



## **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:

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

**TUESDAY**  
Post a clip of Sunday's sermon.

**WEDNESDAY**  
Encourage your congregation!

**THURSDAY**  
Great day to do a Sunday invite!

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

## **March 31<sup>st</sup>**

- Visit New Life Admin to download graphics for the series.
- Change Facebook cover photos to the 1920x1080 graphic.
- Make a 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 ask them to recite the series title, mesh those together for an awesome reel! Combine those for a fun reel with some trending music and invite people to our series called "On Earth as it is in Heaven".

## **April 7<sup>th</sup>**

- **INVITE: Point out ways to your audience can process grief and hope around them.**
- **Monday, March 4th:** Create a carousel in Canva with "On Earth as it is in Heaven" 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 a scripture from the sermon, and the setlist from worship.

## **April 14<sup>th</sup>**

- **INVITE: Give people practical ways they can not live in fear.**
- **Monday, February 5<sup>th</sup>:** Create a carousel in Canva with "On Earth as it is in Heaven" 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 6<sup>th</sup>:** Reel- Post a clip from Sunday!
- **Wednesday, February 7<sup>th</sup>:** post an encouragement to help your congregation live out the previous Sunday's message!
- **Thursday, February 8<sup>th</sup>:** Share resources on how to help people serve the community!
- **Friday, February 9<sup>th</sup>:** 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 11<sup>th</sup>:** Stories: this is a great time to take a break from posting and highlight different event posts, post a scripture from the sermon, and the setlist from worship.

## **April 21<sup>st</sup>**

- **INVITE: Help people understand how to surrender justice to God and to support people around them who feel the injustice in our world.**
- **Monday, February 12<sup>th</sup>:** Create a carousel in Canva with "On Earth as it is in Heaven" 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 13<sup>th</sup>:** Reel- Post a clip from Sunday!
- **Wednesday, February 14<sup>th</sup>:** post an encouragement to help your congregation live out the previous Sunday's message!
- **Thursday, February 15<sup>th</sup>:** Share resources to help people evangelize to their community!
- **Friday, February 16<sup>th</sup>:** 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 18<sup>th</sup>:** 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.

## **April 28<sup>th</sup>**

- **INVITE: Help people find ways to mend or process broken relationships.**
- **Monday, March 25<sup>th</sup>:** Create a carousel in Canva with “On Earth as it is in Heaven” 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 25<sup>th</sup>:** 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.

## **May 5<sup>th</sup>**

- **INVITE: Help people see the hope we have for when we are given our new bodies.**
- **Monday, March 25<sup>th</sup>:** Create a carousel in Canva with “On Earth as it is in Heaven” 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:** Change your banner to the next series!
- **Thursday:** invite people to church on Sunday to hear the first message of the series.
- **Friday:** Post the series bumper video or an announcement from your Pastor with an overview of the coming series.
- **Sunday, February 25<sup>th</sup>:** Stories: this is a great time to take a break from posting and highlight different event posts, post the 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!