

# SOCIAL MEDIA FOR THE WEEK OF: \_\_\_\_\_

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>
FRIDAY	SATURDAY	SUNDAY	TRACKING
			<div style="display: flex; justify-content: space-between;"> <span>[IDEAL]</span> <span>[ACTUAL]</span> </div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <p>30% ..CREATED..</p> </div> <div style="text-align: center;"> </div> </div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <p>60% ..CURATED..</p> </div> <div style="text-align: center;"> </div> </div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <p>10% ..PROMOTIONAL..</p> </div> <div style="text-align: center;"> </div> </div>
WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	

WEEKLY TOTALS: ○ CREATED \_\_\_\_\_ ○ CURATED \_\_\_\_\_ ○ PROMOTIONAL \_\_\_\_\_ TOTAL POSTS \_\_\_\_\_

[Divide each number above by TOTAL POSTS to get your ACTUAL percentage.]

# 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)!

# SOCIAL MEDIA FOR THE WEEK OF: \_\_\_\_\_

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
 <input type="checkbox"/> <i>sunday worship playlist</i> <input type="checkbox"/>	 <input type="checkbox"/> <i>small group photo</i> <input type="checkbox"/>	 <input type="checkbox"/> <i>sermon quote</i> <input type="checkbox"/>	 <input type="checkbox"/> <i>volunteer spotlight</i> <input type="checkbox"/>
 <input type="checkbox"/> <i>ask for sunday volunteers</i> <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/> <i>shareable image: wisdom</i> <input type="checkbox"/>	 <input checked="" type="checkbox"/> <i>offer prayer</i> <input type="checkbox"/>	 <input checked="" type="checkbox"/> <i>share a helpful blog article</i> <input type="checkbox"/>
 <input checked="" type="checkbox"/> <i>scripture verses</i> <input type="checkbox"/>	 <input checked="" type="checkbox"/> <i>share an uplifting video</i> <input type="checkbox"/>	 <input checked="" type="checkbox"/> <i>ask a fun/engaging question</i> <input type="checkbox"/>	 <input checked="" type="checkbox"/> <i>#hashtagholidays</i> <input type="checkbox"/>
WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>
FRIDAY	SATURDAY	SUNDAY	TRACKING
 <input type="checkbox"/> <i>kids ministry photo</i> <input type="checkbox"/>	 <input type="checkbox"/> <i>encourage bringing a friend</i> <input checked="" type="checkbox"/>	 <input type="checkbox"/> <i>worship photo</i> <input type="checkbox"/>	<div style="display: flex; justify-content: space-between;"> <span>[IDEAL]</span> <span>[ACTUAL]</span> </div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  30%         </div> <div style="text-align: center; color: gray;">             .....CREATED.....         </div> <div style="text-align: center;">  29%         </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 10px;"> <div style="text-align: center;">  60%         </div> <div style="text-align: center; color: gray;">             .....CURATED.....         </div> <div style="text-align: center;">  62%         </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 10px;"> <div style="text-align: center;">  10%         </div> <div style="text-align: center; color: gray;">             .....PROMOTIONAL.....         </div> <div style="text-align: center;">  10%         </div> </div>
 <input checked="" type="checkbox"/> <i>community family activity</i> <input type="checkbox"/>	 <input checked="" type="checkbox"/> <i>community news</i> <input type="checkbox"/>	 <input checked="" type="checkbox"/> <i>shareable image: quote</i> <input type="checkbox"/>	
 <input checked="" type="checkbox"/> <i>funny poll</i> <input type="checkbox"/>	 <input checked="" type="checkbox"/> <i>bible trivia</i> <input type="checkbox"/>	 <input checked="" type="checkbox"/> <i>faith building question</i> <input type="checkbox"/>	
WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	WRITTEN <input type="checkbox"/> DESIGNED <input type="checkbox"/> SCHEDULED <input type="checkbox"/>	

WEEKLY TOTALS: ○ CREATED 6 ○ CURATED 13 ○ PROMOTIONAL 2 TOTAL POSTS 21

[Divide each number above by TOTAL POSTS to get your ACTUAL percentage.]