

# **SOCIAL MEDIA GUIDE**

JULY 2025



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# JULY MINDSET

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Hey Church Leader,

July is here and with it, a fresh opportunity to show up online in meaningful ways. As your church leans into summer community moments, don't miss the chance to share your story simply and consistently.

Social media doesn't have to be perfect or polished. Just talk like yourself and talk to one person. Share what excites you. Post what you'd say at a barbecue. A worship moment, a prayer in the notes app, a Sunday reminder, all of it matters.

Here are a few quick reminders this month:

- Focus on people, not just events.
- Use photos more than graphics — they feel human.
- Show up. Keep it simple. Be real.

Join us for Social Summer Camp on Thursday, July 17 at 11am CT during Church Fuel Live. This event will be full of ideas, encouragement, and practical help for your social strategy.

We're with you.

-The Church Fuel Team

P.S. If you would like more VBS/Kids Camp/Student Camp social media content, [check out this guide](#).

# JULY CALENDAR

Use this suggested layout to help plan your posts for the month. Feel free to adjust the order or timing to best fit your church's schedule and needs. We recommend 2-4 posts per week; this is a calendar of ALL the ideas we share in this guide.

SUN	MON	TUE	WED	THUR	FRI	SAT
		<b>01</b> Fireworks Near Me (pg 11)	<b>02</b>	<b>03</b>	<b>04</b> Happy 4 <sup>th</sup> of July (pg 12)	<b>05</b> Weekend Service Invite (pg 7)
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# JULY CALENDAR

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**Feeling overwhelmed with your church's social strategy? Let's make it easier.**

If you've got the plan but aren't sure how to put it into action, you're not alone—and you don't have to figure it out by yourself. There are a couple of simple ways to get the help you need:

👉 Book a Social Media Coaching Call — We'll walk through your questions, help you prioritize next steps, and tailor the plan to fit your unique context.

👉 Join us for Church Fuel Live every Thursday at 11 AM Central — Especially this month during Social Summer Camp, where we focus on practical, creative ways to level up your church's social presence together. Social Summer Camp is kicking off July 17 at Church Fuel Live.

You don't have to do this alone — let's build momentum, together.

# REGULARLY POSTED CONTENT

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## Service/Sermon Recap

### Primary Goal:

Use the inspirational content from the past week's service to encourage people and remind them to live it out all week long.

### Secondary Goal:

Give new people a glimpse into the heart, rhythm, and message of your church.

### Method:

When — Any day of the week

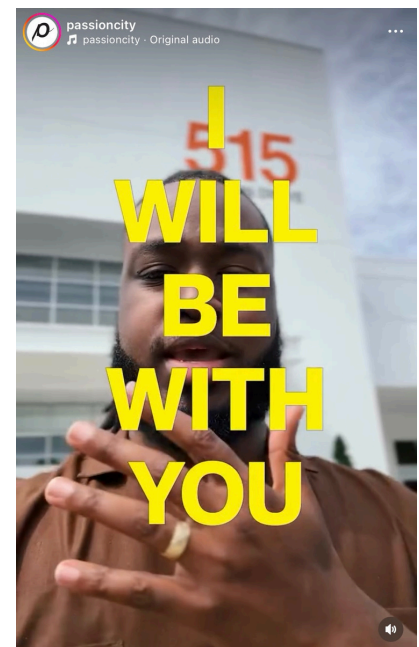
How — Clip from the sermon as a reel, a shareable quote graphic, photos from worship or lobby moments, or a short selfie-style recap from your pastor ([example video](#)).

### Suggested Caption:

This past weekend, (Lead Pastor's Name) shared a message that hit home. What stood out most to you? 🙌🙌

Church isn't just something we attend — it's something we live. As you go through your week, how are you living out the truth we heard on Sunday?

Let us know in the comments what challenged, encouraged, or inspired you most!



# REGULARLY POSTED CONTENT

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## Weekend Service

### Primary Goal:

The goal is not, *"Hey come to our service;"* the goal is to make your audience feel like they're already part of the story before they even walk through the doors.

### Secondary Goal:

Make it easy for people to say "yes" to coming by giving clear service times & locations, and a friendly nudge.

### Method:

When — Either Friday or Saturday

How — Photo or video (people at your church or pastor in their office prepping the sermon)

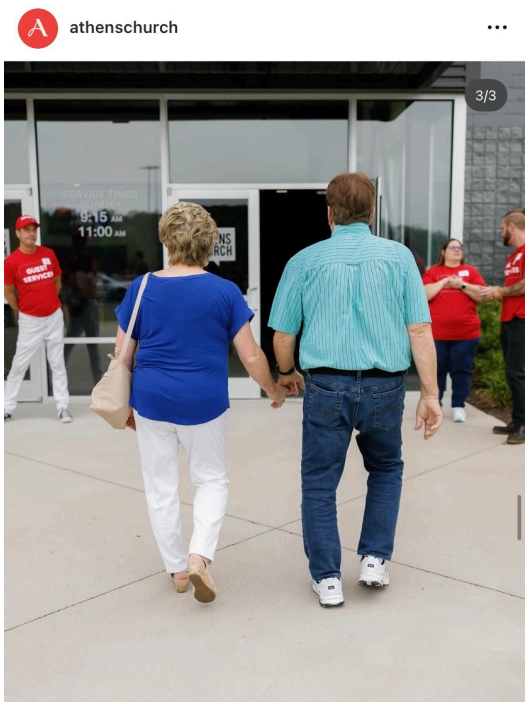
### Suggested Caption: (sermon prep)

This weekend, we're talking about God's calling on your life. Ever wonder what your purpose is? Join us Sunday as (Lead Pastor's Name) shares insight into your purpose and mission.

### Secondary Caption Info: (people at church)

This weekend, we're exploring how God meets us in the everyday moments. If you've ever felt like your life is too ordinary to be holy—this one's for you.

We'd love to save you a seat. Here's what you need to know: [insert service times]



# REGULARLY POSTED CONTENT

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## Next Steps

### Primary Goal:

Encourage your people to take the next step in their faith and/or the next step to get plugged in at your church:

- Attend a Welcome Party
- Get Baptized
- Join a Small Group
- Join a Ministry Team
- Sign up to Serve at an Outreach Event

### Secondary Goal:

Show viewers the variety of ways to get connected and go deeper.

### Method:

How — Always through storytelling: short quotes, video snippets, or photos from real people—not slides with info.

### Suggested Caption:

Ever feel like it's time to go deeper? That's exactly what [Name] did when they joined a small group—and it changed everything.

Whether it's building community, getting baptized, or serving on a team — there's a step that's just right for you. 🎯

Ready to take your next step? Tap the link in bio or drop a 🙌 below and we'll help you find your way forward.



# REGULARLY POSTED CONTENT

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## Volunteer Highlight

### Primary Goal:

Celebrate your volunteers and show how service is both meaningful and joyful.

### Secondary Goal:

What gets celebrated gets repeated. Recruit volunteers by showing that it's easy and fun to volunteer at your church. Warning, this should be very subtle. You are not begging people to volunteer. Let others see the culture of serving, not by recruiting, but by honoring.

### Method:

Photo of volunteers in action.

### Suggested Caption:

This is [Name] — you've probably seen them at the doors with a big smile and warm welcome. But what you don't see is how they show up early, pray over the room, and serve with joy week after week.

Volunteering at [Church Name] is more than a role — it's a way to help create a space where people feel at home.

We're grateful for [Name] and every person who helps make Sunday happen!



# HOW TO USE THIS GUIDE

## POST DESCRIPTION

A paragraph explaining what type of post to create.

### Firework Shows Near Me

Help your community celebrate the 4th of July by doing the searching for them. Create a carousel post that starts with a photo of a firework and a search bar reading, "firework show near me." Then share details of several local firework shows happening near your church. It's a fun, practical way to serve your neighbors, and helps position your church as a helpful, thoughtful presence in their lives beyond Sunday.

### CAPTION EXAMPLES

*Teaser:* Fireworks plan?

-----  
We got you covered. The most explosive post you'll see this week. Swipe to find a local fireworks show!

*Engagement:* Got a favorite fireworks tradition? Let us know where you love to celebrate the 4<sup>th</sup>! Let's light up the comments!

*Inspiration:* We love seeing our community come together under the same sky. May your celebrations be full of joy, connection, and gratitude. As we celebrate freedom this week, let's remember the One who sets hearts free.

## EXAMPLE CONTENT

An example of what your post could look like.



### Why This is a Good Post:

- Value Add
- Connects with the community

### Thoughtful Response Examples:

- That sounds like a great spot, what time do you usually head over to save your spot?
- Love that tradition! Do you usually celebrate with family, neighbors, or both?
- Do you prefer watching fireworks up close with the big crowd, or from a cozy spot a little farther away?
- Any must-bring items you pack for your fireworks night?

## CAPTION OPTIONS

Ready-to-use captions to pair with your post.

## THOUGHTFUL RESPONSES

When someone comments on your post, be sure to reply with something like one of these to keep the conversation going.

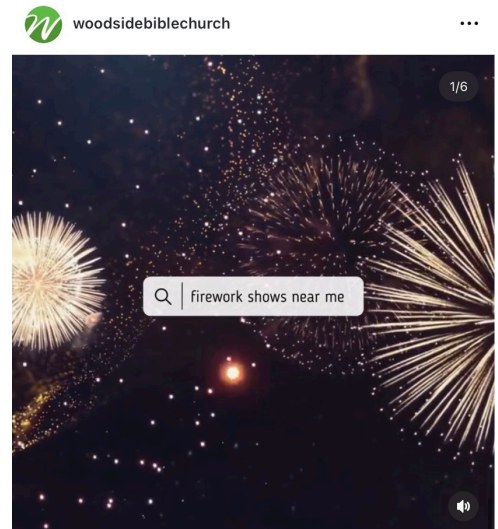


# JULY - FIREWORKS NEAR ME

## Social Post #1

### Firework Shows Near Me

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### Thoughtful Response

#### Examples:

- That sounds like a great spot, what time do you usually head over to save your spot?
- Love that tradition! Do you usually celebrate with family, neighbors, or both?
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# JULY - HAPPY 4<sup>TH</sup> OF JULY

## Social Post #2

### Independence Day

Celebrate the Fourth of July in a way that reflects your church's heart for both community and deeper freedom. Whether you post a festive "Happy Independence Day" graphic or (even better) a photo of a church family enjoying popsicles together, this is a great chance to show joy, connection, and gratitude. This post reminds your audience that freedom is worth celebrating and that your church is a place where families gather, laugh, and belong.

### Why This is a Good Post:

- Connects a cultural moment to biblical truth in a relational way

### CAPTION EXAMPLES

*Teaser:* Red, white, and YOU—

—————  
We're thankful for every face that makes up our church family! Happy 4<sup>th</sup> from [your church name]!

*Engagement:* Happy 4<sup>th</sup> of July! How's your family celebrating today? BBQs, parades, popsicles? Drop your traditions below!

*Engagement:* Happy Independence Day! We are so grateful to celebrate our country and the freedom we have to worship God freely.



### Thoughtful Response Examples:

- Do you have a go-to food that has to be on the grill every 4th?
- Is there a time when freedom in Jesus really became personal for you?
- How do you help your kids understand the meaning behind today?
- Is there a song, prayer, or verse that comes to mind when you think about freedom?

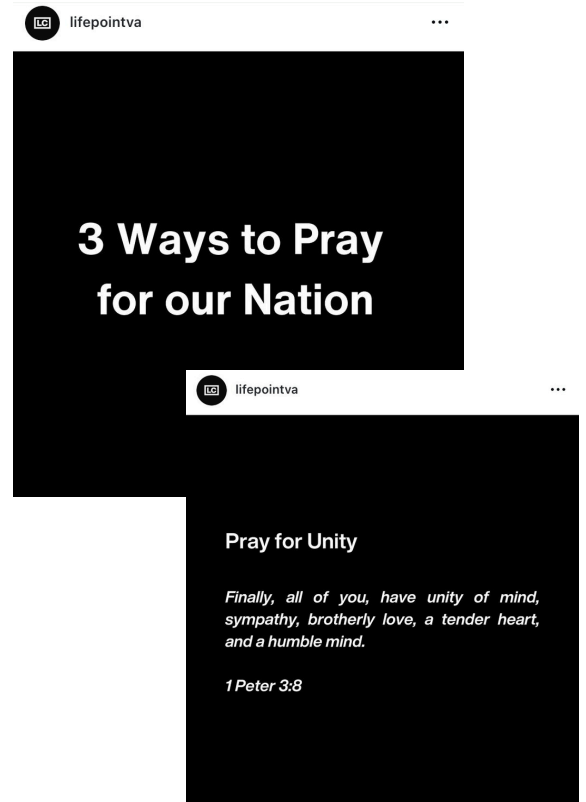
# JULY - WAYS TO PRAY FOR OUR NATION

## Social Post #3

### 3 Ways to Pray For Our Nation

This post gives your church a timely and purposeful way to stay spiritually grounded after the 4th of July. As fireworks fade, this carousel helps your community engage in something deeper. Here are some to get you started creating a carousel:

- Pray for Wisdom — Ask God to guide our leaders with discernment, humility, and courage.
- Pray for Unity — In a divided world, pray that hearts would turn toward peace, justice, and understanding.
- Pray for Revival — Pray that people across our nation would encounter the hope and truth found in Jesus.



### CAPTION EXAMPLES

*Teaser:* Swipe to pray.

Here are 3 ways to pray for our nation today. 🇺🇸🙏

*Engagement:* What would you add to this list? How are you praying for our nation this week?

*Inspiration:* What if the most patriotic thing we did this week was pray? *"If my people... will humble themselves and pray... I will heal their land."* —2 Chron. 7:14 🙏 Let's start today.

### Why This is a Good Post:

- Equips your people to move from celebration to intercession
- Strengthens spiritual responsibility and hope

### Thoughtful Response Examples:

- When you pray for our country, what's on your heart first?
- Which of these 3 prayers is easiest for you? Which one challenges you most?
- Do you have a prayer or verse you turn to when praying for the country?

# JULY - CHURCH IS NOT A BUILDING

## Social Post #4

### Church is Not a Building, It's a Family

This post captures the heart of church life — relationships, belonging, and a shared spiritual journey. Whether it's people laughing in the lobby, praying together, or serving side by side, this photo-based post communicates that the church isn't just a Sunday event — it's a living, breathing community! This kind of post is especially powerful for helping new people imagine themselves belonging before they ever walk through the doors.

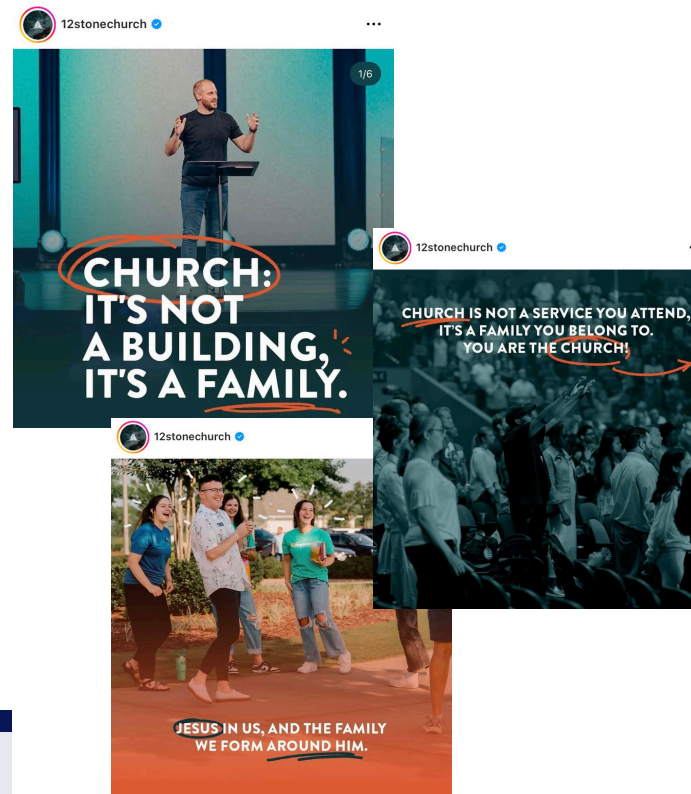
#### CAPTION EXAMPLES

*Teaser:* Spoiler alert:

it's not the building that makes it special. 'Now you are the body of Christ, and each one of you is a part of it.' —1 Cor. 12:27

*Engagement:* Church isn't a place you GO. It's a people you BELONG to. ❤️ Tell us: what does church family mean to you?

*Inspiration:* More than chairs and worship sets, more than sermons and coffee stands — this is a glimpse of heaven on earth. Real people, real stories, real grace. Together, we are the Church. And together, we are growing in love.



#### Why This is a Good Post:

- Encourages emotional connection and belonging.
- Encourages current attenders to share personal impact stories.

#### Thoughtful Response Examples:

- We're so glad you're part of the family. What would you say to someone looking for a church home?
- How has God used this community to grow your faith?
- When did this church first start to feel like home to you?

# JULY - SWIPE TO WORSHIP VIDEO

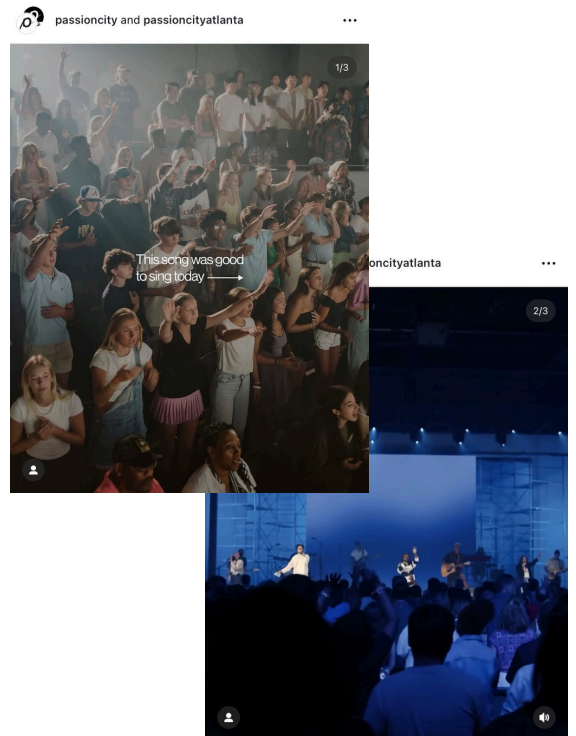
## Social Post #5

### Swipe to Worship Video

This post bridges the Sunday worship experience with midweek inspiration. The first image draws viewers in with a relatable moment — “That song was so good” — and then invites them to swipe into an actual worship clip.

It reminds your community that worship doesn’t have to stay in the building and gives new people a glimpse of the heart and atmosphere of your church.

[Click here to see the example.](#)



### CAPTION EXAMPLES

*Teaser:* This one hit deep on Sunday... 🎵

-----  
We pray you keep sensing God's presence this week.

*Engagement:* Was this your favorite song too? Let us know what part stuck with you!

*Inspiration:* Worship isn’t just about music, it’s about realigning our hearts with truth. This song reminded us that no matter the storm, God is faithful. Take a breath, press play, and let these lyrics wash over you again.

### Why This is a Good Post:

- Extends the worship experience into the week.

### Thoughtful Response Examples:

- What worship song has been your anthem in this season?
- Who’s someone you’d love to bring with you to worship next week? Send them this clip from worship last week to give them a glimpse of what it’s like here – then invite them to come next week!
- What lyric from this song felt like a prayer for you?



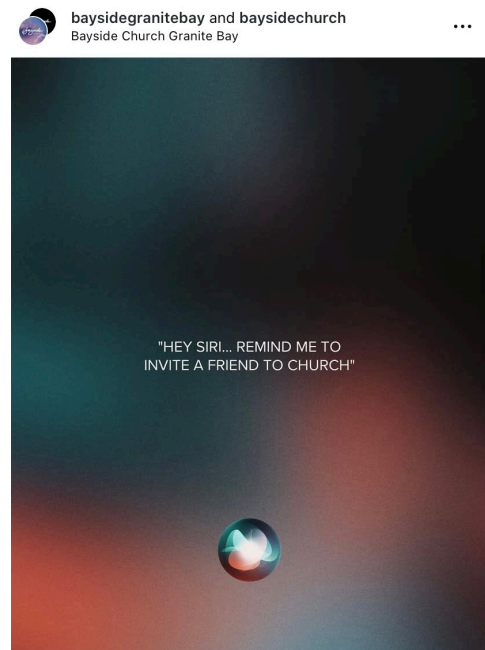
# JULY - HEY SIRI

## Social Post #6

### Hey Siri, Remind Me to Invite a Friend

This fun post uses humor and relatability to inspire boldness in faith. A playful nod to modern tech ("Hey Siri...") turns into a gentle nudge to think missionally.

Whether someone's been meaning to invite a friend for weeks or never thought about it before, this graphic makes the idea feel easy, natural, and timely.



### CAPTION EXAMPLES

*Teaser:* Consider this your sign...

It's time to send that invite. ➡️📱

*Engagement:* An invite can lead to a changed life. Who's on your heart today? You don't have to do it alone—drop a 🙏 if you're praying for the courage to invite someone.

*Inspiration:* Inviting someone to church might feel small, but it could be the start of something life-changing. Let's be people who step out in faith, trust the Spirit, and invite boldly.

### Why This is a Good Post:

- Relatable and lighthearted way to encourage outreach.
- Equips your community to think missionally in their everyday life.

### Thoughtful Response Examples:

- Have you ever seen God move through an invite before?
- Have you ever been the person who got invited? What was that like?

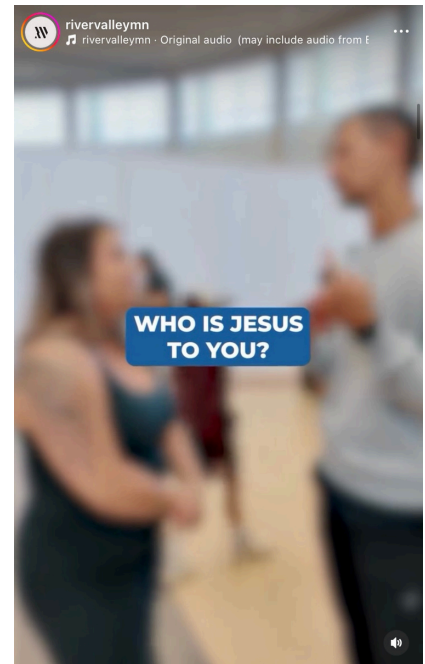


# JULY - WHO IS JESUS TO YOU

## Social Post #7

### Who is Jesus to You Reel

This reel captures authentic, unscripted responses to the question, “Who is Jesus to you?” and “Describe Jesus in one word.” It gives your community a voice while also inviting viewers to reflect on their personal relationship with Christ. The diversity of answers, tender, bold, and joyful, becomes a powerful picture of Jesus at work in real lives. [Click here to watch the video example.](#)



### CAPTION EXAMPLES

Teaser: We asked our church one question:

Who is Jesus to you? Some answers were simple. Some were profound. Every single one pointed to the beauty of knowing Him personally.

*Engagement:* If you had just one word to describe Jesus, what would it be? That’s what we asked people at our church — and their answers reminded us how deeply personal and powerful our relationship with Jesus really is. Now we want to hear from YOU. Drop your one word in the comments and let’s see the beauty of who Jesus is reflected in this community.

*Inspiration:* Jesus asked, ‘Who do you say I am?’ (Matthew 16:15). It’s the most important question anyone could ever answer. The people in this reel each had a different answer — but they were all pointing to the same Savior. So now we’re asking: Who is Jesus to you?

### Why This is a Good Post:

- Interactive/engaging.
- Video content does well on socials.

### Thoughtful Response Examples:

- So good! Has Jesus shown up in that way for you recently?
- Have you always seen Jesus that way, or did something shift your view?
- If someone didn’t know Jesus at all, how would you explain your word to them?

# JULY - SUMMER READING LIST

## Social Post #8

### 5 Books to Add to Your Summer Reading List

This post gives your community a practical and inspiring resource to grow in their faith over the summer. Whether they're reading at the lake, during lunch breaks, or before bed, this list becomes a tool for spiritual growth beyond Sunday mornings. Featuring a curated set of Christian books, devotionals, theology, or faith-in-action reads, this post adds value and opens up conversations about learning, growing, and staying anchored in Christ all summer long. [Check the comments of this post for some suggested books.](#)



### CAPTION EXAMPLES

*Teaser:* Need a break from scrolling?

-----  
These books are worth your time. Tag a friend you'd love to start a summer book study with!

*Engagement:* What we fill our minds with matters. This list is more than a summer activity — it's an invitation to press deeper into your walk with Jesus. Which one of these have you read — or which are you adding to your summer list?

*Inspiration:* Learning never stops, and neither does discipleship. These 5 reads are packed with truth, encouragement, and challenge to help you follow Jesus with greater clarity this summer.

### Why This is a Good Post:

- Provides value & growth outside of Sunday morning.
- Encourages engagement.

### Thoughtful Response Examples:

- What kind of books usually speak to you most— devotionals, stories, theology, or something else?
- What's your favorite spot to read and reflect in the summer?
- What's one book (besides the Bible) that's changed your life?

# JULY — SEE YOU SUNDAY REEL

## Social Post #9

### See You Sunday Message Reel

This simple, creative reel is a warm, low-pressure way to remind your audience about church.

It's lighthearted but still meaningful, gently nudging viewers to think about attending (or inviting someone to attend) without feeling like an ad.

[Click here to watch the video example.](#)



### CAPTION EXAMPLES

*Teaser:* Sundays aren't just a habit—

—they're a highlight. If no one's told you yet—we'd love to see you Sunday! There's a seat saved just for you (and maybe a donut too). Who's coming with you?

*Engagement:* Nothing beats a Sunday together. What's your favorite part of Sunday mornings?

*Inspiration:* God often moves through ordinary moments — a smile at the door, a song that hits different, a message that speaks straight to your heart. That's why we gather. That's why we say, 'See you Sunday.' Don't miss what God might have for you.

### Why This is a Good Post:

- Builds anticipation
- Simple and welcoming

### Thoughtful Response Examples:

- Love that you're making Sundays a habit — how has that impacted your week?
- Do you have a favorite spot to sit or serve each week?
- What helps you feel most connected at church?
- Do you have a 'Sunday tradition'? We'd love to hear it!
- What's one thing you're praying for as we head into the weekend?

# JULY - WAYS TO RESIST SIN

## Social Post #10

### 3 Ways to Fight Against Sin

This carousel shares three practical, biblical ways to resist sin—something every believer wrestles with. It offers both spiritual encouragement and actionable truth, helping your audience grow in daily discipleship. This is a great post to follow a Sunday message or mid-week check-in. Recreate these graphics in Canva or Adobe.

1. Separate from temptation's source
2. Remind yourself you are a new creation
3. Spend time with Jesus



### CAPTION EXAMPLES

*Teaser:* Sin is sneaky.

-----  
But you're not powerless.  
Swipe for 3 ways to fight back with truth, strength, and Jesus by your side. 💪✝️

*Engagement:* What do you do when temptation creeps in? We've all been there. These 3 habits help us fight the pull of sin and live free in the Spirit, day-by-day, step-by-step. Which one do you need to lean into this week?

*Inspiration:* We're not fighting alone. Jesus didn't just forgive our sin, He gave us power to walk in freedom. Here are 3 ways to fight sin today. Let's live like the new creations we are.



### Why This is a Good Post:

- Encourages spiritual growth.
- Offers practical, biblical tools.

### Thoughtful Response Examples:

- How can we pray for you as you fight the good fight?
- What spiritual habit has helped you stay grounded lately?
- Who in your life helps you stay accountable in your faith?
- Is there a Scripture that helps you when you're tempted?

# FACEBOOK AD COPY/VIDEO SCRIPT

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## Thought You'd Be Further Along In Life By Now?

Use the script to create a selfie video ad. Then create an ad using the copy provided.  
[Click here for some example selfie videos!](#)

### Selfie Video Script

Thought you'd be further along in life by now?

Maybe you thought by now you'd be married, have kids, or make more money...

Maybe you thought you'd be in your big career, started your business or found your "thing" by now...

IF THAT'S YOU -

I want you to know that you're not alone!

In fact, most of us feel that exact same way at some point or another...

But don't let those thoughts get you down!

Don't beat yourself up — There is a plan, a purpose, and a hope for your exact situation.

The truth is, we can all get to where we want to be in life — your goals are all within reach...

All you need is the next step...

We'd like to invite you out to church this weekend and help you find that next step.

Our Pastor has a message planned just for you that will lift you up, encourage you and help get life pointed back in the right direction.

Now, we know visiting a church for the first time can be a little weird or even awkward sometimes...

# FACEBOOK AD COPY/VIDEO SCRIPT

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## Selfie Video Script continued

That's why we created Plan Your Visit.

When you plan a visit with us, we'll actually:

- Meet you at the front door
- Show you around
- Introduce you to our Pastor
- Help you get your kids checked in to Kids Church
- Give you a tour of the church
- Save seats for you in the service
- We'll even sit with you if you want

Bottom line: We'll treat you like family...

We want to make your first visit as easy and as fun as possible, so click below and let us know you're coming — we can't wait to meet you :)

## Building Your Ad

Log into <https://www.facebook.com/business/tools/ads-manager> to create your Facebook ad.

**Headline:** Thought You'd Be Further Along In Life By Now?

### News Feed Link Description:

This Sunday @ 10am

**CTA Button:** Learn More



# PLAN YOUR VISIT COPY

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The **“Plan Your Visit” system** is the best way to make people feel welcome, to help them be hosted, and to break down barriers BEFORE they ever attend. This starts with incorporating this in your social content. If you are using this system, make sure to include it in your social media posts. You can find the Plan Your Visit Course [here](#). Below are 3 samples to include in your captions.

## Option #1: To Parents

We know getting the whole crew out the door can feel like a major mission. Let us take some of the pressure off! When you Plan Your Visit ahead of time, we'll have everything set for you — from kids check-in to a warm welcome at the door. Skip the lines and the stress!

👉 Plan your visit here: (Link)

## Option #2: To Moms

Hey, Moms — we see you! We know how important it is to feel confident that your kids are safe, loved, and having fun. When you Plan Your Visit at (Church Name), we'll be ready to walk you to your child's space and make sure you feel at ease before service even starts.

💛 We can't wait to meet you! Plan your visit here: (Link)

## Option #3: To Anyone

Your first visit doesn't have to feel uncertain. When you Plan Your Visit, we'll save you seats, meet you at the door, and make sure you have all the details before you arrive. Our team is here to make your first time feel like home from the start!

🙌 Plan your visit today: (Link)

# YOUR BIGGEST CHALLENGES

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## HERE IS WHAT WE'RE HEARING FROM CHURCH LEADERS

We asked you, “What is your biggest social media challenge?”. Each month, Church Fuel’s John-Erik Moseler, will respond with his tips and suggestions, and thoughts.



### JOHN-ERIK MOSELER SOCIAL MEDIA EXPERT

John-Erik Moseler has experience working with companies like Pixar, Facebook, NASA, Disney, and Google — and brings his development and systems expertise to churches to grow the kingdom of God. He coaches churches to reach more people with a ministry-first approach on social media, helping churches impact more people than ever before.

# YOUR BIGGEST CHALLENGES

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## Challenge 1:

*"I know we don't highlight our church like we should. I don't feel like we tell the story of our church like we need to. Do you have any tips on how we share our story regularly...?"*

## Quick Tips from John-Erik:

Yes! The key is to stop thinking of "sharing your church story" as something formal, polished, or corporate. Instead:

**Talk like a real person, to one person.** Imagine you're at a barbecue or a soccer game and someone asks, "What's going on at your church?" What would you say excitedly and naturally? That's what belongs on your social feed.

**Share what excites you.** If you're not excited about anything happening in your church, social media can't fix that. But if you are — even about one thing — that's the content to share. Excitement is contagious.

**Make it personal, not professional.** Social media isn't about broadcasting to everyone. It's about inviting one person into something meaningful. Don't write ads. Write invitations.

**Focus on people, not places.** The story of your church is the story of your people. Share testimonies, behind-the-scenes glimpses, and what God is doing in lives — not just service times and graphics.

**Think beyond your "About Page."** Social media isn't where you repeat your founding date and mission statement — it's where you show your mission through real, in-the-moment stories.

*"You're not inviting everyone — you're inviting someone.  
Make your posts feel like that."  
—John-Erik Moseler*

# YOUR BIGGEST CHALLENGES

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## Challenge 2:

*"The know how... Social Media feels so out of our reach. What are 3 basic things we need to know how to do just to start posting and engaging?"*

## Quick Tips from John-Erik:

You don't need to be a designer, have fancy gear, or become a TikTok expert overnight. Here are the 3 basic things every church can start with:

- 1. Know how to post a photo with a caption.** Just a simple picture (ideally of a person or moment at church) and a few honest, friendly sentences. No graphics or marketing lingo needed.
- 2. Know how to post a "Story" (especially on Facebook or Instagram).** These are quick, casual, and low-pressure ways to show behind-the-scenes moments, weekend reminders, or real-time updates.
- 3. Know how to post a "notes-style" graphic.** This is one of the simplest and most relatable types of posts you can make. Just open your phone's Notes app, type out a short, meaningful sentence (like "God is still working" or "You belong here"), take a screenshot, crop it, and post it. That's it. It feels authentic, unpolished in the best way, and people stop scrolling for it because it looks like something they'd write themselves. You don't need a design team — just your thumbs and a thought.

Bonus tips:

- **Don't overthink it.** You're not carving this into stone tablets. Just post. Be okay with it being imperfect.
- **Avoid graphics overload.** Graphics feel like ads. Real photos of people get better engagement.
- **Use your phone.** No fancy equipment needed — what's in your pocket is good enough.

*"Be consistent, not complicated. If you keep it simple, you can keep showing up."*

—John-Erik Moseler

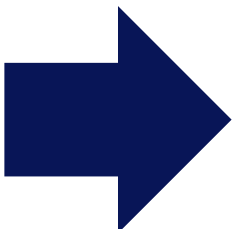
# YOUR BIGGEST CHALLENGES

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Watch the full interview where John-Erik answers the 2 customer questions listed on the previous pages.



[WATCH INTERVIEW](#)



Do you have a social media question for John-Erik? Do you have an obstacle you'd like to get input on in the future? [Fill out our social media survey here!](#)

# BONUS SOCIAL MEDIA POST #1

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## **Pack a Backpack Reel (Back-to-School Drive)**

This reel is an example of what church members are encouraged to do as part of your back-to-school drive.

Pack a backpack with supplies to bless students in need. It's a clear, visual invitation that makes participation feel simple and meaningful, and it helps your community see exactly how they can make a difference.

[Click here to watch the video example.](#)





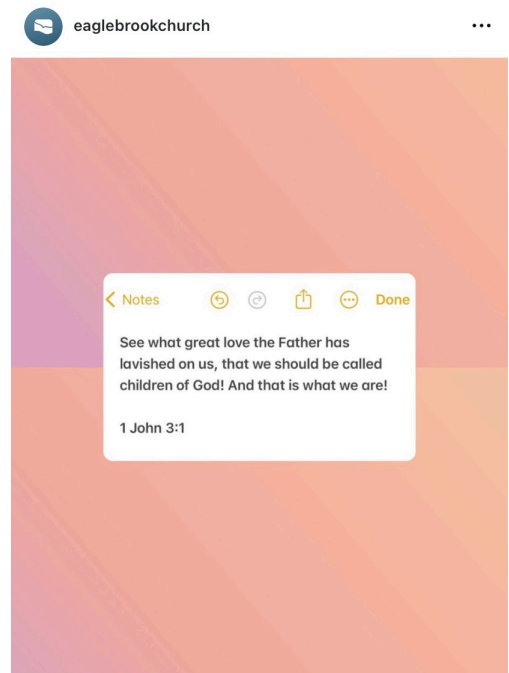
## BONUS SOCIAL MEDIA POST #2

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### 1 John 3:1 Verse Graphic

This graphic features 1 John 3:1 styled like a notes app entry, making Scripture feel personal, reflective, and relevant.

It's designed to stop the scroll with familiar visuals and deliver a powerful reminder of God's love and our identity as His children.



## BONUS SOCIAL MEDIA POST #3

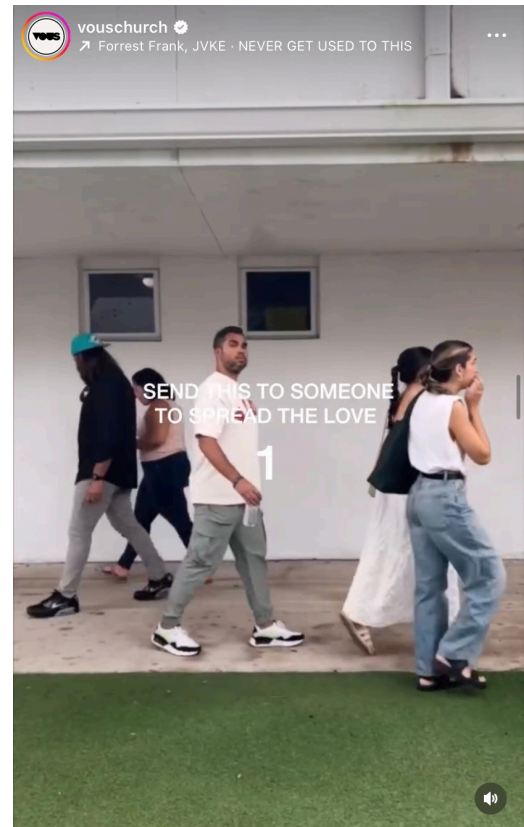
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### Spread the Love Reel

This reel features people completing the hand heart gesture with uplifting text that says, *"Send this to someone to spread the love."*

It's a simple, heartwarming video meant to encourage kindness, connection, and joy – perfect for reaching beyond your followers and sharing the love of Christ in everyday ways.

[Click here to watch the video example.](#)



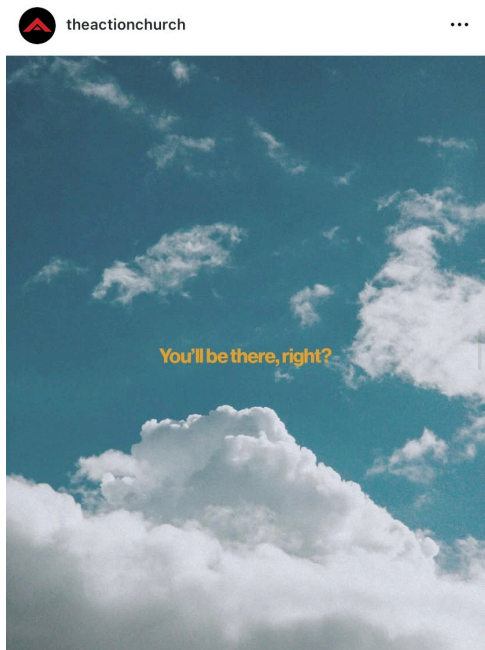
## BONUS SOCIAL MEDIA POST #4

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### **You'll Be There, Right?**

This post features a photo of the sky with bold, conversational text that reads, *"You'll be there, right?"*

It's a lighthearted and visually inviting way to prompt people to attend church, using a friendly tone that feels more like a personal nudge than an announcement.



## BONUS SOCIAL MEDIA POST #5

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### Daily Prayer Graphic

This graphic features a simple but powerful daily prayer: *"God, give us eyes to see people through Your lens."*

It's a quiet invitation for reflection, encouraging followers to start their day with compassion, empathy, and a Christ-centered perspective. You can edit something like this in Canva.



## BONUS SOCIAL MEDIA POST #6

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### I Just Needed a Sunday Reel

This reel pairs the relatable phrase, *“I wasn’t sad, I just needed a... Sunday”* with joyful clips from a Sunday morning at church.

It captures the warmth, energy, and refreshment that comes from being in community and worship — reminding viewers how life-giving Sundays at church really are.

[Click here to watch the video example.](#)

