

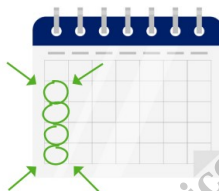
Put Social Media to Work on Holidays and Weekends

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Even in the world of social media schedulers, it can be easy to fall into old ways of thinking about when to post. If you work a typical 9-5 in the parish office, you may think that posting on weekdays during the same time will work best. However, our experience with parishes in 42 states and Canada shows that there are two key times when most parishes *aren't posting but should be*:

Post on Weekends

Schedule posts right before your first Sunday morning Mass or right after your last Sunday Mass. You will catch all kinds of followers who are on their way to or from your parish – right when they might be looking you up on social media.



Post During Holidays

Time and time again, we see that parish posts on major U.S. holidays get outsized engagement and reach. It is not about when you are working, after all – it's when your followers are most available that matters! That means you need to be active on Memorial Day, the Fourth of July, Christmas Day, and Black Friday. In fact, our work has regularly proven that Black Friday is one of the days of highest engagement and reach each year.



TAKE ACTION

Look at the next ninety days. When is the parish office closed? Can you still schedule a post for those days? Start working on those holiday posts now.