

# How Often Should You Post?

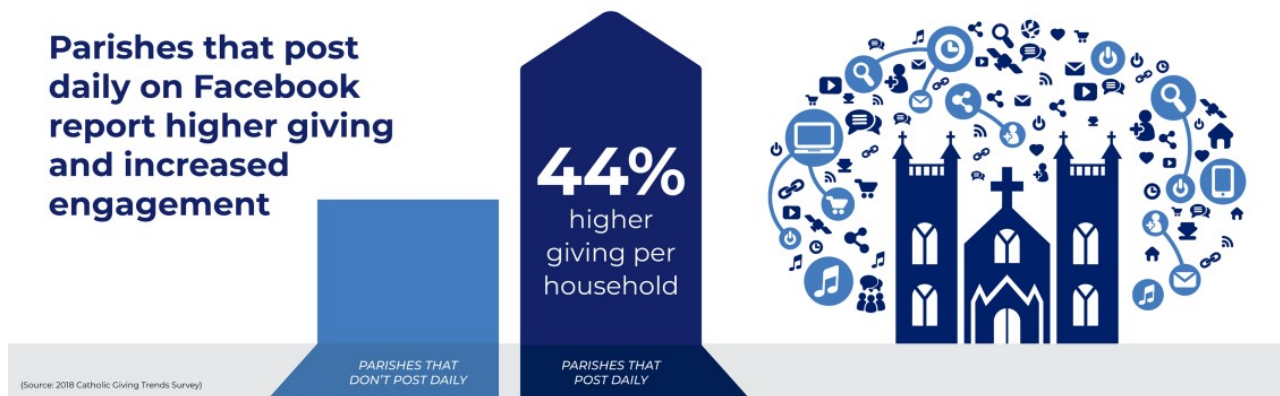
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Of all the things you could do to reach your parishioners and neighbors on social media, the most important thing is to post daily. The “big three” social media platforms (Facebook, Twitter, Instagram) all incentivize this – accounts that post daily are weighted as more important in newsfeed algorithms than those that post less often.

In addition, our 2018 research with parishes across North America showed a startling contrast between the parishes that were posting daily versus posting less often. **The churches that were active on a daily basis reported that their average household offertory was 44% higher than churches that posted less often.**

While this is not some magic bullet for a struggling stewardship program, it makes complete sense that parishes that are engaging with their families on social media generate more positive experiences for their parishioners, and this is reflected in the offertory.

**The average parish posts 4.8 times a week.** Are you below or above average? It’s important to know what you’re currently doing so you can put a plan in place to do more.



## Take Action

*Set a weekly schedule for yourself that makes it easy to post each day on a given topic. Think about themes like Mondays with Mary, Trivia Tuesday, or Scripture Sunday.*

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