



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!

August 4th

- 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".

August 11th

- **INVITE:** Point out ways to your audience on how to connect with Jesus.
- **Monday:** Create a carousel in Canva with "All Hands on Deck" 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.

August 18th

- **INVITE: Point out ways to your audience on how to connect with Jesus.**
- **Monday, August 19th:** Create a carousel in Canva with "All Hands on Deck" 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.

August 25th

- **INVITE: Point out ways to your audience on how to connect with Jesus.**
- **Monday, August 26th:** Create a carousel in Canva with "All Hands on Deck" 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.

September 1st

- **INVITE:** Point out ways to your audience on how to connect with Jesus.
- **Monday, September 2nd:** Create a carousel in Canva with “All Hands on Deck” 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.

September 8th

- **INVITE:** Point out ways to your audience on how to connect with Jesus.
- **Monday, September 9th:** Create a carousel in Canva with “All Hands on Deck” 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.

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!