



SOCIAL MEDIA GUIDELINE

(INSTAGRAM)

OUR MISSION

To reach and influence the world by building a large Christ-centered, Bible-based church, changing mindsets and empowering people to lead and impact in every sphere of life.

OUR GOAL

To create media that communicates church to be authentic, accessible, and attractive.

OUR STRATEGY

To create consistent communications across all locations that will enhance the Hillsong experience, by strengthening relationships, simplifying the way people engage with us & creating a wow factor when people interact with us.

OUR IDENTITY

Because of the incredible growth our church is experiencing, we are naturally presented with challenges within our visual identity. Our influence is being seen and felt like never before, so now is the time to bring everything together and develop a unified set of visuals.

With this in mind, here are a few things to remember:

- Consistency in the use of the branding elements is of paramount importance.**
- The audience we're speaking to is both internal and external.**
- Adopting and implementing a new identity system must be universal to be successful, with location & department identity acting as a symbol of our unity.**

Resisting the urge to adjust elements especially in the identity itself, will lead to our audience recognising, remembering and connecting with what our branding stands for.

BRANDING

(LOGOS/IDENTITY)

GLOBAL LOGO

This is our global Hillsong logo and should be used as social media icons and on any global campaigns when needed. It's consistent and proper use is crucial. Reproduction of this logo and its supporting elements should be in accordance with the standards set out in these guidelines.



GENERAL LOGO

This is our general Hillsong UK logo and should be used whenever possible. It's consistent and proper use is crucial. Reproduction of this logo and its supporting elements should be in accordance with the standards set out in these guidelines.



UK

LOCATION LOGOS

This is the primary Hillsong UK locations logo. It's consistent and proper use is crucial, reproduction of this logo and its supporting elements should be in accordance with the standards set out in these guidelines.

All location logos can be found in the link below:

https://www.dropbox.com/sh/rh3fextb32lpxk2/AAB_il9GW1v13-mwBRzVFmmTa?dl=0



UK - OXFORD



UK - OXFORD

LOGO EXCLUSION ZONE

The logo needs to be seen clearly, so it should never be crowded by other elements. To prevent this, the logo should always have an area of clear space, an exclusion zone, around it. The zone changes size as the logo is scaled up and down, but it is always **(1/2 X)** the overall height of the logo (**X**).

GENERAL LOGO MINIMUM SIZE

The logo circle should never appear smaller than **12mm** from top to bottom in print applications and **58px** in on-screen applications.



LOGO VARIANTS

HORIZONTAL LOCK-UP

This is the horizontal lock-up of the location examples in which all locations must follow suit.

This logo should only be used in communications relating to its own location where vertical space is limited.

VERTICAL LOCK-UP

This is the vertical lock-up of our location examples in which all locations must follow suit.

This logo should only be used in communications relating to its own location where horizontal space is limited.



UK - OXFORD



UK - OXFORD

COLOUR PALETTE

Logos should only be used with a solid colour exampled.

To achieve consistent colour reproduction across different mediums and materials, the chart includes CMYK and RGB values.

Black

PMS Black C

CMYK: 100/78/44/91

RGB: 17/28/36

White

PMS White

CMYK: 0/0/0/0

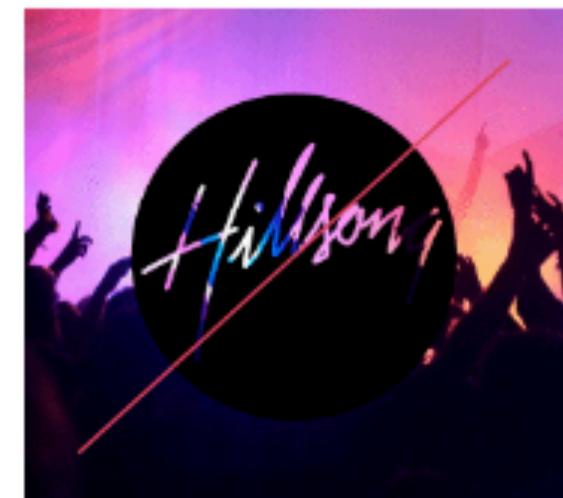
RGB: 255/255/255

THINGS TO AVOID

Here are just a few common mistakes made when using the Hillsong logo. These iterations must be avoided at all costs.



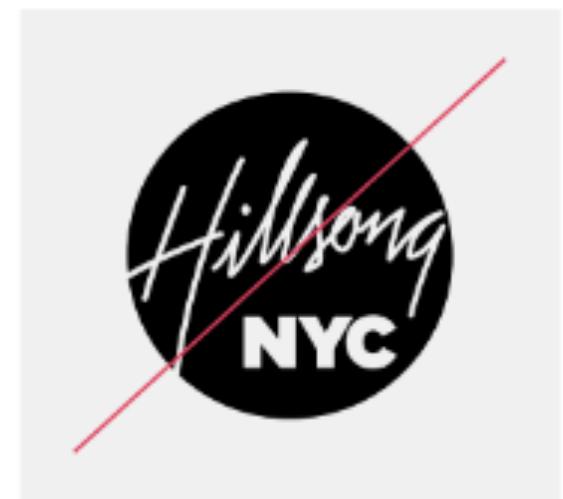
Avoid removing the carrier shape from the logo.



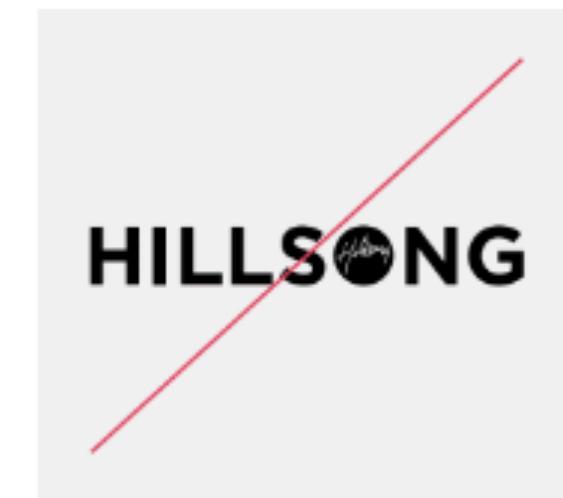
Avoid placing the logo on imagery that makes the it illegible.



Avoid changing the logo's carrier shape.



Avoid inserting type or any other content into the logo.



Avoid using the logo as letter forms within text.



Avoid using the logo in symbols or icons.

FONTS

We have a number of different fonts used as the Hillsong UK identity to be used in all communications. The primary typeface is Bebas Neue.

1.

**TITLE - BEBAS NEUE BOLD
BODY - BEBAS NEUE REGULAR**

2.

**Monument Extended
One Off Events
e.g Guest Speakers, Touching Heaven**

3.

**Gotham family
(globally used as Hillsong and logo font).
or
Proxima Nova**

If it's a lot of text, eg a booklet.

SOCIAL MEDIA

(QUANTITY/QUALITY/GUIDES)

WHY?

Ever paused over an Instagram caption and wondered how to cram in all the info needed without it reading like the world's most boring advert?

Or scrolled through your social media feed and felt like screaming - loudly, and at the universe in general - 'Can somebody please post a different photo?'

We've all been there... hence, the need for this guide.

The plan is that this Social Media Guide will help us communicate more clearly and at a more consistently high standard. It will help clarify who should communicate what, when and how often. It will promote quality over quantity. That it will be a resource that can be turned to for help in the moment where we find ourselves asking aloud, 'What's the right way to say...?'

This styles guide will be detailed and will include boundaries, so it might be everyone's best friend. It is a tool designed to help those who have been entrusted to steward the platform of influence that has been built over time.

So embrace this Guide, social-media loving friends. Let it become the true north of your social media work.

ACCOUNTS

Our social media accounts are organised in a particular way for two specific reasons:

- 1. To communicate who we are as a church and what Jesus is doing amongst us effectively.**
- 2. To express this in a way that connects with various demographic groups, providing a path of connection to the church.**

Our social media accounts maintain the same organisational structure of our church - i.e Global, Local and other communities with the local.

There are 3 kinds of social media accounts that are relevant here. They are:

- 1. Official Global Accounts**
- 2. Official Local Accounts**
- 3. Unofficial Community Accounts**

Across all official social media accounts we maintain a consistent use of logos, titles and subtext.

GLOBAL:

Hillsong Church, Hillsong Y&F, Hillsong United, Hillsong Worship, Colour Sisterhood, Hillsong Conference

LOCATIONS:

Hillsong UK, Hillsong UK - Birmingham, Hillsong UK - Central London, Hillsong UK - Edinburgh, Hillsong UK - Guildford, Hillsong UK - Liverpool, Hillsong UK - New Bermondsey, Hillsong UK - Newcastle, Hillsong UK - Oxford, Hillsong UK - Reading, Hillsong UK - Tonbridge.

COMMUNITY:

Any other accounts representing groups within the life of Hillsong Church.

e.g Powerhouse, Media Collective London

GLOBAL ACCOUNTS

Our office global accounts are Pastor Brian and Bobbie's platform for communicating who we are as a church, along with what Jesus is doing in our midst, to a global audience. They are managed by staff, as part of a larger web strategy.

LOCAL ACCOUNTS

There are two types of official Hillsong church local accounts: Location accounts and extension service accounts. They each have slightly different parameters and focus, so as best connect with social media users. They are managed under the direction of Location and Extension Service Pastors.

UNOFFICIAL HILSONG COMMUNITY & GROUPS ACCOUNTS

Official Hillsong location and extension service accounts can be complimented by many unofficial 'community accounts', which are able to provide social media users with a more detailed and personal connection to specific communitys within our locations and extension serives.

Whilst community accounts are not considered official Hillsong accounts, they provide a significant pathway of connection to the church for social media users and therefore do have some guidelines.

OFFICIAL HILLSONG CHURCH LOCATION ACCOUNTS

Each location should only have ONE official Hillsong Church location account per social media channel (Instagram, Facebook etc). For example, there should only be one Hillsong UK - Oxford Instagram account.



UK



UK - BIRMINGHAM



UK - CENTRAL LONDON



UK - EDINBURGH

The focus of a location account is communicating what is happening at that particular location. Rather than re-posting exactly what has been posted by the Hillsong London account, a location account should communicate location-related specifics.



UK - GUILDFORD



UK - LIVERPOOL



UK - NEW BERMONDSEY



UK - NEWCASTLE

Please note: Location accounts are welcome to promote the content of either official extension service accounts or unofficial community accounts (such as summer camps or team nights), however it is best that the content is re-packaged as appropriate for the location account rather than simple re-posted.



UK - OXFORD



UK - READING



UK - TONBRIDGE

QUANTITY

(HOW MUCH TO POST?)

WHY?

How often you should post in social media varies depending on platform and is continually changing as the world of social media develops.

In general, the key is to ensure that you post often enough to add value to social media users, but not too often so as to spam users. Get to know your users, discovering who they are, what content they respond most to and what times of the day they are online.

THE THREE KEYS FOR QUANTITY:

1. REGULARITY

Post often enough to build audience. A rule of thumb would be to post a minimum of a couple times per week, and generally note more than two times per day.

2. TIMING

Post at the best times to effectively engage the users who are your target audience and strategically promote what is needed. You can see when your followers are most active by looking at 'Insights'.

Leave a buffer of at an hour between posts from a single account to ensure that your posts do not dominate a user's feed (which can be annoying).

Please do not re-post.

3. ENGAGE FREQUENTLY

Rather than posting too often, engage with users around each post by being social on social media.

This is easily done by responding to comments and questions and by liking other user's posts/

**THIS IS WHAT WE
DON'T DO**



Post seven posts
back to back.



Ignore questions & queries
about the weekend from
followers.



Repost the exact same
content as another Hillsong
Accounts within 24hrs.

**THIS IS WHAT WE LOVE
TO DO**



Be patient, Leave an hour
between posts.



Answer back, replying
to questions and queries
about weekend. Engage
frequently.



Post fresh content which
is personal & relevant to
followers. Be unique &
personal.

QUALITY

(WHAT TO POST?)

WHY?

Statistics indicate that the quality of social media content is directly related to its effectiveness. In fact, social media content that is of excellent quality and also relevant to its target audience has the potential to transcend geographical boundaries, communicate to and influence users now and in years to come. Its impact is incalculable.

ASK YOURSELF:

1. What do you want this image to say?
2. What does this image say?
3. If this image was the only message that was being received, would it be communicating everything you want it say?

Sometimes the direct message conveyed by an image might be in conflict with its indirect message.

A photo of a happy young couple advertising our marriage course might have a direct message that says: 'This course will help you build a happy marriage.' However, if the image's quality is poor or obviously dated, the indirect message may conflict with the direct message and say: 'This marriage course's content is of poor quality/out dated.'

For this reason it is useful to ask yourself these 3 questions:

1. What is the direct message of this image?
2. Does this conflict with the indirect message of this image?
3. Is this image an effective one for reaching the intended social media audience?

THIS IS WHAT WE
DON'T DO



USE INFO TO BE USED IN CAPTION.

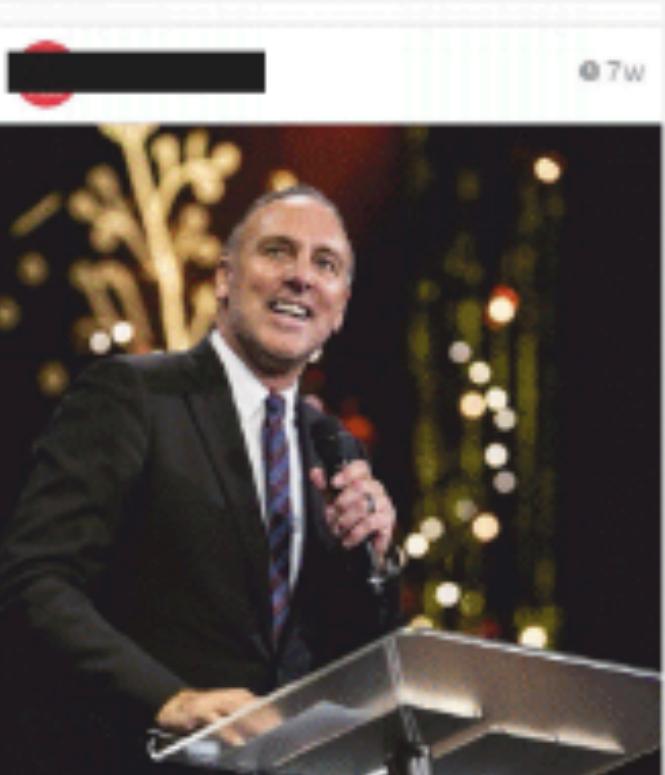


INSTAGRAM FILTERS
& TEXT OVER PHOTO

THIS IS WHAT WE
LOVE TO DO

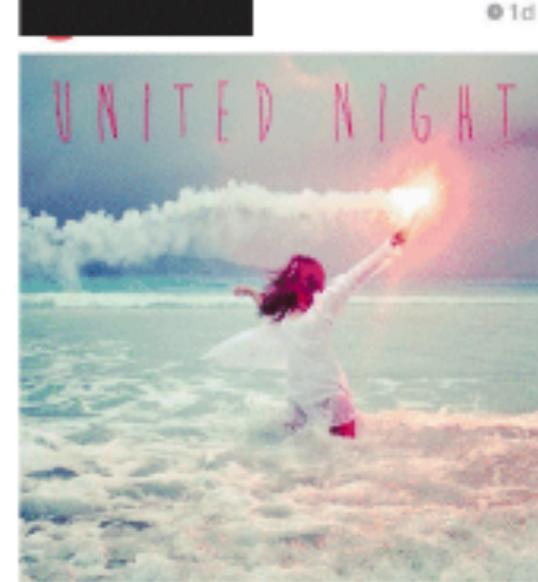


383 likes
Christmas Carols Spectacular rehearsals are in full swing for our HILLS CAMPUS Shows commencing THIS FRIDAY 7PM, Saturday 4 & 7PM & Sunday 1, 4 & 7PM! Get your tickets at reception or online



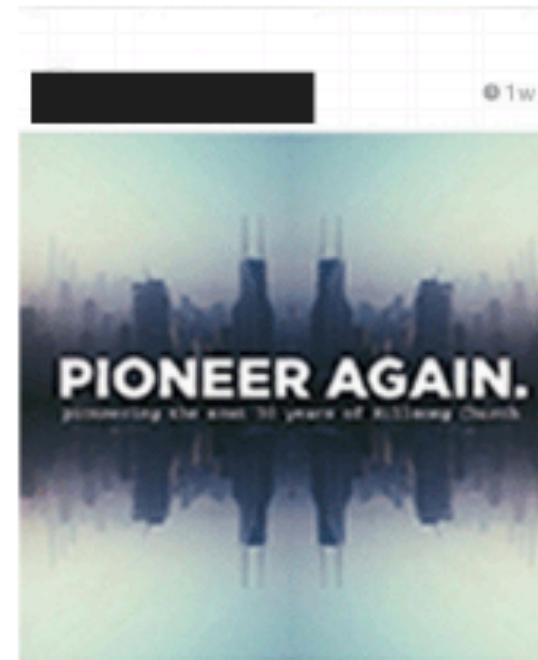
339 likes
Great message by @davidcharleshouston tonight about the message of Jesus! & I wish how Jesus wasn't born in a manger.

THIS IS WHAT WE
DON'T DO



341 likes
TOMORROW is the night sisters!!! Bring your sisters with you. Get there at 6PM for a 7PM start. See you there! laurenvee_ @taylapeiterson

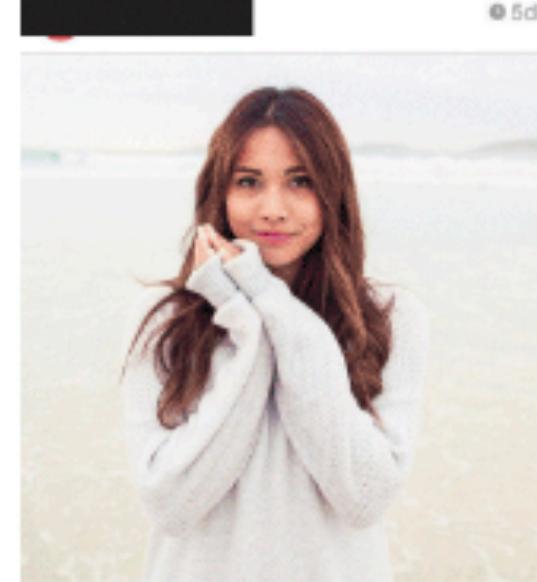
DO NOT ADD ADDITIONAL GRAPHICS ON EXISTING ARTWORK



11 likes
This weekend starts out 3 Part Vision for 2014 and beyond!

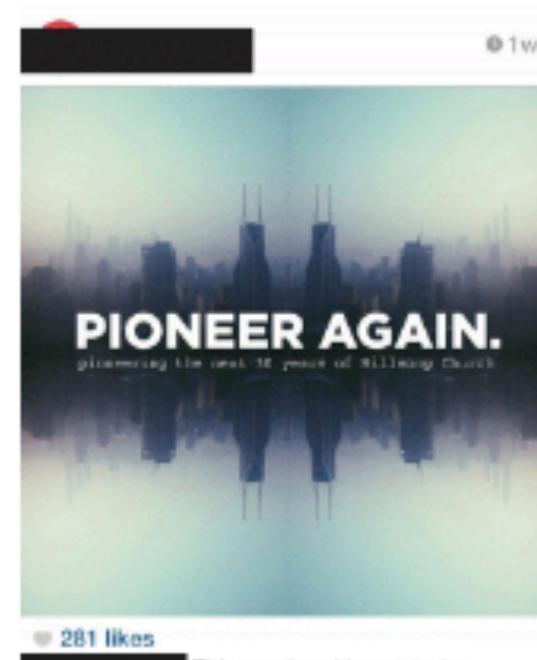
IMAGE PIXELATED

THIS IS WHAT WE
LOVE TO DO



310 likes
Girls, Colour Conference is just around the corner and you can still register for Colour Live Link with amazing Live Worship, Live Atmosphere and a Live

IMAGE PIXELATED



281 likes
This weekend is not to be missed! For all those that call Hillsong home, for everyONE! VISION SUNDAY

IMAGE PIXELATED

WHO ARE WE TRYING TO REACH?

- New to faith
- New in town
- New to our church



PORTRAITS

It is vital that the subject has signed a release form to say they're happy for you to take their photo.

The subject must remove any lanyards/stickers before having their photo taken.

The subject should face 45 degrees to the left or right with their head facing straight to camera.

Relaxed positions, with subject smiling and looking friendly.

Settings: Shoot with fixed lens, Shoot in aperture priority mode so you can control the aperture, keeping aperture quite low, from f1.8-2.8.

When shooting outside, don't worry about speed because the aperture will make sure photos are bright enough and not blurry. Subject should be in focus, background blurry. If shooting full frame use 50mm lens and stand about 1.5 meter back from subject.

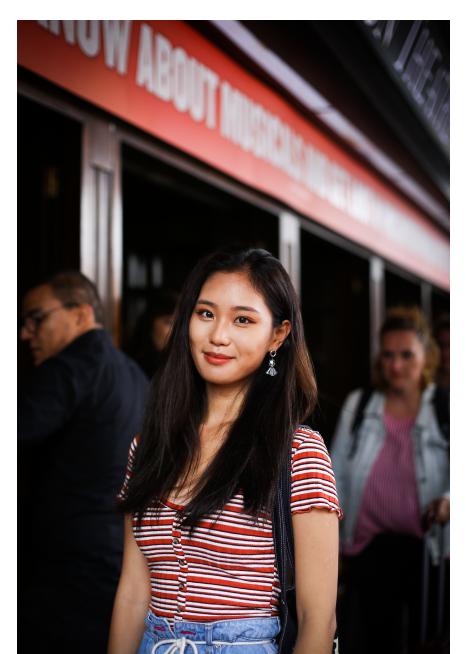
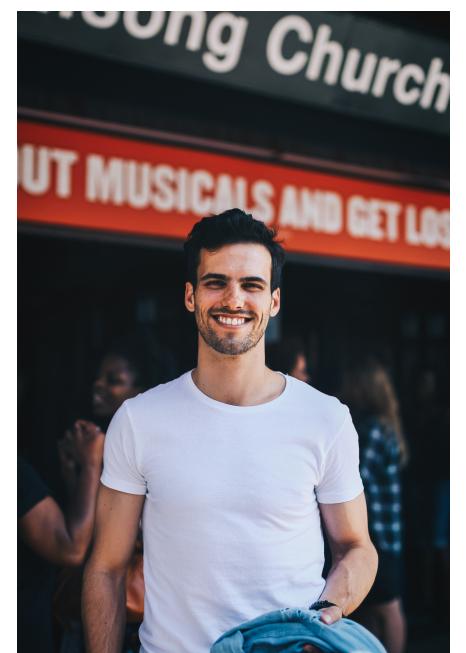
The subject should fill 2 out of 9 boxes in a grid, in the centre.

Editing:

Colour Correct

Make sure skin tones are as accurate as possible.

Fairly high contrast images, with shadows high so the background is not distracting.



AUDITORIUM/VENUE SHOTS

Focal length ranges from 14mm-200mm.

Wide shots of the stage with congregation in it.
Be creative with angles (e.g balconies).

Speaker shots, with speaker on stage and congregation listening.
When the focus is on a speaker/singer, the microphone must not obstruct face/mouth.

With close lens, get close ups of stage, sometimes good to shoot from side.
If on 200mm just get speakers.

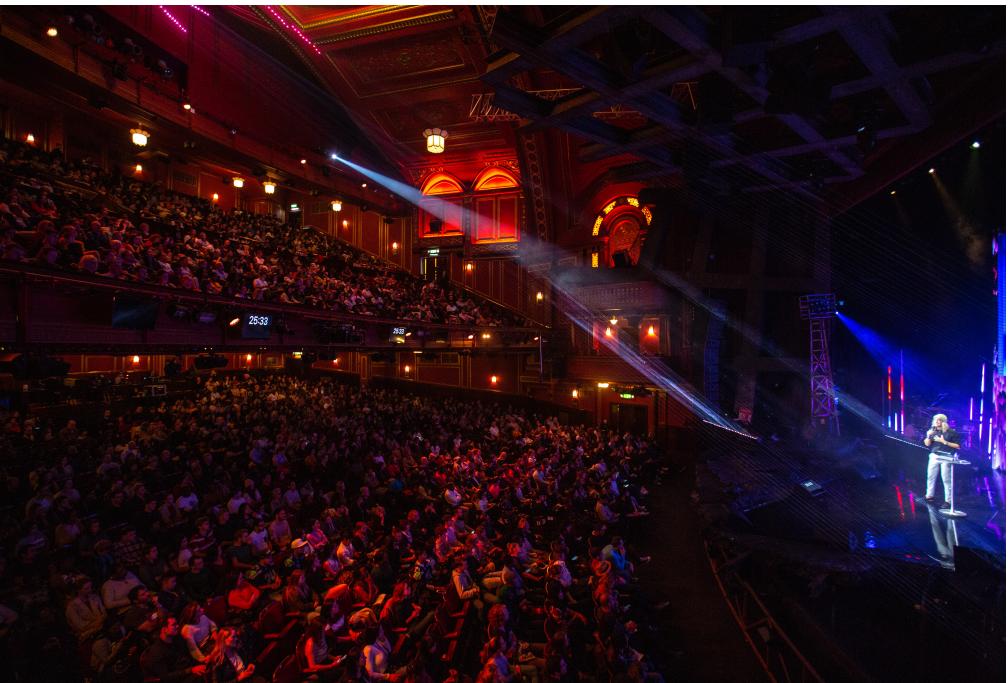
Settings:

Always try to keep iso as low as possible, but feel free to work within the following iso ranges: For crop sensors don't shoot higher than iso1600, for full frame, no higher than 3200.

f2.8 or lower.

Shutter speed no lower than 1/160 but faster for musicians/dancers.

Shoot in raw to minimise grain.



MAKING CHURCH AUTHENTIC

- Be true to who the congregation and the audience are.
- Be true to how we speak and communicate.
- Be engaging.

Although powerhouse aged people are easier to shoot, it is vital that we also post people in 30+, 40+ 50+ etc communities.

When people see a photo of themselves on our pages, they should think ‘wow that’s one of the best photos I’ve ever seen of myself’.



STORIES

TEMPLATES

Sunday Stories are vitally important. Sunday is the day where most people will be looking at your account. Our hope is that 'Experience Sunday' will encourage to experience church for themselves.

On the link below there are templates to use for images and examples of videos we can do. There is also an 'experience Sunday' sticker to go on videos.

[https://www.dropbox.com/sh/5dynas4a7bfxz1i/
AABnlyq08qOvYDLdlfqYo_eUa?dl=0](https://www.dropbox.com/sh/5dynas4a7bfxz1i/AABnlyq08qOvYDLdlfqYo_eUa?dl=0)

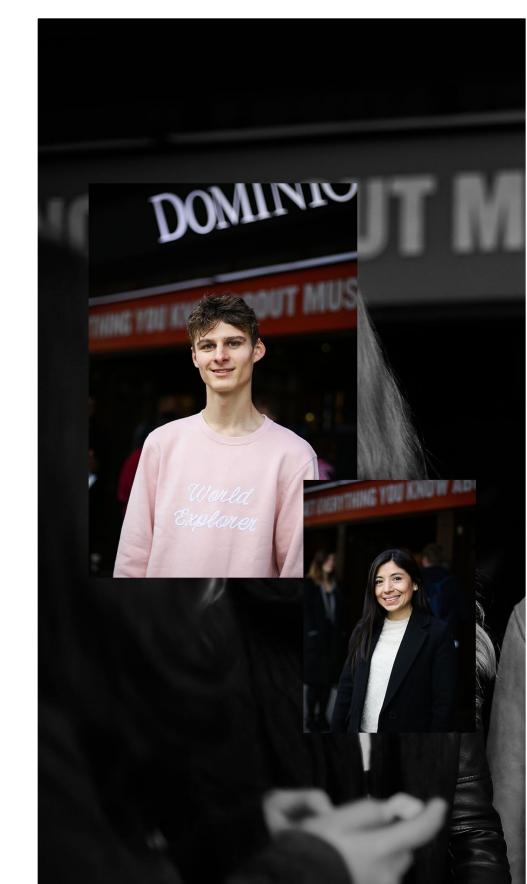
AUDIO

When recording worship, all audio must be muted.

RE-POSTING

A good way to build loyalty and an easy way to gain subscribers is to re-post people's stories from Sunday. This is especially good if you're struggling for content to post.

When re-posting videos, wait for the video to load on your screen before posting, otherwise you will just re-post a still.

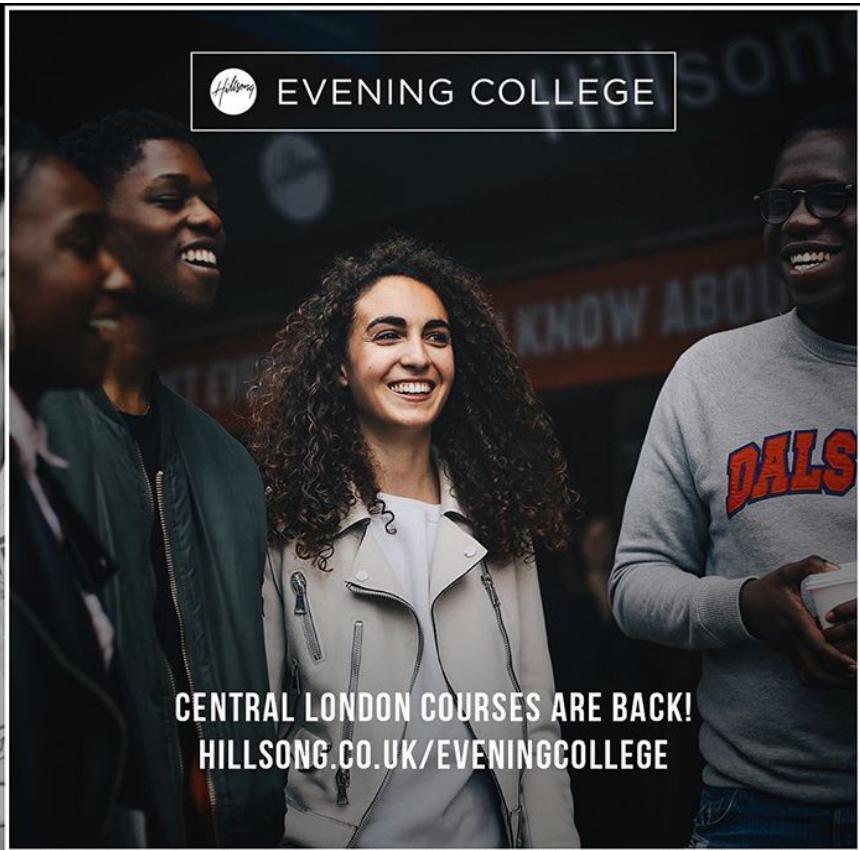


COLOURS/GRAFICS

Only use Black or White text with an image, unless you've been sent differently by Central Media team.



Once an event has finished and is no longer relevant, we must ensure we're deleting them off our grid.



0227
**CHANNEL CHANGING, LOVE & REFUGEES
CONVOS WITH CATHY**



DIRECT MESSAGES (DMS)

There are three main things to know about direct messages:

- 1. Due to GDPR, all DMs must be deleted after 30 days, even if they messaged you first.**
- 2. Sensitive/pastoral messages - contact your location pastor before responding.**
- 3. Logistical questions e.g - where is church today? - Feel free to respond to those yourself.**

WEEKLY PLAN

In order to make life easier and to avoid working on the go, it's a good idea to plan ahead when possible.

Here is a plan that may be helpful.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Sunday Highlights	Events / Campaign	Inspo	Events / Campaign/ Groups	Social Justice	Church on Sunday	Sunday

If you have any further questions or would like any artwork, imagery, graphics etc - please let us know. We are here to help you as much as we can!