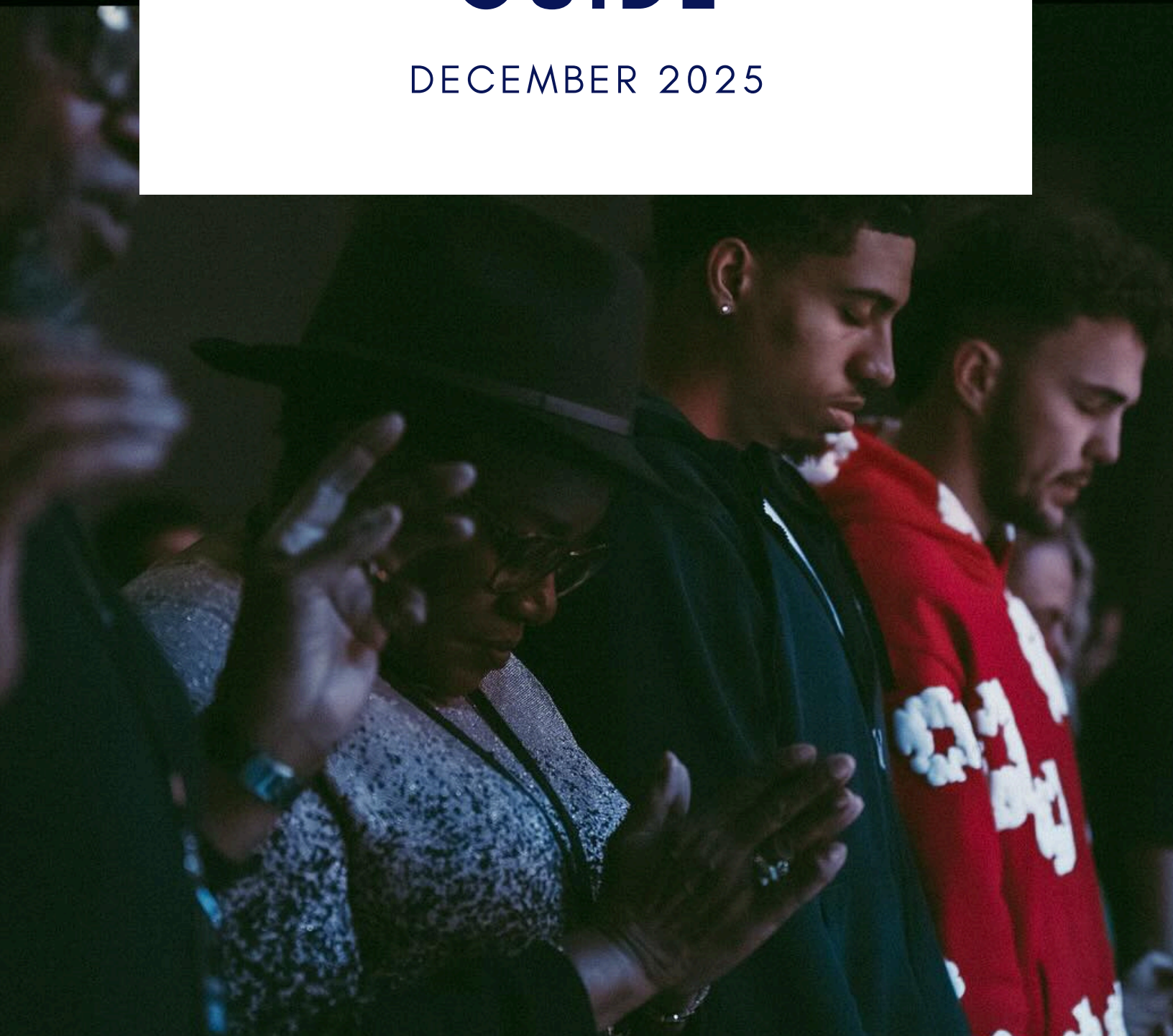


# **SOCIAL MEDIA GUIDE**

DECEMBER 2025



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# DECEMBER MINDSET

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Hey Church Leader,

December is one of the most meaningful months in ministry and one of the busiest. Between Christmas services, family gatherings, and year-end planning, it's easy to feel the pull in every direction. But right in the middle of all the hustle, you have a unique opportunity: to help people slow down, look up, and see Jesus. ✨

This month, think of your social media as a way to pastor in public. Every post, photo, or story is a chance to bring light into someone's scroll and remind them that hope has a name. Whether you're sharing a simple verse, a photo from your candlelight service, or a reflection on the meaning of Advent, remember that people aren't just looking for events, they're looking for peace, presence, and connection.

Use this season to focus less on promotion and more on invitation. Invite people into joy. Into worship. Into wonder. Help them see that Christmas is more than tradition, it's transformation.

And as you wrap up the year, don't forget to celebrate what God has done. Every like, every comment, every "first-time message" is a reminder that your online presence is planting seeds of hope that go far beyond the screen.

You're leading in one of the most powerful seasons of the year. Show up with joy, speak with peace, and post with purpose. The story of Christmas is still changing lives, and you get to tell it!

-The Church Fuel Team

# 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 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.

**Congregation Activation - Christmas Invite Card**  
Provide opportunities for your church to invite people to church this Christmas. One idea is to put an invite card on everyone's seat, instruct people to hold up their card, and take a picture. Have them text it to their friends or post on their personal Facebook page, "Hey, my church just announced what they're doing for Christmas, it sounds great. Would you come with me?" But then you can post something similar to the church's social pages like this example.

**CAPTION EXAMPLES**

*Teaser:* A simple invite can make an eternal difference. 🌟

You never know what one conversation or one invitation could spark in someone's heart this season.

*Engagement:* Who's someone you can invite this Christmas? Maybe a friend, a neighbor, or a coworker who could use some extra hope this season. Tag them or pray for them today!

*Inspiration:* Did you know that over 50% of people who don't regularly attend church say they would if someone invited them to sit with them? Your invitation to Christmas at [church name] could change someone's life forever. Join us as we take a step of faith and invite those in our sphere of influence to join us at Christmas at [church name] this year!

**Why This is a Good Post:**

- Activates congregation
- Simple and visual

**Thoughtful Response Examples:**

- Love that boldness. What gave you the courage to invite them?
- That's so special. Have you ever had someone invite you to church in a season when you really needed it?
- Sometimes one small invite opens a big door. What's one way you try to make your guest feel welcome when they come?

### 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

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

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

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

☞ Join us for [Church Fuel Live](#) every Thursday at 11 AM Central — 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!

# DECEMBER - DAILY ADVENT POSTS

## Done-For-You Posts

### Daily Advent Posts -- \*CF Software Post

This post uses the Church Fuel Software to post the Advent graphics from the Church Fuel Advent Kit. Go into the software and schedule out these 25 posts with the schedule listed here. Want help using the Church Fuel Software? Join us for the live call on Thursdays at 11AM and jump into a Software Breakout. We'll walk you through everything.



## 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.

# DECEMBER - CHRISTMAS PROMO

## Done-With-You Posts

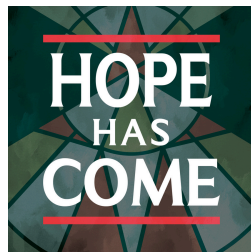
### Christmas Promo & Countdown -- \*CF Software Post

This post uses the Church Fuel Software to invite people to Christmas at your church. Go into the software and schedule out these 16 posts with the schedule listed here. Want help using the Church Fuel Software? Join us for the [live call on Thursdays at 11AM](#) and jump into a Software Breakout. We'll walk you through everything.

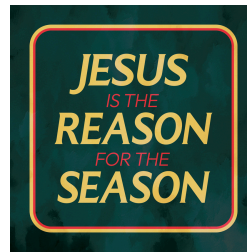
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Dec 4



Dec 6



Dec 8



Dec 10



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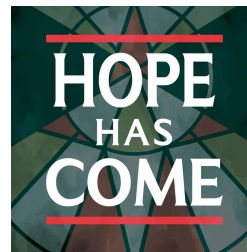
Dec 20



Dec 21



Dec 24



Dec 25



## 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

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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:

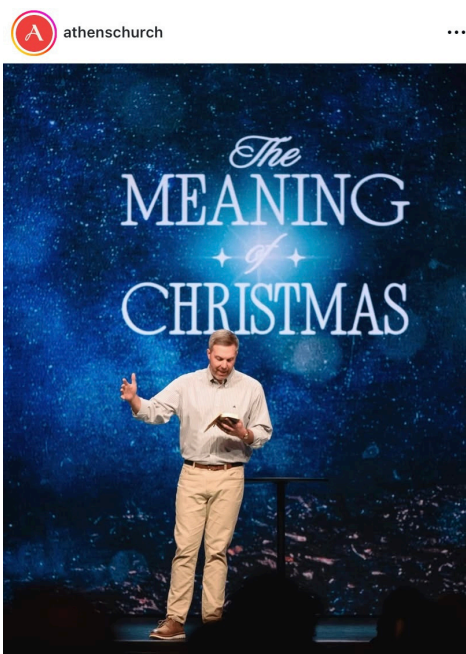
When – Any day of the week

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 Captions:

Last Sunday, Pastor [Name] reminded us that Christmas isn't just about what's under the tree. It's about the hope, peace, and joy that came through the manger. ✨ What truth from the message are you carrying into your week?

Sunday's message was such a good reminder that even in the busyness of the holidays, Jesus is our peace. What's one way you're making space for Him this week?



# REGULARLY POSTED CONTENT

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## 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)

Pastor [Name] has been praying and preparing a message all about finding peace this Christmas season. Not the kind that fades when the wrapping paper’s gone, but the kind only Jesus brings. Join us this Sunday and experience it for yourself. ✨

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

The Christmas season is in full swing, and there’s no better place to be than with your church family! Come join us for hope-filled worship and a message that points us back to Jesus, the reason for it all. ✨ [insert service times]



# REGULARLY POSTED CONTENT

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## Next Steps

### Primary Goal:

Encourage your people to take the next step in their faith and/or the next step to get plugged in at your church: Attend a Welcome Party, Get Baptized, Join a Small Group, Join a Ministry Team, Sign up to Serve at an Outreach Event

### Method:

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

### Suggested Caption: (Welcome Party)

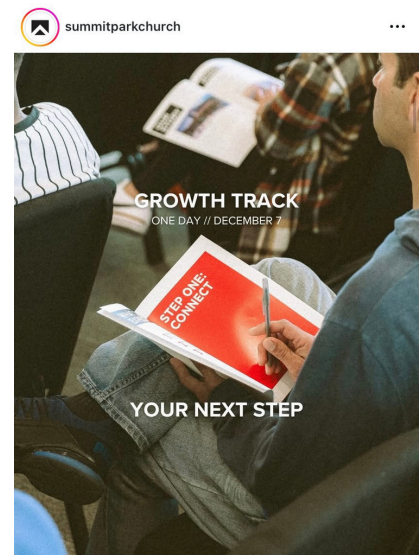
Wondering what your next step could be as we wrap up the year? Start with our Welcome Party! 🎉 It's a relaxed way to meet new friends, hear our heart, and celebrate what God's doing in our church.

### Suggested Caption: (Baptism)

This Christmas, celebrate what Jesus has done by taking your faith public! 🙌 Baptism is a beautiful picture of the new life He came to give us. If you're ready, or just curious, we'd love to talk and help you take your next step.

### Suggested Caption:

The best gift you can give this season might not come in a box – it might be saying “yes” to what God's calling you to do next. 🌟 Whether that's serving, joining a group, or getting baptized, we're here to help you take that 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:

While the Christmas lights shine bright, volunteers like [Name] are faithfully serving behind the scenes, wrapping every detail in love and care. We're so thankful for you! 🧡

### Secondary Caption Info:

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

Meet [Name] is/are – one/some of the amazing volunteers helping bring the wonder of Christmas to life each week! He's/she's/they're using their gifts to help others encounter Jesus this season. 🎄 ✨

northwestbible  
Northwest Bible Church



# DECEMBER - ADVENT BEGINS

## Social Post #1

### Advent Begins

Kick off the Advent season with a post explaining what Advent means and why it matters. Whether it's a short video from your pastor or a graphic with text, this post sets a reflective and hopeful tone for December. It's a great way to remind people that Christmas is about anticipation, not hurry. Use graphics from [Church Fuel's Advent Kit](#). Click here to watch the [video example](#).



### CAPTION EXAMPLES

*Teaser:* Waiting. Hoping. Expecting.

-----  
This is what Advent is all about. Before the presents and parties, we remember the promise: Christ came once, and He's coming again. Let's start this season with hearts full of expectation.

*Engagement:* Advent is all about hope and anticipation. What are you praying for or hoping God will do in your life this Christmas season? Let's encourage one another as we wait with faith.

*Inspiration:* "The people walking in darkness have seen a great light." (Isaiah 9:2) Advent reminds us that even when things feel dark, God's light still breaks through. This season, may your heart be full of hope in the One who came, and is coming again. ✨

### Why This is a Good Post:

- Sets spiritual tone
- Encourages reflection

### Thoughtful Response Examples:

- That's such a beautiful hope to hold onto. How are you creating space to slow down and focus on Jesus this Advent?
- What helps you stay expectant when life feels busy or heavy this time of year?
- I love that. How have you seen God work in that prayer before?
- Advent can mean so many things to different people. What does "waiting well" look like for you right now?
- That's powerful. What part of the Christmas story speaks most to you in this season of waiting?

# DECEMBER - LOCAL CHRISTMAS FUN

## Social Post #2

### Christmas Fun Around Our City

Share a carousel swipe post of festive activities happening around your city. Holiday light displays, local markets, and community events. This post positions your church as a connector to local joy and a place that loves its city.

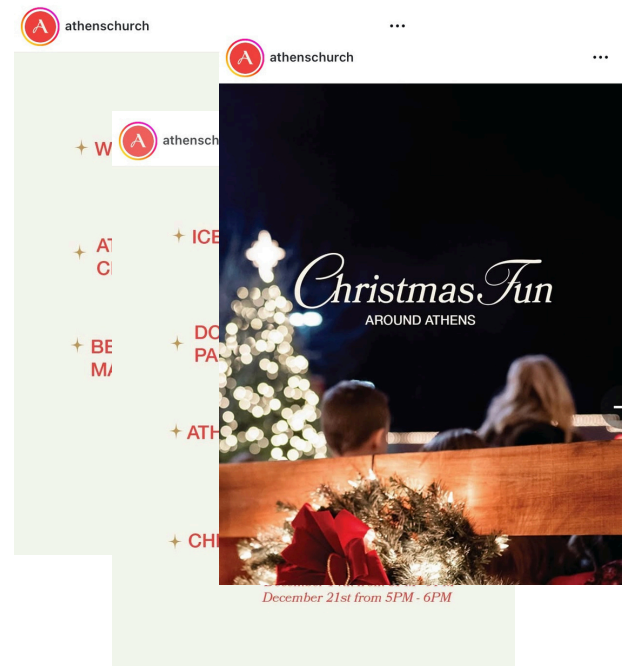
#### CAPTION EXAMPLES

*Teaser:* Looking for Christmas fun near you?

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We've rounded up some of our favorite local light displays, markets, and family-friendly spots to enjoy the season! 🎄 Save this post for when you need a little extra holiday fun (and hot cocoa). ☕

*Engagement:* Did we miss one? Tag your favorite local Christmas spot or small business below! Let's spread some cheer and show our city some love this season. ✨

*Inspiration:* Whether it's lights, laughter, or local cocoa—every bit of joy points back to the source of true joy: Jesus. Let's celebrate Him in the simple moments this Christmas.



#### Why This is a Good Post:

- Builds community connection
- Adds local value

#### Thoughtful Response Examples:

- That sounds like such a fun spot! What makes it special for you?
- Love that idea! How long have you been going there each Christmas?
- We'll have to check that out! Do you go during the day or at night for the lights?
- That's such a great tradition. What's your favorite memory from visiting there?
- Thanks for sharing that! Do you usually go with friends, family, or both?

# DECEMBER - CHRISTMAS FAVORITES

## Social Post #3

### Christmas Favorites

Film a fun reel featuring people in your church answering, “What’s your favorite Christmas tradition?” or “What’s your favorite Christmas carol?” This interactive content builds connection and shows your church’s personality in a lighthearted, festive way.

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



### CAPTION EXAMPLES

*Teaser:* You’ll smile hearing these answers!

Our church family shared their favorite Christmas carols and the stories behind them. Which one gets stuck in your head every year?

*Engagement:* What tradition makes Christmas feel like Christmas to you? Maybe it’s baking cookies, candlelight service, or watching “Elf” with your family. Drop it in the comments and let’s share ideas! 🎄

*Inspiration:* The beauty of Christmas traditions is that they connect generations. Each one tells a story of joy, faith, and family, and all point us back to the reason for it all: Christ with us.

### Why This is a Good Post:

- Builds connection
- Easy engagement

### Thoughtful Response Examples:

- Oh, I love that one too! What makes that carol or tradition so meaningful for you?
- That’s a good one! Has that been part of your Christmas since childhood?
- Love that! What’s one tradition you’ve started in your own family?
- That’s such a joyful answer! What’s your favorite memory connected to it?

# DECEMBER - CONGREGATION ACTIVATE

## Social Post #4

### Congregation Activation - Christmas Invite Card

Provide opportunities for your church to invite people to church this Christmas. One idea is to put an invite card on everyone's seat, instruct people to hold up their card, and take a picture. Have them text it to their friends or post on their personal Facebook page, "Hey, my church just announced what they're doing for Christmas, it sounds great. Would you come with me?" But then you can post something similar to the church's social pages like this example.



### CAPTION EXAMPLES

*Teaser:* A simple invite can make an eternal difference. ✨

—————  
You never know what one conversation or one invitation could spark in someone's heart this season.

*Engagement:* Who's someone you can invite this Christmas? Maybe a friend, a neighbor, or a coworker who could use some extra hope this season. Tag them or pray for them today!

*Inspiration:* Did you know that over 50% of people who don't regularly attend church say they would if someone invited them to sit with them? Your invitation to Christmas at [church name] could change someone's life forever. Join us as we take a step of faith and invite those in our sphere of influence to join us at Christmas at [church name] this year!

### Why This is a Good Post:

- Activates congregation
- Simple and visual

### Thoughtful Response Examples:

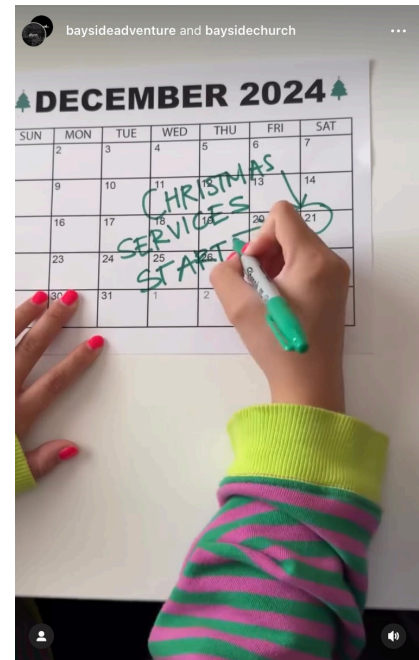
- Love that boldness. What gave you the courage to invite them?
- That's so special. Have you ever had someone invite you to church in a season when you really needed it?
- Sometimes one small invite opens a big door. What's one way you try to make your guest feel welcome when they come?

# DECEMBER - CIRCLE THE DATE REEL

## Social Post #5

### Circle the Date Reel

Film a close-up reel of someone circling the date of your Christmas services on a paper calendar. Add text like “Christmas services start!” or “Mark your calendar!” This visually reminds people to plan ahead and make space for Christmas worship. [Click here to watch the video example.](#)



### CAPTION EXAMPLES

*Teaser:* The countdown is ON! 🎄

Our Christmas services are right around the corner, and you don't want to miss this night of worship and joy. Bring your family, bring your friends, everyone's invited! [insert details]

*Engagement:* What Christmas tradition do you always circle on your calendar? Maybe it's your church service, baking day, or family night. We'd love to hear what moment you look forward to most.

*Inspiration:* This Christmas, make room in your calendar, and in your heart, for Jesus. ❤️ The greatest gift of the season is His presence with us.

### Why This is a Good Post:

- Builds anticipation
- Clear event reminder

### Thoughtful Response Examples:

- That's such a good one—do you have any photos or memories tied to it?
- Sounds like something your family looks forward to! How did it start?
- What's one new thing you're hoping to add to your calendar this year that points you back to Jesus?
- That's beautiful. How does your family keep Christ at the center of that tradition?

# DECEMBER - GRIEF THIS CHRISTMAS

## Social Post #6

### A Prayer for Dealing with Grief This Christmas

This carousel shares a heartfelt prayer for those who are grieving or missing someone this Christmas. It offers words of comfort and hope for people walking through loss during what can be a difficult season.

A Prayer for Dealing with Grief this Christmas

- Father, I'm struggling to find joy this Christmas season. There is someone missing from the get-togethers. One less name on my shopping list. I feel as if I am in a fog.
- I feel guilt, I feel so angry, I feel despair, I feel numb
- How do I experience the hope, peace, joy, and love of this season?
- Father, meet me in my loss this Christmas, for you, too, have endured great loss. Give me the courage to hold my grief and my joy side-by-side.
- May I remember the one I've lost. May I hold close the ones here. May I weep. May I praise you still. In Jesus' name, Amen.



#### CAPTION EXAMPLES

*Teaser:* Not everyone feels merry and bright this time of year. 💔

\_\_\_\_\_

If Christmas feels heavy, this prayer is for you. God meets us in the middle of our pain and reminds us that we are never alone.

*Engagement:* Who are you remembering this Christmas? Share their name below, and we'll join you in praying for comfort and peace.

*Inspiration:* "The Lord is close to the brokenhearted and saves those who are crushed in spirit." (Psalm 34:18) This Christmas, may you feel His nearness in ways you can't explain.

#### Why This is a Good Post:

- Pastoral and compassionate
- Offers comfort and hope

#### Thoughtful Response Examples:

- Thank you for sharing their name. What's one thing you loved most about them?
- Grief can be so complicated during the holidays. What's been helping you find peace lately?
- We're praying with you. What part of the Christmas story brings you hope when you're missing them?
- That's such a special memory. How can we come along side you and support you this season?

# DECEMBER - BEHIND THE SCENES

## Social Post #7

### Behind-the-Scenes

Post a short reel or set of photos showing your team setting up for Christmas: wrapping lights, practicing songs, decorating, or preparing kids' spaces. These behind-the-scenes glimpses remind people that ministry happens through real people who love and serve faithfully. [Click here to watch the video example.](#)



### CAPTION EXAMPLES

*Teaser:* You see the stage on Sunday,

-----  
but here's what it looks like before the big moment! Our team has been working hard to create a space that helps people encounter the hope of Christmas. 🧡

*Engagement:* Here's a little behind-the-scenes look as we get prepped for Christmas at [church name]. If you've ever served during Christmas, what's one memory that sticks with you? We'd love to hear it!

*Inspiration:* It's not just about lights or songs, it's about preparing hearts to meet the Savior. Thank you to every volunteer, staff member, and friend who helps make Christmas at church so meaningful. ✨

### Why This is a Good Post:

- Builds authenticity
- Highlights teamwork

### Thoughtful Response Examples:

- Love that memory! What made it stand out for you?
- Serving behind the scenes takes such a heart of worship. How did you first get involved in helping at Christmas?
- That's so fun! What's one lesson you've learned while serving during the holidays?
- Love hearing that. What's one way you've seen God move through the Christmas setup or service prep?

# DECEMBER - WHAT TO EXPECT

## Social Post #8

### What to Expect Christmas at [Your Church]

Create a carousel that walks people through what they can expect at your Christmas service. This post helps first-time guests feel more comfortable and excited to attend.

- Classic christmas carols
- Delicaiious hot cocoa
- A special candlelight moment
- A message of hope
- Creative photo ops

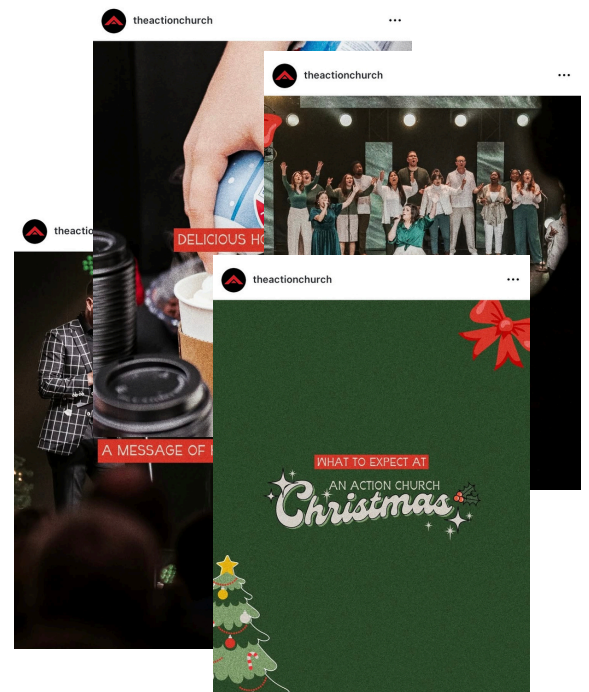
#### CAPTION EXAMPLES

*Teaser:* Thinking about joining us for Christmas at [Church Name]?

-----  
Here's a peek at what to expect...joyful carols, hot cocoa, candlelight, and a message of hope that changes everything. 🌟 [insert service date & times]

*Engagement:* Which part of Christmas service do you look forward to most? Carols, candlelight, or that first sip of cocoa afterward? ☕ [insert service date & times]

*Inspiration:* Christmas at church isn't just about tradition, it's about transformation. Come and see what happens when we gather to worship the newborn King. [insert service date & times]



### Why This is a Good Post:

- Removes uncertainty for guests
- Builds excitement

### Thoughtful Response Examples:

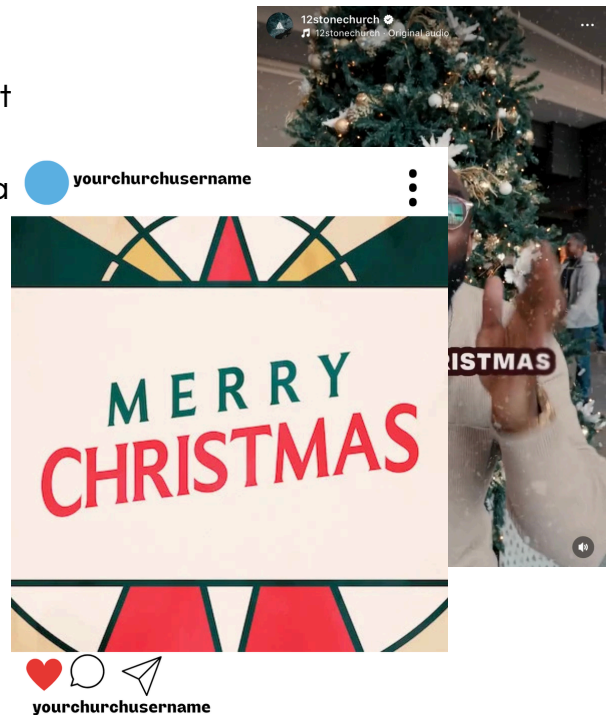
- The candlelight moment always gets me too. What goes through your mind in that quiet moment?
- That's awesome! Who are you hoping to bring with you this year?
- I love that you mentioned that. What's one thing that makes our church's Christmas service feel special to you?
- That's so true. What song or part of the message tends to stay with you afterward?

# DECEMBER - MERRY CHRISTMAS

## Social Post #9

### Merry Christmas from [Your Church]

Celebrate Christmas Day with a warm, heartfelt message from your church. This could be a simple graphic from one of our [Christmas Kits](#), a video of your staff wishing everyone a Merry Christmas, or clips from your Christmas Eve service. It's a joyful reminder of why we celebrate and a way to thank your church family. [Click here to watch the video example.](#)



### CAPTION EXAMPLES

*Teaser:* He is here! ✨

-----  
Merry Christmas from [Church Name]. Today, we celebrate the Savior who came to bring light and hope to the world.

*Engagement:* Merry Christmas, church family! How are you celebrating Christmas today? Share one favorite moment or memory in the comments, we'd love to celebrate with you!

*Inspiration:* "For unto us a child is born, unto us a son is given." (Isaiah 9:6) Today we celebrate the greatest gift the world has ever known ... Jesus Christ, our Savior and King. ❤️

### Why This is a Good Post:

- Spreads joy and gratitude
- Reinforces community warmth

### Thoughtful Response Examples:

- That sounds like such a joyful day! What's your favorite part of your Christmas morning routine?
- That's a great memory, how long have you been doing that tradition?
- Beautiful! What's one way you've seen God's presence in your Christmas this year?
- That sounds amazing—what part of the Christmas story stands out most to you this year?

# DECEMBER - WHAT GOD DID THIS YEAR

## Social Post #10

### Annual Report: What God Did This Year

Wrap up the year by sharing a celebratory post (carousel or short video) highlighting what God did through your church. Think baptisms, salvations, next steps, mission trips, volunteers, and community impact. Keep the tone humble, thankful, and full of anticipation for what's next.



### CAPTION EXAMPLES

*Teaser:* Look what God did this year. 🙌

-----  
2025 was full of moments that reminded us of God's goodness. ❤️ Here's a look back at how He worked through your prayers, generosity, and faith.

*Engagement:* Which part of this year's story inspired you most? We'd love to hear how God moved in your life in 2025!

*Inspiration:* So much can happen in a year when God's people say "yes." God isn't finished. The same power that moved this year will continue to change lives in the year ahead. Let's step into 2026 with gratitude and bold faith. ✨

### Why This is a Good Post:

- Inspires gratitude
- Builds vision and momentum

### Thoughtful Response Examples:

- Love that testimony! What did you learn about God's faithfulness through it?
- That's inspiring! Was there a specific verse or truth that carried you through this year?
- So good! How has your faith grown in 2025 compared to last year?
- Amazing! What are you praying and believing God will do in 2026?

# DECEMBER 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> Advent Begins (pg 19)  Advent (pg 9)	<b>02</b> Advent (pg 9) Giving Tuesday (pg 32) 1st Done-With-You (pg 12)	<b>03</b> Advent (pg 9)  Christmas Fun (pg 20)	<b>04</b> Advent (pg 9) Circle the Date Reel (pg 23) 2nd Done-With-You (pg 12)	<b>05</b> Advent (pg 9)	<b>06</b> Advent (pg 9)  3rd Done-With-You (pg 12)
<b>07</b> Advent (pg 9)  Service/Sermon Recap (pg 15)	<b>08</b> Advent (pg 9) Christmas Invite Card (pg 22) 4th Done-With-You (pg 12)	<b>09</b> Advent (pg 9)  Christmas Favorites (pg 21)	<b>10</b> Advent (pg 9) Volunteer Highlight (pg 18) 5th Done-With-You (pg 12)	<b>11</b> Advent (pg 9)	<b>12</b> Advent (pg 9) Next Steps (pg 17) 6th Done-With-You (pg 12)	<b>13</b> Advent (pg 9)  Weekend Service Invite (pg 16)
<b>14</b> Advent (pg 9)  7th Done-With-You (pg 12)	<b>15</b> Advent (pg 9) Service/Sermon Recap (pg 15) 8th Done-With-You (pg 12)	<b>16</b> Advent (pg 9) Prayer for Grief (pg 24) 9th Done-With-You (pg 12)	<b>17</b> Advent (pg 9) What to Expect (pg 26) 10th Done-With-You (pg 12)	<b>18</b> Advent (pg 9) Interview (pg 33) 11th Done-With-You (pg 12)	<b>19</b> Advent (pg 9) Behind the Scenes (pg 25) 12th Done-With-You (pg 12)	<b>20</b> Advent (pg 9) Weekend Service Invite (pg 16) 13th Done-With-You (pg 12)
<b>21</b> Advent (pg 9) O Come Let Us Adore (pg 35) 14th Done-With-You (pg 12)	<b>22</b> Advent (pg 9)  Service/Sermon Recap (pg 15)	<b>23</b> Advent (pg 9)  Jesus Hung on a tree (pg 34)	<b>24</b> Advent (pg 9)  15th Done-With-You (pg 12)	<b>25</b> Merry Christmas (pg 27) Advent (pg 9) 16th Done-With-You (pg 12)	<b>26</b> Candlelight Highlight (pg 36)	<b>27</b> Last Message or 2025 (pg 37)
<b>28</b>	<b>29</b> Service/Sermon Recap (pg 15)	<b>30</b> Annual Report (pg 28)	<b>31</b> Behold, All Things New (pg 38)			

# 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: Creating Content That Connects

"I pastor a small church and don't have a team or much time to dedicate to social media. It feels overwhelming to know where to start or what to post. What's one easy first step I can take – and how much time should I be committing?"

### John-Erik's Response 🚀

You don't need to do everything at once, you just need to start somewhere. For most smaller or rural churches, Facebook is still the best place to begin, especially since it's growing fastest among adults over 65. Instead of thinking about social media as a chore, start viewing it as a ministry tool. Schedule a few intentional minutes a day (even 10-15 minutes) to engage: reply to comments, celebrate people, and start conversations. That's it.

Think of every interaction as relationship-building, not marketing. A *"like"* is a high-five. A *"love"* is a hug. A *"comment"* is a conversation. Over time, this mindset shift will make social media feel less like one more thing to manage and more like a meaningful way to connect with your people.

## Challenge 2: Rebuilding Engagement After a Drop-Off

"Our church page used to get great engagement, but lately it feels like no one is seeing or responding to our posts. Did we do something wrong? Is the algorithm against us? How do we revive our social media?"

### John-Erik's Response 🚀

It's easy to blame the algorithm when engagement drops, but the truth is the algorithm's only job is to match content with the audience who will find it valuable. So if people aren't engaging, it's not that they can't see you, it's that what you're sharing isn't resonating.

Go back and look at what used to work. What kinds of posts sparked comments, shares, or conversation? Bring that energy back. Often, churches lose traction when their content starts feeling disconnected, overly polished, or delegated to someone who doesn't have real relational context (like an intern managing posts without knowing the people).

The key isn't to chase trends, it's to rekindle relationships. Show real faces. Share real stories. Use features like Stories and Reels to help people feel close to what's happening in your church. And remember: consistency and authenticity will always outperform trend-chasing.

# BONUS SOCIAL MEDIA POST #1

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## Giving Tuesday

Use this post to inspire generosity on Giving Tuesday, the Tuesday after Thanksgiving. Share a story, ministry highlight, or specific impact area that shows how giving makes a difference in your church and community. You can include a link to your giving page, but focus the message on gratitude and mission, not just the transaction.



# BONUS SOCIAL MEDIA POST #2

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## Interview Christmas Questions

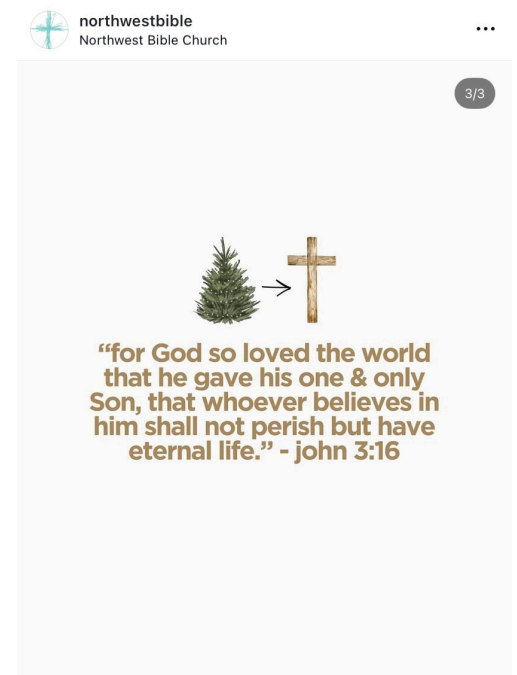
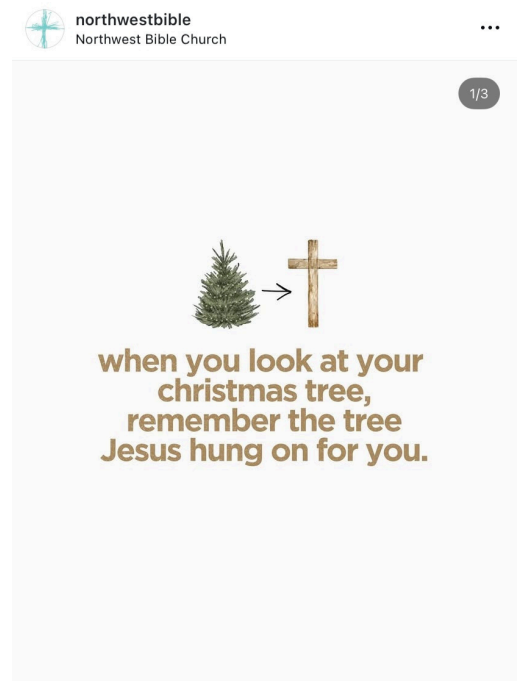
Film a fun “man on the street” style reel asking people at your church Christmas-themed questions — like “*What’s your favorite Christmas movie?*” or “*Real tree or fake tree?*” These lighthearted videos showcase your church’s personality, build community, and are great for engagement. [Click here to watch the video example.](#)



# BONUS SOCIAL MEDIA POST #3

## Jesus Hung On a Tree For You

Post a reflective graphic connecting the Christmas tree to the cross: *“When you look at your Christmas tree, remember the tree Jesus hung on for you.”* Pair it with John 3:16 for a powerful reminder that the joy of Christmas is rooted in the love and sacrifice of Jesus. Perfect for a quiet, contemplative post during the season.

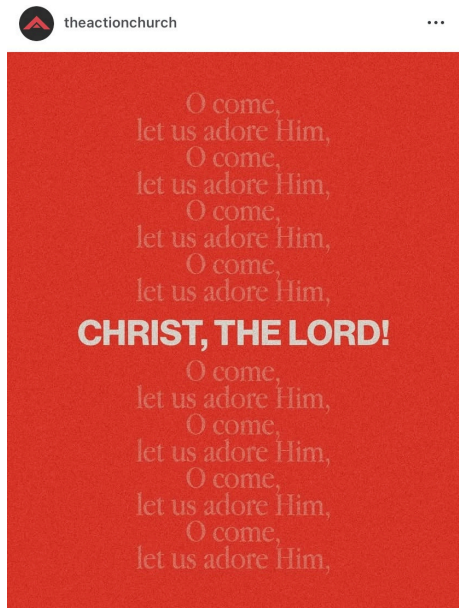


# BONUS SOCIAL MEDIA POST #4

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## O Come Let Us Adore Him

Share a simple graphic with the lyric, “*O Come Let Us Adore Him.*” This timeless worship phrase draws hearts to Jesus and creates a moment of stillness and awe amid the busy holiday season. A short caption or Scripture verse can complete the post beautifully.



# BONUS SOCIAL MEDIA POST #5

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## Candlelight Highlight

Share a photo of your Christmas Eve candlelight service with the glow of the candles, the faces in the crowd, or the moment the lights dim. This post captures the beauty of worship and community, helping your audience feel the warmth and reverence of the night. These posts tend to do well on socials.

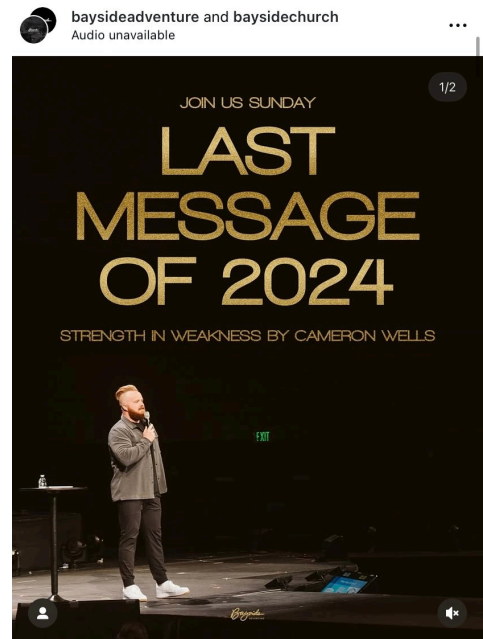


# BONUS SOCIAL MEDIA POST #6

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## Last Message of 2025

Post a photo of your pastor preaching with text overlay that says, *“Join us Sunday for the last message of 2025.”* Use the caption to invite your church to finish the year strong, reflecting on God’s faithfulness and preparing hearts for what’s next.



# BONUS SOCIAL MEDIA POST #7

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## **Behold, I Am Making All Things New**

Share a New Year's Eve graphic with the text: *"Behold, I am making all things new."* Use the caption to encourage reflection and hope: *"This could be the year \_\_\_\_\_."* Invite people to fill in the blank with a word, prayer, or goal for the coming year. A simple yet meaningful way to start 2026 focused on God's renewal.

