

SOCIAL MEDIA Communication

- Post a couple times a week.
- Not more than 3x a day.
- Good Times:
 - 8a-9a
 - 11a-1p
 - 4p-6p
- Social Media is about conversations, not commercials.

YouTube

Sermons
Message Videos
• YouTube is the second largest search engine behind Google.
• Videos can be found organically.

Facebook

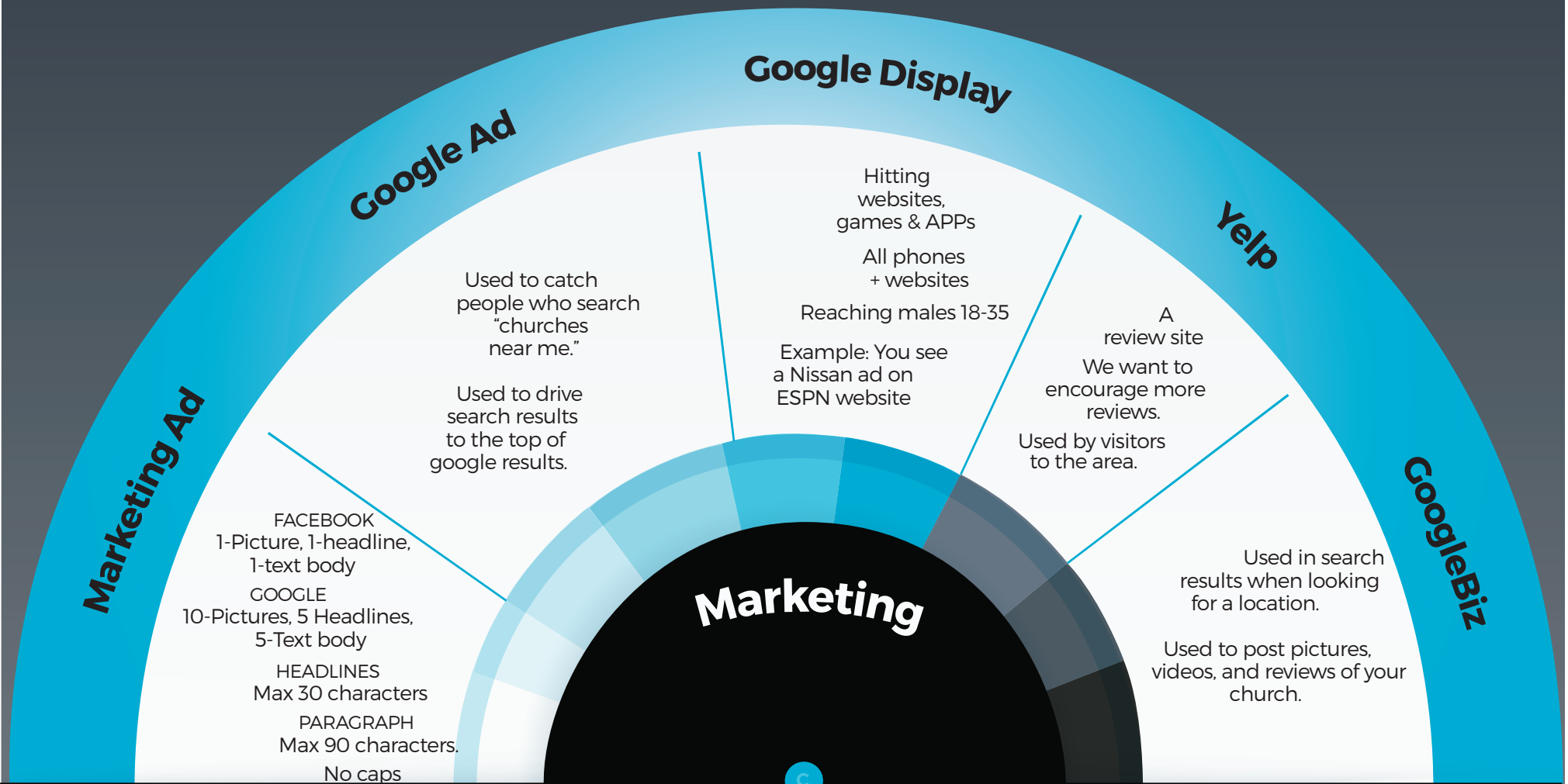
"Insider"
Informative in nature.
Specifically targets messaging.
Almost guarantee everyone in a group will see a post.

FB Group

Used to celebrate, inform, invite and inspire.
Reaching females 35-50

Instagram

· Xx



SOCIAL Communication

	POSTS	STORIES
M	Recap graphic from weekend service	Bottom line/question from weekend, response box, poll, yes/no questions
T	BREAK DAY Unless needed	Share from other accounts, funny, humor type content
W	Life-change/testimonial type story	Call to action, DreamTeam/life-change. Response box relating to the study.
T	Preview graphic for upcoming weekend service.	As needed, for thought type questions relating to the upcoming message.
F	BREAK DAY Unless needed	Reshare, humor, funny, inspirational
S	Reel day	BREAK DAY
S	Good Morning CC, can't wait to see you at service. Our mission, vision, why we do what we do.	Candid/BTS from campuses, worship content

Notes:

- Posts & reels can be shared on the same day. Be mindful if the reel is posted to the profile grid that it doesn't clash with post of the day.
- Post prompt can be a reel, but Saturday will be a reels only day.
- Post content will vary depending on the series we're in, upcoming events, content we have, etc...