



## LET'S GET STARTED. . .

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

- **Think** about who your audience is. Look at the list of people who follow your page to help you brainstorm ideas and tailor your content.
- **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 Sunday ministry.
- **Keep Trying!** 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:

### MONDAY

*Inspire:* share a Bible verse from Sunday's message

### TUESDAY

Post a sermon quote from Sunday's message

### WEDNESDAY

*Interact:* Ask a question and start the conversation or offer some advice

### THURSDAY

Highlight an upcoming event, group, or ministry

### FRIDAY

*Invite:* Sunday invite and message preview

## October: Work, Work, Work

- **INVITE:** Update your Facebook page header with the "Rest of the Week" banner image. **It's time to take an honest look at your life and get real with God. We're starting a new series this Sunday called The Rest of the Week.**  
[https://newlifeadmin.org/?post\\_type=project&p=10417&preview=true](https://newlifeadmin.org/?post_type=project&p=10417&preview=true)
- **INSPIRE:** Find ways for your everyday life to reflect how God intended people to treat work.
- **INTERACT:** "When I came to believe in Christ's teaching, I ceased desiring what I had wished for before. The direction of my life, my desires, became different. What was good and bad had changed places." – Leo Tolstoy

## **PRO TIP:**

Take some time to schedule all of your posts for the week. It will make your life a lot easier!

## **October 24th: An Essential Part**

- **INVITE:** Help people understand that being a part of the body of Christ is an essential part of their week.
- **INSPIRE:** “I am the way, and the truth, and the life. No one comes to the Father except through me.” – Jesus
- **INTERACT:** Why is it important to work and rest?

## **November 1st: LETTING GO OF Work**

- **INVITE:** Sin provides immediate gratification but ultimately ends in death. Letting go of my sin allows me to see God as my loving father and myself as His obedient child.
- **INSPIRE:** James 1:15 Then, after desire has conceived, it gives birth to sin; and sin, when it is full-grown, gives birth to death.
- **INTERACT:** Culture has told us that people must work, work, and work in order to get anywhere in life. The word of God says that we are to not be of the world but are to set an example of work, rest, and worship. What does that look like for your location?

## **November 8th: Living the Worshipful life**

- **INVITE:** The way of God is reflecting Christ’s life: To know God is to follow Him in love.
- **INSPIRE:** Martin Luther King Jr. said, “Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.”
- **INTERACT:** Challenge your congregation to change up their routine to incorporate rest and worship into their daily work lives.

## **November 15th: HELPING OTHERS**

- **INVITE:** Do you know someone who needs help removing themselves from work? Don’t ignore it. Do something to extend love to them.
- **INSPIRE:** This is how we know what love is: Jesus Christ laid down his life for us. And we ought to lay down our lives for our brothers and sisters
- **INTERACT:** Love is the pulse of a living heart, beating for God. If you are wondering whether you belong to God or not, listen for the heartbeat. Is love beating in you?

## **PRO TIP:**

Videos get more engagement than any other type of post on Facebook and Instagram. Your videos don't have to be super-produced or long (8-15 seconds). Use a phone with a good camera and record a short clip with your pastor!

## **November 22nd: LOVE MADE VISIBLE**

- INVITE: 🙏 Pause and pray for one person right now, then send them a text letting them know!
- INSPIRE: Love comes from God and is made visible through us.
- INTERACT: How have you experienced rest in God recently?

## **November 29th: THE GREATEST LOVE**

- INVITE: Who is someone you can tell about Jesus?
  - INSPIRE: You can be certain and know with confidence that you will experience eternal life if you put your hope in Jesus.
- INTERACT: How does God show His love to you? How do you show love to God?

## **PRO TIP:**

Social media isn't just another way to make announcements and promote events. Social media is a ministry! Remember there are real people on the other side of the screen who are reading, interacting, praying, and taking their next step as they follow Jesus. You are helping and encouraging them!