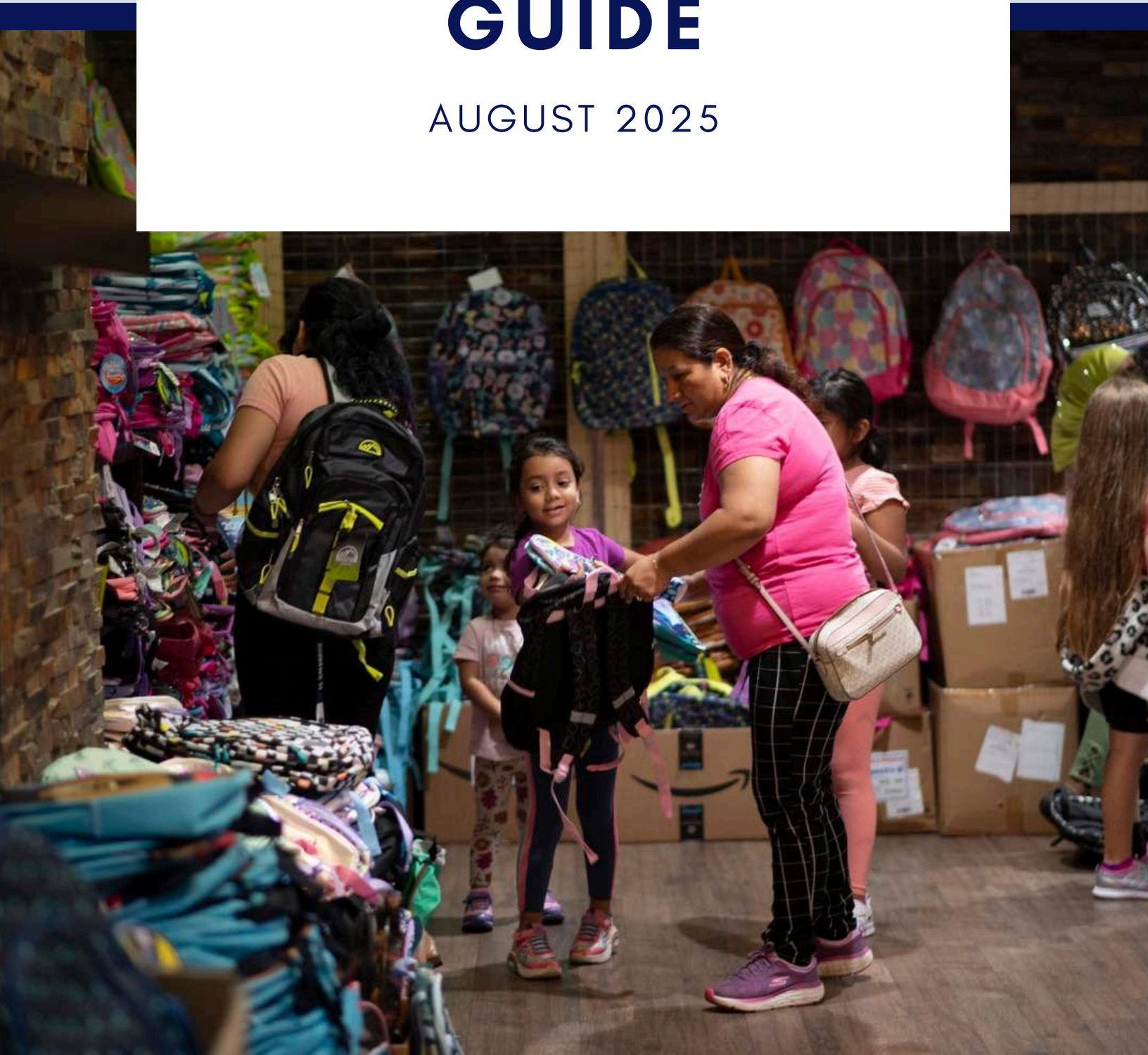


# **SOCIAL MEDIA GUIDE**

AUGUST 2025



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# AUGUST MINDSET

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Hey Church Leader,

August is a fresh start. Routines return, school begins, and your community is re-engaging. That makes this a key moment for your church to show up with purpose and presence, especially online.

This guide is full of thoughtful, ready-to-use ideas to help you connect on social without pressure or perfection. Whether you're inviting families to a Back to School event, encouraging parents, or simply reminding people that they're not alone, each post is a chance to speak to one person in a meaningful way.

And this month, we're rolling out new Church Fuel software designed to make it even easier. It includes pre-done social media posts (yep, we write them for you!) and allows you to schedule them directly to your church's accounts. It's social media ministry made simple so you can stay consistent and focused on people.

Let's use this season to reset rhythms, rebuild trust, and reach more people with hope.

-The Church Fuel Team

P.S. Ryan Wakefield is hosting a Grow Your Church Breakthrough Bootcamp this month. He'll walk you through a church growth plan you can begin implementing right away. [Click here to join the Bootcamp!](#)

# HOW TO USE THIS GUIDE

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## Part 1 - DONE FOR YOU

If you're using Church Fuel's new Invite Software, you already have access to ready-to-go Social posts designed to help your church reach your community with ease.

These posts are:

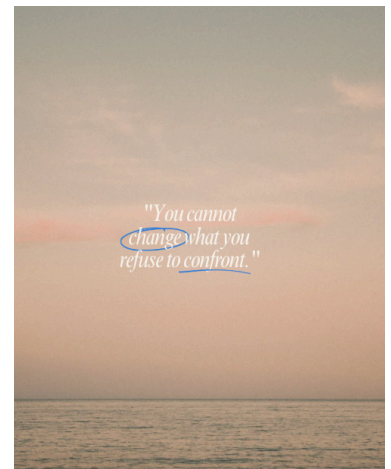
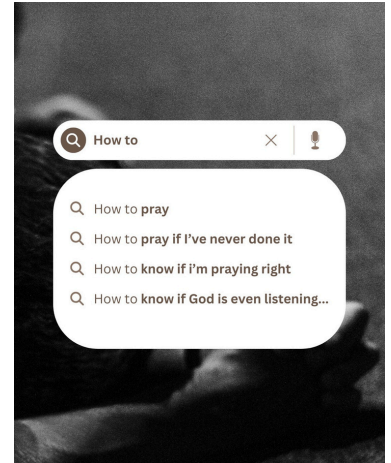
- Designed to deploy instantly with just a few clicks
- Connected to a webpage built for you by the software (no need to create anything yourself)
- Equipped with automation so that when someone comments the prompted word on Instagram or Facebook, they automatically receive a message with a link to the webpage

Once someone visits the article page, they'll be invited to plan their visit to your church. That's when the full Visitor Campaign begins, helping you build a relationship and guide them toward showing up in person.

**If you're in the Grow Plan but haven't started using the Software yet, come to Church Fuel Live** on Thursdays at 11 AM Central. We'll show you how to access and deploy these posts.

### Not in Grow?

Now's the time to seriously consider joining. The software does so much more than just provide social media posts. It's a complete system to help your church get more visitors and keep them coming back.





# HOW TO USE THIS GUIDE

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## Part 2 - DONE WITH YOU

This month, we've included a few posts where the core content is already created inside the Church Fuel Software. These posts are *almost* ready to go, but to make them truly effective, we encourage you to **customize** them for your church.

Here's what that means:

- The post text is written and ready for you to personalize
- We've included generic photos to help you get started
- You can swap in photos from your church to make the post feel more authentic and inviting

These “*Done With You*” posts also point to article-based webpages, just like the “*Done For You*” posts. When someone clicks through, they'll be invited to plan a visit, triggering the same Visitor Campaign that helps you build a meaningful connection.

**If you have the Church Fuel software but aren't sure how to make these posts your own, join us at Church Fuel Live on Thursdays at 11 AM Central. Our team will walk you through simple ways to customize the content and make it more effective for your church.**



# HOW TO USE THIS GUIDE

## Part 3 - MONTHLY SOCIAL GUIDE

These are recommended post ideas for August that you can recreate and share on your church's social accounts.

These posts aren't created in the Invite Software (yet), but they're still incredibly effective. When paired with the posts from the Software, they help you build community, spark conversation, and keep your church visible and encouraging online.

### POST DESCRIPTION

A paragraph explaining what type of post to create.

### EXAMPLE CONTENT

An example of what your post could look like.

#### Word Search Invite Reel

This playful and eye-catching reel uses a simple word search to create an invitation. As the camera captures someone circling each word, the message comes together in a fun and unexpected way. This is a lighthearted reminder that church is coming and everyone's invited. It's low-pressure, visually engaging, and perfect for reaching both regular attendees and first-time visitors scrolling their feed. Click here to watch the video example.

- [Print out this Word Search to use](#)



#### CAPTION EXAMPLES

*Teaser:* Found the message? 🕵️

There's a seat with your name on it and Jesus is ready to meet you there.  
#SeeYouSunday

*Engagement:* If you had to describe your favorite part of Sunday mornings at church in 3 words, which would you choose? Comment below!

*Inspiration:* The invite might be hidden in a word search, but the love of Jesus? That's always in plain sight. 🧡 Every Sunday is a new opportunity to grow, worship, and belong. We'd love to see you there.

#### Why This is a Good Post:

- Video content does well
- Fun, friendly, and non-intimidating invite

#### Thoughtful Response Examples:

- What's your favorite kind of puzzle: crossword, sudoku, word search, or jigsaw?
- What 3 words would YOU hide in a church-themed word search?
- Who's one person you're praying will come to church with you this month?

### 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.

# HOW TO USE THIS GUIDE

---

**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 — where we focus on practical, creative ways to level up your church's social presence together.

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

## PART 1

# DONE FOR YOU

Done for you “ready made” posts you can access in the Church Fuel Software and deploy immediately to your feed.

These posts are connected to the Invite System we recommend you feature for this month!

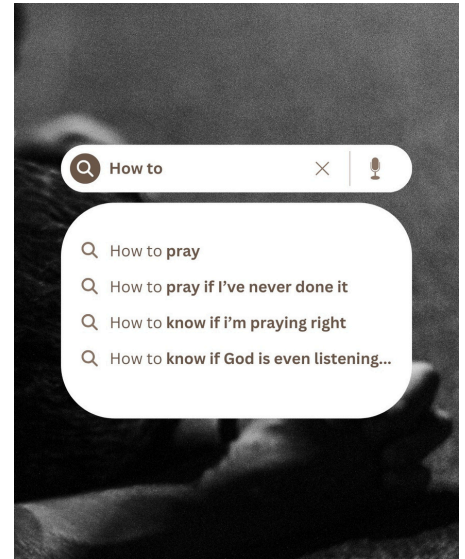


# AUGUST - HOW TO PRAY GRAPHIC

## *Done-For-You Post #1*

### **How to Pray - \*CF Software**

This post uses Church Fuel Software to point people to a practical, helpful article on your church's website: "How to Pray (Even if You've Never Tried Before)." The best part? The entire webpage is already done for you, including built-in "Plan Your Visit" tools, branding, and social captions. All you have to do is post it. This is an easy way to meet people where they are, offer spiritual help, and invite them into deeper connection with your church, without needing to create anything from scratch. Want help using the Church Fuel Software? Join us for the live call on Thursdays at 11AM and jump into the Software Breakout. We'll walk you through everything.



### **CAPTION**

You've had these thoughts. So have we.

Good news...God isn't looking for performance—just presence.

Check out our guide on "How to Pray, Even if You've Never Tried Before."  
[insert link]

If there is anything we can pray for you about, just comment the word PRAYER and our Prayer Team will reach out.

### **Why This is a Good Post:**

- Spiritual guidance
- Drives traffic to your website

### **Thoughtful Response**

#### **Examples:**

- Thanks for commenting.  
How can we be praying for you today? 🙏
- We've got you covered.  
Want to talk more with someone on our team this week?
- You're not the only one who needs prayer right now. Thanks for speaking up, it helps others know they're not alone.

# AUGUST - 75 QUOTES GRAPHIC

## Done-For-You Post #2

### 75 Quotes - \*CF Software Post

This post features a powerful, shareable quote from our church's article "75 Positive Quotes That Will Change Your Life," a curated collection of motivation, wisdom, and truth for anyone who needs encouragement, with scriptural references too. The best part? The entire web page is already done for you through the Church Fuel Software, complete with "Plan Your Visit" integration and pre-loaded social posts. Want help getting the most out of your software? Join us for the live [Thursday call and breakout!](#)



#### CAPTION

Life feels like a loop sometimes.

If you need motivation to move forward, these 75 quotes might be the spark.

"You cannot change what you refuse to confront."

"Sometimes good things fall apart so better things can fall together."

"No matter how many mistakes you make or how slow you progress, you are still way ahead of everyone who isn't trying."

"Giving up doesn't always mean you're weak. Sometimes it means you're strong enough and smart enough to let go and move on."

"Life is 10% what happens to you and 90% how you react to it."

Need a dose of hope? Tap the link for the full list: [\[link\]](#)

Or comment QUOTES and we'll send them right to your inbox.

#### Why This is a Good Post:

- Drives traffic to your website
- Value Add

#### Thoughtful Response

##### Examples:

- What's a quote you've clung to during a tough season? Drop it below—someone else might need it too.
- What's your personal motto, favorite life quote, or favorite Bible verse?
- If you could put one quote on a billboard, what would it be?
- That's one of my favorites too—how has that quote encouraged you recently?

## PART 2

# DONE WITH YOU

These are posts you can access in the Church Fuel Software. You can use our captions and content, but these posts would be best with customization from your church to “make your own” and increase engagement.

# AUGUST - HOW TO PRAY PHOTO

## *Done-With-You Post #1*

### **How to Pray - \*CF Software**

This post also uses the Church Fuel Software to point people to the "How to Pray" webpage. But for this one, we recommend using your own photo to customize it! Go into the software and replace the image you see here with a different photo of your kids ministry. Want help using the Church Fuel Software? Join us for the [live call on Thursdays at 11AM](#) and jump into the Software Breakout. We'll walk you through everything.



### **CAPTION**

🙏 They don't need to have all the right words.  
🙏 They just need to know they can talk to God anytime, about anything.

-----  
Teaching your kids to pray isn't about adjusting behavior, it's about helping them know they're never alone.

Want a simple guide to help them (and you) start the conversation? Follow the link...

🔗 [link]

OR comment PRAYER and we'll send you the free guide, "How to Pray- Even if You've Never Tried Before."

Because prayer is a gift for kids and grown-ups alike. ❤️

### **Why This is a Good Post:**

- Spiritual guidance
- Drives traffic to your website

### **Thoughtful Response**

#### **Examples:**

- Thanks for commenting.  
How can we be praying for you today? 🙏
- We've got you covered.  
Want to talk more with someone on our team this week?
- You're not the only one who needs prayer right now. Thanks for speaking up, it helps others know they're not alone.



# AUGUST - 75 QUOTES PHOTO

## *Done-With-You Post #2*

### **75 Quotes - \*CF Software Post**

This post features powerful, shareable quotes from the software article “75 Positive Quotes That Will Change Your Life,” a curated collection of motivation, wisdom, and truth for anyone who needs encouragement. The best part? The entire web page is already done for you through the Church Fuel Software, complete with “Plan Your Visit” integration and pre-loaded social posts. Want help getting the most out of your software? Join us for the live Thursday call and breakout!



#### **CAPTION**

When you feel stuck, here's what's still true...

"God's not done with your story."  
"You are never too far gone for God's grace."  
"Your identity is not in your failure. It's in Christ."  
"Even when you don't see it, He's working."  
Jesus is enough—no matter what you lack."

Let these words remind you of what's still possible.  
Read the full list here: [\[link\]](#)

Or comment QUOTES and we'll send it your way.  
Because sometimes, the right words can shift everything.

#### **Why This is a Good Post:**

- Drives traffic to your website
- Value Add

#### **Thoughtful Response Examples:**

- What's a quote you've clung to during a tough season? Drop it below—someone else might need it too.
- What's your personal motto, favorite life quote, or favorite Bible verse?
- If you could put one quote on a billboard, what would it be?
- That's one of my favorites too—how has that quote encouraged you recently?

## PART 3

# MONTHLY SOCIAL GUIDE

The rest of this document contains monthly post recommendations with examples of sticky captions, call-to-actions to increase engagement, and thoughtful comment responses ... all to help you create Social Media content and conversation at your church.

# 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.

### Suggested Caption:

(Lead pastor name) shared how to forgive someone even when they don't deserve it last week. What was one thing you underlined in your notes?

We love spending the weekend with you, church family! What was your favorite part about Sunday?



# 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)

What's my purpose? Why am I here? If you've ever wrestled with questions like these, you're not alone. This Sunday, (Lead Pastor's Name) is unpacking how to discover God's calling on your life—and how to start walking in it. Don't miss it.

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

God is at work in the everyday, not just the big, spiritual moments. This weekend, we're talking about how your ordinary life is full of holy potential. Come experience it with us. We'd love to save you a seat! Here's when we meet: [insert service times]





# REGULARLY POSTED CONTENT

## 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

### Method:

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

### Suggested Caption: (Welcome Party)

New around here? We'd love to meet you. 🙌  
Our Welcome Party is the perfect place to hear the story of our church, meet a few friendly faces, and discover what we're all about. No pressure—just good people, good conversation, and a simple next step. Ready to come? Tap the link in bio or drop a comment below and we'll save you a spot!

### Suggested Caption: (Baptism)

If you've been following Jesus and are ready to go public with your faith—baptism is your next step. It's a powerful way to say, "I've decided to follow Jesus." Whether you've been waiting for the right moment or just started asking questions, we'd love to walk with you. Interested in getting baptized? Tap the link in bio and we'll help you take the next step.



# 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:

Hey, here's [name], one of our Kids Ministry volunteers. The kids call her [nickname] and they can't wait to see her and get a hug! She's love in action!

P.S. Every Monday our volunteers wipe down everything with sanitizer to keep your kids safe.

Ryan is a volunteer with our children's program. His day job is a sheriff's deputy, but he looks forward to serving each week on Sundays.

### Secondary Caption Info:

-Not about what I can get them to do for me, but what can I do for them? Such as, Thanks [Name], we love you too!!! You make everyone feel special, but you're what's most special.



# AUGUST - BACKPACK DRIVE

## Social Post #1

### Backpack Drive/Back to School Drive

This post can work in two ways: either as a celebration of what God has already done through your church's generosity or as a promo to invite others into what's still ahead. Whether you're highlighting a stack of backpacks already collected or building momentum for the drive that's still going, this post captures the heart of what it means to serve like Jesus.

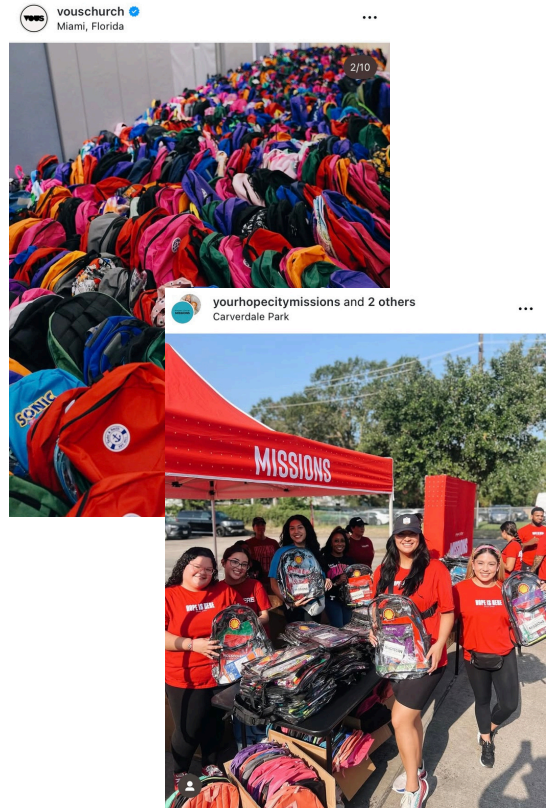
#### CAPTION EXAMPLES

*Teaser:* What if a backpack could change a life?

-----  
We believe it can. 🎒 Now through August 10, we're collecting backpacks and supplies to bless local students. Drop off your donations in the lobby bins. Let's show our city the love of Jesus in action.

*Engagement:* Let's bless students with everything they need to start the year strong. Drop off backpacks + supplies by August 10 in the lobby bins. Do you remember a time someone helped you feel prepared or confident? Share your story below!

*Inspiration:* 🙏 We're collecting backpacks for our community! Each one represents a student starting the year with dignity, confidence, and support. Drop off donations in the lobby bins anytime before August 10 and be part of the story God is writing in our neighborhood.



#### Why This is a Good Post:

- Celebrates community
- Celebrates generosity

#### Thoughtful Response

##### Examples:

- What's one way we can keep praying for students or families this month?
- Have you ever served with a school outreach before?
- Any specific students or teachers you know who we can pray for?

# AUGUST - BACK 2 SCHOOL VERSES

## Social Post #2

### Back-to-School Bible Verses

This post is designed to equip and encourage parents with a week's worth of Scripture to speak over their kids as they head into the school year. Each day features a verse to pray and talk about together. This post helps families stay rooted in God's Word during a season that can feel busy and emotional.

- Monday: Psalm 139:14
- Tuesday: Ephesians 4:32
- Wednesday: Proverbs 4:7
- Thursday: Isaiah 41:10
- Friday: Psalm 121:7-8

### CAPTION EXAMPLES

*Teaser:* New lunchboxes, sharpened pencils, and...

... Scripture for the week! Here are 5 verses to speak over your kids as they go back to school. 🧡

*Engagement:* Daily scriptures to pray over your kids this week as they begin this new school year. How do you help your kids stay grounded in Scripture during the school year? We'd love to hear your ideas!

*Inspiration:* These verses aren't just words—they're weapons of peace, strength, and courage for our kids. Let's cover them in prayer as they step into a new year.



### Why This is a Good Post:

- Spiritual intentionality
- Practical, easy-to-use

### Thoughtful Response Examples:

- Do you have a back-to-school tradition—either spiritual or just fun?
- Which of these verses speaks to your family's heart right now?
- What's one way you've seen your kids grow spiritually during the school year?



# AUGUST - WORD SEARCH INVITE REEL

## Social Post #3

### Word Search Invite Reel

This playful and eye-catching reel uses a simple word search to create an invitation. As the camera captures someone circling each word, the message comes together in a fun and unexpected way. This is a lighthearted reminder that church is coming and everyone's invited. It's low-pressure, visually engaging, and perfect for reaching both regular attenders and first-time visitors scrolling their feed. [Click here to watch the video example.](#)

- [Print out this Word Search to use](#)



### CAPTION EXAMPLES

*Teaser:* Found the message? 🕵️✍️

-----  
There's a seat with your name on it and Jesus is ready to meet you there.  
#SeeYouSunday

*Engagement:* If you had to describe your favorite part of Sunday mornings at church in 3 words, which would you choose? Comment below!

*Inspiration:* The invite might be hidden in a word search, but the love of Jesus? That's always in plain sight. 🧡 Every Sunday is a new opportunity to grow, worship, and belong. We'd love to see you there.

### Why This is a Good Post:

- Video content does well
- Fun, friendly, and non-intimidating invite

### Thoughtful Response Examples:

- What's your favorite kind of puzzle: crossword, sudoku, word search, or jigsaw?
- What 3 words would YOU hide in a church-themed word search?
- Who's one person you're praying will come to church with you this month?

# AUGUST - PARENT ENCOURAGEMENT

## Social Post #5

### Parent Encouragement for Back to School

This post offers heartfelt encouragement to parents as the new school year begins. Whether they're walking their kindergartener into the classroom or watching their high school senior drive away, this moment is full of both emotion and faith. It's a powerful way to bless parents with prayer, truth, and presence at a time they need it most.



### CAPTION EXAMPLE

As our children head back to school, we want every parent to know: your church family is praying with you and for you.

Whether you're walking a kindergartener into class with a backpack that's way too big, or watching your senior pull out of the driveway for their final first day—this week, we are all practicing release and trust.

We're releasing our children into the care of the Almighty, the Creator who loves them more than we ever could. And we're trusting His plans and promises, just like Jeremiah 29:11 declares: "Plans to prosper you and not to harm you, plans to give you a hope and a future."

When worry creeps in—about lockers, lunch tables, friendships, or fitting in—we remember:

✨ God is with our kids.

✨ He goes before them and stands behind them.

✨ He is writing a good story in their lives.

As Philippians 4:6-7 reminds us, we can hand our anxieties over to God and rest in the peace that guards our hearts and minds.

Your church is cheering you on. We're grateful to walk alongside you in this beautiful, stretching, holy work of raising the next generation. ❤️

### Why This is a Good Post:

- Timely
- Spiritual encouragement

### Thoughtful Response

#### Examples:

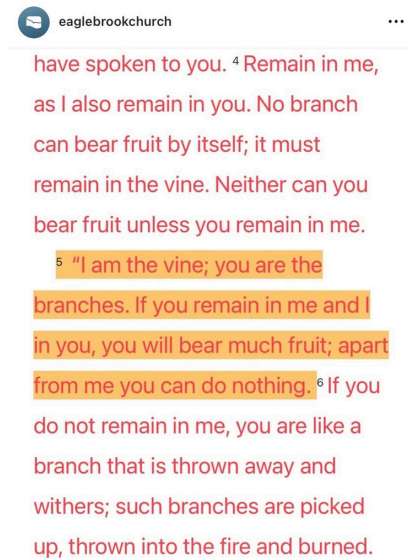
- What's your prayer for your child this school year? We'd love to pray with you.
- What's one piece of advice you'd give someone starting this journey for the first time?
- What's your favorite "first day of school" memory—yours or your child's?

# AUGUST - BIBLE VERSE SCREENSHOT

## Social Post #6

### Bible Verse Screenshot

This post may be simple, but it's surprisingly powerful. A screenshot of a highlighted Bible verse from the YouVersion app (or any Bible app) feels authentic, familiar, and instantly shareable. Whether it's a verse from Sunday's message, one your church is memorizing together, or a passage that's been speaking to a staff member's heart, it's a low-effort, high-impact post that stops the scroll and brings people back to truth. Best of all, it encourages everyday Scripture engagement and reminds your audience that God's Word is never far from reach.



### CAPTION EXAMPLES

*Teaser:* Let this verse be your reminder today:

-----  
You don't have to carry it all. You're not supposed to have it all figured out. You don't have to do it in your own strength.

Jesus is the vine. We're just the branches. All He asks is that we remain in Him because He is the one who produces the fruit. You can stop striving. Start abiding.

He's already near.

*Engagement:* What would you say to someone who feels spiritually dry right now?

*Inspiration:* You were never meant to bear fruit alone. Jesus says, "If you remain in me and I in you, you will bear much fruit." Not might. Not could. Will. The invitation today? Stay close to Jesus.

### Why This is a Good Post:

- Encourages everyday interaction with Scripture
- Organic

### Thoughtful Response Examples:

- What does "remaining in Him" look like for you practically right now?
- Is there a specific fruit of the Spirit you've seen God grow in you recently?
- What's one thing that draws you back to God when you feel distant?

# AUGUST - DOOR GREETER REEL

## Social Post #7

### Door Greeter Reel

This reel captures the joyful, genuine moments that happen right at the front doors of your church. By mic'ing up a door greeter, you invite your audience into the warmth and welcome of a typical Sunday morning. It's a behind-the-scenes glimpse at the heart of your hospitality and a powerful reminder that sometimes the most important ministry happens before the service even begins. [Click here to watch the video example.](#)



### CAPTION EXAMPLES

Teaser: WELCOME TO CHURCH!

-----

Greeting people might seem simple. But it's a frontline role in what God is doing every week.

*Engagement:* Who's your favorite person to see when you walk through the doors? Tag them!

*Inspiration:* Jesus said, "Whoever welcomes you welcomes me." (Matthew 10:40)

Yeah, it's that big of a deal.

### Why This is a Good Post:

- Authentic, unscripted community
- Video content does well on socials.

### Thoughtful Response Examples:

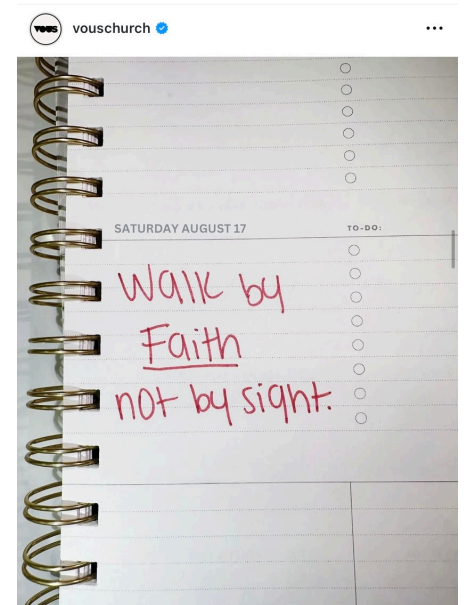
- Have you ever served as a greeter? What's one memory that stuck with you?
- What makes you feel truly welcomed when you come to church?

# AUGUST — WALK BY FAITH

## Social Post #9

### Walk By Faith Reminder

This post captures a simple but powerful reminder, handwritten on a planner: *“Walk by faith, not by sight.”* It's real, relatable, and shareable. In the middle of to-do lists, deadlines, and packed calendars, this truth cuts through the noise, pointing people back to trust in God's plan, even when things aren't clear. It's a personal and visual encouragement for anyone feeling overwhelmed, uncertain, or just in need of hope today.



### CAPTION EXAMPLES

*Teaser:* Forget what the week looks like—

—Who are you walking with?

*Engagement:* What's one thing you're trusting God with this week?

*Inspiration:* *“Walk by faith, not by sight.”* —2 Corinthians 5:7

Even when it's unclear. Even when it's hard. He's still good.

### Why This is a Good Post:

- Feels authentic, not polished
- Spiritual reflection

### Thoughtful Response Examples:

- When is it hardest for you to walk by faith?
- Do you write Scripture in your planner, mirror, or on sticky notes?
- What's helping you trust God in that area right now?



# AUGUST - COFFEE CUP INVITE REEL

## Social Post #10

### Coffee Cup Invite Reel

This light, fun reel features a paper coffee cup, revealing a handwritten invite on the side: "Can't wait to see you!" Flip the cup, and there are your service times. It's short, scroll-stopping, and the perfect mix of creativity and clarity. Whether someone is a regular attender or just thinking about visiting, this reel extends a warm, low-pressure invitation in a way that feels natural and engaging. [Click here to watch the video example.](#)



### CAPTION EXAMPLES

*Teaser:* Coffee's hot. Jesus is even better.

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We'll see you Sunday! 🙌

*Engagement:* Who are you grabbing coffee with before (or after) church this week? Tag them!

*Inspiration:* Sometimes showing up to church takes more faith than we realize. But here's the truth: you don't have to have it all figured out. You don't need perfect belief or perfect behavior. Just a willingness to take one small step toward hope. So if you're watching this and wondering if church is for you... It is. And you are so welcome here. Come grab a coffee. Sit with us. Let God do what only He can do.

### Why This is a Good Post:

- Friendly invite
- Video content does well on Socials.

### Thoughtful Response

#### Examples:

- Are you more of a "get there early for coffee" person or "slide in after the first song"?
- What's your go-to coffee order on Sunday morning?
- What's one way you've experienced God's welcome lately?

# AUGUST 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> Weekend Service Invite (pg 16)	<b>02</b> Volunteer Highlight (pg 18)
<b>03</b> Service/Sermon Recap (pg 15)	<b>04</b> Backpack Drive (pg 19)	<b>05</b>	<b>06</b> Back to School Verses (pg 20)	<b>07</b> 75 Postive Quotes (pg 10)	<b>08</b>	<b>09</b> Weekend Service Invite - (pg 16)
<b>10</b>	<b>11</b> Service/Sermon Recap (pg 15)	<b>12</b> Word Search Invite Reel (pg 21)	<b>13</b>	<b>14</b> Bible Verse Screenshot (pg 23)	<b>15</b> Weekend Service Invite (pg 16)	<b>16</b> Parent Encouragement (pg 22)
<b>17</b> Service/Sermon Recap (pg 15)	<b>18</b> Door Greeter Reel (pg 24)	<b>19</b>	<b>20</b> Next Steps (pg 17)	<b>21</b> How to Pray (pg 9)	<b>22</b>	<b>23</b> Weekend Service Invite (pg 16)
<b>24</b>	<b>25</b> Service/Sermon Recap (pg 15)	<b>26</b>	<b>27</b> Walk by Faith (pg 25)	<b>28</b>	<b>29</b> Weekend Service Invite (pg 16)	<b>30</b> Coffee Cup Reel (pg 26)
<b>31</b>						



# BACK TO SCHOOL EVENT

## FACEBOOK AD

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If you are doing a Back to School event, Big Day, Family Fun Day, Outreach, etc., then the best time for that event is exactly 1 month after school begins. So if your school started in mid-August, then the perfect date for an event would be on September 15th.

If your Back to School event is on Sunday, September 15th, then you'll want to start FB ads ideally on Monday, September 2nd or Monday September 9th (1 or 2 weeks ahead, depending on your budget).

The reason we recommend waiting 30 days after school starts for your event is because your members and regular attenders (a lot of whom will have been gone over the summer) won't actually get back into the routine of coming to church until the Sunday after school starts.

So you'll need a few weeks to promote your Back to School event internally to your people as they start to add church back into their routine.

You'll also need a few Sundays to cast vision for the event/outreach to get your people motivated.

Secondly, it's a lot harder to reach unchurched people during the first few weeks of school because they're trying to shake off the summer and get back into the routine of school, after-school activities, football, soccer, cheerleading, etc.

Give them a month to get settled back into their routine and then you have a much better chance to get them to come to an event. Make sense?

If you have already planned your Back to School event for August, don't worry, this plan still works great.

# BACK TO SCHOOL EVENT

## FACEBOOK AD

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Create two different Facebook Ads and run them simultaneously to get the word out about the Back to School Bash:

1. Picture Ad
2. Pastor Selfie Video Ad

### **Ad #1: Picture Ad**

Find a still image (use a picture that is fun, vibrant and eye-catching. Remember, we want to stop the scroll.) Typically a good picture of bouncy houses or carnival games will work great (if you're having bouncy houses and games at your event). Inside FB ads manager you can use the "choose stock photo" option to do this. You can also find great royalty-free images on [Unsplash.com](https://unsplash.com) that you can use for your ads.

### **Ad #2: Pastor Selfie Video Ad**

You're going to have the Senior Pastor and spouse shoot a "selfie-style" video using the ad copy on the next page as their script. Your Pastor will be standing with their spouse, holding their phone slightly above their head, aimed down on them and say:

*On Sunday, September 15th @ Journey Church we are hosting our Annual Back to School Bash...*

*...continue with the script/ad copy on the next page...*

*\*Then make sure you tell them to click below and Plan Their Visit on the next page.*

# BACK TO SCHOOL EVENT

## FACEBOOK AD

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Change the event stack below to reflect what your church is hosting. We want it to include hooks or magnets that will attract the community to your church.

Plug this copy into your Facebook Ads.

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**HEADLINE: ==>> FREE Back To School Bash <<==**  
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### AD COPY:

On Sunday, September 15th @ Journey Church we are hosting our Annual Back To School Bash...

- ✓ Free Games
- ✓ Free Inflatables
- ✓ Free Bounce Houses
- ✓ Free Sno Cones
- ✓ Free Face Painting
- ✓ Food Trucks
- ✓ And of course... more Candy + Prizes than your kids can handle!

Church starts at 10am and then the Back To School Bash will be directly following service.

Your kids are going to think you're a Superhero after you bring them to Journey Church for the biggest, baddest Back To School Bash you've ever seen!

Come out to Journey Church on Sunday, September 15th @ 10am for a fun, safe day of family fun. Church at 10am and then the Back To School Bash right after service...

And don't worry, this event is 100% FREE and open to the public!

All we ask is that you click on the "Learn More" button below, sign up for Plan Your Visit on the next page so we can save a spot for your kids, and give them a free welcome gift!

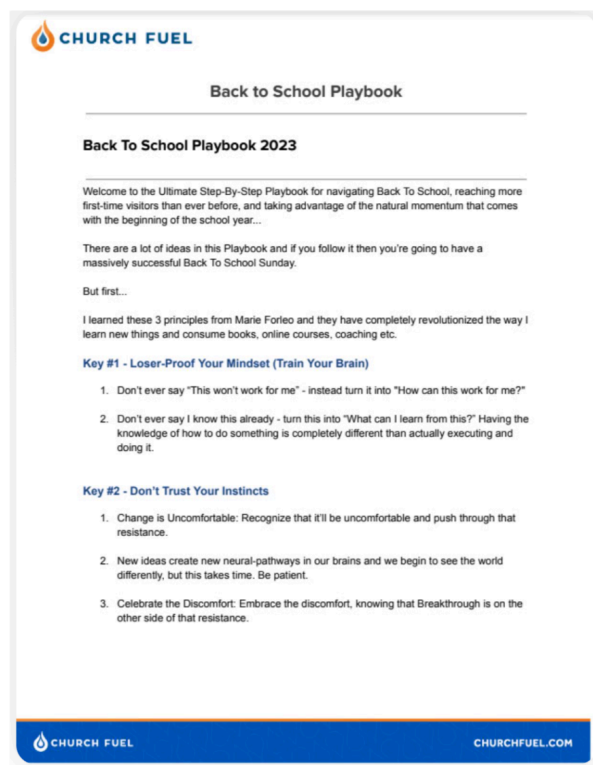
So Plan Your Visit now and we'll see you on Sunday, September 15th at 10am.

# BACK TO SCHOOL EVENT FACEBOOK AD

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Read more instructions on how to best promote your Back to School Event in the **Back to School Playbook** found in the Church Fuel Resource Library.

## BACK TO SCHOOL PLAYBOOK



# 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:

*"We need a social media strategy that leads somewhere and not just random posts. Is there a bare-bones strategy that doesn't take too much time but is still effective?"*

## Quick Tips from John-Erik:

### **Trade 'Strategy' for 'Rhythm'**

Strategy can often feel rigid or extractive, like it's built to get something from people. Instead, focus on a rhythm of adding value. Be thoughtful and intentional, not mechanical.

### **Build a Consistent, Flexible Rhythm**

You don't need a complex calendar. You need a rhythm you can stick with. Think of it like meal planning:

- Set aside time to create, post, and measure
- Keep it flexible enough to adapt as you go
- Don't overthink every post, just stay consistent

### **Use the 3-Part Framework for Your Posts**

Every post doesn't need to be deep, but it should be purposeful. Here's a rhythm that works:

- Build Community - Ask questions, start conversations, engage like a real person
- Invite People to Church - Regularly give people a reason and a way to come
- Share Hope - Post content that lifts people up with the Gospel and combats the comparison game of social media

### **Make it Less About Announcements and More About Listening**

Don't treat your Social feed like the church bulletin. People tune out endless announcements. Instead: Ask questions, Respond to comments, Use what you hear to shape future posts

### **Start Conversations, Not Just Posts**

A good post doesn't just get likes. It gets responses. And now, with new tools, when someone comments (like "pray"), the church can respond automatically in Messenger to start a deeper conversation.



# YOUR BIGGEST CHALLENGES

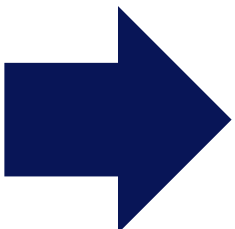
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Watch the full interview where John-Erik answers the customer's question listed on the previous page.

***"You don't need more strategy. You need intentional rhythms that invite, build, and encourage. And we're building the tools to help you do just that."***  
—John-Erik Moseler



[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!](#)

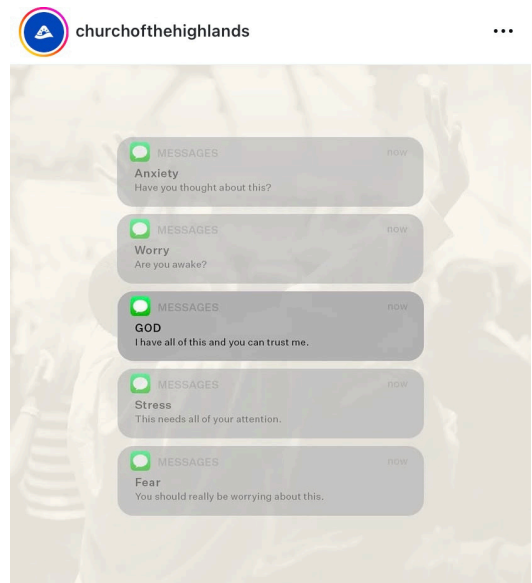
# BONUS SOCIAL MEDIA POST #1

## Focus on God's Message

Recreate a post like this example. There are so many messages coming from places of anxiety, worry, stress, and fear. But God's truth is the voice we need to focus on.

You can edit the messages over a photo.

Another option is to change 5 people's contacts to the names: "Anxiety," "Worry," "GOD," "Stress," and "Fear." Then have them text your phone. Screenshot the messages.



## BONUS SOCIAL MEDIA POST #2

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### Back-Up Camera Reel

A fun and creative reel showing someone holding a sign that reads “Have a great week” through a car’s backup camera. This unexpected visual is a playful way to send encouragement and joy into your audience’s week. [Click here to watch the video example.](#)

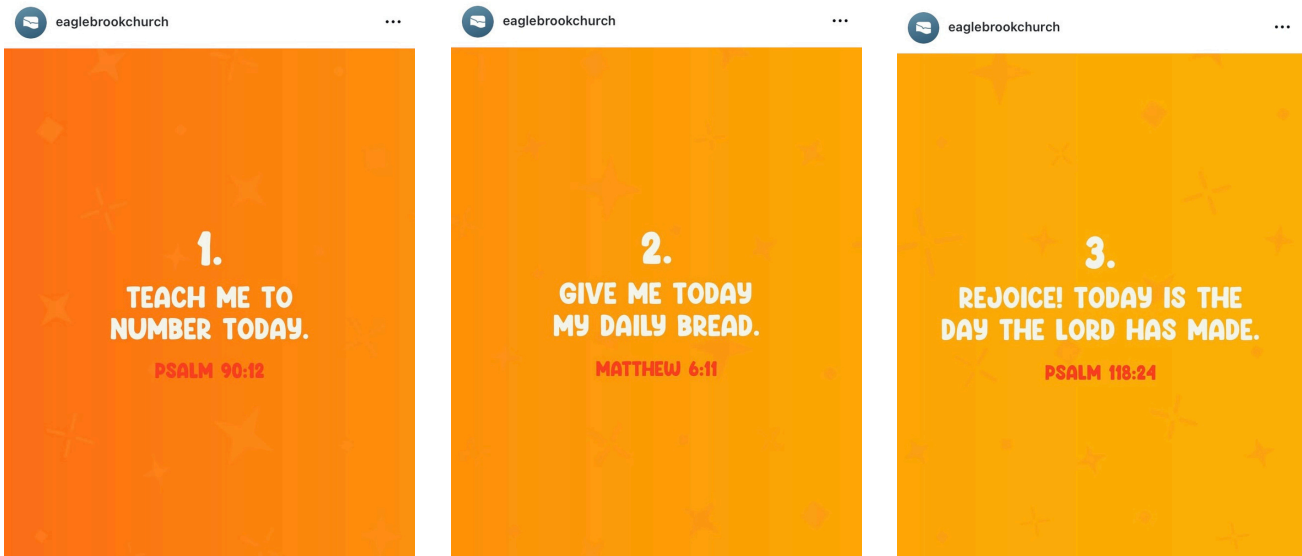
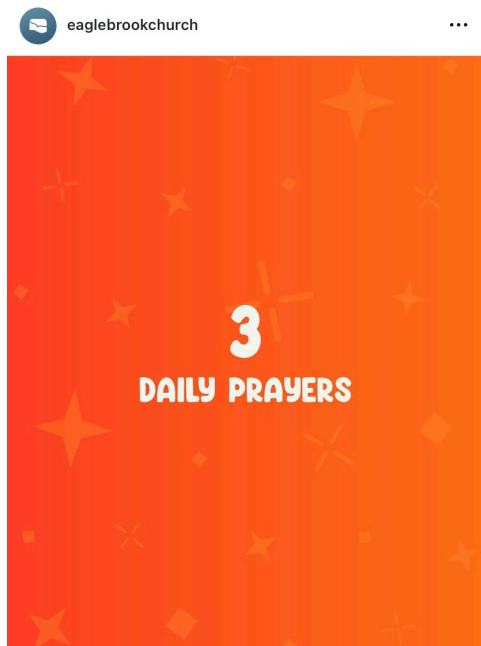


# BONUS SOCIAL MEDIA POST #3

## 3 Daily Prayers

This simple yet powerful carousel shares three daily prayers rooted in Scripture. Each slide is focused on a different spiritual mindset: awareness of time (Psalm 90:12), trust in God's provision (Matthew 6:11), and joy in the present moment (Psalm 118:24).

A beautiful way to help followers start their day centered on God.



# BONUS SOCIAL MEDIA POST #4

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## LED Banner Phone App

This reel features a phone running an LED banner App with your church's service times scrolling across the screen. It's a creative, eye-catching way to share information that feels modern and playful.

The glow of the LED text adds energy and makes the invite feel fresh and informal, while still clearly communicating when people can show up. Great for weekend reminders or countdowns to Sunday. [Click here to watch the video example.](#)



## BONUS SOCIAL MEDIA POST #5

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### Hebrews 11

A visually compelling graphic that shares this powerful truth: *"Faith is the assurance of what we don't see yet but what we're trusting God for."* It echoes Hebrews 11:1 and encourages viewers to stay grounded in trust, even when clarity hasn't come.

Ideal for midweek inspiration or moments of reflection.



churchofthehighlands

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