

DIGITAL OUTREACH BEST PRACTICES

Mission: Reach 35,000 U.S. Armenian Women Ages 18–29



Benchmark Church: Top Decile U.S. Armenian Parish

PLATFORM	TikTok	Instagram	YouTube	Facebook	X (Twitter)	Telegram	Website
ESTIMATED SHARE OF DIGITAL ATTENTION¹ (18–29 Armenian Women in U.S.)	VERY HIGH 	VERY HIGH 	HIGH 	MODERATE 	LOW 	LOW 	ESSENTIAL
BEST PRACTICES 	• 3-second hook • Authentic videos • Post weekly	• Reels & Stories • High-quality visuals • Build community	• Bible teaching • Leadership lessons • Evergreen content	• Promote events • Engage families • Share updates	• Timely news • Share insights • Join conversations	• Prayer groups • Ministry updates • Member comms	• Central information • Visitor-friendly • Update weekly
MUST-USE FEATURES 	• Vertical video • Captions • Trending audio	• Reels • Stories • Collaboration	• Shorts • Playlists • Thumbnails	• Events • Groups • Facebook Live	• Images • Polls • Threads	• Channels • Pinned posts • File sharing	• Mobile-first • Fast loading • Easy to navigate
COMMON MISTAKES TO AVOID 	Only for dancing	Posting is enough	Videos must be long	Young adults aren't here	More posts = more impact	Only a private messaging app	Build it and they will come

¹ Source: Pew Research, DataReportal, Statista, and internal analysis of top decile church benchmarks.



Social media has the potential to significantly increase Sunday church attendance while generating an **Infinite Social Return on Investment (I-SROI).**