

SOCIAL MEDIA GUIDE

FEBRUARY 2026



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, thoughtful comment responses.	
CALENDAR	29
Suggested layout to help plan your posts for the month.	
YOUR BIGGEST CHALLENGES	30
John-Erik responds to the biggest challenges churches have on social media.	
BONUS POSTS	34
Take the principles from the first part of this guide and use these additional post ideas to reach your audience.	

FEBRUARY MINDSET

Hey Church Leader,

February often gets wrapped up in conversations about love, relationships, and connection, and that makes it a powerful month for ministry. As winter lingers and routines settle in, people are still searching for belonging, encouragement, and reminders that they are seen and loved by God.

This month, think of your social media as an extension of your pastoral care. Every caption, comment, and reply is an opportunity to reflect the love of Christ in practical, tangible ways. Social media isn't about broadcasting information; it's about building trust, nurturing relationships, and creating spaces where people feel safe engaging with faith and community.

Use February to lean into relational ministry. Highlight stories of connection. Celebrate volunteers and small wins. Ask thoughtful questions that invite reflection and conversation. When you respond to comments or messages, you're not just managing an account, you're shepherding hearts, one interaction at a time. Here are a few ways to approach February intentionally:

- **Lead with love.** Share Scriptures, prayers, and reminders of God's unchanging love in a season when many people feel isolated or overlooked.
- **Foster belonging.** Show what community looks like at your church: people worshiping together, serving together, and growing together.
- **Engage personally.** Prioritize replies, DMs, and conversations. Presence matters more than perfection.
- **Point people to next steps.** Whether it's attending a service, joining a group, serving on a team, or simply asking for prayer, help people take meaningful steps toward connection.

February isn't about chasing trends or creating flawless content. It's about faithfulness, warmth, and intentional engagement. When your church shows up consistently with truth and love, God uses even the smallest moments to make a lasting impact.

-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:

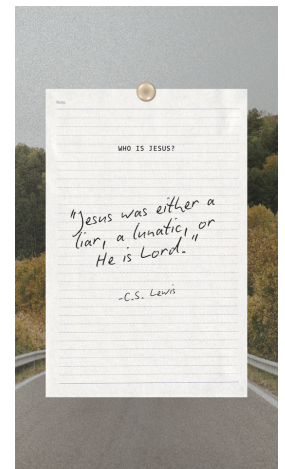
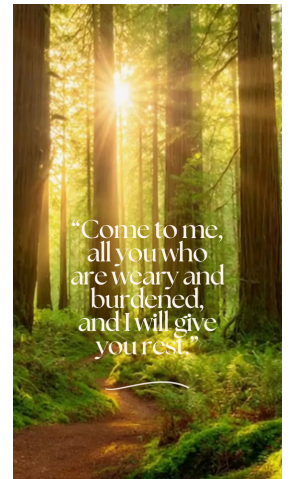
- Designed to deploy instantly with just a few clicks
- Connected to a webpage built for you by the software (no need to create anything yourself)
- Equipped with automation so that when someone comments the prompted word on Instagram or Facebook, they automatically receive a message with a link to the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

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.

Heart Reel
This reel visually captures love through simple heart gestures made by people in your church. It builds anticipation for Valentine's Day while highlighting authentic relationships and warmth within your community. The purpose is to remind people that love is present, shared, and visible in everyday church life. This post feels human, joyful, and relational. It's especially effective for reminding people they're not alone.

- Video example 1
- Video example 2

CAPTION EXAMPLES

Teaser: Before Valentine's Day arrives...
Here's a glimpse of love in our community ❤️

Engagement: Love shows up in so many small, meaningful ways. Today we're thinking about the people who make life sweeter just by being there. Who's someone you're especially thankful for right now? Tag them or share in the comments.

Inspiration: Love isn't just something we celebrate once a year, it's something we live out daily. We're grateful for a community where kindness, care, and encouragement are shared freely. May we continue to love one another the way Christ first loved us.

Why This is a Good Post:

- Warm visuals
- Human connection

Thoughtful Response Examples:

- What do you appreciate most about that person?
- How has love from others impacted your faith journey?
- When have you felt most supported by community?
- What does love look like for you in this season?
- How can we be praying for the relationships in your life?

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.

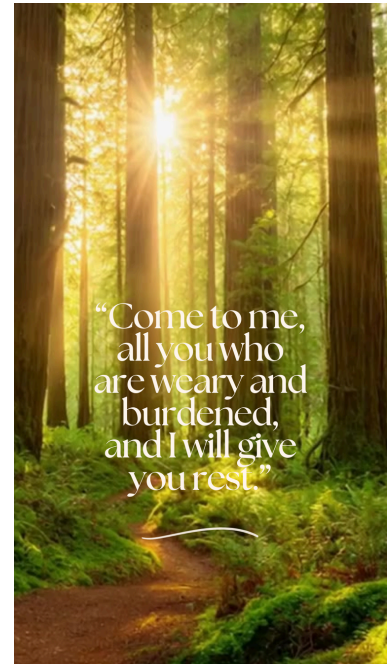
These posts are connected to the Invite System we recommend you feature for this month!

FEBRUARY - 20 ENCOURAGING VERSES

Done-For-You Post #1

20 Encouraging Verses -- *CF Software Post

This post uses Church Fuel Software to point people to a helpful article on your church's website: "20 Encouraging Bible Verses to Lift Your Spirit." 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.



CAPTION

"Come to me, all you who are weary and burdened, and I will give you rest." – Matthew 11:28

Rest isn't something you earn after you push harder. It's something Jesus offers right where you are.

If today feels heavy, let this be enough.

If you want more encouragement, check out [📖 20 Encouraging Bible Verses to Lift Your Spirit](#)

This guide was created for:

- ✓ anxious thoughts
- ✓ emotional exhaustion
- ✓ heavy seasons that won't hurry up

Save it. Share it. Come back to it when you need to breathe. https://{{custom_values.sub_domain}}/{{custom_values.simple_church_url}}/20-verses

Why This is a Good Post:

- Value Add
- Drives traffic to your website

Thoughtful Response

Examples:

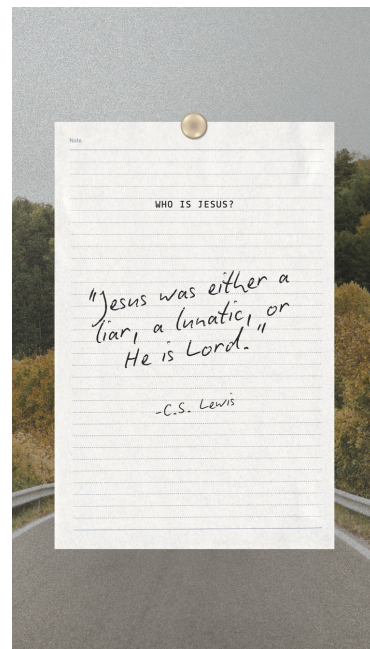
- What does "rest" look like for you right now, physically, emotionally, or spiritually?
- Is there something you've been carrying that you wish you could lay down, even just for today?
- When life feels heavy, what helps you slow down and breathe again?
- Have you ever experienced God meeting you in a season of exhaustion? What was that like?

FEBRUARY - WHO IS JESUS ARTICLE

Done-For-You Post #2

Who Is Jesus Article -- *CF Software Post

This post uses Church Fuel Software to point people to a helpful article on your church's website: "Who Is Jesus? History, Claims, and Belief" 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. 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

If Jesus was lying, why did His closest followers give their lives for Him?

If He was delusional, why did His message change the world?

Or... what if He was telling the truth?

For over 2,000 years, His name has sparked curiosity and debate.

👉 Read the full article:

https://{{custom_values.sub_domain}}/{{custom_values.simple_church_url}}/who-is-jesus

Why This is a Good Post:

- Value Add
- Drives traffic to your website

Thoughtful Response

Examples:

- When you think about Jesus, what's the first word or idea that comes to mind?
- Have you ever wrestled with who Jesus really was? What questions still linger for you?
- What do you think keeps people talking about Jesus, even 2,000 years later?
- Where did your understanding of Jesus first come from—family, church, culture, or personal exploration?

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.

FEBRUARY - 20 ENCOURAGING VERSES

Done-With-You Post #1

20 Encouraging Verses -- *CF Software Post

This post also uses the Church Fuel Software to point people to the "20 Encouraging Bible Verses to Lift Your Spirit" 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 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.



CAPTION

Feeling emotionally drained?
Overthinking everything?
Running on empty?

You're not weak, you're human.

That's why we created 20 Encouraging Bible Verses to Lift Your Spirit.

These verses aren't loud.
They don't demand more effort.
They simply remind you that you're not alone.

📌 Save this for later

📖 Read the full list (link in bio)

Why This is a Good Post:

- Reflective
- Drives traffic to your website

Thoughtful Response

Examples:

- When life feels heavy, what helps you remember you're not alone?
- Is there a Bible verse that's brought you comfort in a hard season before?
- What does encouragement look like for you when you're running low on energy?
- Who do you know that might need this reminder today?
- What's one small thing that's helped you feel a little more grounded lately?

FEBRUARY - WHO IS JESUS ARTICLE

Done-With-You Post #1

Who Is Jesus Article -- *CF Software Post

This post also uses the Church Fuel Software to point people to the *“Who Is Jesus? History, Claims, and Belief,”* 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. 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

Maybe you grew up hearing about Jesus.

Maybe you only hear His name around Christmas or Easter.

Maybe your faith has shifted, or faded, and now you have questions.

Wherever you’re coming from, you’re not alone.

Jesus is worth exploring, even (and especially) if you’re unsure.

👉 Read the full article *“Who Is Jesus? History, Claims, and Belief”* here:
https://{{custom_values.sub_domain}}/{{custom_values.simple_church_url}}/who-is-jesus

Why This is a Good Post:

- Reflective
- Drives traffic to your website

Thoughtful Response

Examples:

- Have your questions about faith changed over time, or stayed the same?
- Do you feel more curious, cautious, or conflicted when it comes to Jesus? Why?
- Has your view of Jesus been shaped more by personal experience or by other people’s opinions?
- If you could ask Jesus one honest question, what would it be?
- What’s helped you feel safe asking spiritual questions in the past?

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 Sunday, (Lead Pastor Name) talked about what it looks like to worship with a more undivided heart and truly connect with God. Was there a moment from the message that really stood out to you? Maybe a phrase, Scripture, or challenge that stayed with you? How do you hope it shapes the way you worship moving forward?

There's nothing quite like gathering with our church family on Sundays. From worship to conversations in the lobby, every moment matters. What part of this past Sunday was most meaningful to you? We'd love to hear what made it special.



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)

We’re getting ready for this Sunday’s message, and it’s one many of us need right now. This week, (Lead Pastor Name) will be sharing about how to trust God when you don’t have all the answers. If you’ve ever wrestled with uncertainty or waiting, this one’s for you. Who’s someone you could invite to join you?

Secondary Caption Info: (people at church)

- Service times
- Plan Your Visit link
- Location of your services in the caption



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:

[Name] recently took a big step of faith through baptism at [Church Name]. Baptism is a public declaration of what God has already done in your heart. If you've been considering baptism or have questions about what it means, we'd love to walk alongside you. Could this be your next step?

Are you new to [Church Name]? We'd love to get to know you better at our upcoming Welcome Party on [date]. It's a relaxed space to meet leaders, hear our story, and ask any questions you might have. Comment "New" below, and we'll send you all the details. We can't wait to connect with you!



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 incredible production team volunteers! 🎧💡

Every Sunday, our tech and production team works behind the scenes—running sound, slides, lights, and livestream—to create a distraction-free environment for worship. Most people never see them, but their faithfulness makes a huge impact. If you spot someone serving in production this week, be sure to thank them!

Secondary Caption Info:

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



FEBRUARY - SUNDAY CAROUSEL

Social Post #1

Sunday At Our Church Carousel

This carousel celebrates what Sundays look like at your church by visually filling the word SUNDAY with photos of real moments. Authentic, candid photos work best here. This post sets a joyful, invitational tone for the month.

- [Click here to see what it looks like on a church feed.](#)
- [Click here for a Canva template to put in your own photos.](#)

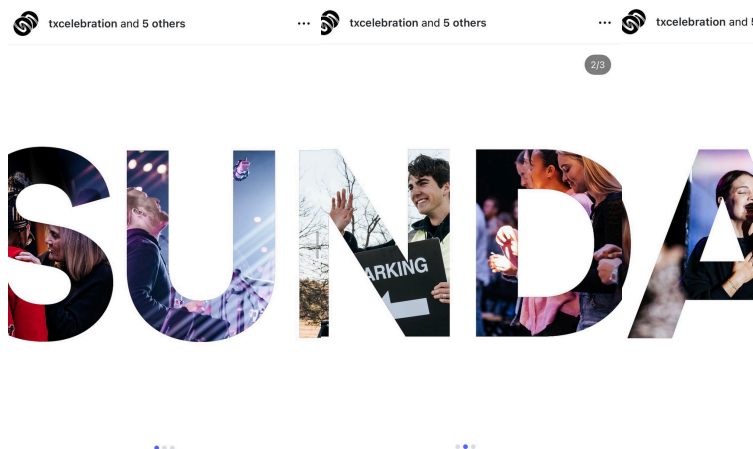
CAPTION EXAMPLES

Teaser: Sunday isn't just a day on the calendar—

—it's something we look forward to all week. It's where faith is strengthened, community is built, and hearts are reminded of truth. Maybe this is exactly what your heart has been needing.

Engagement: Every moment matters, from worship to conversations in the lobby. What's one thing that makes Sundays meaningful to you? We'd love to hear in the comments.

Inspiration: "I was glad when they said to me, 'Let us go to the house of the Lord.'" — Psalm 122:1 There's something powerful about gathering together to worship, pray, and grow. Sundays remind us that we don't walk with Jesus alone, we walk together.



Why This is a Good Post:

- Celebrates community
- Invites belonging

Thoughtful Response Examples:

- What is it about Sundays that feels most life-giving to you?
- When did Sundays start to matter more deeply in your faith journey?
- Is there something you hope Sundays could look like for you right now?
- What helps you stay consistent in gathering with others?
- How can we be praying for you as you step into this season?

FEBRUARY - BLACK HISTORY MONTH

Social Post #2

Black History Month

This post acknowledges Black History Month as a meaningful opportunity to honor, remember, and learn from Black history and its lasting impact on our nation and the Church. The purpose is to encourage listening, humility, and gratitude while affirming the biblical truth that every person is created in God's image.

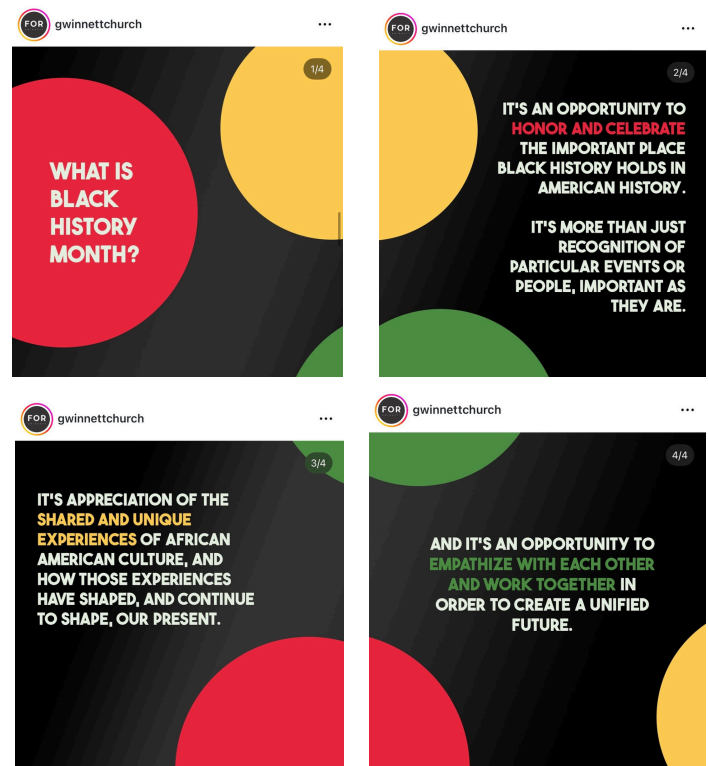
CAPTION EXAMPLES

Teaser: Happy Black History Month!

Black History Month is an opportunity for us all to be students of African American culture and the incredible impact it's made. And it's a chance to participate in creating a future where everyone is seen as being made in the image of God. Swipe to learn more about the importance Black History Month holds.

Engagement: Black History Month invites us to listen, learn, and honor. There are countless stories of courage, faith, and leadership worth remembering. Is there someone whose story has shaped or inspired you?

Inspiration: As we honor Black History Month, we give thanks for the faith and resilience that continue to shape the Church. May we be people who listen well, love deeply, and walk humbly with God and one another.



Why This is a Good Post:

- Honors history
- Encourages reflection

Thoughtful Response Examples:

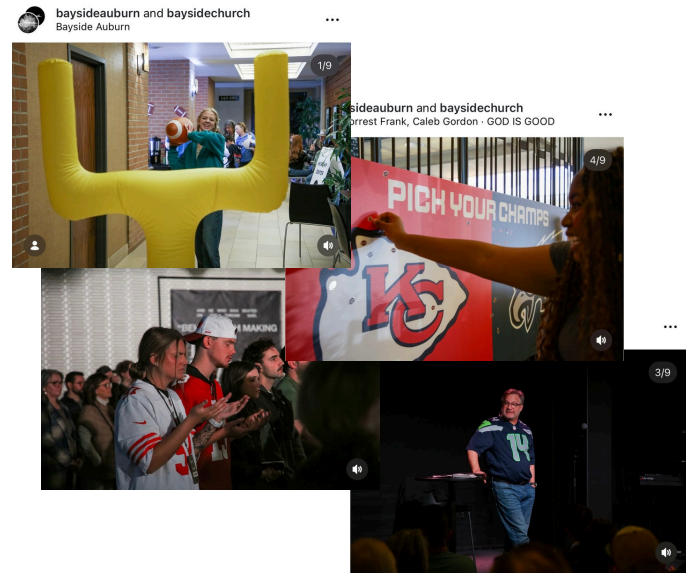
- Whose story has influenced your understanding of faith or history?
- How can we continue growing as listeners and learners?
- Why do you think remembering history matters for the Church today?
- How can we pray for unity and wisdom in our community?

FEBRUARY - SUPER BOWL SUNDAY

Social Post #3

Super Bowl Sunday

Post some photos if your church did anything fun for Super Bowl Sunday. Lean into this cultural moment to show the fun, approachable side of your church. Whether it's themed snacks or jerseys, the purpose is to create easy engagement and connection. It lowers the barrier for interaction and helps people see church as a place where joy and community exist. Keep it lighthearted and inclusive. [Click here to watch a fun video example.](#)



CAPTION EXAMPLES

Teaser: It's Super Bowl Sunday 🏈

Big game, big opinions, big snacks. We had so much fun with you this morning at [church name]!

Engagement: Super Bowl Sunday is here, and we want to know—who are you rooting for? Team A, Team B, or just here for the food?

Inspiration: Moments like today remind us how powerful connection can be. Whether it's cheering for a team or sharing a laugh, community matters. We're grateful for spaces where people can belong, relax, and be themselves.

Why This is a Good Post:

- Easy engagement
- Shows personality

Thoughtful Response Examples:

- What made you choose that team?
- Do you usually watch the game with friends or family?
- What's your must-have Super Bowl snack?
- Are there any traditions you look forward to each year?

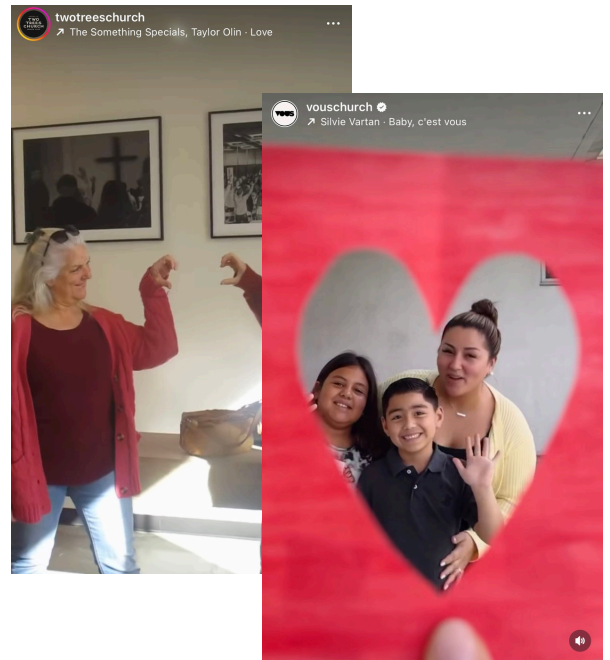
FEBRUARY - HEART REEL

Social Post #4

Heart Reel

This reel visually captures love through simple heart gestures made by people in your church. It builds anticipation for Valentine's Day while highlighting authentic relationships and warmth within your community. The purpose is to remind people that love is present, shared, and visible in everyday church life. This post feels human, joyful, and relational. It's especially effective for reminding people they're not alone.

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



CAPTION EXAMPLES

Teaser: Before Valentine's Day arrives...

Here's a glimpse of love in our community ❤️

Engagement: Love shows up in so many small, meaningful ways. Today we're thinking about the people who make life sweeter just by being there. Who's someone you're especially thankful for right now? Tag them or share in the comments.

Inspiration: Love isn't just something we celebrate once a year, it's something we live out daily. We're grateful for a community where kindness, care, and encouragement are shared freely. May we continue to love one another the way Christ first loved us.

Why This is a Good Post:

- Warm visuals
- Human connection

Thoughtful Response Examples:

- What do you appreciate most about that person?
- How has love from others impacted your faith journey?
- When have you felt most supported by community?
- What does love look like for you in this season?
- How can we be praying for the relationships in your life?

FEBRUARY - VALENTINE'S DAY

Social Post #5

Valentine's Day

We love a Valentine's Day graphic like this that centers love where it belongs, on Jesus. By pairing the phrase "Nobody loves you like Jesus" with Scripture, the post gently redirects attention from cultural expectations to biblical truth. It works well as a saveable, shareable reminder.

Nobody loves you like Jesus.

- Romans 5:8
- 1 John 3:1

So how do we love others like God loves us?

- Galatians 6:2
- Ephesians 4:32



CAPTION EXAMPLES

Teaser: Valentine's Day reminder ❤️

Nobody loves you like Jesus. His love isn't fragile, temporary, or dependent on performance. Swipe through and sit with these truths for a moment.

Engagement: Each of these verses points to the depth of God's love for you. Which one speaks most clearly to your heart today?

Inspiration: God's love doesn't fade with seasons or circumstances. It meets us in our weakness and holds us steady through it all. Today and every day, you are deeply and completely loved by Him.

Why This is a Good Post:

- Gospel-centered
- Encouraging truth

Thoughtful Response Examples:

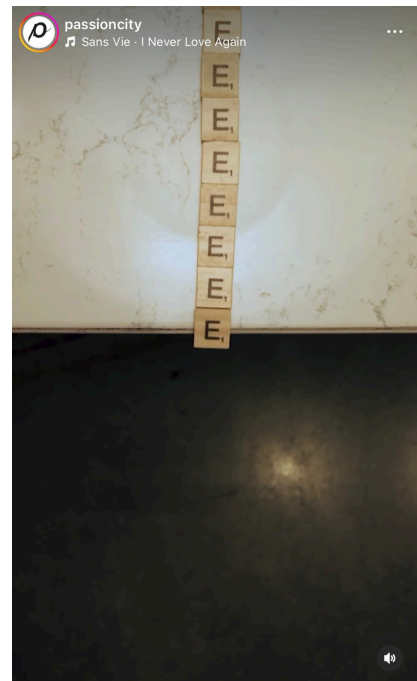
- What about that verse feels especially meaningful right now?
- When have you experienced God's love most clearly?
- Who might need this reminder from you today?
- How can we be praying for you this Valentine's Day?

FEBRUARY - SCRABBLE REEL

Social Post #6

Scrabble Reel

A playful reel that uses Scrabble letters to spell out a simple invitation: “Come to Church With Me.” It communicates invitation and works well for your people to tag their friends to invite them to church. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: Come to church with me 🙏

—————
Sometimes the simplest invitation is the most meaningful. No pressure. No expectations. Just an open door. [insert service times]

Engagement: Who are you inviting to church this weekend? Send them this clip!

Inspiration: God often uses simple invitations to do meaningful work in our lives. You don't have to have everything figured out to show up. You're always welcome here.

Why This is a Good Post:

- Creative invitation
- Low pressure

Thoughtful Response Examples:

- Have you ever been invited in a way that really mattered to you?
- What are you hoping for in this season of life?
- How can we be praying for you right now?

FEBRUARY - KIDS MINISTRY HIGHLIGHT

Social Post #7

Kids Ministry Highlight

Growing churches focus on the next generation. We would recommend highlighting your kids ministry every few months on social media. It gives parents a behind-the-scenes look at your kids space. It also reassures parents that their children are safe, welcomed, and valued.

CAPTION EXAMPLES

Teaser: Parents, this one's for you 🙌

Choosing a church for your family matters. Here's a small peek into what kids experience at our church. We love creating spaces where they can grow and feel safe.

Engagement: Parents, ask your kids what their favorite part of [church name] Kids is! Comment below what they share with you, we'd love to hear.

Inspiration: We believe kids aren't just the future of the Church, they're part of it right now. It's a joy to help them learn about Jesus in ways that feel safe, fun, and meaningful. We're grateful to walk alongside families in this season.



Why This is a Good Post:

- Builds trust
- Reassures parents

Thoughtful Response Examples:

- What do you look for when choosing a church for your kids?
- What has been a positive church experience for your family?
- What questions do you usually have as a parent visiting a church?
- How can we be praying for your family this week?

FEBRUARY - THIS IS WORSHIP REEL

Social Post #8

“This is Worship” Reel

This reel expands the definition of worship by showing both singing and serving. It highlights worship as a lifestyle rather than a single moment. The purpose is to affirm volunteers, encourage participation, and reshape how people view worship. It reminds viewers that faith is lived out in everyday obedience. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: This is worship.

And so is this.
And this too.

Engagement: Which part of this feels most like worship to you? Serving? Singing? Teaching? Showing up? We’d love to hear how you experience worship in everyday life. Share below.

Inspiration: Worship isn’t limited to a song—it’s how we serve, love, and give our lives to God. Every act done for His glory matters. Thank you to everyone who worships through faithful obedience.

Why This is a Good Post:

- Honors service
- Expands worship

Thoughtful Response Examples:

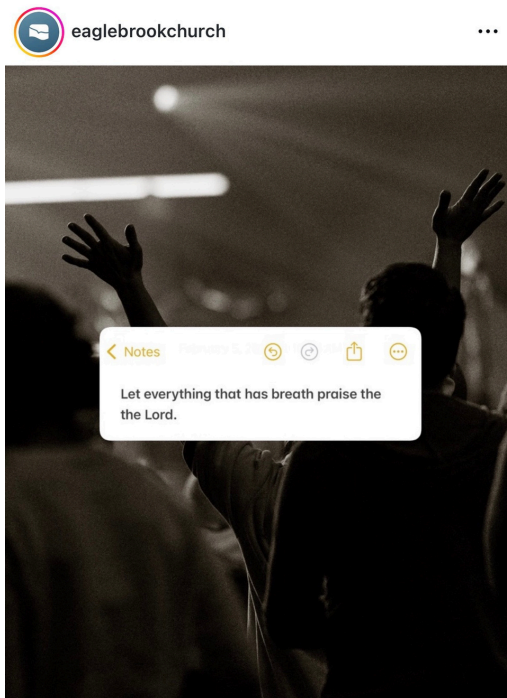
- What does worship look like in your daily life?
- When did worship start to feel bigger than music for you?
- How do you most enjoy serving others?
- What helps you stay focused on God throughout the week?
- How can we encourage you in your walk right now?

FEBRUARY - NOTES APP GRAPHIC

Social Post #9

Notes App Graphic

This post pairs Scripture with a modern Notes-app design layered over real church life. The goal is to create a saveable reminder that feels relatable and timeless. It encourages praise in everyday moments, not just during services. This post works well for midweek encouragement. Simple design helps the Scripture stand out.



CAPTION EXAMPLES

Teaser: A reminder worth saving 📖

Sometimes we need truth right in front of us. This verse is one we come back to often. Let it sit with you today.

Engagement: What helps you stay focused on praise during the week? Music, prayer, Scripture, quiet moments? Share what's been helpful for you. Your rhythm might encourage someone else.

Inspiration: Praise isn't reserved for perfect circumstances. It's a response to who God is, even in the middle of ordinary life. Let everything that has breath praise the Lord.

Why This is a Good Post:

- Scripture-focused
- Saveable content

Thoughtful Response Examples:

- When does praise feel hardest for you?
- What helps you refocus when life feels overwhelming?
- How has Scripture encouraged you recently?
- Do you have a verse you return to often?

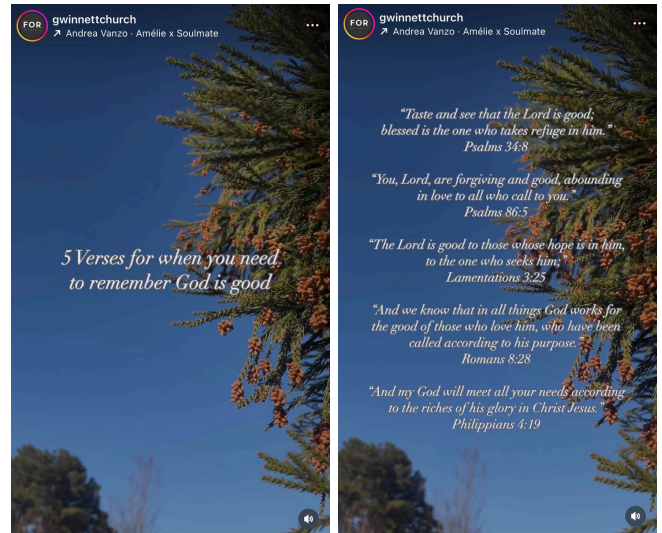
FEBRUARY - GOD IS GOOD VERSES

Social Post #10

God is Good Verses

This post shares five Scriptures that remind people of God's goodness, especially during difficult seasons. It offers hope without minimizing hardship. This post works well for saving, sharing, and revisiting later. This post could be made as a reel or still graphic. [Click here to watch the video example.](#)

- Psalm 34:8
- Psalm 86:5
- Lamentations 3:25
- Romans 8:28
- Philippians 4:19



CAPTION EXAMPLES

Teaser: When you need a reminder...

God is good. Not just sometimes. Always.
Sit with these verses for a moment.

Engagement: Which of these verses do you need most right now? Life looks different for everyone, and God meets us in each season. Share below, we'd love to pray with you. You don't have to carry this alone.

Inspiration: God's goodness doesn't disappear when life gets hard. His promises remain steady, faithful, and true. Even here, even now, He is good.

Why This is a Good Post:

- Encourages hope
- Bible-centered

Thoughtful Response Examples:

- What season are you walking through right now?
- Which promise feels hardest to believe today?
- How has God shown His goodness in your life before?
- What are you hoping for in the days ahead?
- How can we pray specifically for you?

FEBRUARY 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 Sunday Carousel (pg 19)	02 Black History Month (pg 20)	03 20 Encouraging Verses (pg 9)	04 Kids Ministry Highlight (pg 25)	05	06 Next Steps (pg 17)	07 Weekend Service Invite (pg 16)
08 Super Bowl Sunday (pg 21)	09 Sermon Recap (pg 15)	10	11 Heart Reel (pg 22)	12 Who is Jesus Article (pg 10)	13 Weekend Service Invite (pg 16)	14 Valentine's Day (pg 23)
15	16 Sermon Recap (pg 15)	17 Scrabble Reel (pg 24)	18 20 Encouraging Verses (pg 12)	19 Notes App Graphic (pg 27)	20 Volunteer Highlight (pg 18)	21 Weekend Service Invite (pg 16)
22	23 Sermon Recap (pg 15)	24 This is Worship Reel (pg 26)	25 Who is Jesus Article (pg 13)	26 God is Good Verses (pg 28)	27	28 Weekend Service Invite (pg 16)

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, 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:

“Our social media feels random. We’re posting, but it doesn’t seem to lead anywhere. Is there a simple, sustainable approach that actually works without taking over our week?”

John-Erik’s Response

Trade “Strategy” for “Rhythm.”

- When people hear strategy, it can feel rigid—like social media exists to extract something from people.
- Instead, think in terms of rhythm.
- A healthy social media presence isn’t mechanical. It’s intentional, human, and repeatable. The goal isn’t to post perfectly—it’s to show up consistently with value.

Build a Consistent (but Flexible) Rhythm

You don’t need a complex content calendar. You need a rhythm you can actually keep—similar to meal planning:

- Set aside simple, repeatable time to create, post, and notice what’s working
- Leave room to adjust as seasons, needs, and conversations change
- Stop overthinking individual posts—consistency matters more than perfection

If you can stick with it, it’s working.

YOUR BIGGEST CHALLENGES

John-Erik's Response Cont.

Use a Simple 3-Part Posting Rhythm

Not every post needs to be deep—but every post should be purposeful. A sustainable rhythm looks like this:

1. Build Community.
2. Ask questions. Start conversations. Engage like real people—not a brand.
3. Invite People to Church.
4. Regularly give people a clear reason and an easy way to show up.
5. Share Hope.
6. Post Gospel-centered content that lifts people up and counters the comparison-driven noise of social media.

Rotate through these consistently rather than trying to do everything at once.

Stop Broadcasting; Start Listening

Social media shouldn't feel like the church bulletin.

Endless announcements get ignored, but conversations get remembered.

Instead:

- Ask questions
- Respond to comments
- Pay attention to what people are sharing, asking, and reacting to

Then let what you hear shape what you post next.

YOUR BIGGEST CHALLENGES

John-Erik's Response Cont.

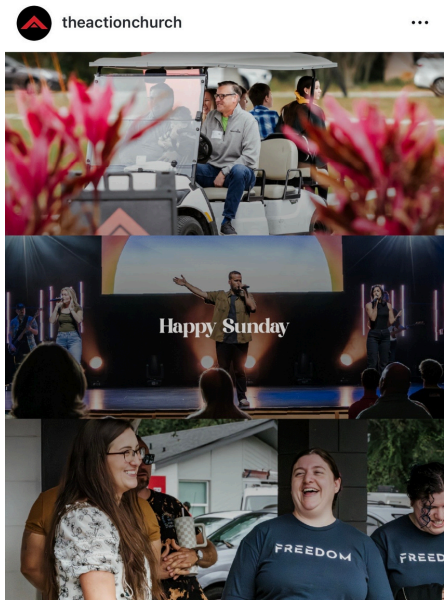
Measure Success by Conversations, Not Likes

- A good post doesn't just get views, it opens a door
- When someone comments, that's an invitation - With today's tools, even a simple response like "pray" can lead to a private follow-up and a real conversation
- The goal isn't more posts, it's deeper connection

BONUS SOCIAL MEDIA POST #1

Happy Sunday Collage

Create a simple photo collage using candid moments from church life. Worship, kids, conversations, serving, and smiles. Place the words *“Happy Sunday”* clearly in the center to anchor the post. This is an easy, joyful way to mark the day and celebrate gathering together. It helps regular attenders feel connected even if they couldn’t be there and invites others into the joy of Sundays at your church. Keep it light, bright, and people-focused.



BONUS SOCIAL MEDIA POST #2

When Prayer Just Hits Different

Film a short, lighthearted reel of someone being prayed over while text on screen reads: *“When the prayer team is praying for you and you can’t hear what they’re saying but you know it’s working.”* The humor makes the post relatable while still honoring the sacred moment of prayer. This reel helps normalize prayer ministry and shows that prayer is both powerful and personal. [Click here to watch the video example.](#)



BONUS SOCIAL MEDIA POST #3

Guess the Voice

Create a fun worship-team reel where the drummer sits facing the camera while worship team members stand behind them singing. The drummer guesses who is singing based only on their voice. This post gives your congregation a behind-the-scenes look at your worship team and builds familiarity through humor. It humanizes the people leading worship and strengthens connection with your community. [Click here to watch the video example.](#)



BONUS SOCIAL MEDIA POST #4

You're Invited

Use a powerful photo of people worshipping in your sanctuary with text over the image that says, *"You're invited to church this weekend."*

This post serves as a clear, warm invitation for anyone scrolling who may be looking for a place to belong. It's simple, welcoming, and easy to understand at a glance.

Choose a photo that feels full of life and genuine engagement.

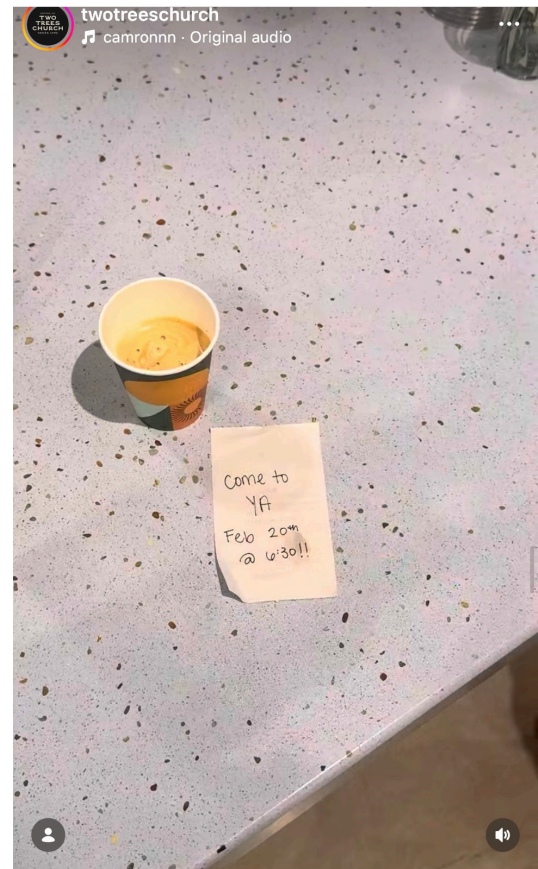


BONUS SOCIAL MEDIA POST #5

Coffee Receipt Reel

Film a reel of coffee being placed at your café pickup area with a receipt next to it. Have someone flip the receipt over to reveal the words *"Come to church"* written on the back.

This creative visual turns an everyday moment into an inviting message. It's friendly, unexpected, and feels personal rather than promotional. [Click here to watch the video example.](#)



BONUS SOCIAL MEDIA POST #6

If Jesus Served on a Ministry Team

Interview people around your church by asking, *"If Jesus served on a team, what team would He serve on?"*

Capture a variety of thoughtful and humorous answers.

This reel opens the door to talking about volunteering and serving in a way that feels accessible and fun. It naturally points people toward ministry involvement without pressure.

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



BONUS SOCIAL MEDIA POST #7

God's Love is Unchanging

Design a swipe graphic with the first slide reading, *"God's love is unchanging,"* followed by a second slide featuring Hebrews 13:8: *"Jesus Christ is the same yesterday and today and forever."*

This post offers simple, Scripture-centered encouragement for anyone walking through change or uncertainty. It's calm, grounding, and easily shareable. Keep the design clean so the truth stands front and center.

