



**Expansion in Action:**  
*How to Use Facebook  
to Expand Your Ministry*

## 7 Facebook Tips Every Expanding Ministry Must Know

- ✓ Facebook is a tool NOT a toy.
- ✓ Consistency creates credibility (and crowds).
- ✓ Be real, relevant, and RELATABLE!
- ✓ Remember: Expansion is a process.  
(Encounter + Experience = Journey in Transformation)
- ✓ To everything there is a purpose.  
(Inspire, Inform, Invite)
- ✓ The goal for every post is to gain likes, shares, or comments.
- ✓ Image is EVERYTHING!  
Keep careful guard of yours.



# Facebook Timeline Image Dimensions



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## Cover photos cannot include:

- A. Price or purchase information such as “40% off” or “Download it at our website”
- B. Contact information such as a website address, email, mailing address, or information that should go in your Page’s “About” section.
- C. References to Facebook features or actions, such as “Like” or “Share” or an arrow pointing from the cover photo to any of these features.
- D. Calls to action, such as “Get it now” or “Tell your friends”.

Covers must not be false, deceptive or misleading, and must not infringe on third parties’ intellectual property.

### Read more at:

[http://ads.ak.facebook.com/ads/FacebookAds/Pages\\_Product\\_Guide\\_022812.pdf](http://ads.ak.facebook.com/ads/FacebookAds/Pages_Product_Guide_022812.pdf)



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