

SOCIAL MEDIA GUIDE

SEPTEMBER 2025



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SEPTEMBER MINDSET

Hey Church Leader,

September is all about connection. Summer fades, routines settle, and people are looking for meaningful relationships, and your church can be a place where those connections begin. This is the perfect month to be intentional online, not just posting content, but starting conversations that help people feel seen and valued.

Inside this September Social Media Guide, you'll find ready-to-use posts, customizable templates, and a suggested calendar to help you plan with ease. A few of the ideas are available directly in the new Church Fuel Software, so you can post them instantly, link to a custom-built webpage, and start engaging with people automatically. The software even continues the conversation for you, inviting visitors to plan a visit and helping you follow up with care.

Whether you're rallying your team to engage in the comments, encouraging your congregation online, or simply reminding your community they're not alone, this month is your opportunity to connect more deeply. Use these tools to stay consistent, focus on people, and build the kind of trust that turns followers into friends, and friends into family.

-The Church Fuel Team

HOW TO USE THIS GUIDE

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:

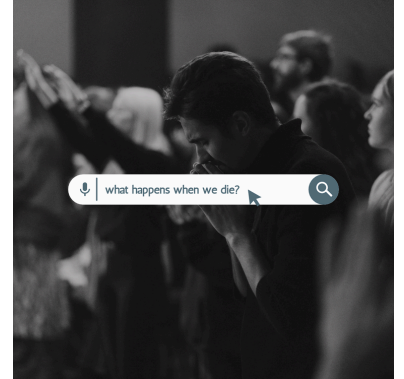
- Designed to deploy instantly with just a few clicks
- Connected to a webpage built for you by the software (no need to create anything yourself)
- Equipped with automation so that when someone comments the prompted word on Instagram or Facebook, they automatically receive a message with a link to the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

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 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.

More of Jesus Less of Me Post-It Note Reel
In this simple but powerful reel, colorful post-it notes are placed on a wall or post, each revealing one word at a time: "More... More... More... of Jesus. Less... Less... Less... of me." The repetitive rhythm draws viewers in while the contrast between "more" and "less" delivers a memorable spiritual truth. It's visually engaging, easy to film, and communicates the heart of John 3:30 in just seconds, perfect for stopping the scroll and starting a conversation. [Click here to watch the video example.](#)

CAPTION EXAMPLES

Teaser: Warning: this message might just stick with you. 😊

More love. More grace. More Jesus. Always.

Engagement: What's one way you're practicing "less of me" this week? Comment below so we can encourage each other!

Inspiration: The more we fix our eyes on Him, the less room there is for pride, fear, and self. "He must become greater; I must become less." — John 3:30 🧡



Why This is a Good Post:

- Recreatable video content
- Short, visual, and easy to understand

Thoughtful Response Examples:

- Has there been a season where you felt God asking you to release something so you could receive more of Him?
- Who in your life reminds you to keep your eyes on Jesus?
- What's one practical way you keep your focus on Jesus during busy weeks?
- How have you seen God grow bigger in your life lately?

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.

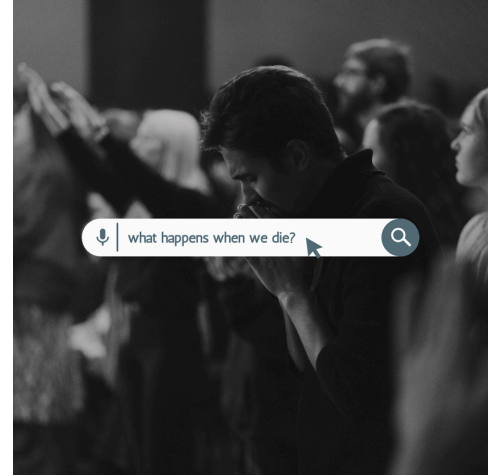
These posts are connected to the Invite System we recommend you feature for this month!

SEPTEMBER - AFTER DEATH GRAPHIC

Done-For-You Post #1

What Happens When We Die - *CF Software

This post uses Church Fuel Software to point people to a practical, helpful article on your church's website: ["What Happens When We Die? Exploring Biblical Truths and Common Questions."](#) 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

It's a question that haunts some, comforts others, and eventually confronts us all.

Here are 7 surprising truths about what really happens when we die—straight from the words of Jesus. They might just change how you live today.

Read our article "What Happens When We Die?" and discover the truth that changes everything.

If eternity has been on your mind, comment the word DEATH and we'll send you the link directly.

Why This is a Good Post:

- Spiritual guidance
- Drives traffic to your website

Thoughtful Response

Examples:

- Has there been a time when you felt especially aware of life's fragility?
- When you think about heaven, what's one thing you imagine will be there?
- What's one thing about eternity you've always wondered about?

SEPTEMBER - VIP GRAPHIC

Done-For-You Post #2

VIP - *CF Software Post

This carousel post invites people to plan their visit at your church by commenting the word “visit.” When they do, the Church Fuel Software will send them a link to fill out the Plan Your Visit form inside the Connections Pipeline. Want help getting the most out of your software? Join us for the live [Thursday call and breakout!](#)

CAPTION

🎉 Hey Social City fam! 🎉
You're officially invited to Social Church this Sunday — and it's going to be EPIC! 🙌

🌟 For the kids? We've got our Kids Blast area loaded with fun, games, and surprises they'll love!

🎵 For you? An uplifting service with powerful music, an inspiring message, and plenty of chances to connect with amazing people.

🕒 Service Times: 9:00 AM & 10:30 AM this Sunday!

Want the VIP treatment? Just comment “visit” below 📌, give us a couple of minutes, and then check your FB Messenger 📱 for the next steps!

We can't wait to see you — bring a friend, bring the fam, bring the energy! 🔥

See you Sunday! 🙌🌟



Why This is a Good Post:

- Plan Your Visit System
- Invites guests

Thoughtful Response

Examples:

- We can't wait to meet you! Do you have kids coming? We'd love to save a spot for them in Kids Blast!
- Will you be bringing friends or family with you?
- What's one thing you're most excited to check out — the music, the message, or the community?

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.

SEPTEMBER - AFTER DEATH PHOTO

Done-With-You Post #1

What Happens When We Die - *CF Software

This post also uses the Church Fuel Software to point people to the [*"What Happens When We Die?"*](#) subdomain page. 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 people at your church praying. 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

☁ One day, every single one of us will take our final breath.

But according to Jesus, that moment isn't the end, it's the beginning of forever.

The Bible gives clear, hope-filled answers about what happens next... and they might change how you live today.

If you've ever wondered about life after death, or you're walking through loss right now, we'd love to send you our short guide *"What Happens When We Die?"*

📖 Comment the word DEATH and we'll send you the link.

Why This is a Good Post:

- Spiritual guidance
- Drives traffic to your website

Thoughtful Response

Examples:

- When you think about eternity, what's the first feeling that comes to mind?
- What do you hope to understand most about what happens after we die?
- How can we be praying for you today?
- What do you think could bring you peace in those thoughts?

SEPTEMBER - VIP PHOTO

Done-With-You Post #2

VIP - *CF Software Post

This post also invites people to plan their visit at your church by commenting the word “visit.” When they do, the Church Fuel Software will send them a link to fill out the Plan Your Visit form inside the Connections Pipeline. We recommend putting in a picture of your pastor preaching. Want help getting the most out of your software? Join us for the live Thursday call and breakout!



CAPTION

📸 That's our pastor, bringing the Word!

And this Sunday, we'd love for YOU to be in the room with us. 🙌

🌟 For the kids? Our Kids Blast area will be packed with games, activities, and surprises they'll love! 🧸

🎵 For you? Powerful worship, an encouraging message straight from God's Word, and a warm welcome from people who are genuinely glad you're here.

🕒 Service Times: 9:00 AM & 10:30 AM this Sunday!

💡 VIP treatment is just a comment away. Drop the word “visit” 📩, and in a couple minutes we'll send you all the details straight to your FB Messenger 📱 so you know exactly what to expect.

Come meet the pastor, connect with great people, and leave encouraged. We can't wait to see you Sunday! 🔥🙌

Why This is a Good Post:

- Plan Your Visit System
- Invites guests

Thoughtful Response Examples:

- Awesome! You're going to love it here. Check your Messenger—we just sent you the next steps. 🙌
- Your VIP pass is ready! 🎉 Check your Messenger for the details.
- You'll fit right in! We're just a group of imperfect people learning to follow Jesus together.
- We pray you feel right at home from the moment you walk in.

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

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:

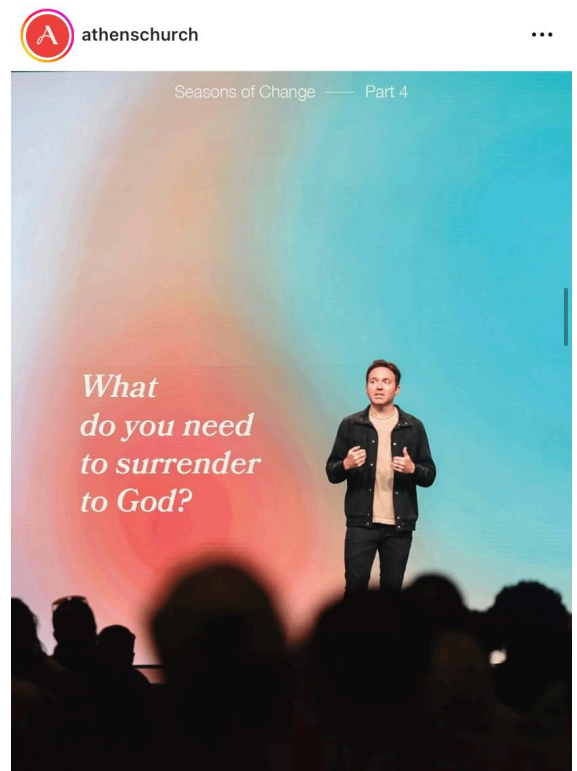
When — Any day of the week

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:

Last week, (Lead pastor name) talked about why we need to surrender to God – and how to do it – some tough lessons to learn! 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

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

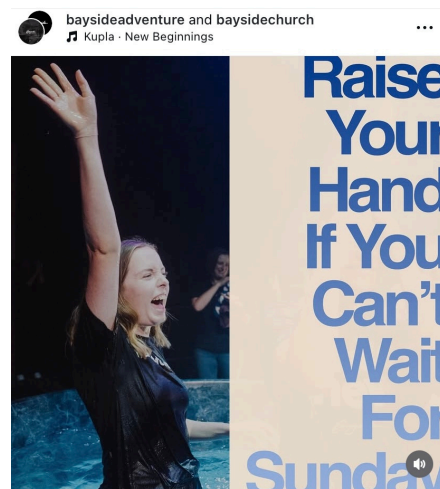
How — Photo or video (people at your church or pastor in their office prepping the sermon)

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

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.

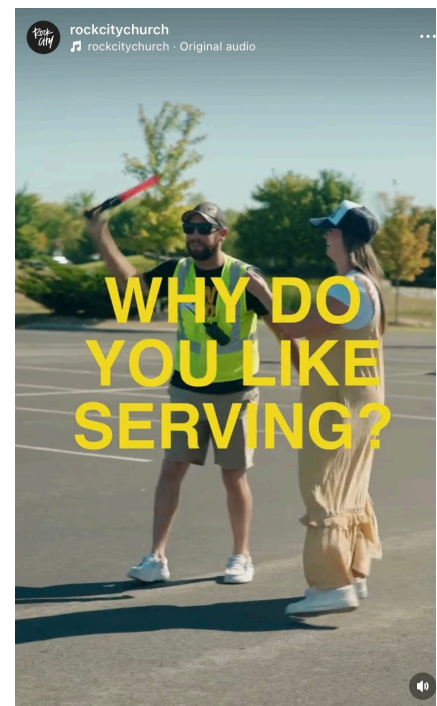
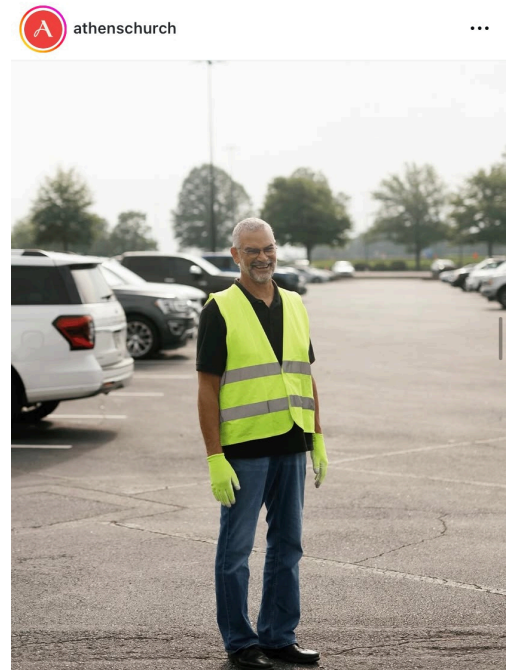
Suggested Caption:

Meet [Name], one of our amazing parking volunteers! Rain, shine, or Minnesota snowstorm, you'll see him out front with a wave and a smile, helping you find a spot and start your morning with joy. He's hospitality in action! 🚗✨

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]! You make pulling into church feel like pulling into a friend's driveway. Your kindness and welcome make a bigger difference than you know! 🙌

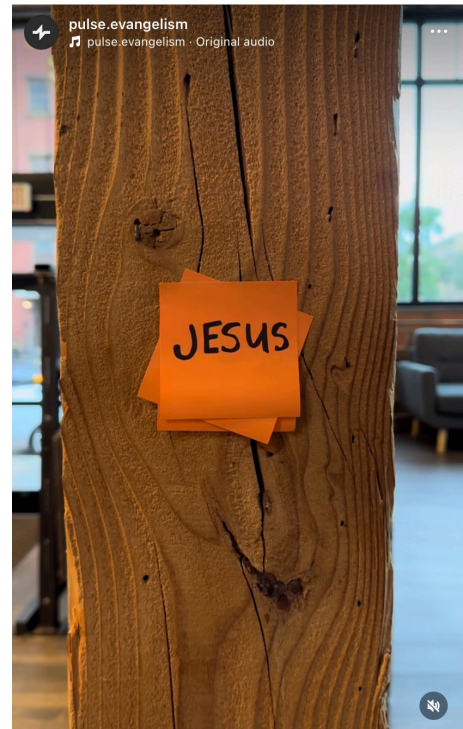


SEPTEMBER - MORE JESUS REEL

Social Post #1

More of Jesus Less of Me Post-It Note Reel

In this simple but powerful reel, colorful post-it notes are placed on a wall or post, each revealing one word at a time: "More... More... More... of Jesus. Less... Less... Less... of me." The repetitive rhythm draws viewers in while the contrast between "more" and "less" delivers a memorable spiritual truth. It's visually engaging, easy to film, and communicates the heart of John 3:30 in just seconds, perfect for stopping the scroll and starting a conversation. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: Warning: this message might just stick with you. 😊

More love. More grace. More Jesus.
Always.

Engagement: What's one way you're practicing "less of me" this week?
Comment below so we can encourage each other!

Inspiration: The more we fix our eyes on Him, the less room there is for pride, fear, and self. "He must become greater; I must become less." — John 3:30 🍷

Why This is a Good Post:

- Recreatable video content
- Short, visual, and easy to understand

Thoughtful Response Examples:

- Has there been a season where you felt God asking you to release something so you could receive more of Him?
- Who in your life reminds you to keep your eyes on Jesus?
- What's one practical way you keep your focus on Jesus during busy weeks?
- How have you seen God grow bigger in your life lately?

SEPTEMBER - FAVORITE MEMORY

Social Post #2

Favorite Church Memory

This simple graphic poses the question, "What's your favorite [Church Name] memory?" It's a direct, open-ended prompt designed to spark nostalgia, joy, and heartfelt stories from your community. Whether someone's been attending for decades or just a few months, it's an easy way for them to share moments that matter, build connection in the comments, and remind everyone of God's faithfulness through the life of the church.



CAPTION EXAMPLES

Teaser: Let's take a stroll down memory lane. 🧑🏫🗨️💬

Every memory tells a story of God's faithfulness. Which one stands out most to you?

Engagement: When you think back on your time at [Church Name], what moment makes you smile instantly?

Inspiration: The church is more than a building... it's the people, the prayers, the laughter, and the tears. We'd love to hear about the moments where you've seen God at work in this community.

Why This is a Good Post:

- Encourages high engagement
- Builds community by celebrating

Thoughtful Response Examples:

- That's such a great memory, what do you think made it so impactful?
- I love that! Who was with you during that moment?
- Has that memory shaped your faith in any way?
- What's something from that season you still carry with you today?

SEPTEMBER - BACK TO CHURCH

Social Post #3

National Back to Church Weekend Reel

This upbeat reel features various people from your church: kids, teens, adults, and seniors, each holding up a sheet of paper that reads “National Back to Church Weekend.” The smiling faces create a warm invitation for those who may have spent the summer at the cabin, traveling, or in a different routine. It’s a friendly reminder that there’s a place for everyone at your church, and now’s the perfect time to reconnect, worship together, and kick off the fall season as a church family. [Click here to watch the video example.](#)


- [Print out this Document to use](#)



CAPTION EXAMPLES

Teaser: No RSVP needed.

Just bring yourself (and maybe a friend).
[Insert Service Times]

Engagement: It's National  to Church Weekend! What's your favorite Sunday routine now that summer's over?

Inspiration: No matter how long you've been away, the door is always open. Come as you are, and let's see what God will do this season. See you this Sunday?

Why This is a Good Post:

- Inviting Video content
- Aligns with seasonal rhythms

Thoughtful Response Examples:

- What's one way the church community has encouraged you in the past?
- If you had to describe church in one word, what would it be?
- Who's someone you're inviting to come with you this fall?

SEPTEMBER - 9/11 REMEMBRANCE

Social Post #4

9/11 Remembrance

This simple, respectful graphic honors the solemn anniversary of 9/11 with the message "Together We Remember." It invites your church community to pause and reflect on the lives lost, the heroes who rose, and the hope that sustains us. This post serves as both a moment of collective remembrance and a reminder of God's presence in times of tragedy and healing.



CAPTION EXAMPLES

Teaser: Pause. Remember. Reflect.

Today is a day we can reflect on the past with honor and gratitude and look to the future with hope and confidence that God is in control.

Inspiration: Today, we pause to remember and pray for those who lost loved ones 24 years ago + honor those who took heroic action. We will never forget.

Inspiration: As we remember 9/11, let us pray for the families who lost loved ones, for those who continue to carry the weight of grief and trauma, and for our world to turn toward compassion, unity, and peace. May we also ask God to help us be instruments of His peace, shining His light in a world that desperately needs His love and healing.

Why This is a Good Post:

- Christian perspective on the tragic event
- Provides an opportunity for meaningful reflection

Thoughtful Response Examples:

- [reflective tone, a scriptural foundation, and a focus on hope, prayer, and peace in response to comments that come in]
- *The Lord is close to the brokenhearted and saves those who are crushed in spirit.* – Psalm 34:18.
- Is there a particular Scripture that encourages you on days like today?

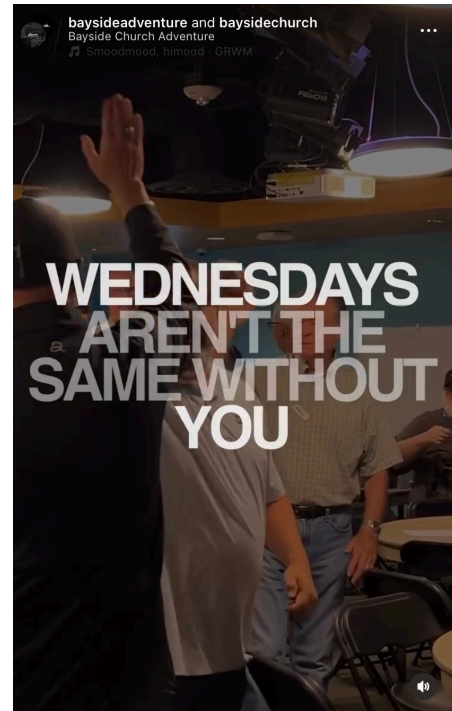
SEPTEMBER - MIDWEEK MINISTRY

Social Post #5

Wednesdays Aren't the Same Without You

This post is meant to highlight the energy and community that Wednesday night ministry brings. Create a reel like the examples or even just some photos of Bible study groups, kids' ministry, student hangouts, and worship moments with the text overlay, "Wednesdays aren't the same without you." It serves as a heartfelt invitation to remind people how much their presence matters and encourage everyone to come back for midweek ministry nights as the new season kicks off.

- [Video example 1](#)
- [Video example 2](#)



CAPTION EXAMPLES

Teaser: Who else misses the midweek fun? 🧑🏻👧👦👤

Midweek kicks off next week! There's still time to join a group and dive into community, come be part of the fun! [Insert details]

Engagement: Good news! Kids & Student Wednesday Night Ministries Kick off this Wednesday! Comment below: What was your favorite part of Student Ministry or Kids Ministry when you were younger?

Inspiration: Jesus invites us to come and find rest for our souls (Matthew 11:28). Let Wednesday nights be your refuge and renewal this season.

Why This is a Good Post:

- Showcases the variety of ministries
- Emphasizes belonging and value

Thoughtful Response Examples:

- That's wonderful! How has Wednesday night ministry impacted your faith?
- How can we pray for you as you return to midweek gatherings?
- What's been your favorite Wednesday night memory?

SEPTEMBER - FALL BUCKET LIST

Social Post #6

Word Search Invite Reel

The first day of fall is September 22. This post highlights a fun and inviting “Fall Bucket List” filled with activities to enjoy the season with your church family and friends. From pumpkin patch visits to small group picnics and cozy movie marathons, the list encourages engagement, participation, and fellowship throughout the fall months. It’s a lighthearted way to inspire community connection and create intentional moments of joy as the seasons change. [Click here to watch the video example.](#) Though, you could post a still graphic with just the list too.



CAPTION EXAMPLES

Teaser: 🍁 Fall fun starts now! Which one’s first on your list?

Community and celebration are gifts God gives us. Use this season to make memories and grow in faith together.

Engagement: What’s on your fall bucket list? Let us know below! 🍂📖🍷🍁🍏

Inspiration: Seasons change, but God’s love remains constant. May your fall be filled with moments that refresh your soul and deepen your connections.

Why This is a Good Post:

- Seasonal
- Invites engagement and participation

Thoughtful Response Examples:

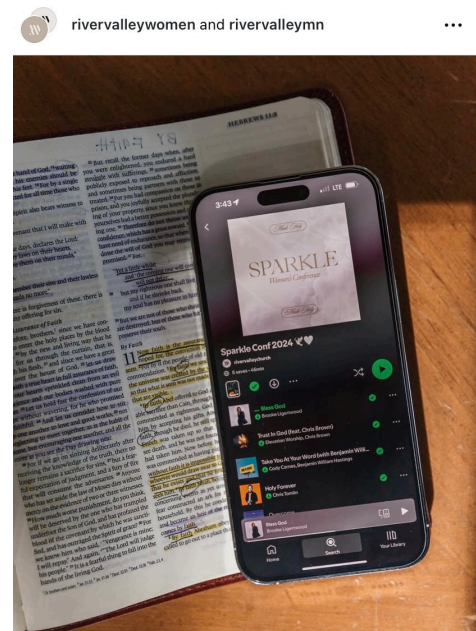
- What’s one fall tradition you hope to start or keep this year?
- If you could pick one thing on this list to do with the whole church family, what would it be?
- Who would you bring along to make this fall extra special?

SEPTEMBER - CONNECT WITH GOD

Social Post #7

Worship & Connect With God

This inviting photo shows two powerful ways we engage with God today: Scripture and worship music. The image invites your community to reflect on how they personally connect with God, whether through reading, listening, singing, or quiet moments. One idea is to ask your people what their favorite worship song is at the moment, then collect all the comments and create a playlist to share. If you are in the CF Software. You will have access to the prayer system. You can add a comment call to action on this post like "Comment PRAY so our team can pray for you!"



CAPTION EXAMPLES

Teaser: Worship + Word = my favorite combo.

How do YOU like to connect with the Lord? 🎧📖

Engagement: If you could create the perfect worship playlist, what songs would be on it?

Inspiration: Connecting with God daily shapes us into His likeness. Let's encourage one another in those rhythms of faith.

Why This is a Good Post:

- Engagement question
- Easy to recreate

Thoughtful Response Examples:

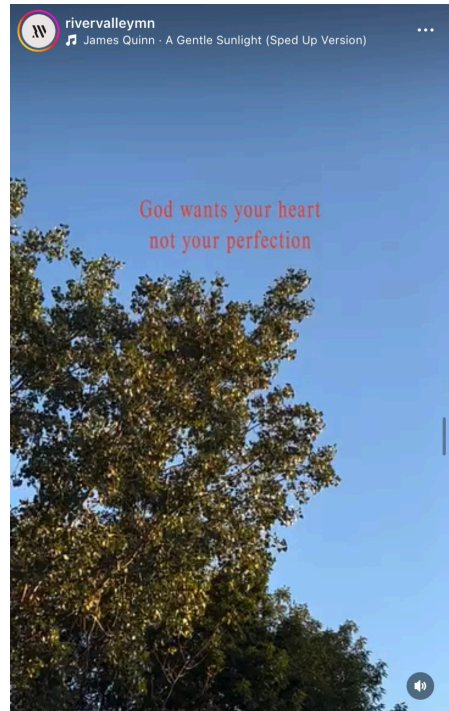
- I love that song! What about it speaks to you?
- Do you have a favorite Bible verse that pairs well with your worship time?
- What's one new worship song or artist you'd recommend?
- That's a great way to connect! How did you get started with that habit?

SEPTEMBER - GOD WANTS YOUR HEART

Social Post #8

God Wants Your Heart Reel

This calming reel features peaceful shots of trees swaying in the breeze, with the simple but profound text overlay: "God wants your heart not your perfection." Its gentle imagery and clear message remind viewers that God's love isn't about meeting impossible standards, but about a sincere, humble relationship. It's easy to create but deeply impactful. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: Who else needs this reminder today? 🧘♀️

Let go of the pressure to be flawless and step into the freedom of God's unconditional love. He delights in your genuine heart.

Engagement: What's one way you're learning to embrace God's love this season? Comment below!

Inspiration: "For it is by grace you have been saved, through faith... not by works, so that no one can boast." — Ephesians 2:8-9. God's love isn't earned by perfection, it's freely given to the heart that seeks Him.

Why This is a Good Post:

- Video content does well
- Grace and encouragement

Thoughtful Response Examples:

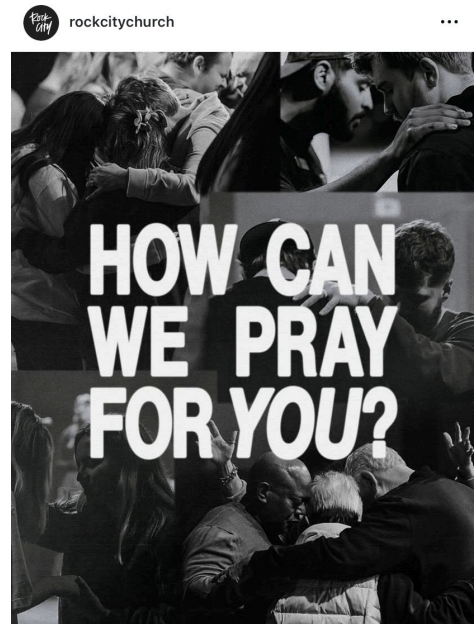
- That's such a meaningful thought. How have you experienced this truth in your life?
- How has embracing grace over perfection changed your faith journey?
- Do you have a favorite verse or prayer that helps remind you of God's love?

SEPTEMBER - HOW CAN WE PRAY?

Social Post #9

How Can We Pray For You?

Choose a simple and inviting photo from your church and put the question, "How can we pray for you?" on it. It opens a safe and loving space for your church community and social followers to share their prayer needs. Be sure to respond to every single comment with a 1-2 sentence prayer. Bring this post to next week's staff meeting and pray over the requests together. If you are in the CF Software. You will have access to the prayer system. You can add a comment CTA on this post like "Comment PRAY so our team can pray for you!"



CAPTION EXAMPLES

Teaser: No request too big or small.

We're trusting God's heart and His timing. Whatever you're facing, we're here to lift you up.

Engagement: Hi friend, how can we specifically pray for you today?

Inspiration: We believe in the power of prayer and the community of faith. Let's carry each other's burdens together.

Why This is a Good Post:

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

Thoughtful Response Examples:

- God, we pray for [name] right now. We lift up [their request]. In Jesus' name, amen.

SEPTEMBER - A FEW MOMENTS

Social Post #10

A Few Moments From September

This photo dump shares a warm collage or carousel of candid snapshots from various church events, worship gatherings, and ministry moments throughout September. It's a joyful way to celebrate the community, highlight life together, and remind everyone of the many ways God is at work in and through the church this month. This post invites viewers to relive memories and feel connected to the ongoing story of faith and fellowship.

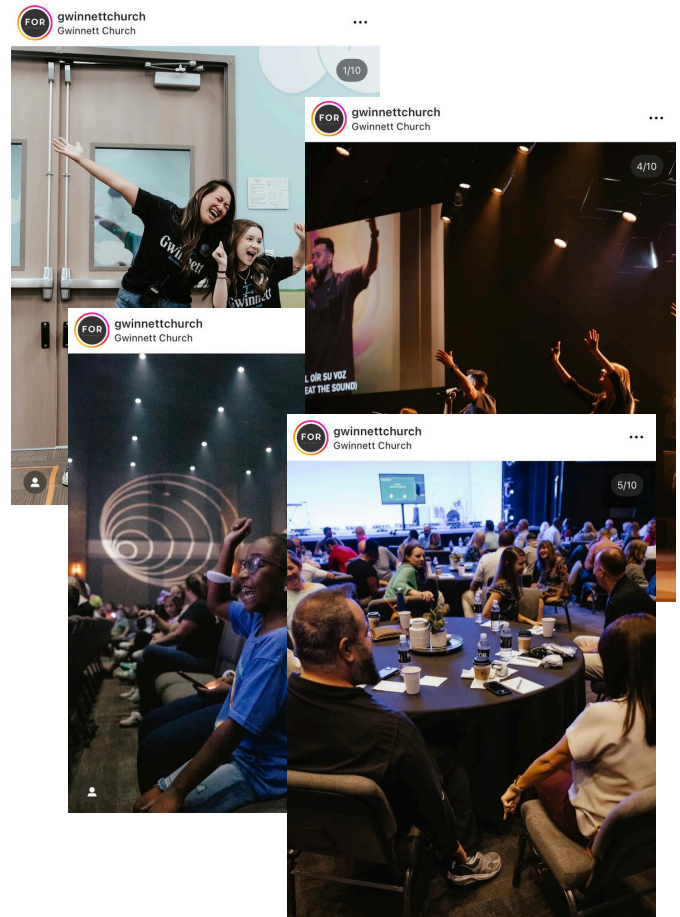
CAPTION EXAMPLES

Teaser: September in snapshots 📸✨

Which moment is your favorite?

Engagement: How have you seen God work in your life, your family, your friend group, or our church family this month?

Inspiration: Celebrating God's faithfulness this September...and looking forward to what He has in store next. Together, we grow. *"How good and pleasant it is when God's people live together in unity!"* — Psalm 133:1.



Why This is a Good Post:

- Positive engagement and belonging
- Highlights community life

Thoughtful Response Examples:

- What are you looking forward to in October?
- Who's someone you're thankful for in these snapshots?
- That sounds like such a fun day! What stood out to you most?

SEPTEMBER 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
	01 More Jesus Reel (pg 19) Happy Labor Day (pg 38)	02 Volunteer Highlight (pg 18)	03 You Weren't Meant to Do Life Alone (pg 39)	04 Favorite Memory (pg 20)	05 Weekend Service Invite (pg 16)	06
07 Fall Kickoff (pg 40)	08 Service/Sermon Recap (pg 15)	09 After Death (pg 9)	10 POV You Found Your Church Home (pg 41)	11 9/11 (pg 22)	12 Back to Church Reel (pg 21)	13
14 Service/Sermon Recap (pg 15)	15 4 Qualities of Godly Leaders (pg 42)	16 Midweek Ministry (pg 23)	17 Next Steps (pg 17)	18 VIP (pg)	19	20 Weekend Service Invite (pg 16)
21 Fall Bucket List (pg 24)	22 Service/Sermon Recap (pg 15)	23	24 Connect With God (pg 25)	25 God Wants Your Heart (pg 26)	26 Pray Bold Prayers (pg 43)	27 Weekend Service Invite (pg 16)
28 Service/Sermon Recap (pg 15)	29 How Can We Pray (pg 27)	30 Sept Moments (pg 28)				

SEPTEMBER FACEBOOK AD COPY

Selfie Video Script

Hey What's Up – my name is Pastor Chris and I have an honest question for you...

Are you happy?

I mean truly happy.

Are you happy with how your life has turned out?

With your job? Your marriage? Your friends? Your health? Your relationships?

Did you think you'd be farther along in life than you are right now?

The great news is that you can literally change your life right here, right now, without anyone else's permission.

But if you want to change your life and discover your purpose, then you have to do one simple thing...

You have to make a DECISION.

But not just any type of decision.

You have to make a COVENANT.

You have to enter into a covenant with yourself.

The word Covenant literally means to cut.

You have to draw a hard line in the sand and cut yourself off from all other options.

If you wanna take the island then you have to burn the boats. **Continued ...**

SEPTEMBER FACEBOOK AD COPY

Selfie Video Script cont.

There is no retreat.

You have to burn the boats that lead back to safety, comfort, and compromise.

So if that's you – if you're READY to change your life and you want to start living the life that God intended for you to have, then I want to invite you to church this Sunday.

And we know that visiting a church for the first time can be a little intimidating so we created an option we call "Plan Your Visit."

Plan Your Visit allows you to sign up and schedule your visit so that we can have a friendly face waiting for you at the front door to show you around, meet a few friends, and introduce you to our pastor.

So whether you want to Plan Your Visit or just show up, click on the Learn More button and get all the details on the next page.

We can't wait to meet you.

SEPTEMBER FACEBOOK AD COPY

Building Your Ad

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

Headline: QUESTION: Are You Happy?

News Feed Link Description:

This Sunday @ 10am

CTA Button: Learn More

Ad Text

Are you happy?

I mean truly happy.

Are you happy with how your life has turned out?

With your job? Your marriage? Your friends? Your health? Your relationships?

Did you think you'd be farther along in life than you are right now?

The great news is that you can literally change your life right here, right now, without anyone else's permission.

But if you want to change your life and discover your purpose, then you have to do one simple thing...

You have to make a DECISION.

But not just any type of decision.

Continued ...

SEPTEMBER FACEBOOK AD COPY

Ad Text cont.

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The word Covenant literally means to cut.

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We can't wait to meet you.

PLAN YOUR VISIT COPY

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

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

Challenge 1:

"How do we get more engagement on our social media posts?"

Quick Tips from John-Erik & Ryan Wakefield:

Break down silos: Don't treat social media, email, texts, or in-person conversations as separate, use them together to guide engagement. People respond better when the same message is reinforced across multiple channels.

Lead people to interact: Actively facilitate comments by prompting people in person, via email, or text to engage with your posts. Even a simple call-to-action during a gathering can dramatically increase participation online.

Interconnect your systems: Keep all assets (graphics, links, templates) and tools in one place to save time and make engagement easier. This avoids scrambling for resources and allows posting to feel seamless and consistent. The Church Fuel Software does this for you.

Leverage multiple channels: Top marketers encourage sharing and commenting by messaging small groups, texting, emailing, or talking to people directly. They don't rely on social media alone. Direct encouragement drives higher engagement.

Turn engagement into conversations: Each comment can spark multiple new conversations; your goal is to make engagement personal and relational. By responding thoughtfully, you create a ripple effect of discussion and connection.

Simplify for coaching and collaboration: Having one unified system allows others (like leaders or coaches) to give practical, actionable advice instead of theoretical guidance. This makes it easier to implement strategies effectively and consistently. This is why we made the Church Fuel Software.

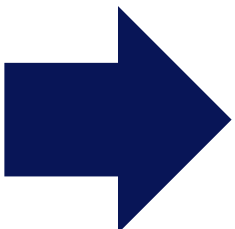
YOUR BIGGEST CHALLENGES

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

"Engagement isn't about platforms—it's about people. Lead them into conversation, and the rest will follow."



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

Happy Labor Day

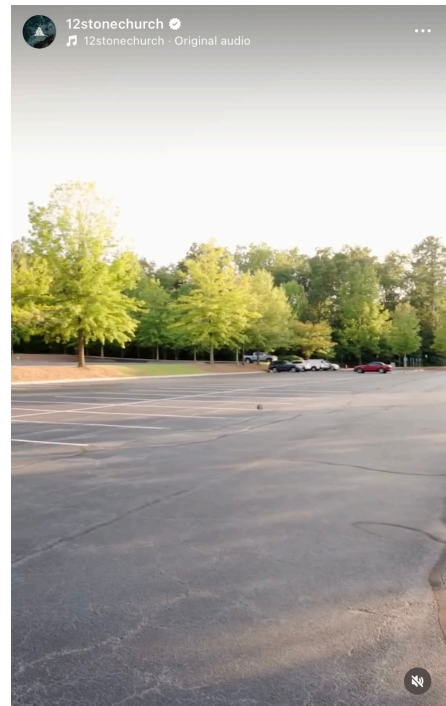
A simple and respectful photo of an American flag or a Labor Day-themed graphic honoring the hard work and dedication of your community, wishing everyone a meaningful and restful holiday.



BONUS SOCIAL MEDIA POST #2

You Weren't Meant to Do Life Alone Reel

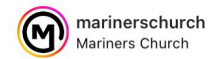
A funny reel encouraging people to join small groups for connection and support. [Click here to watch the video example.](#)



BONUS SOCIAL MEDIA POST #3

Fall Kickoff Graphic

A vibrant graphic promoting your church's big Fall Kickoff event, such as a Fall Tailgate Sunday, inviting the community to celebrate the new ministry season together.



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BONUS SOCIAL MEDIA POST #4

POV You Found Your Church Home Reel

A dynamic reel highlighting different ministries, worship, fellowship, and community moments with the text “POV you found your church home,” celebrating belonging and spiritual growth. [Click here to watch the video example.](#)

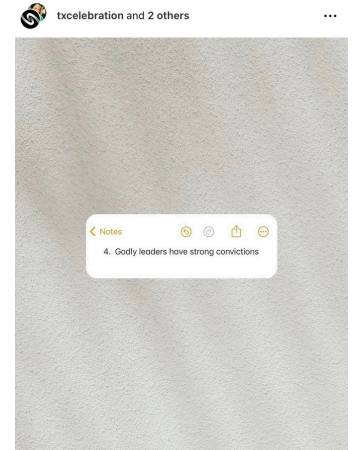
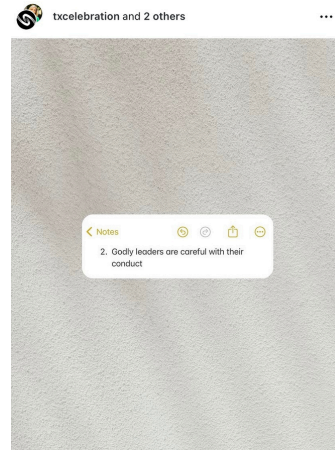
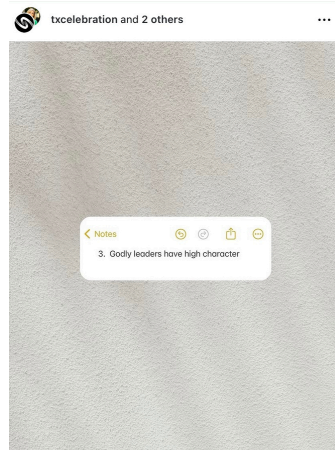
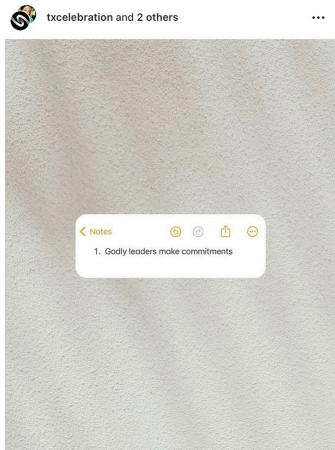
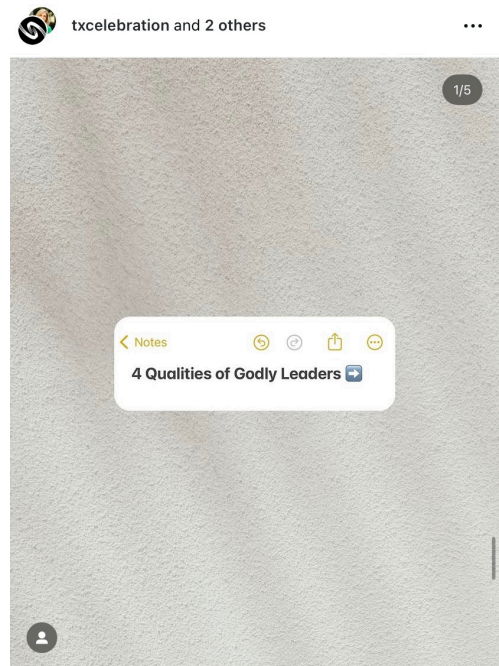


BONUS SOCIAL MEDIA POST #5

Carousel Graphics: 4 Qualities of Godly Leaders

A series of four carousel posts highlighting these qualities of godly leaders:

- Godly leaders make commitments
- Godly leaders are careful with their conduct
- Godly leaders have high character
- Godly leaders have strong convictions



BONUS SOCIAL MEDIA POST #6

It's Okay to Pray Bold, God-Sized, Faith-Filled Prayers

An encouraging graphic reminding your community that God welcomes bold, big prayers that stretch faith and trust in Him.

