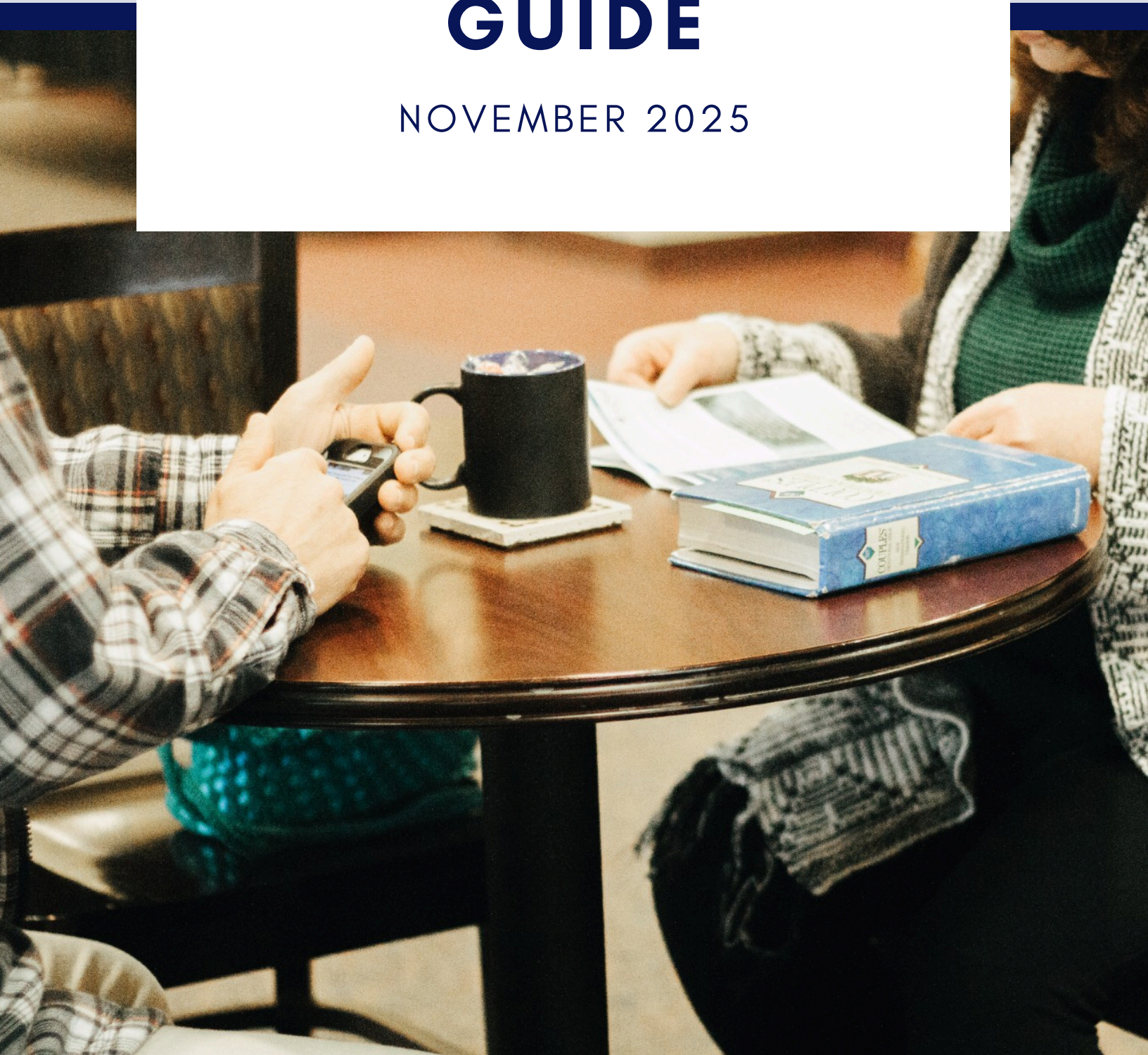


SOCIAL MEDIA GUIDE

NOVEMBER 2025



CONTENTS

INTRODUCTION & MINDSET	3
A message from the Church Fuel Team to get you prepped for the month.	
HOW TO USE THIS GUIDE	4
Detailed descriptions of every part of each post offered this month, including why it's important and how to do it for your church.	
PART 1 DONE FOR YOU POSTS	8
Ready made posts you can access in the Church Fuel Software and deploy immediately to your feed.	
PART 2 DONE WITH YOU POSTS	11
These posts are in the Church Fuel Software but would be best with customization for your church.	
PART 3 MONTHLY SOCIAL GUIDE	14
Example posts including captions and thoughtful comment responses.	
CALENDAR	30
Suggested layout to help plan your posts for the month.	
YOUR BIGGEST CHALLENGES	31
John-Erik responds to the biggest challenges churches have on social media.	
BONUS POSTS	33
Take the principles from the first part of this guide and use these additional post ideas to reach your audience.	

NOVEMBER MINDSET

Hey Church Leader,

November is a season of reflection, gratitude, and preparation. As the year winds down and the holidays approach, your social media can reflect the heart of this season — Celebrating God's faithfulness, encouraging your community, and pointing people to hope in Christ.

This month, focus on gratitude and connection. Social media is not just a platform for announcements, it's a place to pastor hearts, start conversations, and remind your people that God is at work in their lives. Small gestures online, like asking questions, sharing a Scripture, or highlighting stories of your church family, can have a big impact.

Here are a few practical reminders as you plan your November content:

- Engage, don't just post. Ask questions, encourage conversation, and create space for people to respond. The best content sparks dialogue and deepens relationships.
- Highlight stories of faith. Whether it's a kid's craft, a volunteer serving, or a personal reflection, posts that show life in your church inspire others and celebrate the work God is doing.
- Embrace the season. Thanksgiving is a perfect opportunity to remind your congregation to pause, reflect, and express gratitude. Your posts can be a gentle nudge toward worship, service, and intentional thankfulness.
- Plan for Christmas. As the month goes on, start building anticipation for Christmas at your church. Share service times, invite families, and give a glimpse of what the season will look like.

This month is about more than perfectly polished posts. It's about faithfulness, consistency, and authenticity. By showing up thoughtfully, you invite your community to experience God's love, celebrate His blessings, and participate in the mission of your church.

Here's to a November filled with connection, gratitude, and meaningful engagement—online, in your church, and in the lives of the people you serve.

—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:

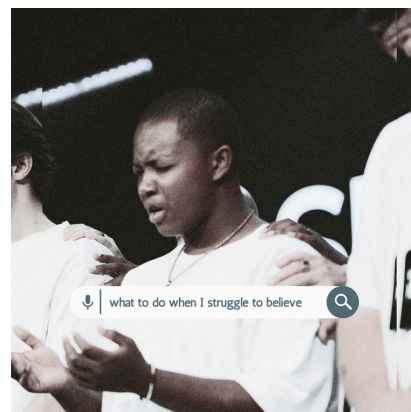
- Designed to deploy instantly with just a few clicks
- Connected to a webpage built for you by the software (no need to create anything yourself)
- Equipped with automation so that when someone comments the prompted word on Instagram or Facebook, they automatically receive a message with a link to the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

Kids Craft
Highlight a fun craft from your kids' ministry, such as a prayer box, Bible verse art, or gratitude jar. These posts remind your congregation (and potential visitors) that your church is passionate about helping kids learn about Jesus in creative, hands-on ways. Use bright, joyful photos of kids proudly showing their finished crafts.

CAPTION EXAMPLES

Teaser: Look at these creative kiddos! 🎨

This Sunday, our kids made their very own prayer boxes! We love seeing their imaginations come alive while learning about faith. 🙏

Engagement: Our kids learned about prayer this weekend by making their own prayer boxes to decorate and take home. What's your favorite craft you remember making as a kid?

Inspiration: "Let the little children come to me." — Matthew 19:14 🙏 We believe kids' faith matters deeply, and this Sunday, they built something special to remind them of that truth: prayer boxes! These crafts aren't just fun, they're tools to help kids grow closer to Jesus and learn that He hears every word they pray. We love seeing how God is shaping the next generation here at (Church Name)!

Why This is a Good Post:

- Shows next gen value
- Visual storytelling

Thoughtful Response Examples:

- That's such a fun memory. It's amazing how those small moments stick with us, isn't it?
- That's a great idea—we might have to use that in Kids Church sometime!
- That's such a good one! What made that craft so memorable for you?

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!

NOVEMBER - HOW TO LET GO CAROUSEL

Done-For-You Post #1

How to Let Go of the Past — *CF Software Post

This post uses Church Fuel Software to point people to a helpful article on your church's website: "[*How to Let Go of the Past.*](#)" The best part? The entire webpage is already done for you, including built-in "Plan Your Visit" tools and branding! All you have to do is post it. This is an easy way to meet people where they are, encourage them, 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.



Why This is a Good Post:

- Value Add
- Drives traffic to your website

CAPTION

Letting go of the past isn't easy. But with God's help, you can find healing, forgiveness, and freedom.

Swipe through for 5 faith-filled steps to help you move forward — and remember: your past may explain where you've been, but it doesn't determine where you're going. 🙏

Read more in our latest article: "[*How to Let Go of the Past.*](#)"

👉 [link to article]

Thoughtful Response

Examples:

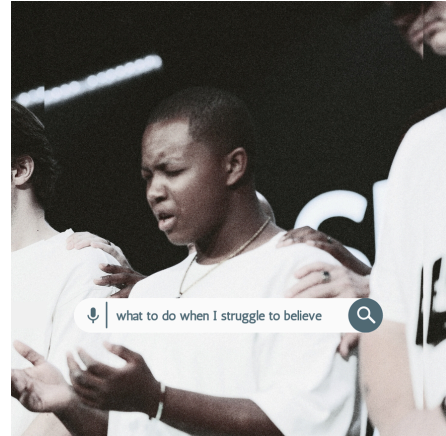
- How do you personally find freedom from past struggles?
- Which of the 5 steps in the carousel resonates with you most?
- What's one small thing you could do today to take a tiny step forward?
- What part of God's forgiveness or presence feels most comforting to you right now?

NOVEMBER - STRUGGLE TO BELIEVE

Done-For-You Post #2

What to do When You Struggle to Believe God – *CF Software Post

This post also uses Church Fuel Software to point people to an article on your church's website: *"What to do When You Struggle to Believe God."* The entire webpage and "Plan Your Visit" is done for you. All you have to do is post it. 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.



Why This is a Good Post:

- Encouraging
- Drives traffic to your website

CAPTION

If you've ever searched for answers like this, you're not alone. Even people in the Bible wrestled with doubt. Read our latest article for encouragement and a free 7-day guide: *"When Faith Feels Hard."*

What's one honest question about faith you've been afraid to ask? Let's start a safe conversation in the comments.

Thoughtful Response Examples:

- What's one thing that helps you process your doubts—journaling, prayer, talking to someone?
- What's one piece of encouragement that has helped you when faith felt hard?
- Would you like a prayer suggestion to go along with your question?
- Which day or tip from *"When Faith Feels Hard"* feels most helpful for your journey right now?

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 it your own” and increase engagement.

NOVEMBER - HOW TO LET GO PHOTO

Done-With-You Post #1

How to Let Go of the Past -- *CF Software Post

This post also uses the Church Fuel Software to point people to the *"How to Let Go of the Past"* 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 someone journaling at your church. 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.



Why This is a Good Post:

- Reflective
- Drives traffic to your website

Thoughtful Response

Examples:

- What's one thing from your past you've been learning to release this week?
- Has there been a moment when letting go of something from your past felt like a breakthrough?
- When you take a few minutes to journal or pray, what usually comes up for you?
- What helps you focus on the new things God is doing in your life?

CAPTION

Your past may explain where you've been, but it doesn't determine where you're going. God's not done writing your story. You can move forward in freedom and grace. Sometimes healing begins with honesty and prayer.

Take 10 minutes this week to write about what still weighs on you, then pray, *"God, help me to let it go."*

Read our latest article, *"How to Let Go of the Past,"* for simple, faith-filled steps toward freedom.

👉 [\[link to article\]](#)

NOVEMBER - STRUGGLE TO BELIEVE

Done-With-You Post #2

What to do When You Struggle to Believe God -- *CF Software Post

This post also uses the Church Fuel Software to point people to the *"What to do When You Struggle to Believe God"* 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 prayer at your church. 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.



Why This is a Good Post:

- Encouraging
- Drives traffic to your website

Thoughtful Response Examples:

- Has there been a moment when doubt actually led you to a deeper understanding of God?
- How do you usually respond when faith feels fragile?
- Have you ever felt safe bringing your questions about God to someone or a community?
- How can we pray for you as you navigate your questions and doubts?

CAPTION

Even people who knew God personally deeply struggled to believe at times. You're not alone in your questions.

Jesus met Thomas in his doubt. He didn't push him away. He invited him closer.

Struggling doesn't make you weak — it makes you human. Faith often begins in the struggle.

Read our latest article, *"What To Do When You Struggle to Believe God,"* and discover how faith can grow even through doubt.

👉 [\[link to article\]](#)

PART 3

MONTHLY SOCIAL GUIDE

The rest of this document contains monthly post recommendations with examples of sticky captions, calls-to-action 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:

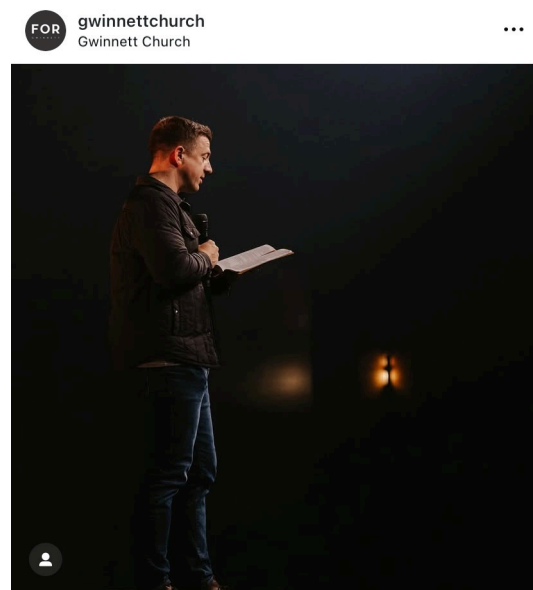
When — Any day of the week

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 Captions:

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?

Sunday's message hit home! (Pastor's name) reminded us that trusting God isn't always easy, but it's always worth it. 🙌 What's one truth you've been holding onto this week?



REGULARLY POSTED CONTENT

Weekend Service Invite

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)

Getting ready for Sunday 🙏 (Pastor’s name) has been praying and preparing a message all about finding peace when life feels uncertain.

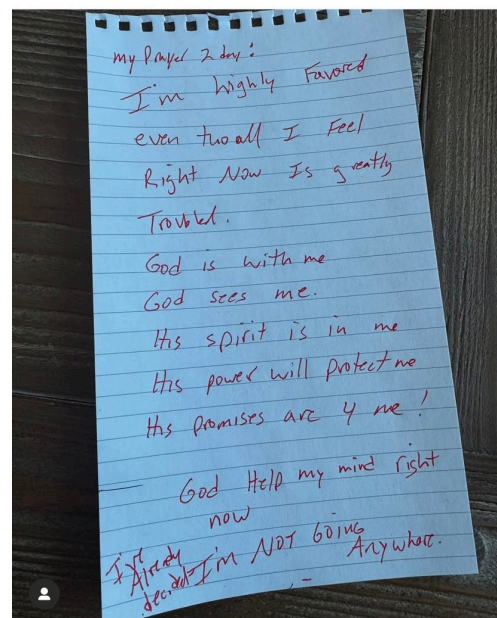
We can’t wait to share it with you. Join us this weekend!

Secondary Caption Info: (people at church)

From the moment you walk through the doors, you’re family. ❤️ We can’t wait to see you (and your kiddos!) this Sunday. Here’s when we meet: [insert service times]



shawnjohnsonrrc and 2 others



thearctionchurch



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)

Wondering what your next step could be? Start with the Welcome Party! 🎉 It's a simple, relaxed way to connect, ask questions, and find out what we're all about. We'd love to see you there!

Suggested Caption: (Baptism)

Ready to take your faith public? 🙌 Baptism is an outward sign of the inward change Jesus brings. If you're ready, or just curious, let's talk! We'd love to help you take your 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.

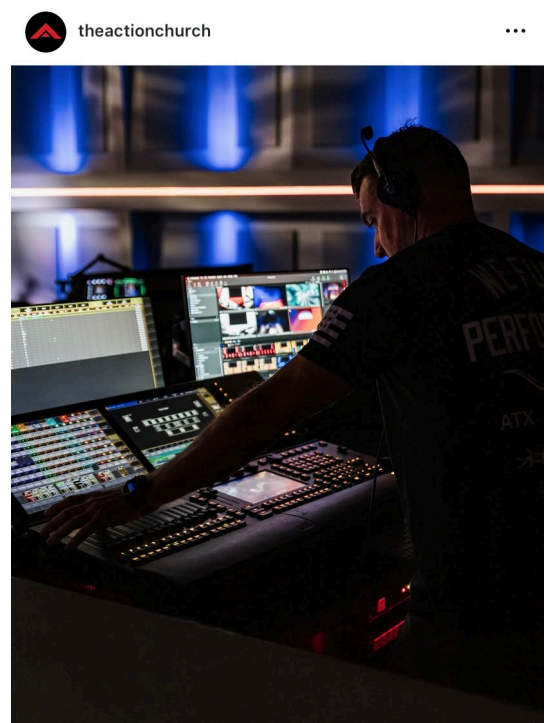
Suggested Caption:

Meet [Name], the one making sure every lyric, light, and sound comes together seamlessly each Sunday. You might not always see them on stage, but you definitely feel their impact. Thanks for using your gifts to help people experience worship in a powerful way!

Secondary Caption Info:

-Not about what I can get them to do for me, but what can I do for them?

While the lights shine on stage, [Name] is serving faithfully behind the scenes. Every clear word and smooth transition happens because of volunteers like you. Thank you for helping create moments that matter!



NOVEMBER - KIDS CRAFT

Social Post #1

Kids Craft

Highlight a fun craft from your kids' ministry, such as a prayer box, Bible verse art, or gratitude jar. These posts remind your congregation (and potential visitors) that your church is passionate about helping kids learn about Jesus in creative, hands-on ways. Use bright, joyful photos of kids proudly showing their finished crafts.

CAPTION EXAMPLES

Teaser: Look at these creative kiddos! 🎨

This Sunday, our kids made their very own prayer boxes! We love seeing their imaginations come alive while learning about faith. ❤️

Engagement: Our kids learned about prayer this weekend by making their own prayer boxes to decorate and take home. What's your favorite craft you remember making as a kid?

Inspiration: "Let the little children come to me." — Matthew 19:14 ❤️ We believe kids' faith matters deeply, and this Sunday, they built something special to remind them of that truth: prayer boxes! These crafts aren't just fun, they're tools to help kids grow closer to Jesus and learn that He hears every word they pray. We love seeing how God is shaping the next generation here at (Church Name)!



Why This is a Good Post:

- Shows next gen value
- Visual storytelling

Thoughtful Response Examples:

- That's such a fun memory. It's amazing how those small moments stick with us, isn't it?
- That's a great idea—we might have to use that in Kids Church sometime!
- That's such a good one! What made that craft so memorable for you?

NOVEMBER - WHO DID JESUS DIE FOR?

Social Post #2

Who Did Jesus Die For Reel

Film a short, simple reel with a single chair and the text on screen: *"Who did Jesus die for?"* Then cut between clips of different people from your church sitting in the chair—kids, teens, parents, seniors, volunteers, pastors—everyone. End with text that says, *"For all of us."* This visual reminder of the Gospel message helps your audience feel seen and invites them to reflect on the power of Jesus' sacrifice. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: Jesus died for you.

Take a moment to reflect—when did that truth first become real in your life?

Engagement: Every face in this video represents a life changed by Jesus. What does His sacrifice mean to you personally?

Inspiration: "But God demonstrates his own love for us in this: While we were still sinners, Christ died for us." Romans 5:8
This video is a reminder that Jesus died for every single person, no matter their story, their past, or their struggle. His grace covers all.

Why This is a Good Post:

- Clear Gospel message
- Inclusive visual

Thoughtful Response Examples:

- When you think of Jesus dying for everyone, who comes to mind that you're praying for?
- How can our church continue sharing this message in our community?
- What does that truth mean to you personally?
- When did that become real to you in your own story?

NOVEMBER - THESSALONIANS SKY REEL

Social Post #3

1 Thessalonians Sky Reel

Film a peaceful video of the sky. Soft clouds moving, a sunrise, or sunset, and overlay the text: *"Rejoice always, pray without ceasing, give thanks in all circumstances, for this is the will of God in Christ Jesus for you."* 1 Thessalonians 5:16-18." This simple reel reminds people to pause, breathe, and reflect on gratitude and prayer, especially fitting for November. If you don't have time to film a reel, you could make this is a still graphic. [Click here to watch the video example.](#)

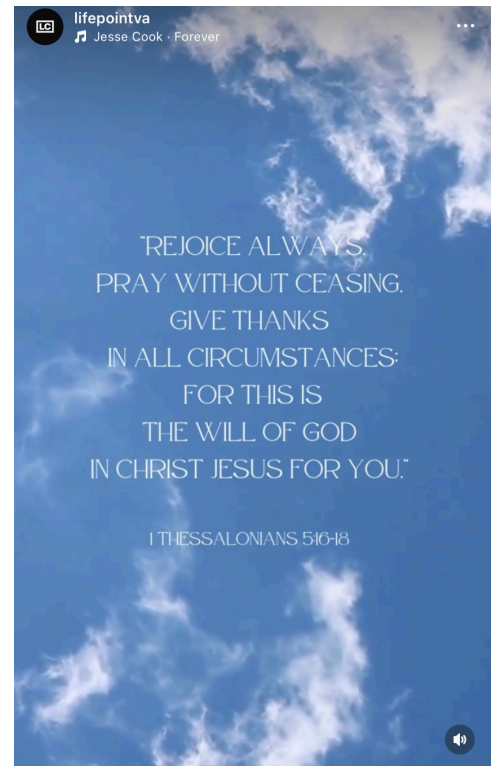
CAPTION EXAMPLES

Teaser: Sometimes you just need a moment to look up. 🌤️

We filmed this moment to help you slow down and remember what matters most—joy, prayer, and gratitude. You can find all three in Jesus.

Engagement: We love this verse because it's a reminder that joy, prayer, and gratitude can exist even in hard seasons. Which of these three is hardest for you to practice right now?

Inspiration: Even when life feels heavy, God invites us into joy, constant conversation, and gratitude. These are not small things; they're the foundation of a heart that trusts Him.



Why This is a Good Post:

- Peaceful reminder
- Scripture-centered

Thoughtful Response Examples:

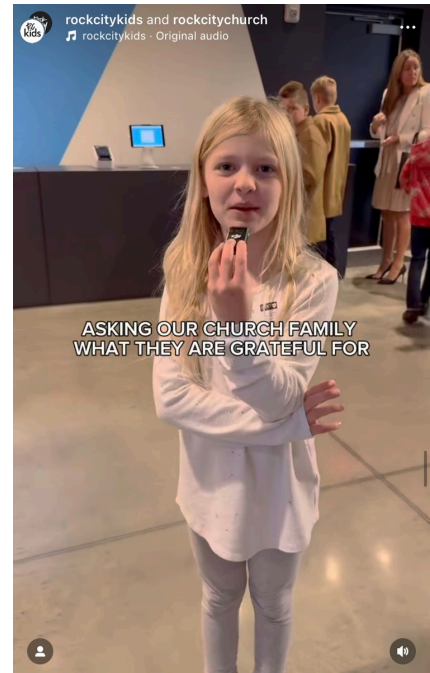
- Do you have a favorite way to practice gratitude in your daily routine?
- What helps you stay prayerful throughout your day?
- How have you seen that verse come alive in your life?

NOVEMBER - GRATEFUL REEL

Social Post #4

What Are You Grateful For Reel

This reel features someone from your church walking around and asking different people, "What are you grateful for?" It's a simple, heartwarming look at how people of all ages express gratitude and recognize God's goodness in their lives. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: What are you grateful for?

We handed the mic to one of our youngest church members and asked a big question. The answers might just make you smile today.

Engagement: Gratitude shifts our perspective. When we stop to notice the good things God is doing, joy grows. What's something you're grateful for right now, big or small?

Inspiration: "Give thanks to the Lord, for he is good; his love endures forever." (Psalm 107:1) May we be a people marked by gratitude in every circumstance.

Why This is a Good Post:

- Gratitude content
- Community and joy

Thoughtful Response Examples:

- Love that! What helps you stay thankful even when life gets busy or hard?
- How have you seen God work through that blessing lately?
- It's so fun to see our community share what they're thankful for. What's one thing you've seen God do in our church that you're grateful for?

NOVEMBER - VETERANS DAY

Social Post #5

Veterans Day - November 11, 2025

This post can be a respectful graphic or a photo of an American flag honoring the men and women who have served in the armed forces. It can include a verse about courage or sacrifice, along with a heartfelt message of gratitude from your church. The tone should be thankful, acknowledging both veterans in your congregation and across the nation.

CAPTION EXAMPLES

Teaser: Freedom isn't free.

Today, we pause to honor and thank all who have served. We're thankful today and every day they serve with courage and honor.

Engagement: Today we honor those who've served our country. Do you have a veteran in your life you'd like to thank or remember today? Share their name below so we can honor them together.

Inspiration: We thank God for the courage, strength, and service of our veterans. May we honor them well and live with the same spirit of sacrifice. As we reflect on Veterans Day, we're reminded that every act of service points us to the ultimate sacrifice of Jesus, who gave His life for us all.



Why This is a Good Post:

- Shows gratitude
- Honors community

Thoughtful Response Examples:

- What's one thing you've learned from their example of courage or sacrifice?
- It's powerful to see people reflect on service and sacrifice. What does this day remind you to be thankful for?
- We're blessed by so many who've served. How has your faith shaped the way you think about gratitude and service?

NOVEMBER - PRAY FOR YOUR CHURCH

Social Post #6

How to Pray For Your Church Carousel

This carousel post guides your church family in praying specifically for the church. Each slide features a prayer focus with a corresponding scripture.

- Pray that the church will preach the Word of God without apology. (2 Tim 4:2)
- Pray that the church would devote itself to prayer. (Col 4:2)
- Pray that the church will boldly share Jesus as the only hope for salvation. (Acts 4:12)
- Pray that the church will worship God in spirit and in truth. (John 4:24)
- Pray that our leaders will serve humbly as godly examples to all. (1 Peter 5:2-3)
- Pray that the church will labor and strive to present everyone mature in Christ. (Col 1:28-29)
- Pray that more workers step up to faithfully serve. (Matt 9:37-38)
- Pray for the growth of the church. (Acts 2:47)

CAPTION EXAMPLES

Teaser: Your prayers matter.

These slides show simple, scripture-based ways to pray for our church, whether you have 1 minute or 10.

Engagement: We all have a role in supporting the church through prayer. Which of these areas do you feel God calling you to focus on right now?

Inspiration: Praying for the church is more than a routine—it's a spiritual act that strengthens the body of Christ, encourages leaders, and impacts the community for eternity.



Why This is a Good Post:

- Encourages prayer
- Scripture-centered

Thoughtful Response Examples:

- How could your prayers in that area impact someone else in the church family?
- What's one way you've noticed God answering prayers for our church recently?
- Which scripture or prayer focus has encouraged you the most to trust God with the church?
- How might you incorporate that prayer into your daily routine this week?

NOVEMBER - VOLUNTEER APPRECIATION

Social Post #7

Volunteer Appreciation Reel

This reel features the pastor walking around the church thanking volunteers in different ministries: kids, tech, hospitality, worship, parking, and more. It's a heartfelt way to celebrate their service and show the congregation the culture of gratitude and encouragement at your church. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: Smiles, gratitude, and a little bit of laughter—

Our volunteers make every Sunday run smoothly, and we couldn't do it without them! We're so grateful for each one of them!

Engagement: Our volunteers show us how serving is both meaningful and joyful. Who inspires you by serving in our church?

Inspiration: Our volunteers remind us that serving others is a reflection of Jesus' love. Today, we celebrate them and the ways they make God's kingdom visible in our church. *"Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace."* (1 Peter 4:10)

Why This is a Good Post:

- Celebrates volunteers
- Builds community

Thoughtful Response Examples:

- What's a story you have of them showing God's love through their service?
- How has seeing volunteers serve encouraged your own faith or desire to help others?
- How has their service impacted your experience at church?

NOVEMBER - CONVERSATION CARDS

Social Post #8

Thanksgiving Table Conversation Starters

This post features a carousel graphic with fun, meaningful, and faith-focused questions to spark conversation around your Thanksgiving table. The questions are designed to help families and friends connect, laugh, and reflect on God's work in their lives during the holiday season. Examples:

- What is the best gift you've ever received?
- If you could pick any age to stay forever, how old would you be?
- What is your greatest strength?
- What's your favorite song to sing in the shower?
- If you could pick a new name for yourself, what would it be?
- How is God working in your life?
- What makes you feel the most loved?
- Have you ever witnessed a miracle?

CAPTION EXAMPLES

Teaser: Ready for some fun?

These conversation starters will bring everyone closer while keeping the focus on gratitude and God's goodness.

Engagement: Thanksgiving is the perfect time to reflect on God's goodness. Which of these questions will you ask first?

Inspiration: Connecting over God's blessings is one of the simplest ways to cultivate a thankful heart. These questions help families celebrate faith, love, and gratitude around the table.



Why This is a Good Post:

- Sparks conversation
- Faith and fun

Thoughtful Response Examples:

- Why does that question stand out to you?
- Do you have a question you like to ask that isn't on this list?
- How do you usually make space for faith and gratitude at your Thanksgiving table?
- How does sharing stories like this help your family reflect on God's blessings?

NOVEMBER - HAPPY THANKSGIVING

Social Post #9

Happy Thanksgiving

This post features either a warm graphic or a short video of your staff wishing your church family a Happy Thanksgiving. It's a simple, heartfelt way to celebrate gratitude, community, and God's faithfulness while connecting with people in a personal and festive way. [Click here to watch the video example.](#)



...



CAPTION EXAMPLES

Teaser: We're so thankful for YOU! 🍂

Today, we celebrate gratitude, community, and God's goodness. We're so thankful for our church family—you make every Sunday brighter!

Engagement: Happy Thanksgiving! We're celebrating gratitude this Thanksgiving. What's one small blessing that has made a big impact on you recently?

Inspiration: "Give thanks to the Lord, for he is good; his love endures forever." (Psalm 107:1) As we gather around our tables today, let's remember the greatest gift of all—Jesus' love—and celebrate the many ways He has been faithful to us this year.

Why This is a Good Post:

- Builds community
- Celebrates gratitude

Thoughtful Response Examples:

- How do you keep that gratitude in your heart throughout the year?
- How has God shown His faithfulness in that area of your life?
- How can we continue celebrating gratitude together as a church family throughout the season?

NOVEMBER - SAVE THE DATE

Social Post #10

Christmas Save the Date

This post announces your church's Christmas services, including dates and times. The goal is to give your audience a friendly nudge to plan ahead and invite friends and family to celebrate the season with your church. You can find done-for-you graphics at churchfuel.com/christmas



CAPTION EXAMPLES

Teaser: Do you have plans for Christmas yet? 🎄

We'd love to celebrate with you! Save the date and come join us for worship, music, and the joy of Jesus' birth.

Engagement: We can't wait to celebrate Jesus' birth with you! What's one thing you're most looking forward to this Christmas season?

Inspiration: "For to us a child is born, to us a son is given..." (Isaiah 9:6) This Christmas, we celebrate the greatest gift of all—Jesus. Join us for worship and reflection at our Christmas services.

Why This is a Good Post:

- Promotes events
- Builds anticipation

Thoughtful Response Examples:

- What's your favorite part of Christmas and why?
- How do you like to prepare your heart for the holiday season?
- What's one tradition that helps you remember the true meaning of Christmas?
- How can we help make this Christmas extra meaningful for you and your family?

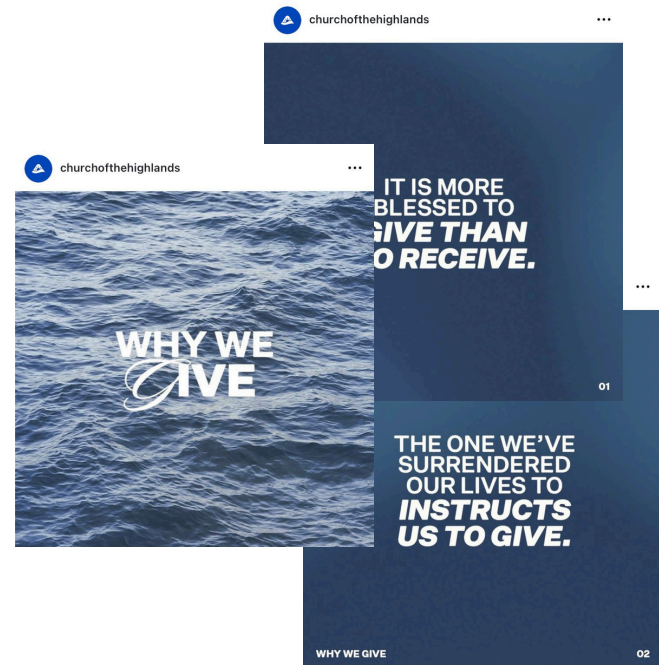
NOVEMBER - WHY WE GIVE

Social Post #11

Why We Give Carousel

This carousel post highlights the reasons your church gives, using scripture-based principles to inspire generosity. Help your audience reflect on the heart behind giving, especially in light of Giving Tuesday and the end-of-year season.

- It is more blessed to give than to receive.
- The one we've surrendered our lives to instructs us to give.
- We're a family and we're in covenant with each other.
- To position ourselves for God's blessing and protection.
- We believe in the vision of the church.
- To be an example to the next generation.
- To hear God say, "Well done."



CAPTION EXAMPLES

Teaser: Ever wonder why we give?

It's a way to participate in God's work. Swipe through to see why we give and how it changes our lives and community.

Engagement: We'd love to hear your story! What's one way generosity has made a difference in your faith journey?

Inspiration: Generosity is a reflection of a surrendered life. As we give, we join God in building His kingdom and stewarding His blessings faithfully.

Why This is a Good Post:

- Inspires generosity
- Scripture-centered

Thoughtful Response Examples:

- Which of these reasons for giving resonates with you most today?
- How has God shown His faithfulness in your own giving journey?
- What's one way you've seen generosity make a difference in someone else's life?
- How do you make time to reflect on why God calls us to give in your own daily life?

NOVEMBER 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 Kids Craft (pg 19)
02 Bonus post	03 Service/Sermon Recap (pg 15)	04 1 Thessalonians Sky (pg 21)	05 When you struggle to believe Photo (pg 13)	06 Volunteer Highlight (pg 18)	07 Who Did Jesus Die For (pg 20)	08 Weekend Service Invite (pg 16)
09 Service/Sermon Recap (pg 15)	10 Bonus post	11 Veterans Day (pg 23)	12 Next Steps (pg 17)	13 Pray for Your Church (pg 24)	14 How to Let Go Carousel (pg 12)	15 Weekend Service Invite (pg 16)
16 Bonus post	17 Service/Sermon Recap (pg 15)	18 Grateful Reel (pg 22)	19 Bonus post	20 When you struggle to believe (pg 10)	21 Bonus post	22 Weekend Service Invite (pg 16)
23 Service/Sermon Recap (pg 15) Why We Give (pg 29) 30	24 Bonus post	25 Volunteer Appreciation(pg 25)	26 Conversation Cards (pg 26)	27 Happy Thanksgiving (pg 27)	28 How to Let Go Photo (pg 12)	29 Christmas Save the Date (pg 28)

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: Content

"We have a hard time keeping everything current and not just advertising what is happening at our church."

Quick Tip from John-Erik:

"Make sure that Social Media doesn't become just one more channel to communicate everything on. Instead, if you have to communicate what is happening at your church pick one "single" source of truth like Facebook, a Facebook Group, a bulletin. Then highlight big things on social in a way that promotes community."

Challenge 2: Engagement

"We don't have enough engagement. Even from church members."

Quick Tip from John-Erik:

First question, does your staff engage? It starts with leadership. We have to model the behavior we want to see before we ask others to do it. Staff and pastors should lead the way in this.

Secondly, you have to invest in engagement before it becomes consistent. We often try to have immediate change. It may take up to 90 days before you see more engagement when you've made the shift to make your Social Media more relational.

In that 90 days and beyond, it is important to be consistent in community engagement. It is like tending a garden—nurturing what you want to grow. In Social Media this nurturing looks like responding to and recognizing community contributions. You water what you want to grow. Reward your community for engaging with you!

BONUS SOCIAL MEDIA POST #1

Bible Fish Reel

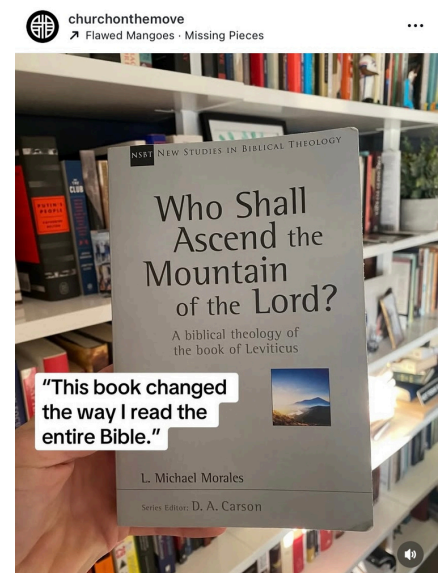
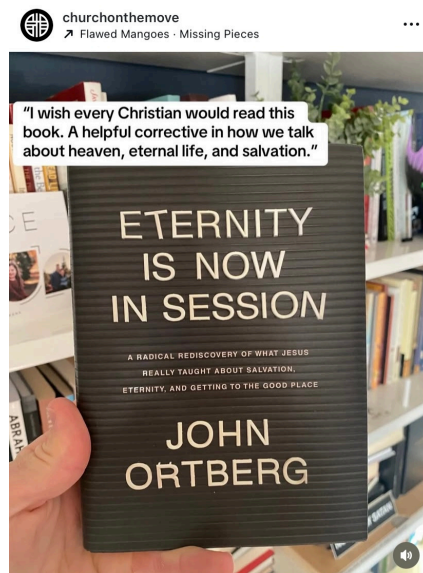
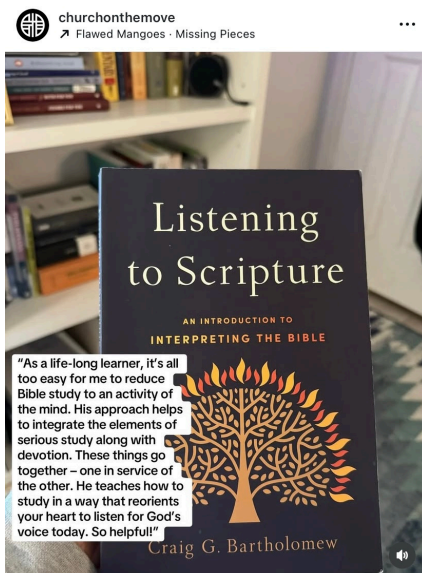
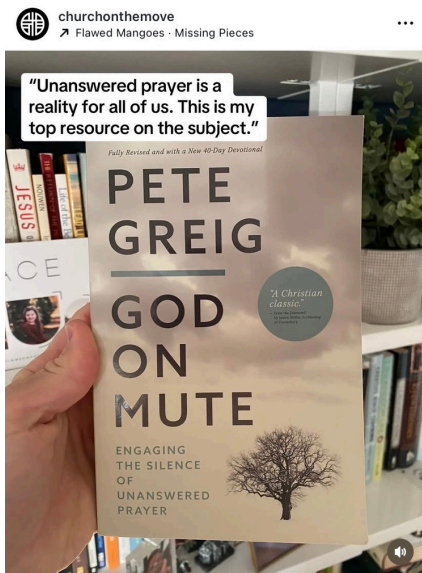
A random, goofy reel asking people to hold their Bible like a fish they just caught. This fun post engages your audience with humor while keeping the focus on Scripture and connection. [Click here to watch the video example.](#)



BONUS SOCIAL MEDIA POST #2

Staff Book Picks Carousel

A carousel featuring books that your staff are loving right now. Each slide can include the book cover and a short note about why they recommend it. Great for building community and encouraging personal growth.



BONUS SOCIAL MEDIA POST #3

Operation Christmas Child Packing Video

If your church is collecting Operation Christmas Child boxes, a video showing what and how to pack a box, including details about how your church is collecting boxes is so fun. Helps educate, inspire, and encourage participation in this outreach initiative. [Click here to watch the video example.](#)



BONUS SOCIAL MEDIA POST #4

Gratitude Practice Carousel

A carousel highlighting the difference between feeling grateful and choosing gratitude. Includes three practical ways to practice gratitude: writing it down, choosing a grateful perspective, and recognizing God's work in your life. Perfect for the Thanksgiving season.

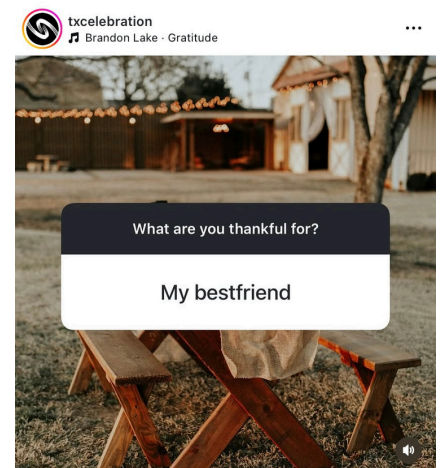
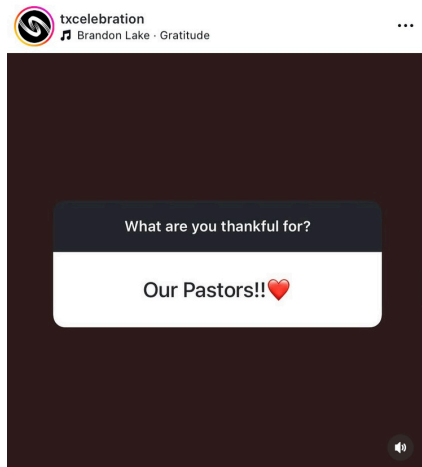
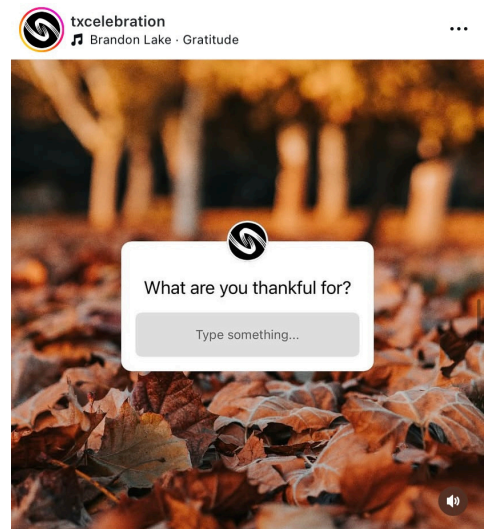
- Three ways to practice gratitude...
- Write it down. Ask yourself, *"who or what do I need to express gratitude for today?"*
- Choose a perspective of gratitude. God is doing more than we can see and will do more than we can ask or imagine.
- Recognize the reasons you have to be grateful. What has God done, or what is he currently doing, in your life that you need to thank him for?



BONUS SOCIAL MEDIA POST #5

Thankfulness Answers Carousel

A carousel post sharing answers collected from a story post where you asked, "What are you thankful for?" Highlights real responses from your church family and encourages community reflection and engagement.



BONUS SOCIAL MEDIA POST #6

Christmas Setup Video

A behind-the-scenes video showing volunteers setting up the church's Christmas decorations. Celebrates service, builds anticipation for the season, and highlights your church's community and teamwork. [Click here to watch the video example.](#)



BONUS SOCIAL MEDIA POST #7

Luke 2 Bible Photo / Advent Promo

A photo of an open Bible to Luke 2 to announce that Christmas is coming. Can be used to promote Advent services or devotional series and draw attention to the story of Jesus' birth.



BONUS SOCIAL MEDIA POST #8

"I Am ____" Reel

A reel compiling photos of people at your church holding signs that say "I am ____," with answers like "set free," "redeemed," "hopeful," etc. Celebrates identity in Christ and encourages personal reflection and inspiration. [Click here to watch the video example.](#)

