



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. Here is a weekly social media rhythm you can follow:

<u>MONDAY</u> Post a review of Sunday's message and keep it interactive!	<u>TUESDAY</u> Post a clip of Sunday's sermon.	<u>WEDNESDAY</u> Encourage your congregation! How can they participate in the series?	<u>THURSDAY</u> Great day to do a Sunday invite!	<u>FRIDAY</u> Today is a great day to have a trending sound with a fun video!
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January 21st

- Look on New Life Admin to download graphics for the series.
- Change Facebook cover photos to the 1920x1080 graphic.
- Make banner on Instagram and pin the graphic to the top. If you need help with this reach out to rachels@newlifechicago.org
- This is a great time to plan! Here are some questions to think of as you plan for this series on social media!!
 - What fun videos are we posting for Fridays?
 - What could we say to encourage our congregation on Wednesdays?
- Social Media Challenge! Get 5 people to huddle up and throw their hands in like they would for a team huddle and then throw their hands up! Pair with a trending sound!!

January 28th

- **INVITE: Help people understand the different ways to be a part of the community.**
- **Monday, January 29th:** Create a carousel in Canva with “All Hands-on-Deck” templates of a key point that your pastor made or of a prayer you have for the congregation! Share it to your stories and share the New Life Chicago post with your stories too!
- **Tuesday, January 30th:** Reel- Post a clip from Sunday!
- **Wednesday, January 31st:** post an encouragement to help your congregation live out the previous Sunday’s message!
- **Thursday, February 1st:** Share resources or outlines to help people pray this week!
- **Friday, February 2nd:** Take a break from posting today or look for a fun trending sound to do a fun video too! Check out our social media challenge at the top!
- **Saturday, February 3rd:** Use a photo from Sunday to invite people to church!
- **Sunday, February 4th:** 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.

February 4th

- **INVITE: Help people understand the different ways to be a part of the community.**
- **Monday, February 5th:** Create a carousel in Canva with “All Hands-on-Deck” templates of a key point that your pastor made or of a prayer you have for the congregation! Share it to your stories and share the New Life Chicago post with your stories too!
- **Tuesday, February 6th:** Reel- Post a clip from Sunday!
- **Wednesday, February 7th:** post an encouragement to help your congregation live out the previous Sunday’s message!
- **Thursday, February 8th:** Share resources on how to help people serve the community!
- **Friday, February 9th:** Take a break from posting today or look for a fun trending sound to do a fun video too! Check out our social media challenge at the top!
- **Saturday, February 10th:** Use a photo from Sunday to invite people to church!
- **Sunday, February 11th:** 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.

February 11th

- **INVITE: Help people understand the different ways to be a part of the community.**
- **Monday, February 12th:** Create a carousel in Canva with “All Hands-on-Deck” templates of a key point that your pastor made or of a prayer you have for the congregation! Share it to your stories and share the New Life Chicago post with your stories too!
- **Tuesday, February 13th:** Reel- Post a clip from Sunday!
- **Wednesday, February 14th:** post an encouragement to help your congregation live out the previous Sunday’s message!
- **Thursday, February 15th:** Share resources to help people evangelize to their community!
- **Friday, February 16th:** Take a break from posting today or look for a fun trending sound to do a fun video to! Check out our social media challenge at the top!
- **Saturday, February 17th:** Use a photo from Sunday to invite people to church!
- **Sunday, February 18th:** 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.

February 18th

- **INVITE: Help people understand the different ways to be a part of the community.**
- **Monday, February 19th:** Create a carousel in Canva with “All Hands-on-Deck” templates of a key point that your pastor made or of a prayer you have for the congregation! Share it to your stories and share the New Life Chicago post with your stories too!
- **Tuesday, February 20th:** Reel- Post a clip from Sunday!
- **Wednesday, February 21st:** post an encouragement to help your congregation live out the previous Sunday’s message!
- **Thursday, February 22nd:** Share resources or ideas on how people can express generosity to the people around them!
- **Friday, February 23rd:** Take a break from posting today or look for a fun trending sound to do a fun video to! Check out our social media challenge at the top!
- **Saturday, February 24th:** Use a photo from Sunday to invite people to church!
- **Sunday, February 25th:** 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.

February 25th

- **INVITE: Help people understand the different ways to be a part of the community.**
- **Monday, February 26th:** Create a carousel in Canva with “All Hands-on-Deck” templates of a key point that your pastor made or of a prayer you have for the congregation! Share it to your stories and share the New Life Chicago post with your stories too!
- **Tuesday, February 27th:** Reel- Post a clip from Sunday!
- **Wednesday, February 28th:** post an encouragement to help your congregation live out the previous Sunday’s message!
- **Thursday, February 29th:** Announce the new series “Seen” on social media!
- **Friday, March 1st:** Update all of your social medias to the new series! Change your facebook cover photo and post an Instagram banner!
- **Saturday, March 2nd:** Use a photo from Sunday to invite people to church!
- **Sunday, March 3rd:** 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:

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!