These recommendations will strengthen parish communications through consistency across their social media platforms and websites.

For extra help or to ask questions please contact the Metropolis Junior Board.

www.chicago.goarch.org
SOCIAL MEDIA RECOMMENDATIONS:

1. **Link** all social media platforms together
2. **Share** relevant Metropolis of Chicago and Greek Orthodox Archdiocese of America events, announcements, etc.
3. Create an attractive website using the **templates** available from GOARCH ([www.templates.goarch.org](http://www.templates.goarch.org))
4. Make donation portals **easy** to navigate (Ex: PayPal, Venmo, Zelle, Tithely, Vanco, etc.)
5. **Advertise** service times on all social media platforms
6. Link the **festival page** to the parish Facebook page
7. Keep all handles on social media sites **consistent** (Ex: If your handle on Instagram is @HTGOC, that should be your handle on YouTube, Facebook, Twitter, Instagram, etc.)
8. Ensure parish Facebook profile is a **page**, not a group
9. Advertise partnerships with local **universities**
10. On-board an **intern** to assist with social media
11. Recognize the parish page by "**tagging**" or "**locating**" it in parish group posts (Ex: YAL)
12. Establish **live streaming** platform(s) for services (Ex: Facebook, YouTube, Instagram, etc.)
13. Set up an **Amazon Smile** account
GETTING STARTED:

For information on how to set up live streaming: www.support.goarch.org.

To begin making an Amazon Smile account: smile.amazon.com

To begin making an Instagram account: www.instagram.com

To begin making a Facebook account: www.facebook.com

To begin making a YouTube account: www.youtube.com