

Message from Nona Jones at Facebook. She serves as the Head of Global Faith-Based Partnerships at Facebook. She has received a large volume of emails and social DMs from concerned pastors around the country who are scrambling to try and move services online given growing concerns with in-person gatherings due to COVID-19.

Here are her tips for streaming on FB..

ONLINE CHURCH STRATEGY

NOTE: Links at the bottom of this post for resources to learn more.

- **Page:** Your Page is the public face of your organization and, as such, is accessible by anyone on our platform. Use your Page to share information about your organization, including upcoming events, messages of encouragement, and general updates that would be of interest to your followers.
- **Live on Page:** When you use the Facebook Live tool from your Page, your followers will have the opportunity to tune in and watch your broadcast while also providing their feedback through questions and likes. They will also be able to share your live stream to their own profile or Page. **IMPORTANT:** If you link a Group to your Page, you will be able to enable a Join Group button on your Livestream so people can join your online church and connect with others after the livestream ends.
- **Group:** While the Page is where you share information about your organization, your Group is where you build relationships, engage in conversations and grow together. Create a Group and link it to your Page and, when you go live from your Page, you will be able to select a Group for people to join so they can connect with you after the livestream ends.
- **Live in Group:** When you use the Facebook Live tool in your Group, your members will be able to tune in and engage with you through comments and likes. Lives in Groups can't be shared outside of the Group. Use this feature for bible studies and other online gatherings that you would have with your members during the week.
- **Learning Units:** Use this tool to create sequential, modular learning in your Facebook Group. This is a great tool to help members learn together and you can build units for any topic, including bible studies, sermon series, devotionals and more.
- **Donations:** If you have not already applied to be able to fundraise through Facebook, see below for the link to do it today and to learn more about this feature.

LINKS TO MORE RESOURCES

- 1) Linking a Group to Your Page: <https://www.facebook.com/help/742706805906818...>
- 2) Best practices for going Live from a Page: <https://www.facebook.com/help/publisher/626637251511853>
- 3) Best practices for creating and leading Facebook Groups: <https://www.facebook.com/community/getting-started-with-groups/>
- 4) Leveraging Social Learning Units for teaching: <https://www.facebook.com/help/184985882229224...>