

Social Media Strategy: Damascus United Methodist Church



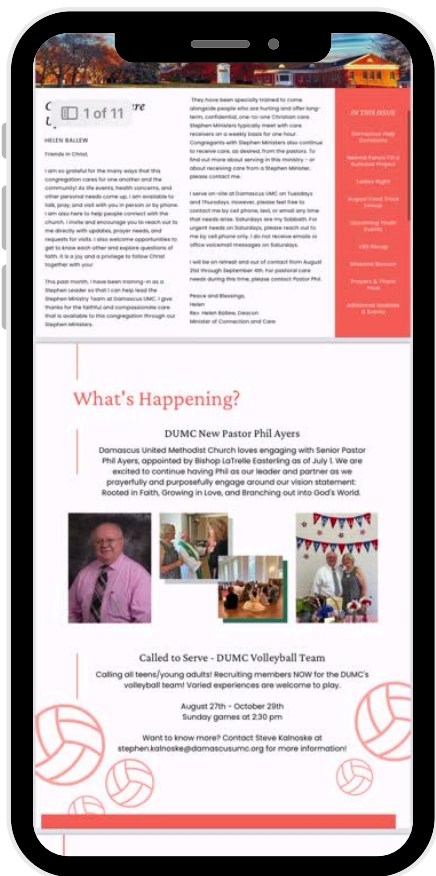
Community Parade - Photograph to show the relationships the church builds at a young age, shot by me (2023)

Description/Goals:

1. Grow the church’s presence both online and within the local community through **improved branding and inclusive digital content**
2. Double community event attendance by **promoting via local Facebook groups and optimized social media presence**
3. **Teach elderly church members** by showing them how to use social media tools like Instagram
4. Redesign the church’s print and digital communications to **effectively show the warmth and love** of the community

Creative Process and Strategy:

1. Rebuilt the church’s outdated **logo in Adobe Illustrator** and **created a full brand guide in Canva** to unify colors, fonts, and tone
2. Joined **local Facebook groups** to share upcoming church events, **leading to increased turnout** at food truck nights, flea markets, and communal dinners
3. Photographed every church event I could attend to **authentically document community life and enhance online storytelling**
4. Marched with the church in a local parade **seen by hundreds** and captured in-the-moment photographs
5. **Reimagined the monthly newsletter using Canva**, replacing a lengthy Word document with a **visually engaging layout and custom illustrations**
6. Hosted weekly Instagram workshops to **help elderly church members feel confident** using social media and stay digitally connected



Monthly Newsletter POV - created by me (2025)



Photographs showcasing the church’s community, captured by me (2023)

Skills Used & Learned:

Digital Storytelling

Layout Design

Community Engagement

Facebook Event Promotion

Adobe Illustrator

Inclusive Communication

Results:

1. Created a **unified brand identity** for the church with a clean, professional logo and **visually consistent assets**
2. **Doubled attendance at local events** by using social media outreach to tap into the broader community
3. Designed a beautiful, easy-to-read newsletter that **strengthened internal communication and outreach**
4. **Equipped elderly members** with the confidence and skills to participate online, **strengthening community connection across generations**

BRAND GUIDE

REDESIGNED NEWSLETTER

SOCIAL MEDIA WORKSHOP