

# SOCIAL MEDIA POST IDEAS

30%

## CREATED

Created content should be 30% of your posts. This is content about life at your church, but it does not call on your social followers to take any action.

- sermon audio/video clip
- sermon quote
- staff highlight
- sermon podcast/livestream
- sunday worship playlist
- worship photo
- event photo/video clip
- small group photo
- volunteer spotlight
- baptism video/photo/quote
- kids ministry photo
- church newsletter/blog post
- sermon series graphic
- building/environment photo
- member quotes

60%

## CURATED

Curated content should be 60% of your posts. This is content that either provides value and inspiration to your audience or encourages social engagement.

- shareable image: scripture
- shareable image: quote
- shareable image: wisdom
- offer prayer
- ask a fun/engaging question
- share a helpful blog article
- celebrate a holiday
- faith building question
- bible trivia
- #hashtagholidays
- scripture verses
- share an uplifting video
- funny poll
- community news
- community family activity

10%

## PROMOTIONAL

Promotional content should be 10% of your posts. This is content that invites your audience to take any type of action for your church or church events.

- worship invitation
- service event invitation
- small group invitation
- encourage bringing a friend
- encourage tithing
- ask for sunday volunteers
- sermon series invitation
- ask for donations
- rsvp for special event
- newcomer class invitation
- baptism invitation
- kids ministry invitation
- encourage reading plan
- encourage act of kindness
- mission trip invitation

## RECOMMENDED DAILY ACTIVITIES CHECKLIST

- Check Facebook direct messages and reply ASAP.
- Review Facebook notifications and monitor conversations on your posts and page.
- Share The Love! Like comments of individuals that engage with your posts.
- Be social! Participate in the social conversation... answer questions, affirm, be encouraging.



Did you know that Faith Engine can supply your 60% Curated content?  
Try it FREE for 7 days at [www.FaithEngine.com](http://www.FaithEngine.com)!