



## **6 TIPS FOR GROWING YOUR SOCIAL MEDIA WITH AUTHENTICITY**

Do you want to increase your social media presence but also avoid coming across as self-promoting, while always keeping your purpose centered on Christ? Do you ever struggle to find the balance of making your ministry more well-known while also consistently shining all the light on Jesus? This resource provides practical tips you can implement to help you build your platform with authenticity while always glorifying the name of the Lord.

1. *Share with truth and genuineness:* Avoid simply trying to fill space and time on your platforms or trying to keep up with the post volume of others. Instead post something that matters to you. Or post something about yourself, which will help you build relationships with your followers ... about your journey, your process, your struggles, your triumphs. Be thoughtful and encouraging, always keeping the reader's felt needs in mind. Give your readers something to relate to and something that will give them a reason to stick around. They need to feel engaged with you as a person and inspired by you as a fellow believer.

2. *The 25% rule:* If you give your reader content 75% of the time, feel confident in promoting your ministry 25% of the time. The Lord gave you talents and skills for a purpose. To spend time that reality is honoring Him by allowing your ministry to be everything it could possibly be.

3. *Interact with your followers and invest in your audience:* Address them by their names and tell them "thank you." Listen to their concerns, and answer their questions. Find opportunities to show them love and let them know they are seen and heard. Seizing moments to engage with your readers establishes trust and builds connection. This connection will always bring them back. By investing your time and energy into your audience, you generate loyalty. Loyalty is gold, and your ministry will thrive from this wealth.

4. *You must make a move:* In order for the Lord to work in and through you, you must take a step and make a move in your ministry. Letting procrastination or self-doubt prevent you from posting on social media only stifles the growth of your ministry and prevents you from reaching your followers with the gospel.

5. *Remember there is a difference between pride and confidence:* We should rid ourselves of pride and make every effort to keep this far away from our ministries. However, being confident in what the Lord has created you to do and boldly stepping into the footprint He called you to requires faith. This faith is what allows you to build your social media platform in the beautiful name of His glory. In doing so, you are promoting Him.



*6. Reflect on the questions below to help you discern the difference between self-promotion and exalting His name:*

- Why am I writing this?
- What is the purpose?
- When is God calling me to share this message?
- Where is He drawing my focus to share this message?

We can build our social media platforms while also bringing glory to the One who called us to do so! What bold leap of faith might you need to take today to be more active on social media, get real with your audience, engage with them and glorify God?