



S U N D A Y , M A R C H 3 1

EASTER

at New Life

LET'S GET STARTED. . .

This social media plan is a little different from the rest. This won't have every day listed but is here to here to reflect the playbook and go alongside the Seen Social Media plan. A few tips to help you utilize this tool:

- **Use the calendar in the Easter Playbook** you have all of your ideas and plans to help you have a successful Easter, so this is a simple guide to help you map out your social media leading up to Easter.
- **Don't Give Up** on your location's page. This is one of the best times to utilize your social media because people are looking for a church on Easter.
- **Keep Trying!** Interaction varies so it will take some time to see what kinds of posts receive the most likes and comments. Check out our Canva templates to help you!

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

MONDAY
Post a review of Sunday's message and keep it interactive!

TUESDAY
Post a clip of Sunday's sermon.

WEDNESDAY
Encourage your congregation! How can they participate in the series?

THURSDAY
Great day to do a Sunday invite!

FRIDAY
Today is a great day to have a trending sound with a fun video!

February 11th

- Visit New Life Admin to download graphics for Easter and check out Canva templates!
- Review the calendar on the Playbook to help you see what is coming in the coming weeks leading up to Easter.
- **Monday, January 29th** Draft out the email and make it more specific to your location!
- **Wednesday, February 14th:** Post what your location is praying for (listed in the playbook). Ask for prayer requests.

February 18th

- **Monday, February 19th:** Draft out the email and make it more specific to your location!
- **Wednesday, February 21st:** Post what your location is praying for (listed in the playbook). Ask for prayer requests.

February 25th

- **Monday, February 26th:** Draft out the email and make it more specific to your location!
- **Wednesday, February 28th:** Post what your location is praying for (listed in the playbook). Ask for prayer requests.
 - **TIP: if you have any communications requests or questions for an event now is a time to book a time to ask for help or fill out a communications request!**

March 3rd

- **Monday, March 4th:** Draft out the email and make it more specific to your location!
- **Wednesday, March 6th:** Post what your location is praying for (listed in the playbook). Ask for prayer requests.
- **Friday, March 8th:** Post about your plans for Palm Sunday, Good Friday, and anything that is happening the week before Easter!

March 10th

- **Monday, March 10th** Draft out the email and make it more specific to your location!
- **Wednesday, March 13th:** Post what your location is praying for (listed in the playbook). Ask for prayer requests.

March 17th

- **Monday, March 18th** Draft out the email and make it more specific to your location!
- **Wednesday, March 20th:** Post what your location is praying for (listed in the playbook). Ask for prayer requests.

March 24th

- **Monday, March 25th** Draft out the email and make it more specific to your location!
- **Wednesday, March 27th:** Post what your location is praying for (listed in the playbook). Ask for prayer requests.
- **Thursday, March 28th:** Post a reminder about any Good Friday services or Send out an invite for people to come to your church on Easter Sunday!

I have attached a copy of the calendar from the Easter planning guide below, so you have a visual for the next few months. Take time to write in your social media ideas into the calendar to help you keep track and plan.



EASTER COMMUNICATIONS CALENDAR

Here are all of the dates to keep in mind and to help you stay ahead! Work with your leadership team to fill in events that will help lead up to Easter!

SUN	MON	TUE	WED	THU	FRI	SAT
FEB 4 Easter Planning	5	6	7 Easter Playbook Workshop 1:00 PM	8 Easter Playbook Workshop 7:00 PM	9	10
11 Share a Story	12 Email: Will you help me?	13	14 Thank God for his power	15	16	17
18 Highlight Ministry Teams	19 Email: Engage for Easter	20	21 Pray for the children's ministry. All Easter orders due!	22	23	24
25 Finalize Easter Plans	26	27	28 Pray for your leaders.	29	MAR 1 Have all Easter graphics downloaded	2
3 Answer all KNOW q's.	4 Email: Are you ready?	5	6 How can we pray for you?	7	8	9
10 Review Follow Up System	11 Email: Big news!!!	12	13 Pray for new people	14	15	16
17 Announce Easter on Social	18 Email: 3 Things to do	19	20 Pray for the community	21	22	23
24 Easter invite	25 Email: Easter is almost here	26 Press Release	27 Pray for Sunday and fast today	28	29 Good Friday	30
31 Easter Sunday	APRIL 1	2	3	4	5	6