



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 Promote, Prayer, Participate. Here is a weekly social media rhythm you can follow:

<u>MONDAY</u>	<u>TUESDAY</u>	<u>WEDNESDAY</u>	<u>THURSDAY</u>	<u>FRIDAY</u>
Promote: Post the main point of the sermon in a carousel.	Prayer: Post a sermon recap video or key idea.	Participate: Great day to post encouragement during the fast.	Promote: Sunday Invite to be a part of what makes us "stronger".	Participate: Great time to get creative! See what's trending!

December 31st

- INVITE: Update your Facebook page header with the "Stronger" banner image.
We are changing the mindset people have towards fasting... Fasting makes us Stronger. We're starting a new series this Sunday called Stronger.
- Ideas for the week:
 - **Monday 31st:** Post: New Year's Eve graphic from the SZN kits with a prayer for the new year!
 - **Tuesday 1st:** Reel- Sermon clip from Sunday. Story- Happy New Year and scripture reference.
 - **Wednesday 2nd:** Repost @Newlifechicago carousel on stories for encouragement.
 - **Thursday 3rd:** Post: Promote the fasting plan for your congregation.
 - **Friday 4th:** Post: recommend some resources that your congregation can use alongside the series.
 - **Saturday 5th:**
 - **Sunday 6th:** Stories: this is a great time to take a break from posting and highlight different event posts, post scripture from the sermon, and the setlist from worship.

PRO TIP:

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

January 7th

- INVITE: **Help people understand the different ways to fast and what that could look like in their life.**
- Ideas for the week:
 - **Monday:** Post: Key point and a scripture from the sermon at your location!
 - **Tuesday:** Reel- Sermon clip from Sunday
 - **Wednesday:** Repost @Newlifechicago carousel on stories for encouragement.
 - **Thursday:** Post: an encouragement as we head into the 1st week of fasting.
 - **Friday:** Post: recommend some resources that your congregation can use alongside the series.
 - **Saturday:** Reel: participate in a trend on Instagram!
 - **Sunday:** Stories: this is a great time to take a break from posting and highlight different event posts, post scripture from the sermon, and the setlist from worship.

January 14th

- 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.**
- Ideas for the week:
 - **Monday:** Post: Key point and a scripture from the sermon at your location!
 - **Tuesday:** Reel- Sermon clip from Sunday.
 - **Wednesday:** Repost @Newlifechicago carousel on stories for encouragement.
 - **Thursday:** Post: an encouragement as we head into the 2nd week of fasting.
 - **Friday:** Post: recommend some resources that your congregation can use alongside the series.
 - **Saturday:** Reel: participate in a trend on Instagram!
 - **Sunday:** Stories: this is a great time to take a break from posting and highlight different event posts, post scripture from the sermon, and the setlist from worship.

January 21st

- INVITE: **The way of God is reflecting Christ's life: To know God is to follow Him and reflect his actions.**
- Ideas for the week:
 - **Monday:** Post: Key point and a scripture from the sermon at your location!
 - **Tuesday:** Reel- Sermon clip from Sunday.
 - **Wednesday:** Repost @Newlifechicago carousel on stories for encouragement.
 - **Thursday:** Post: an encouragement as we head into the final week of fasting.
 - **Friday:** Post: recommend some resources that your congregation can use alongside the series.
 - **Saturday:** Reel: participate in a trend on Instagram!
 - **Sunday:** Stories: this is a great time to take a break from posting and highlight different event posts, post scripture from the sermon, and the setlist from worship.

January 28th

- INVITE: **Tell people about the worshipful experience that fasting can bring.**
- Ideas for the week:
 - **Monday:** Post: Key point and a scripture from the sermon at your location!
 - **Tuesday:** Reel- Sermon clip from Sunday
 - **Wednesday:** Repost @Newlifechicago carousel on stories for encouragement.
 - **Thursday:** Post: Ways to continue .
 - **Friday:** Post: recommend some resources that your congregation can use alongside the series.
 - **Saturday:** Reel: participate in a trend on Instagram!
 - **Sunday:** Stories: this is a great time to take a break from posting and highlight!

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!