



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.
- Add a note here about using Canva templates.

Remember. 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>
Post a review of Sunday's message and keep it interactive!	Post a clip of Sunday's sermon.	Encourage your congregation! How can they participate in the series?	Great day to do a Sunday invite!	Today is a great day to have a trending sound with a fun video!

February 26th

- Visit 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. See @newlifechicago for an example.
- 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! Gather around 4-6 people and have a video of them waving or just smiling at the camera. Combine those for a fun reel with some trending music and invite people to our series called "seen".

March 4th

- **INVITE: Point out ways to your audience on how to connect with Jesus.**
- **Monday, March 4th:** Create a carousel in Canva with "Seen" templates of a point that your pastor made that could resonate with your audience! Share it with your stories and share the New Life Chicago post with your stories too!

- **Tuesday:** Reel- Post a clip from Sunday!
- **Wednesday:** post an encouragement to help your congregation live out the previous Sunday's message!
- **Thursday:** Share resources or outlines to help people pray this week!
- **Friday:** 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!
- **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.

March 11th

- INVITE: **Help people understand the different ways to be a part of the community.**
- **Monday, February 5th:** Create a carousel in Canva with "Seen" templates of a point that your pastor made that could resonate with your audience! Share it with 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!
- **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.

March 18th

- INVITE: **Invite people to let Jesus into their lives to heal their hearts.**
- **Monday, February 12th:** Create a carousel in Canva with "Seen" templates of a point that your pastor made that could resonate with your audience! Share it with 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!

- **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.

March 25th

- **INVITE: Help people see that they are never hopeless with Jesus in their lives.**
- **Monday, March 25th:** Create a carousel in Canva with “Seen” templates of a point that your pastor made that could resonate with your audience! Share it with your stories and share the New Life Chicago post with your stories too!
- **Tuesday:** Reel- Post a clip from Sunday!
- **Wednesday:** post an encouragement to help your congregation live out the previous Sunday’s message!
- **Thursday:** Share resources or ideas on how people can express generosity to the people around them!
- **Friday:** 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!
- **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.

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!