

**LET’S GET STARTED. . .**

Use this social media plan to engage with people online and keep the following in mind:

* **ADVOCATE** for your audience. Take a look at the list of people who follow your page to help you brainstorm ideas and tailor your content to them.
* **DON’T GIVE UP** on your location’s page. Go above and beyond posting the live stream from your service. Social media engagement should be an extension of your church and ministry.
* **TRY, TRY AGAIN!** Interaction varies so it will take some time to see what kinds of posts receive the most likes and comments.

**Remember INSPIRE, INTERACT, INVITE.** Here is a weekly social media rhythm you can follow:

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| **MONDAY***Inspire:* share a Bible verse from Sunday’s message | **TUESDAY**Post a photo and caption | **WEDNESDAY**Video or picture from Sunday | **THURSDAY**Highlight a next step, promote campaign and ways to interact | **FRIDAY**Fun/lighthearted post or reel. Invite to Sunday. |
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**August 15th: Week One**

* Thursday 12th before campaign, announce and promote I am here on all platforms.
* Instagram story with one of the graphic social media blanks explaining how to interact.
* Sunday 15th post some photos on Facebook and videos on Instagram stories of people interacting with the physical walls.
* Wednesday post the bumper video on Facebook or link to YouTube.
* Thursday 19th: Post a carousel of script or photos on Facebook and Instagram to promo campaign.

**August 22nd: Week Two**

* Sunday 22nd post Instagram stories and Facebook photos of people interacting with physical wall or a video of someone telling their short story.
* Post a question box to your Instagram story that people can click and fill out. The question for the box could be “what is your favorite thing about your location?” or “why are you at New Life?”
* Thursday post a photo with a caption reminding people to interact with the campaign at their location and to post their own pictures!

**August 29th: Week Three**

* Sunday the 29th continue to post stories on Instagram and a photo on Facebook highlighting people who are sharing their stories.
* Post an Instagram story of a graphic social media blank where people can screenshot and fill in their own stories!
* Thursday post a photo with caption on Instagram and Facebook to say thank you to everyone who shared and an encouragement to continue using their story to engage in community at New Life.