Make sure your website says the same thing.

Why it matters: people looking for a new church use church websites (37%) and online search (27%) about as often as social media (29%).

RENTING SPACE? Google won't list an ongoing service in a building you don't own or represent. Check its rules first.

Which platforms?

- Facebook first.** It and YouTube are the only platforms most adults in every age group use.
- YouTube** once you record sermons or talks. It doubles as your archive.
- Instagram second,** once Facebook is steady. 80% of adults under 30 use it, but only 19% of those 65 and over.
- TikTok** only if reaching people under 30 is the goal.
- Skip X.** Only 22% of nonprofits still use it, down from 59% in 2023.
- Nextdoor:** ask members to share your events there instead of running an account.

3 Pick your column

	About 1 hour a week A pastor or leader alone, or one volunteer evening	3 to 5 hours a week A part-time admin or a committed volunteer	10+ hours a week A dedicated part-time communicator
FACEBOOK	1 to 2 posts a week	3 to 5 posts a week	5 to 7 posts a week, including short videos (Reels)
INSTAGRAM	Optional: send the same post to both	3 to 5 posts a week; Stories (24-hour posts) when something is happening	5 to 7 posts and 1 to 3 Reels a week
SERMON OR TALK	If already recorded, post it weekly in one place	Full sermon on YouTube weekly, plus 1 to 2 short clips	Full sermon weekly, plus 2 to 3 YouTube Shorts
WEEKLY EMAIL	One short announcements email	The same day every week	The same, plus a welcome email for new subscribers
NEWSLETTER	Quarterly	Monthly	Monthly
EVENTS	In the weekly email and posts, plus one post 1 to 2 weeks out	Three reminders: 3 to 4 weeks out, 1 week out, the day before	The same three, plus a paid boost for the biggest events
GOOGLE LISTING	Check monthly; reply to reviews	Add each event	A post every week
APPEALS	Year-end, at least	Quarterly campaigns	Quarterly campaigns, with 1 to 2 emails a month between
THIRD PLATFORM	No	No	One, picked by audience: LinkedIn for professional donors, TikTok for people under 30

Churches can let the weekly email double as the newsletter. Appeals are for charities raising support.

4 Do it all on one day

- Pick one day that doesn't move. Write the email and schedule the week's posts in one sitting.
- Meta Business Suite (free) schedules one post to both Facebook and Instagram. YouTube and Google have their own scheduling.
- Stretch each sermon or talk: a quote graphic, a short clip, a question for the week.

5 Check once a month

- Judge by replies, clicks, and shares, not email opens: Apple Mail counts automatic opens.
- Move up a column only after this one has felt easy for three months.
- Drop a platform you can't keep up rather than let it go stale.