



ANNUAL SOCIAL MEDIA GUIDE



CONTENTS

HOW TO'S & MINDSET

3

An overview of this Annual Social Media Guide, how it's structured, detailed instructions on how to use the Church Fuel Software, and some coaching on mindset.

PART 1 DONE-FOR-YOU POSTS

7

Ready made posts you can access in the Church Fuel Software and deploy immediately to your feed.

PART 2 MONTHLY SOCIAL GUIDE

20

Example posts including captions, thoughtful comment responses. Designed to showcase life at your church, they require a little more customization.

HOW TO USE THIS GUIDE

Welcome to your Annual Social Media Guide! We know that managing social media for a church can feel like a full-time job on top of your actual full-time job. This guide is designed to take the guesswork out of your strategy. This will guide you through the full calendar year, while giving you a mix of "done-for-you" content and customizable prompts to keep your community engaged each month.

Here is how to make the most of this resource:

Part 1: "Done-for-You" Posts

Each month, we provide one fully completed post already loaded into your Church Fuel software. These include a professional graphic and a pre-written caption tailored to your church.

Part 2: Curated Recommendations

For each month of the year we've curated 5 recommended posts. These prompts are designed to showcase the unique heartbeat of your specific church. Because they focus on "life at your church," they require a little more customization, like snapping a photo of your worship team or sharing a quote from last Sunday's sermon, to ensure your feed feels authentic and personal.

We're Here to Help!

If you feel overwhelmed or just want a second pair of eyes on your strategy, don't navigate this alone. We offer two ways to get expert support at no extra cost:

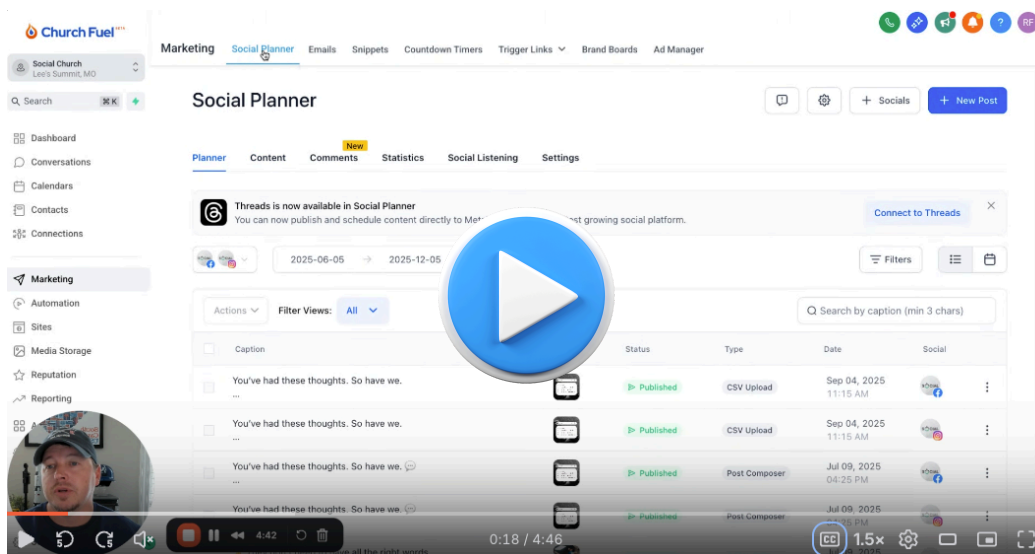
- **Book a Strategy Call:** Schedule a one-on-one session to dive deep into your specific needs.
- **Church Fuel Live:** Join us every Thursday at 11:00 AM CT for a live community call.

HOW TO USE THE SOFTWARE

How to find and schedule social posts in the software:

1. **Login:** Go to beta.churchfuel.com
2. **Navigate:** Click “Marketing” in the left sidebar.
3. **Start New:** Click the blue “New Post” button (upper right).
4. **Template Library:** Select “Social Planner Templates.”
5. **Choose:** Hover over your desired template and click “Choose Template.”
6. **Planner:** Once it appears in your Social Planner, click “Select Socials” on the right.
7. **Select Accounts:** Choose your church’s Facebook and Instagram accounts. Pick a placeholder date, then click “Schedule Posts.”
8. **Review:** Once loaded, click the blue “Review” text on the right.
9. **Fine-Tune:** Set your exact date and time using the calendar icon.
10. **Save:** Click “Save” (you can also decide here if you'd like to schedule the second post).
11. **Finalize:** Click “Schedule” in the bottom right, then click “Import.”

Watch the Tutorial:



SOCIAL MINISTRY MINDSET

Church Social Media isn't primarily about graphics or announcements, it's about *people*. It's an opportunity to connect with your church family throughout the week and give new people a glimpse into what life in your church is really like.

Why Is Your Church on Social Media?

For most churches, the purpose should center around three simple goals:

1. Building community beyond Sunday
2. Sharing hope and the Gospel
3. Inviting new people into the church family

Every post you create should connect to at least one of these.

Show Life, Not Just Information

Think of your Social Media as a window into your church.

Capture real moments: Smiles in the lobby, kids learning about Jesus, friends talking after service, volunteers serving, celebrations and testimonies.

People aren't looking for perfection, they're looking for authenticity. Real moments > polished perfection.

Consistency Matters More Than Perfection

You don't need professional content to make an impact. Posting consistently builds connection, trust, and visibility over time. Small, faithful steps win.

Tell Stories — Don't Just Announce

Announcements inform. Stories inspire.

Instead of: *"Join us for Baptism Sunday!"* Try: *"This is Alex. Last year he came to church for the first time. This Sunday he's getting baptized."*

Stories help people see themselves in the moment, and that leads to engagement.

Engage — Don't Just Broadcast

Social Media is meant to be relational. Think of every comment like a conversation in your church lobby. Ask follow-up questions. Respond thoughtfully. Build connection.

The goal isn't perfection, it's community. If you have trusted volunteers, invite them to help respond. Social Media can be a team ministry.

YOUR ANNUAL SOCIAL MINISTRY MINDSET

As you think through the calendar year, let each month have a simple focus that reflects what people in your community are already experiencing and what God may be doing in their lives during that season.

MARCH

- March is about anticipation — begin inviting people to Easter and preparing hearts for the hope of the resurrection.

APRIL

- April is about celebration — celebrate Easter joyfully and begin looking ahead to honoring moms and families.

MAY

- May is about gratitude and family — celebrate mothers, milestones, and the people who shape our lives.

JUNE

- June is about investment — highlight fathers, mentorship, and invite the next generation into camps, VBS, and summer discipleship moments.

JULY

- July is about spiritual growth in everyday life — encourage people to stay connected to God and community even during busy summer schedules.

AUGUST

- August is about transition — speak hope into back-to-school rhythms, new routines, and fresh opportunities for faith.

SEPTEMBER

- September is about re-engagement — as fall routines begin, invite people back into church rhythms, groups, and community.

OCTOBER

- October is about connection — use outreach events and fall fun to create welcoming spaces for families and neighbors.

NOVEMBER

- November is about gratitude — help people reflect on God's goodness and cultivate thankful hearts.

DECEMBER

- December is about invitation and wonder — invite people to Christmas services while pointing to the hope and peace found in Jesus.

JANUARY

- January is about fresh starts — encourage spiritual goals, renewed faith, and rhythms that help people begin the year with God at the center.

FEBRUARY

- February is about relationships — focus on love, friendship, marriage, community, and the ways Jesus calls us to love others well.

PART 1

DONE FOR YOU

These are posts you can access in the Church Fuel Software and deploy **immediately** to your feed. You can use our captions and content.

MARCH - 75 POSITIVE QUOTES

Done-For-You Post

75 Positive Quotes That Will Change Your Life

Bring some inspiration to the feed with this graphic. This post links to *"75 Positive Quotes That Will Change Your Life,"* a curated collection of wisdom and scriptural truth designed to encourage anyone needing a mental shift. The landing page and "Plan Your Visit" integration are already set up for you in the software.



CAPTION

Life feels like a loop sometimes.

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

"You cannot change what you refuse to confront."

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

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

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

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

Need a dose of hope? Tap the link for the full list:
[link]

Thoughtful Response Examples:

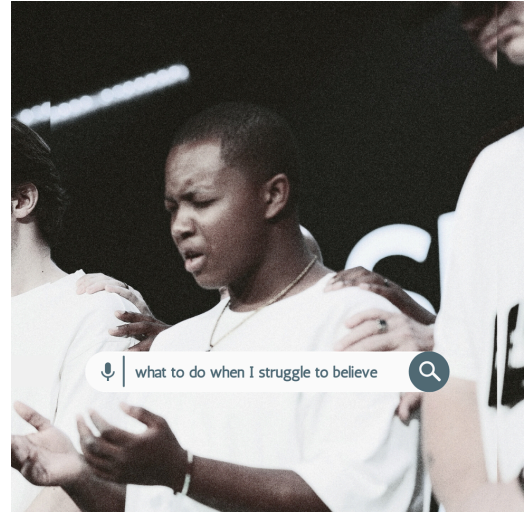
- What's a quote you've clung to during a tough season? Drop it below, someone else might need it too.
- What's your personal motto, favorite life quote, or favorite Bible verse?
- If you could put one quote on a billboard, what would it be?
- That's one of my favorites to, how has that quote encouraged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

APRIL - WHEN YOU STRUGGLE

Done-For-You Post

What to do When You Struggle to Believe God

Meet people in their honest questions with this "search bar" style graphic. It directs followers to a practical article on your site about navigating seasons of doubt, *"What to do When You Struggle to Believe God."* It's a low-pressure way to offer spiritual care while providing a clear path for them to visit your church.



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:

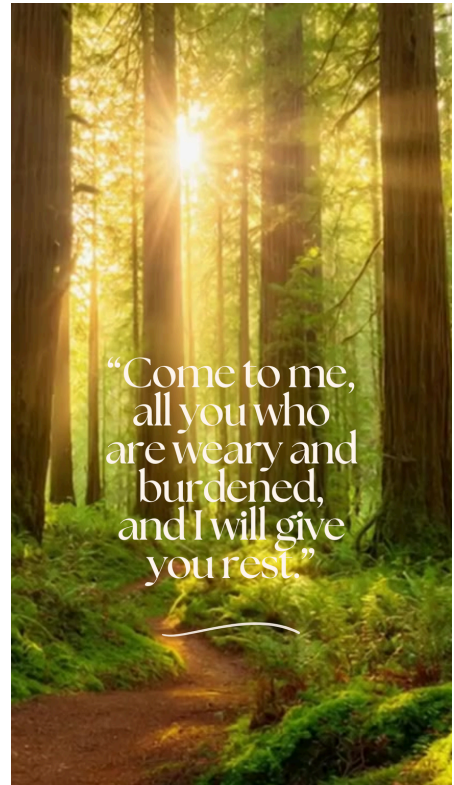
- What's one thing that helps you process your doubts—journaling, prayer, talking to someone?
- What's one piece of encouragement that has helped you when faith felt hard?
- Would you like a prayer suggestion to go along with your question?
- Which day or tip from *"When Faith Feels Hard"* feels most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

MAY - 20 ENCOURAGING BIBLE VERSES

Done-For-You Post

20 Encouraging Bible Verses to Lift Your Spirit

Use this serene, woods-themed Reel to provide a moment of peace. It points to a list of 20 spirit-lifting verses hosted on your website, “20 Encouraging Bible Verses to Lift Your Spirit.” Since the page is already built with your branding and PYV tools, you can offer deep encouragement with just a few clicks.



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

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?

JUNE - HOW TO LET GO OF THE PAST

Done-For-You Post

How to Let Go of the Past

This sleek carousel addresses one of the hardest parts of the human experience: moving forward. The linked article, *"How to Let Go of the Past,"* offers biblical steps for finding freedom from yesterday. It's the perfect bridge to invite people into a community where grace is found.



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?

JULY - 50 POSITIVE AFFIRMATIONS

Done-For-You Post

50 Positive Affirmations That Are Actually True

Stop the scroll with this green and pink carousel. Unlike typical "self-help," these affirmations are rooted in identity in Christ. This "done-for-you" post and landing page, *"50 Positive Affirmations That Are Actually True,"* provide a refreshing, truth-filled resource for your community to share.



CAPTION

Christian affirmations are different; they rest on something that never changes: God's truth about you.

When you speak what's actually true, you're not trying to make it real, you're reminding your heart of what already is. 🧡

Here are 10 of the 50 affirmations people are saving most from our latest article, *"50 Positive Affirmations That Are Actually True."*

💬 Which of these truths hits you most today? Comment below; we'd love to pray with you as you step into it.

👉 Want the full list of 50? Read the guide here: [\[article link\]](#) and start each morning grounded in God's truth.

Thoughtful Response Examples:

- What about that truth speaks to you today?
- What makes this affirmation especially meaningful right now?
- How would it change your week to keep this truth at the front of your mind?
- How can we pray over your growth in this area?

AUGUST - 5 PRAYERS FOR PARENTS

Done-For-You Post

5 Prayers Every Parent Can Pray Over Their Kids

Back-to-School season is the perfect time to share this carousel. It offers parents practical, bite-sized prayers for their children. By providing this resource on your site, *"5 Prayers Every Parent Can Pray Over Their Kids,"* you're positioning your church as a partner for families in your city.



CAPTION

Parenting comes with both joy and worry. Here are 5 powerful ways you can pray for your kids and release them into God's hands. 🙏

Comment the word "kids" and we'll send you the full article.

#Parenting #Prayer

Thoughtful Response Examples:

- What's one thing you've been praying over your kids lately?
- Out of these 5, which one feels most needed for your family right now?
- How do you usually make time for prayer in the middle of busy parenting?
- What's one way we can encourage you or pray for you today?

 **How to Add
Comment Triggers in
the Software**



SEPTEMBER - GUIDE TO FIND A CHURCH

Done-For-You Post

Guide to Finding a Church Near You

Use this checklist graphic to help seekers navigate the "church hunt." This post points to a helpful guide on your website, *"Guide to Finding a Church Near You,"* that demystifies what to look for in a church home, making it easy for newcomers to choose you for their first visit.

CAPTION

Looking for a church can feel overwhelming... but it doesn't have to. 🙏💡

This checklist gives you clear, practical steps to prayerfully find a healthy church where you can belong, grow, and serve. From identifying non-negotiable truths to spotting red flags, it's all here in one simple guide.

💡 **Tip:** Start with prayer, pay attention to the preaching, and notice how the people and leaders live out their faith.

👉 Want the full guide with Scriptures, questions to ask, and a step-by-step roadmap? Read it here:
https://{{custom_values.sub_domain}}/{{custom_values.simple_church_url}}/find-a-church

By the way, we'd love to have you try out [Church Name]! Could this be the place you connect with God, grow in your faith, make friends, and serve the community? Plan Your Visit by texting the word "Visit" to [number]. We'd love to meet you 😊

Find A Church Checklist

- ☒ I PRAYED AND ASKED GOD FOR WISDOM AND DIRECTION
- ☐ THE CHURCH HAS A CLEAR, BIBLICAL STATEMENT OF FAITH
- ☐ PREACHING IS SCRIPTURE-FIRST, CHRIST-CENTERED, AND CALLS FOR OBEDIENCE
- ☐ LEADERS ARE HUMBLE, ACCOUNTABLE, AND TRANSPARENT
- ☐ THE PEOPLE SHOW REAL LOVE AND WELCOME
- ☐ BAPTISM, THE LORD'S SUPPER, MEMBERSHIP, AND DISCIPLINE ARE PRACTICED BIBLICALLY
- ☐ THE CHURCH STANDS WITH CLARITY AND COMPASSION ON CULTURAL ISSUES
- ☐ THERE ARE CLEAR WAYS TO SERVE AND REACH OTHERS
- ☐ IT'S CLOSE ENOUGH FOR ME TO COMMIT AND BE PRESENT

Thoughtful Response Examples:

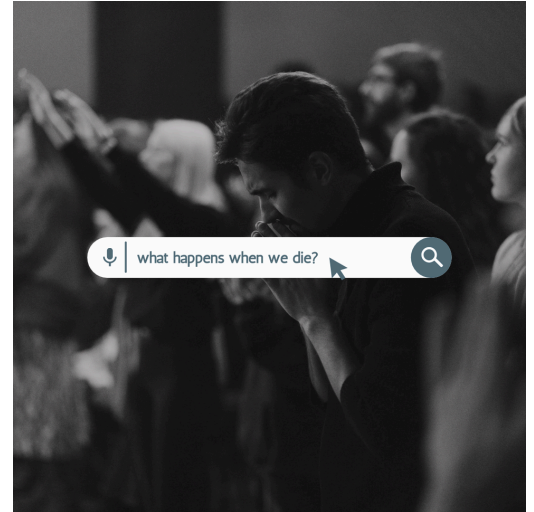
- Where are you currently in your church-search journey?
- What part of finding a church feels most overwhelming for you?
- Is there a specific question you're hoping a church could help you answer?
- Is there a particular ministry or area of connection you're hoping for—kids, groups, serving, teaching, worship?
- What's the next step you're hoping to take?

OCTOBER - WHAT HAPPENS WHEN WE DIE

Done-For-You Post

What Happens When We Die

Address life's biggest question with a high-engagement "search bar" graphic. The linked article, "[*What Happens When We Die? Exploring Biblical Truths and Common Questions*](#)," explores biblical truths about eternity in a clear, approachable way. This post meets people at their point of curiosity and invites them into a deeper conversation.



CAPTION

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

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

Read our article "[*What Happens When We Die?*](#)" and discover the truth that changes everything.

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

Thoughtful Response Examples:

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

 **How to Add
Comment Triggers in
the Software**

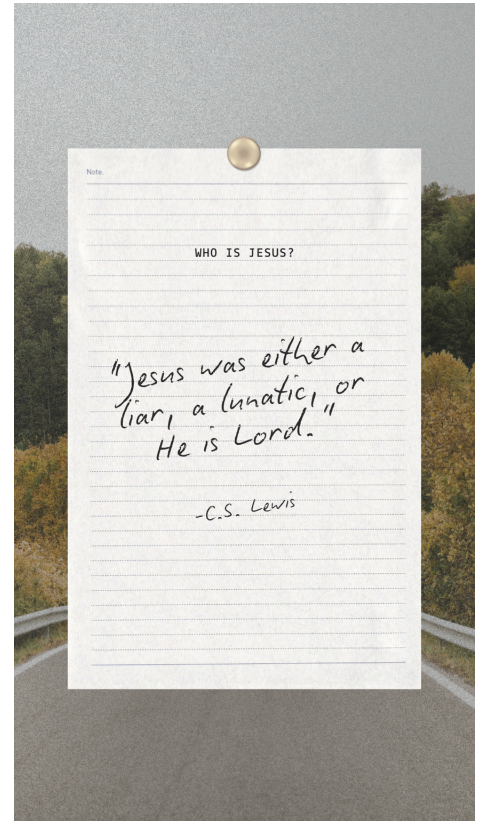


NOVEMBER - WHO IS JESUS?

Done-For-You Post

Who is Jesus? History, Claims, and Belief

This quote graphic focuses on the foundation of our faith. It leads to a comprehensive article, *"Who Is Jesus? History, Claims, and Belief,"* that explains the person of Jesus to those who are curious or skeptical. It's an easy way to share the Gospel and invite seekers to your services.



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

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?

DECEMBER - ADVENT POSTS

Done-For-You Post

Daily Advent Posts

Simplify your busiest month with the Church Fuel Advent Kit. These 25 daily graphics are pre-loaded and ready to be scheduled through the software. Keep your church's focus on the arrival of Christ all month long without any last-minute design stress.

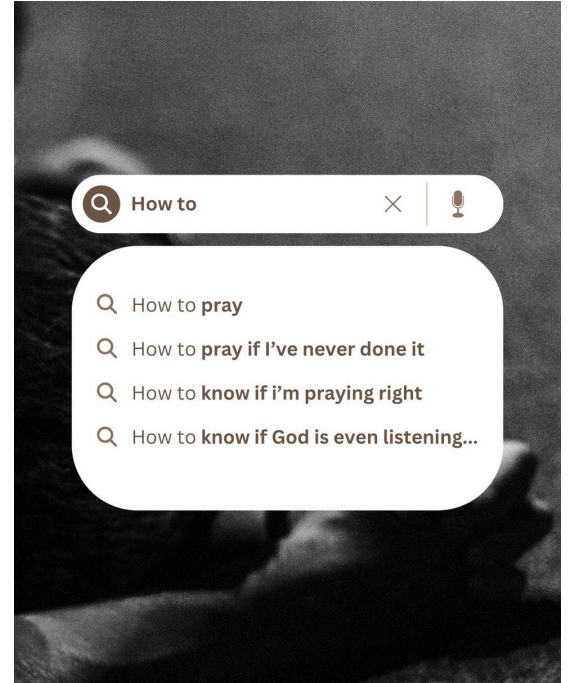


JANUARY - HOW TO PRAY

Done-For-You Post

How to Pray

Start the year by helping people build a spiritual habit. This "search bar" graphic links to a beginner-friendly guide on how to talk to God. The pre-built webpage, *"How to Pray (Even if You've Never Tried Before)"*, handles the branding and "Plan Your Visit" prompts, so you can focus on ministry.



CAPTION

You've had these thoughts. So have we.

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

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

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

Thoughtful Response Examples:

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

 **How to Add
Comment Triggers in
the Software**



FEBRUARY - VIP PLAN YOUR VISIT

Done-For-You Post

VIP Plan Your Visit

This carousel explains the VIP treatment guests receive when they visit. By inviting followers to comment "Visit," you trigger an automated workflow in the software that sends them directly to your Connection Pipeline to sign up.

CAPTION

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

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

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

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

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

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

See you Sunday! 🙌🌟



Thoughtful Response Examples:

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

 **How to Add
Comment Triggers in
the Software**



PART 2

CURATED RECOMMENDATIONS

The rest of this document contains post recommendations for each month 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.

MARCH - HOW CAN WE PRAY FOR YOU?

March Social Post #1

How Can We Pray For You?

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



eaglebrookchurch



HOW CAN WE
PRAY
FOR YOU?

CAPTION EXAMPLES

Teaser: No request too big or small.

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

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

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

Why This is a Good Post:

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

Thoughtful Response Examples:

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



**How to Add
Comment Triggers in
the Software**

MARCH - EASTER INVITE

March Social Post #2

Easter Invite

We recommend starting your Easter invitations on social media about 5 weeks before Easter. The best post would be a selfie video inviting people to your Easter service. [Click here to watch the selfie video examples.](#) And here are the [Church Fuel Easter Kits](#) artwork with additional resources and instructions.

CAPTION EXAMPLES

Teaser: Easter is more than a holiday—

—————
—it's a victory! 🎉 Celebrate the resurrection of Jesus with us on [date/time]. You belong here!

Engagement: What's your favorite Easter treat—chocolate, jelly beans, or something else? 🍫🐰 Come celebrate the greatest news ever told—Jesus is ALIVE! Go to beliefchurch.com/easter to let us know you're coming 🙏☀️

Inspiration: Easter is more than just a holiday—it's the greatest celebration of hope, love, and new life! 🙏 The cross wasn't the end of the story, and because Jesus is alive, we have the promise of redemption and joy that never fades. This Easter, don't keep the good news to yourself! Invite someone to experience the hope of Jesus with you.



Why This is a Good Post:

- Invite/Friendly
- Kicks off your Easter invite strategy

Thoughtful Response Examples:

- What's one thing you're looking forward to most this Easter?
- Do you have a favorite Easter worship song or Bible verse that reminds you of Jesus' victory?
- So glad you're coming! What's one way we can pray for you as we prepare for Easter?

MARCH - WEEKEND INVITE / PYV

March Social Post #3

Weekend Invite / Plan Your Visit

Remind viewers that there is a weekend service and get them the service information they need quickly. The goal is not, "Hey come to our service;" the goal is to make followers feel a part of your church community by bringing them with you on the journey to each weekend service. How is the weekend for them or about them? Invite guests to Plan Their Visit by commenting "visit."

CAPTION EXAMPLES

Teaser: Sunday is coming 🙌

If you've been looking for a sign... this is it.
We saved you a seat.
[Insert service times & location]

Inspiration: At [Church Name], we make it simple:

🏡 A place where you're welcomed, not just greeted

💬 Real people, real conversations

🎵 Inspiring worship & practical messages

No pressure. No perfect people. Just a place to belong. ❤️

👉 Plan Your Visit by hitting "Learn More" and we will:

✅ Answer any questions you have 🤔

✅ Meet you at the door 🚪

✅ Pre-register kids if you have any 🧒

✅ Have a gift prepared for you 🎁



summitparkchurch
Lees Summit, Missouri

Follow



Why This is a Good Post:

- Invites belonging
- Plan Your Visit System

Thoughtful Response Examples:

- Are you coming with anyone, or flying solo?
- Want someone to meet you at the door?
- That's awesome 😊 What's making you consider coming?
- We'd love that! What's been on your heart lately?
- What usually matters most to you when you visit a church?

*How to Add Comment Triggers in the Software

MARCH - WHAT TO EXPECT AT EASTER

March Social Post #4

What to Expect at Easter at Your Church

A carousel like this helps give a preview of your Easter service and answer questions of first-time guests. Pair a photo with each item.

- Powerful worship
- An engaging message
- A welcoming environment
- A place to connect

CAPTION EXAMPLES

Teaser: 🔥 Ready for an Easter like no other?

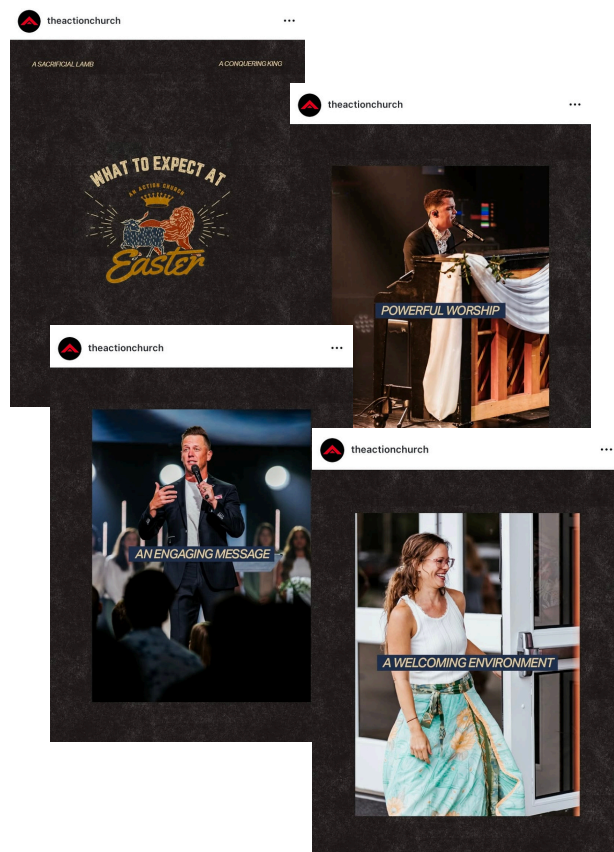
Here's what you can expect:

- 🌿 Powerful worship
- 💡 An inspiring message
- 👏 A welcoming community
- 💛 A place to connect and grow together

We can't wait to celebrate the Resurrection with YOU! 🙌

Engagement: ✨ Easter is almost here, and we want to know—What are you most excited to celebrate this Easter? 🙌 We're ready to celebrate with YOU! 💛

Inspiration: Easter is a time to gather, worship, and celebrate the life-changing power of the Resurrection. We hope you'll join us. Let's make this Easter unforgettable together!



Why This is a Good Post:

- Visitor focused
- Invite to Easter

Thoughtful Response Examples:

- How do you plan to celebrate the resurrection of Jesus this Easter, besides attending service?
- What's a song or worship moment from Easter services in the past that has touched you deeply?
- How do you usually prepare your heart for Easter service?

MARCH - SERMON NOTES/RECAP

March Social Post #5

Sermon Notes

Use the inspirational content from the past week's service to encourage people and remind them to live it out all week long. Plus it show visitors what a typical service at your church is like. During the sermon, pull out your phone and take organized notes on your notes app. Use a different camera to take a photo of your phone or take a screen shot and post that.

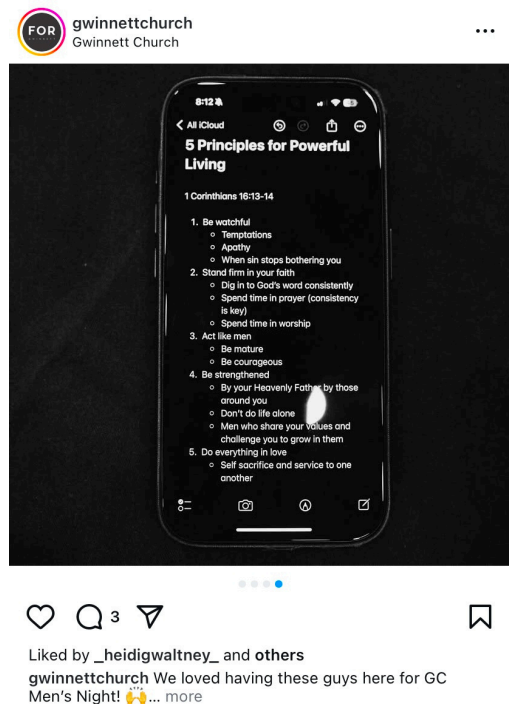
CAPTION EXAMPLES

Teaser: God is always speaking —

— are we listening? This week's sermon was full of truth and encouragement! Let these notes sink in. What stood out to you the most? 🏠📖✨

Engagement: This week's sermon = exactly what we needed to hear! What was your biggest takeaway? Let's talk about it in the comments! 📝💬

Inspiration: "Your word is a lamp to my feet and a light to my path." (Psalm 119:105) This message reminded us of God's faithfulness and truth. Let's carry it with us this week! What's one takeaway you're holding onto? 💡📖



Why This is a Good Post:

- Inspirational
- Reviews sermon content

Thoughtful Response Examples:

- That's such a great insight. What part impacted you the most?
- Thanks for sharing that — how do you think it might change your week?
- That line stuck with us too. Why do you think it resonated?

APRIL - KIDS EXPLAIN EASTER VIDEO

April Social Post #1

Kids Explain Why We Celebrate Easter

Interview some kids at your church and ask them, “Why do we celebrate Easter?” It’s encouraging and adorable to hear the truth explained by young ones. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: Out of the mouths of babes...

Why do we celebrate Easter? Let’s hear it from the experts! 🥰✝️

Engagement: How would YOU explain Easter? 🤔 These kids may have some of the best answers we’ve heard! From the cross to the empty tomb, their words remind us why we celebrate.

Inspiration: Out of the mouths of little ones comes the greatest truth—Jesus conquered the grave! 🙌🌟 Easter isn’t just about eggs and bunnies (though those are fun!); it’s about the victory we have through Christ.

Why This is a Good Post:

- Kids stop the scroll
- Invitation to Easter

Thoughtful Response Examples:

- How does celebrating Easter through the eyes of a child deepen your understanding of its significance?
- What’s a memory from your childhood that makes Easter special to you?
- What do you think children can teach us about experiencing Easter with a pure heart?

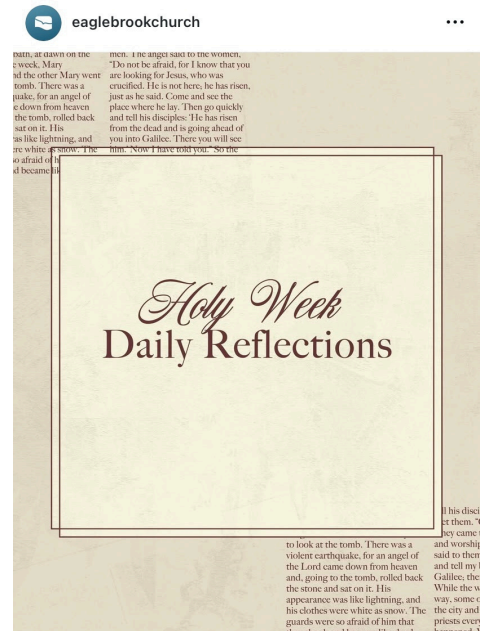
APRIL - HOLY WEEK REFLECTIONS

April Social Post #2

Holy Week Daily Reflections

Encourage your church to reflect on the significant events prior to Jesus' death and resurrection. Here are some sample daily readings:

- Palm Sunday: Zechariah 9:9, Matthew 21:1-11
- Holy Monday: Matthew 21:12-22
- Holy Tuesday: Mark 13
- Holy Wednesday: Luke 21:37-38
- Maundy Thursday: Matthew 26:17-46
- Good Friday: Matthew 26:36-75, Matthew 27:1-61
- Holy Saturday: 1 Corinthians 15
- Easter Sunday: Matthew 17:22-23, Matthew 28



CAPTION EXAMPLES

Teaser: 🌿 Holy Week

A time for reflection, prayer, and growth. Join us as we journey through this sacred week together. Each day, reflect on a moment that draws you nearer to the story of Jesus' passion and resurrection.

Inspiration: Each day of Holy Week brings us closer to the most important event in history—the Resurrection! We invite you to reflect with us each day on the sacrifice and love of Jesus. Swipe through for today's reflection, and share in the comments what God is revealing to you this week.

Why This is a Good Post:

- Value add
- Spiritual growth

Thoughtful Response Examples:

- How does focusing on Jesus' final days impact your perspective on your own faith journey?
- What is something new you've learned this Holy Week that you hadn't considered before?
- What is one prayer or thought you're carrying with you this Holy Week?
- How has Holy Week changed or deepened your connection to the Easter story?

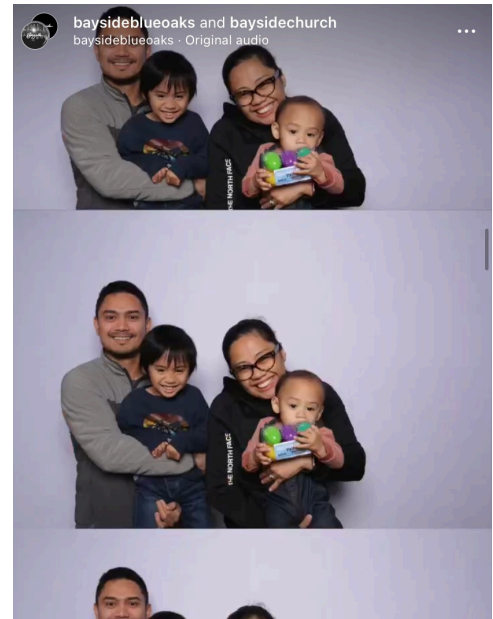
APRIL - EASTER RECAP

April Social Post #3

Easter Highlights

The week after Easter is the perfect time to post photos from your Easter service! Celebrate that Jesus rose from the grave and that you got to worship him together as a church family.

If your church set up a photo booth for people to take family photos, we recommend uploading them to a Facebook album on your church's page. An additional way to use them is to take a handful of the photo booth pics and create a reel like this example. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: What a weekend.

What a celebration. What a Savior.
👏👏 We loved celebrating Easter with you!

Engagement: So many memories made celebrating the best news ever. What's one word you'd use to describe Easter this year?

Inspiration: The same power that raised Jesus from the grave is still at work today. Death was defeated. Grace won. Love overcame.

Why This is a Good Post:

- Celebratory recap
- Builds community excitement

Thoughtful Response Examples:

- What's your family's favorite Easter tradition?
- What does Easter mean to you personally this year?
- What was your favorite moment from the service?
- Was there a song or part of the message that stuck with you?

APRIL - WEEKEND INVITE

April Social Post #4

Weekend Service Invite

Make it easy for people to say “yes” to coming by giving clear service times & locations, and a friendly nudge. 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.



CAPTION EXAMPLES

Teaser: If your week felt long...

... you're not alone. Come take a breath with us this Sunday. We'd love to see you. [Service times]

Engagement: What's something you're looking forward to this week? We're looking forward to being together on Sunday. [Service times]

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

Why This is a Good Post:

- Low-pressure invite
- Builds familiarity before arrival

Thoughtful Response Examples:

- We can't wait to meet you! Is there anything we can help you with before Sunday?
- Which service time are you thinking about?
- How can we be praying for you this week?
- You're always welcome here. What are you most looking forward to?

APRIL - VOLUNTEER HIGHLIGHT

April Social Post #5

Volunteer Highlight

Regularly celebrate your volunteers and show how service is both meaningful and joyful. Plus 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.



CAPTION EXAMPLES

Teaser: Sundays don't happen by accident. 🙌

They happen because people like [Name] show up with willing hearts.

Engagement: One of the things we love most about our church is the people who serve with joy. Tag someone in the comments who you've noticed serving at [Church name]. Give them a shout out!

Inspiration: If you've ever walked in and felt instantly welcomed, you might have met [Name]. Some people just have a gift for making others feel at home. Thank you, [Name], for all you do at [Church name]!

Why This is a Good Post:

- Celebrate people
- Encouraging

Thoughtful Response Examples:

- What makes you feel most welcomed when you walk into a place?
- Have you ever had someone serve you in a way you didn't expect?
- Who helped you feel comfortable when you first came?

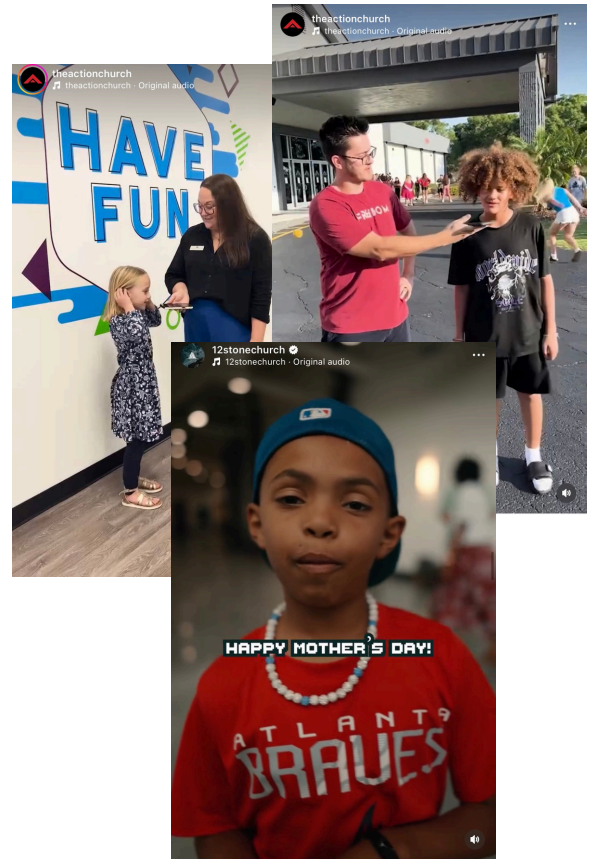
MAY - GRATEFUL FOR MOMS

May Social Post #1

Why Are You Grateful For Your Mother?

To invite people to Mother's Day this year, create a reel leading up to Mother's Day by asking kids or students at your church: "Why are you grateful for your mother?" Their sweet, funny, and thoughtful answers will make for a heartwarming video to celebrate moms. Click below to watch a video example:

- [Example 1](#)
- [Example 2](#)
- [Example 3](#)



CAPTION EXAMPLES

Teaser: Spoiler alert:

Moms are superheroes (according to these experts). 🦸♀️🌟 [Insert Mother's Day service details]

Engagement: These answers melted our hearts! 💬 Now it's your turn: Why are YOU grateful for your mom? Share in the comments!

Inspiration: Behind every strong child is a mother who loved, prayed, and believed. ❤️ Happy (early) Mother's Day!

Why This is a Good Post:

- Invitation to Mother's Day
- Kids stop the scroll

Thoughtful Response Examples:

- What's one way you're planning to show appreciation to your Mom (or a mother figure) this month?
- What's the best advice she's ever given you?
- What's one thing she's taught you that you'll never forget?
- What's one of your favorite memories with her?

MAY - MIXED EMOTIONS

May Social Post #2

However You're Feeling This Mother's Day

Post a carousel leading up to Mother's Day that holds space for those who may have mixed emotions around the day. This is a meaningful way to acknowledge the full range of emotions that Mother's Day can stir up. Each slide can include a thoughtful note addressed to different experiences:

- To the one who is grieving a mother
- To the one who has a complicated relationship with their mother
- To the one who is dealing with infertility
- To the one who is recovering from a miscarriage
- To the one who is grieving a child
- To the one who has a strained relationship with her children
- To the one not finding joy in motherhood



CAPTION EXAMPLES

Teaser: Love takes many shapes. 🌸

Whether you're celebrating or quietly holding space for grief, we see you.

Engagement: Joy and grief can live side by side. 💬 How can we pray for you or someone you love this Mother's Day?

Inspiration: This weekend, we're thinking of you — no matter where you find yourself on the journey.

Why This is a Good Post:

- Celebrates all women
- Points people to Jesus

Thoughtful Response Examples:

- Thank you for trusting us with your story. How can we be praying for you this week?
- It's okay to carry both joy and sorrow. Thank you for sharing a glimpse of your heart — how are you feeling today?
- If you feel comfortable, what's one thing that's brought you comfort during this season?

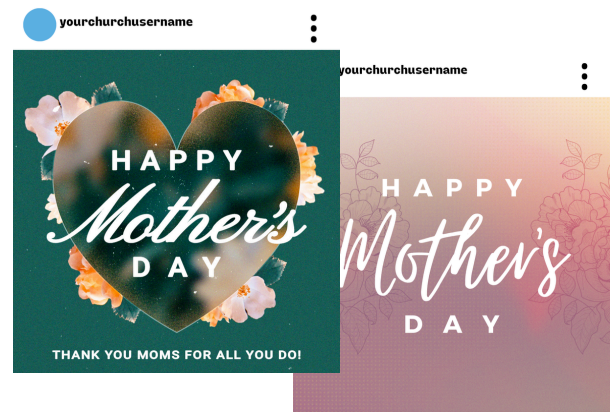
MAY - HAPPY MOTHER'S DAY

May Social Post #3

Mother's Day

Grab one of the social graphics in either of our Church Fuel Mother's Day Kits. Use the caption to celebrate and honor moms of all kinds — biological, adoptive, foster, spiritual, and mentor figures — and thank them for the love and care they give. You can also encourage your audience to tag a mom they're grateful for today!

- [Floral Mother's Day Kit](#)
- [Pink Mother's Day Kit](#)



CAPTION EXAMPLES

Teaser: Dear Moms:

Thank you for raising us, encouraging us, believing in us, and standing by us. Happy Mother's Day! You've made the world a little more like Heaven.

Engagement: Let's fill the comments with gratitude today! 🧡 Drop a note for a mom, mentor, or spiritual mother who made a difference in your life.

Inspiration: Today we celebrate the women who have loved, led, prayed, and poured into the lives of others. 🌸 Whether you're a biological mom, adoptive mom, foster mom, spiritual mom, or a mentor — thank you for showing us the heart of God.

Why This is a Good Post:

- Celebrates moms of all kinds

Thoughtful Response Examples:

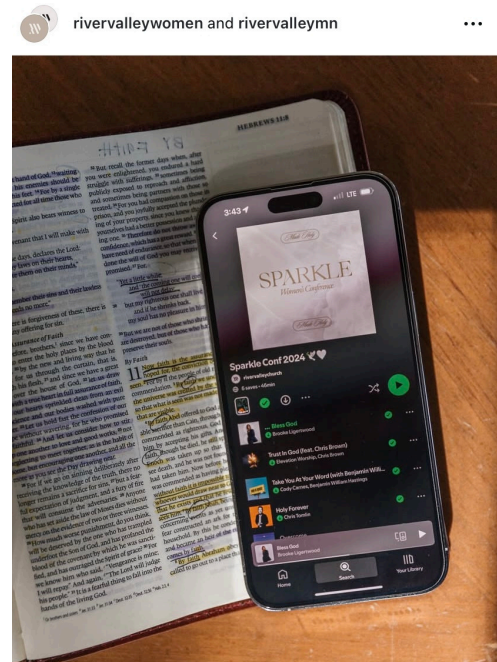
- What's one special thing she's done for you that you'll always cherish?
- What's the best advice she's given you that you still hold on to?
- How has she shaped your life or faith journey?
- For all the moms reading this: what's one thing that's made your motherhood journey unique?

MAY - WORSHIP & CONNECT WITH GOD

May Social Post #4

Worship & Connect With God

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



CAPTION EXAMPLES

Teaser: Worship + Word = My favorite combo.

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

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

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

Why This is a Good Post:

- Engagement question
- Easy to recreate

Thoughtful Response Examples:

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

How to Add Comment Triggers in the Software

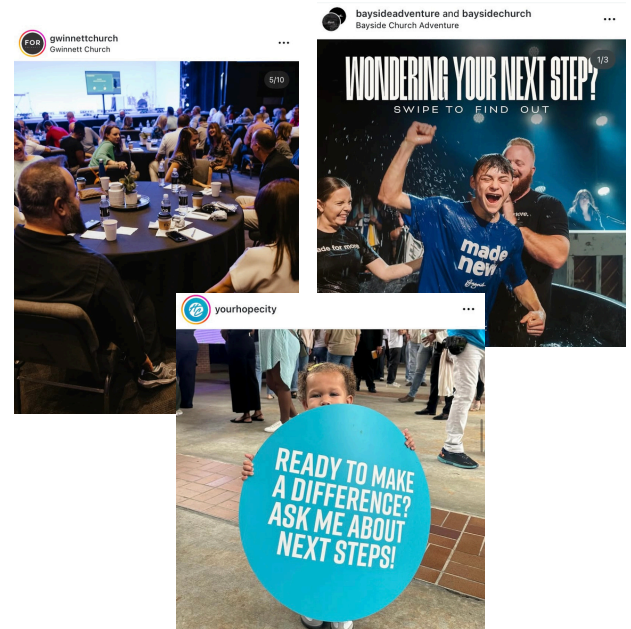
MAY - NEXT STEPS AT YOUR CHURCH

May Social Post #5

Next Steps

Encourage your people to take the next step in their faith and/or the next step to get plugged in at your church. The best way is through storytelling: Short quotes, video snippets, or photos from real people — not slides with info.

- Attend a Welcome Party
- Get Baptized
- Join a Small Group
- Join a Ministry Team
- Sign up to Serve at an Outreach Event



CAPTION EXAMPLES

Welcome Party: New around here? We'd love to meet you. 🙌 Our Welcome Party is the perfect place to hear the story of our church, meet a few friendly faces, and discover what we're all about. No pressure, just good people, good conversation, and a simple next step.

Baptism: If you've been following Jesus and are ready to go public with your faith, baptism is your next step. It's a powerful way to say, "I've decided to follow Jesus." Whether you've been waiting for the right moment or just started asking questions, we'd love to walk with you.

Why This is a Good Post:

- Get People Connected Fast
- Spiritual Growth

Thoughtful Response Examples:

- Are you looking more for friendships, getting involved, or both?
- Is there anything you're hoping to learn more about our church?
- What questions do you have about baptism?
- What's making you consider this step right now?

JUNE - HOW TO GROW THIS SUMMER

June Social Post #1

How to Grow in Your Faith This Summer

Summer is often seen as a time to slow down — and while rest is good, it doesn't mean our spiritual growth has to take a break. This carousel reminds your church that growth can still happen during the summer months. Here are 3 ideas:

- Grow in the presence of God. Rest but don't retreat.
- Grow with the people of God. Vacation but don't take a vacation from God's people.
- Grow in the purposes of God. When we serve the purposes of God, we grow in the presence of God.



churchofthehighlands

...



CAPTION EXAMPLES

Teaser: Make this summer count 🙌🏽



Vacation is good. Rest is biblical. But retreating from God's presence and people? Not part of the plan.

Engagement: Which of these three areas do you want to grow in this summer: God's presence, His people, or His purpose?

Inspiration: God doesn't take the summer off from you. Stay close, stay connected, and keep growing.

Why This is a Good Post:

- Value Add
- Relevant for the start of summer

Thoughtful Response Examples:

- What's a rhythm or habit you're hoping to start (or keep) this summer?
- How can we pray for your growth in this season?
- If someone's feeling stuck spiritually right now, what advice would you give them?
- Do you have a favorite way to spend time in God's presence?

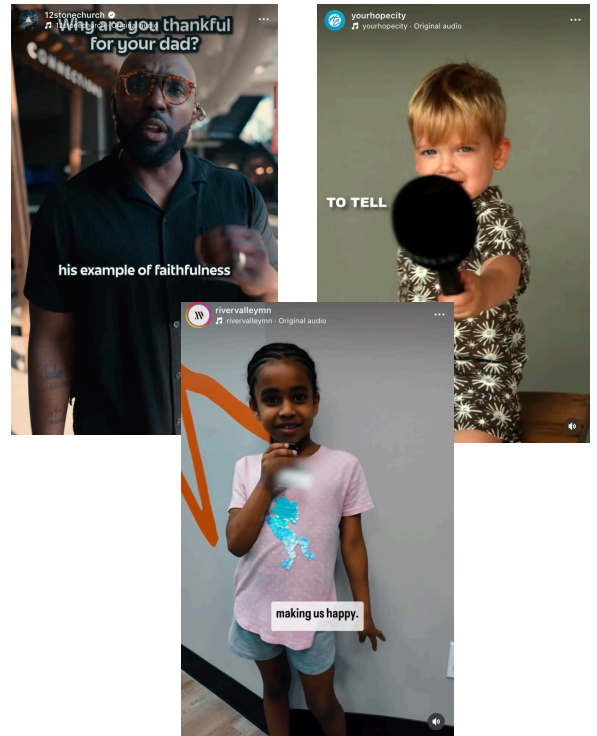
JUNE - GRATEFUL FOR DADS

June Social Post #2

Why Are You Thankful For Your Dad?

Create a reel leading up to Father's Day by asking kids or adults at your church: "What do you love about your dad?" or "Why are you thankful for your dad?" This is a perfect way to honor dads, invite your church to reflect on the gift of fatherhood, and stir engagement leading up to Father's Day. Pair the video with a caption that invites viewers to share their own appreciation in the comments!

- [Example 1](#)
- [Example 2](#)
- [Example 3](#)



CAPTION EXAMPLES

Teaser: Warning:

This video contains high levels of cuteness. Watch and celebrate with us!

Engagement: Let's hear it: What makes your Dad—or a father figure in your life—someone worth celebrating?

Inspiration: Thankful today for the men who love deeply, lead humbly, and show us the heart of the Father. This Father's Day, we honor the men who've shaped our lives through their strength, kindness, and presence.

Why This is a Good Post:

- Celebrates dads
- Kids and videos stop the scroll

Thoughtful Response Examples:

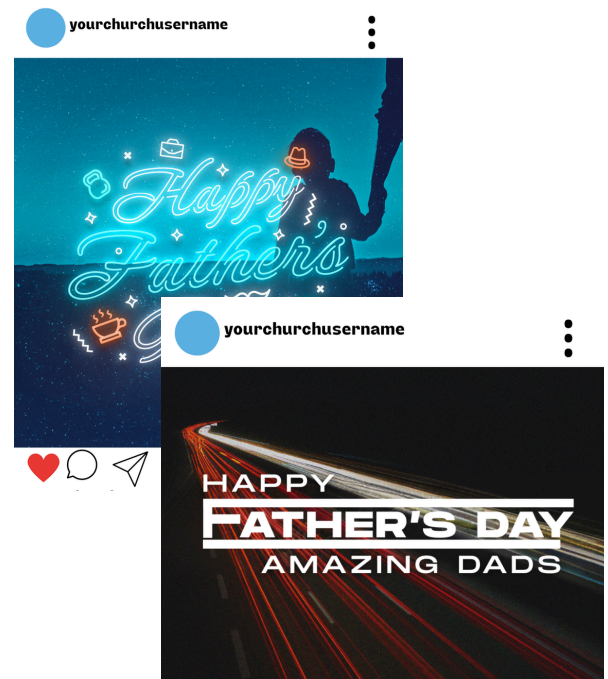
- What's something your Dad taught you that you still live by?
- How has his faith impacted your own?
- What's your favorite thing to do with your Dad?
- What would you say to your Dad if he were reading this comment right now?
- We're thankful for dads like yours. What makes him stand out from the crowd?

JUNE - HAPPY FATHER'S DAY

June Social Post #3

Happy Father's Day

Celebrate the incredible Dads in your church family with a simple but meaningful post. You can feature photos of dads worshipping, serving, or spending time with their families at church—or use one of our done-for-you “Happy Father’s Day” graphics found in our *Father’s Day Kits*. Use the caption to honor the role of fathers, express gratitude, and invite your community to share what they love most about the dads in their lives.



CAPTION EXAMPLES

Teaser: Happy Father's Day!

A father's presence is powerful. Whether biological, spiritual, or chosen — thank you for showing up, day in and day out.

Engagement: Today we're celebrating YOU, Dads! Share a favorite memory or shout out a dad who's made an impact in your life. 

Inspiration: We are so grateful for all of the amazing fathers we celebrated today, & are reminded of our Heavenly Father's goodness & love for us! Happy Father's Day!

Why This is a Good Post:

- Celebrates dads and father figures

Thoughtful Response Examples:

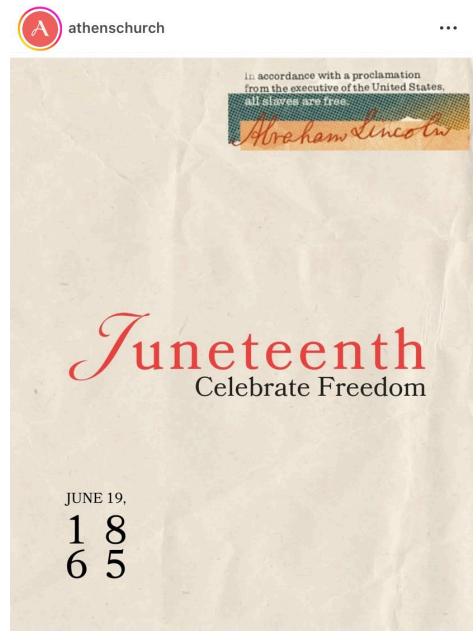
- Love hearing this—what's something you hope to pass on from him to the next generation?
- That's such a great memory—how has it shaped who you are today?
- He sounds like an incredible dad. What's one thing you admire most about him?
- What are your plans to celebrate him today?

JUNE - JUNETEENTH

June Social Post #4

Juneteenth

Juneteenth, June 18, is a powerful and important opportunity for your church to celebrate freedom, justice, and hope. Post a graphic (made in Canva) honoring this important day. Use the caption to reflect on Juneteenth's historical significance and the biblical call to justice and liberation. This post is a chance to affirm God's heart for freedom and unity. Want more information about what Juneteenth is or need more ideas? Check out [*Juneteenth: What Churches Need to Know*](#) in our resource library.



CAPTION EXAMPLES

Teaser: Today. Together.

We celebrate freedom and look forward with hope! Happy Juneteenth ❤️

Engagement: Freedom is both a historical moment and a Gospel mission. Let's reflect, learn, and move forward in unity. What's one way the Church can continue to reflect God's heart for justice and unity?

Inspiration: Juneteenth commemorates the announcement of the abolition of slavery in the last US state. As Believers, we celebrate when justice comes for those who are oppressed. The Bible talks a lot about God being a God of justice, of freedom, and of liberation.

Why This is a Good Post:

- Reflection, education, celebration

Thoughtful Response Examples:

- What do you hope future generations will understand about Juneteenth?
- What does Juneteenth mean to you personally?
- How can we pray with you or walk with you in this journey toward freedom and healing?
- Is there a story or resource about Juneteenth that's helped you understand its significance more deeply?

JUNE - FAVORITE PART OF SUMMER

June Social Post #5

What's Your Favorite Part About Summer

This lighthearted and relational reel features quick interviews asking people, “What’s your favorite part about summer?” From beach days to bonfires, family trips to church camp, this is a fun way to connect your church community through shared joy and seasonal rhythms. Use it to show off personalities, celebrate the season, and invite others to join in the conversation in the comments. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: We asked the people...

... and the answers did not disappoint!
Long days, warm nights, and the goodness of God in every moment ☀️

Engagement: Did your favorite summer moment make the cut? Tell us your go-to summer activity!

Inspiration: Summer is a reminder; not only to do a lot of outdoor walks, hikes, water sports and spend time at the beach, but to celebrate our inner fire and passion for God.

Why This is a Good Post:

- Relevant for the start of summer
- Easy to engage with

Thoughtful Response Examples:

- Do you prefer a chill summer or a packed adventure schedule?
- Got any fun plans lined up this year?
- What would your dream summer day look like?
- What’s one memory that stands out from last summer?

JULY - HAPPY FOURTH OF JULY

July Social Post #1

Independence Day

Celebrate the Fourth of July in a way that reflects your church's heart for both community and deeper freedom. Whether you post a festive "Happy Independence Day" graphic or (even better) a photo of a church family enjoying popsicles together, this is a great chance to show joy, connection, and gratitude. This post reminds your audience that freedom is worth celebrating and that your church is a place where families gather, laugh, and belong.



CAPTION EXAMPLES

Teaser: Red, white, and YOU—

—————
We're thankful for every face that makes up our church family! Happy 4th from [Your church name]!

Engagement: Happy 4th of July! How's your family celebrating today? BBQs, parades, popsicles? Drop your traditions below!

Engagement: Happy Independence Day! We are so grateful to celebrate our country and the freedom we have to worship God freely.

Why This is a Good Post:

- Connects a cultural moment to biblical truth in a relational way

Thoughtful Response Examples:

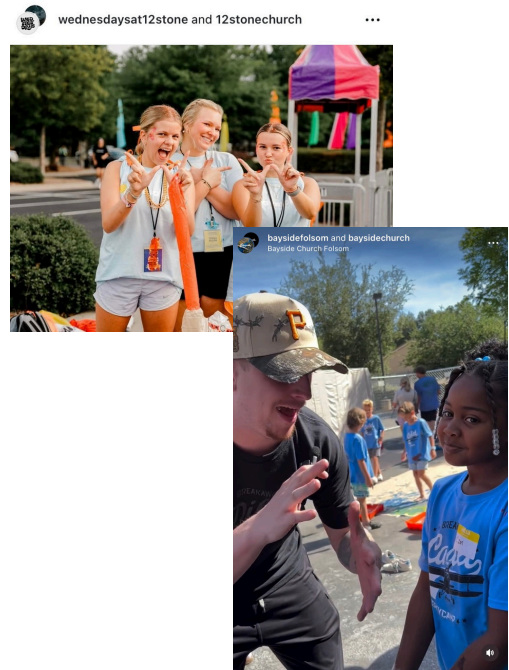
- Do you have a go-to food that has to be on the grill every 4th?
- Is there a time when freedom in Jesus really became personal for you?
- How do you help your kids understand the meaning behind today?
- Is there a song, prayer, or verse that comes to mind when you think about freedom?

JULY - VBS PHOTOS

July Social Post #2

Daily Camp Recap

Each evening during camp, post a highlight reel or photo carousel with moments from the day—games, worship, crafts, small groups, and more. Pair it with a short, clear caption that shares what the kids learned about God that day. These posts not only keep parents in the loop, but also reinforce the spiritual impact of the week. Another idea is to capture short, candid interviews with a few kids during free time or snack break. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: Day ____ of VBS =

= BIG smiles, loud laughs, and learning about God together! 🎵💛

Engagement: The energy today was OFF THE CHARTS ⚡ What's been the most funny story you've heard from your child this week?

Inspiration: Today's big truth: Jesus is always with us. How can you remind your child of that tonight before bed?

Why This is a Good Post:

- Reinforces spiritual impact at home
- Parents feel connected

Thoughtful Response Examples:

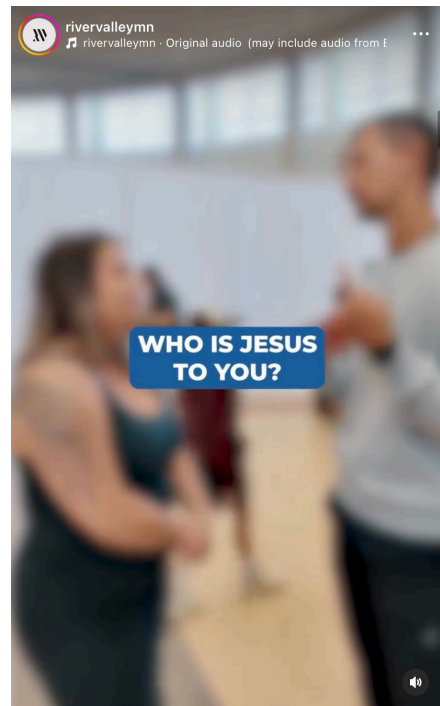
- What part of VBS has your child talked about the most so far?
- What's been your favorite part of watching them experience VBS?
- Did any of today's lesson spark a conversation at home?
- How can we be praying for your family this week?
- Would your child want to come back next year?

JULY - WHO IS JESUS TO YOU

July Social Post #3

Who is Jesus to You Reel

This reel captures authentic, unscripted responses to the question, “*Who is Jesus to you?*” and “*Describe Jesus in one word.*” It gives your community a voice while also inviting viewers to reflect on their personal relationship with Christ. The diversity of answers, tender, bold, and joyful, becomes a powerful picture of Jesus at work in real lives. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: We asked our church one question:

Who is Jesus to you? Some answers were simple. Some were profound. Every single one pointed to the beauty of knowing Him personally.

Engagement: If you had just one word to describe Jesus, what would it be? That’s what we asked people at our church. Now we want to hear from YOU. Drop your one word in the comments and let’s see the beauty of who Jesus is reflected in this community.

Inspiration: Jesus asked, ‘*Who do you say I am?*’ (Matthew 16:15). It’s the most important question anyone could ever answer. The people in this reel each had a different answer, but they were all pointing to the same Savior. So now we’re asking: *Who is Jesus to you?*

Why This is a Good Post:

- Interactive/engaging
- Video content does well on social

Thoughtful Response Examples:

- So good! Has Jesus shown up in that way for you recently?
- Have you always seen Jesus that way, or did something shift your view?
- If someone didn’t know Jesus at all, how would you explain your word to them?

JULY - SUMMER READING LIST

July Social Post #4

5 Books to Add to Your Reading List

This post gives your community a practical and inspiring resource to grow in their faith over the summer. Whether they're reading at the lake, during lunch breaks, or before bed, this list becomes a tool for spiritual growth beyond Sunday mornings. Featuring a curated set of Christian books, devotionals, theology, or faith-in-action reads, this post adds value and opens up conversations about learning, growing, and staying anchored in Christ all summer long. [Check the comments of this post for some suggested books.](#)



...



CAPTION EXAMPLES

Teaser: Need a break from scrolling?

These books are worth your time. Tag a friend you'd love to start a summer book study with!

Engagement: What we fill our minds with matters. This list is more than a summer activity — it's an invitation to press deeper into your walk with Jesus. Which one of these have you read — or which are you adding to your summer list?

Inspiration: Learning never stops, and neither does discipleship. These 5 reads are packed with truth, encouragement, and challenge to help you follow Jesus with greater clarity this summer.

Why This is a Good Post:

- Provides value & growth outside of Sunday morning
- Encourages engagement

Thoughtful Response Examples:

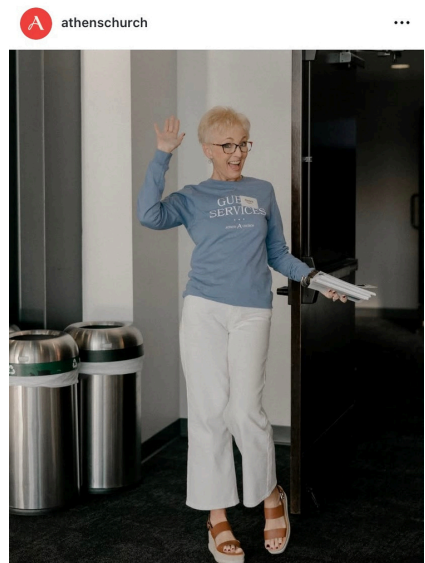
- What kind of books usually speak to you most— devotionals, stories, theology, or something else?
- What's your favorite spot to read and reflect in the summer?
- What's one book (besides the Bible) that's changed your life?

JULY - VOLUNTEER HIGHLIGHT

July Social Post #5

Volunteer Highlight

Make it a rhythm to honor the people who faithfully serve. When you celebrate what God is doing through your volunteers, you reinforce that serving is both life-giving and impactful. What gets noticed gets nurtured. Let your posts tell the story: serving here is simple, meaningful, and full of joy. There's no need to push or pressure, just highlight the culture. As you honor those who show up and say yes, others will naturally begin to picture themselves doing the same.



CAPTION EXAMPLES

Teaser: This is [Name] —

— professional Play-Doh expert and Jesus storyteller. Sundays are brighter because of volunteers like [Name] who make kids feel seen and loved.

Engagement: If you've ever felt welcomed here, there's a good chance [Name] had something to do with it. 🙌 Give her a shout out in the comments if you've experienced her joy on a Sunday morning!

Inspiration: Serving isn't about a role, it's about people. And [Name] gets that. Jesus said the greatest among us is the one who serves.

Why This is a Good Post:

- Celebrate people
- Encouragement

Thoughtful Response Examples:

- What's a moment at church that made you feel at home?
- Have you ever had someone serve you in a way that stuck with you?
- What do you appreciate most about the volunteers at our church?
- Parents, who is someone your child looks forward to seeing on Sundays?

AUGUST - BACK TO SCHOOL DRIVE

August Social Post #1

Backpack Drive/Back to School Drive

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

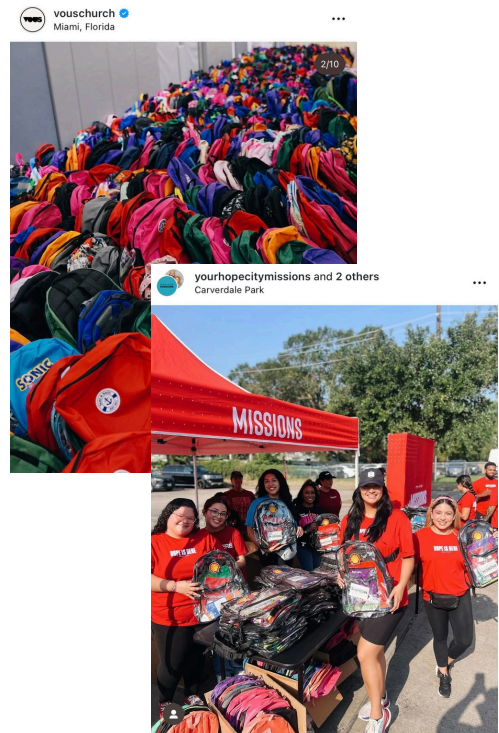
CAPTION EXAMPLES

Teaser: What if a backpack could change a life?

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

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

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



Why This is a Good Post:

- Celebrates community
- Celebrates generosity

Thoughtful Response Examples:

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

AUGUST - BACK TO SCHOOL VERSES

August Social Post #2

Back-to-School Bible Verses

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

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



CAPTION EXAMPLES

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

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

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

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

Why This is a Good Post:

- Spiritual intentionality
- Practical, easy-to-use

Thoughtful Response Examples:

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

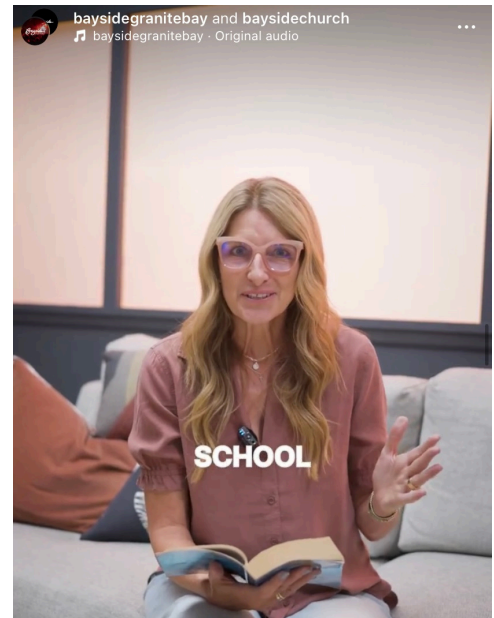
AUGUST - BACK TO SCHOOL PRAYER

August Social Post #3

Back-to-School Prayer of Encouragement

This could be a reel of a staff member praying over students. [Click here to watch the video example](#). Or you could create a carousel swipe post with the following:

- As your children go back to school, pray for...
- Wisdom - 2 Timothy 3:14-17
- Favor - Psalm 90:14
- Love for God and others - John 13:34-35
- Faith - Jeremiah 32:17, 27
- Peace - Isaiah 26:3-4
- Protection - Psalm 5:11
- Joy - Romans 15:13
- Courage - Joshua 1:9
- Patience - Colossians 1:11



CAPTION EXAMPLES

Teaser: The most important thing each student needs for school ••

A person praying over them.

Engagement: God, give each student a peace that surpasses all understanding as they head back to school. Please comment how we can be praying for you or your student!

Inspiration: School is in session in less than 2 weeks! Let's pause and pray for your children, friends, and family with us! *"Care for the flock that God has entrusted to you. Watch over it willingly, not grudgingly - not for what you will get out of it, but because you are eager to serve God."* - 1 Peter 5:2

Why This is a Good Post:

- Shows care to your community
- Creates content that is about our followers and not about us

Thoughtful Response Examples:

- Praying for [Student name] as they tackle [Subject]!
- Is there anything specific [student's name] is looking forward to or anxious about this year?

AUGUST - WEEKEND INVITE

August Social Post #4

Weekend Service Invite

Remind viewers that there is a weekend service and get them the service information they need quickly. The goal is not “hey come to our service”; the goal is to make followers feel a part of your church community by bringing them with you on the journey to each weekend service. How is the weekend for them or about them?

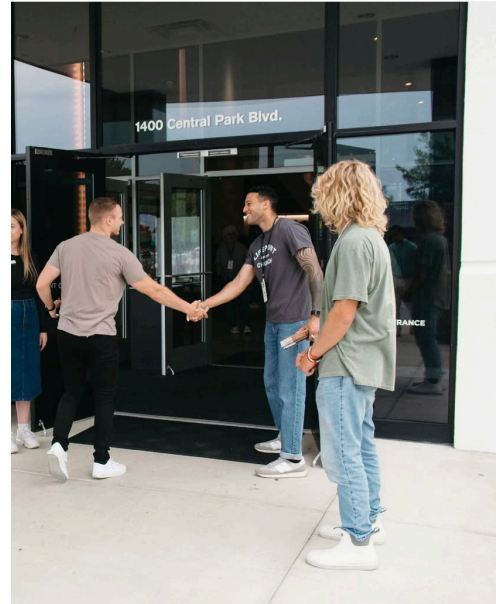
CAPTION EXAMPLES

Teaser: Sundays are better together.

Whether it’s been a while or you come every week, we can’t wait to see you. [Service times]

Engagement: What’s one thing that helps you reset after a busy week? For us, it’s worshiping together. We’d love for you to join us this Sunday. [Service times]

Inspiration: Sometimes the most powerful thing you can do is simply pause and turn your heart toward God. We’d love to do that together this weekend. [Service times]



Why This is a Good Post:

- Low-pressure invitation
- Builds familiarity before arrival

Thoughtful Response Examples:

- If you have any questions before Sunday, feel free to message us anytime!
- That makes us so happy — would you be coming with anyone?
- We can’t wait to meet you! Is there anything we can help you with before Sunday?
- That’s great! What made you decide to come this weekend?

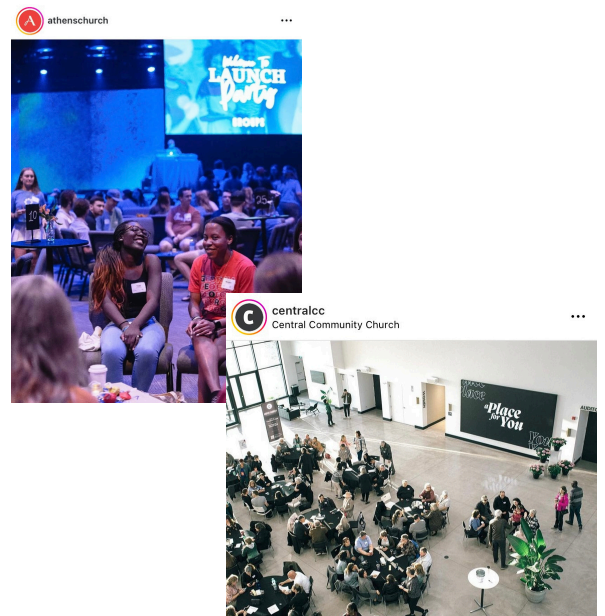
AUGUST - NEXT STEPS

August Social Post #5

Next Steps at Your Church

Encourage your people to take a next step as they head into a new season, whether that's growing in their faith or getting more connected in community. Late summer and fall are natural times for people to re-engage, so make the invitation simple and clear. The most effective approach is still storytelling: short quotes, video snippets, or photos from real people.

- Attend a Welcome Party
- Get Baptized
- Join a Small Group
- Join a Ministry Team
- Sign up to serve at an event



CAPTION EXAMPLES

Small Groups: Life is better when you don't do it alone. Small Groups are where church becomes more than a Sunday, it becomes friendships, prayer, encouragement, and people who walk through life with you. Whether you're new or you've been here for years, there's a place for you. Fall groups are starting soon, and this could be the perfect time to find your people. ❤️

Back-to-School Serving: As families head into a new school year, we have an opportunity to show our community the love of Jesus in practical ways. From handing out backpacks to welcoming families with a smile, every small act of kindness matters. You don't need special skills, just a willing heart. If you've been looking for a simple way to make a difference, this is a great place to start. 🎒🌟

Why This is a Good Post:

- Get People Connected Fast
- Spiritual Growth

Thoughtful Response Examples:

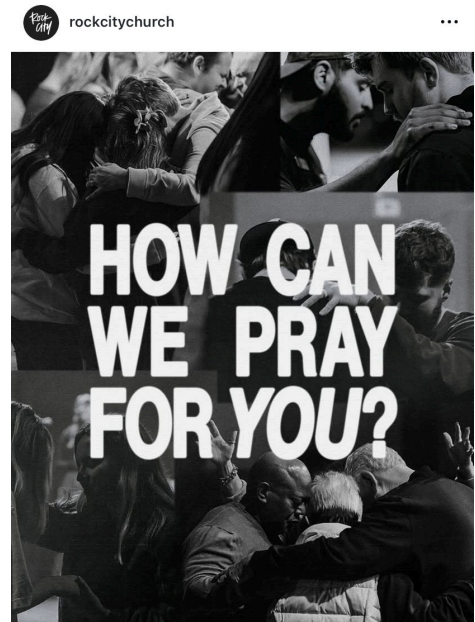
- Do you prefer groups that meet in homes, at church, or somewhere else?
- What has helped you grow most in your faith over the years?
- Have you ever served at a community outreach event before?
- Do you enjoy hands-on serving or more relational moments with people?

SEPTEMBER – HOW CAN WE PRAY

September Social Post #1

How Can We Pray For You?

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



CAPTION EXAMPLES

Teaser: You don’t have to carry everything alone. 🧡

—————
If there’s something on your heart today, we’d be honored to pray with you.

Engagement: Is there a situation where you need peace, clarity, or strength? Drop a 🙏 or comment PRAY and our team will pray for you this week.

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

Inspiration: The Bible tells us to carry each other’s burdens, this is one way we can do that together.

Why This is a Good Post:

- Community and people-focused
- Points to Jesus

Thoughtful Response Examples:

- God, we pray for [Name] right now. We lift up [Their request]. In Jesus’ name, amen.

 **How to Add Comment Triggers in the Software**

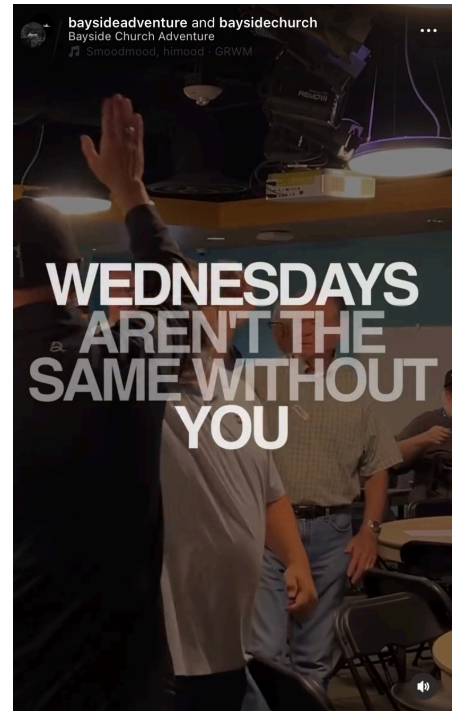
SEPTEMBER – MIDWEEK MINISTRY

September Social Post #2

Wednesdays Aren't the Same Without You

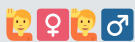
This post is meant to highlight the energy and community that Wednesday night ministry brings. Create a reel like the examples or even just some photos of Bible study groups, kids' ministry, student hangouts, and worship moments with the text overlay, "Wednesdays aren't the same without you." It serves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

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



CAPTION EXAMPLES

Teaser: Who else misses the midweek fun?



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

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

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

Why This is a Good Post:

- Showcases the variety of ministries
- Emphasizes belonging and value

Thoughtful Response Examples:

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

SEPTEMBER - 9/11 REMEMBRANCE

September Social Post #3

9/11 Remembrance

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



...



CAPTION EXAMPLES

Teaser: Pause. Remember. Reflect.

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

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

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

Why This is a Good Post:

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

Thoughtful Response Examples:

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

SEPTEMBER - FALL BUCKET LIST

September Social Post #4

Fall Bucket List

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



CAPTION EXAMPLES

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

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

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

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

Why This is a Good Post:

- Seasonal
- Invites engagement and participation

Thoughtful Response Examples:

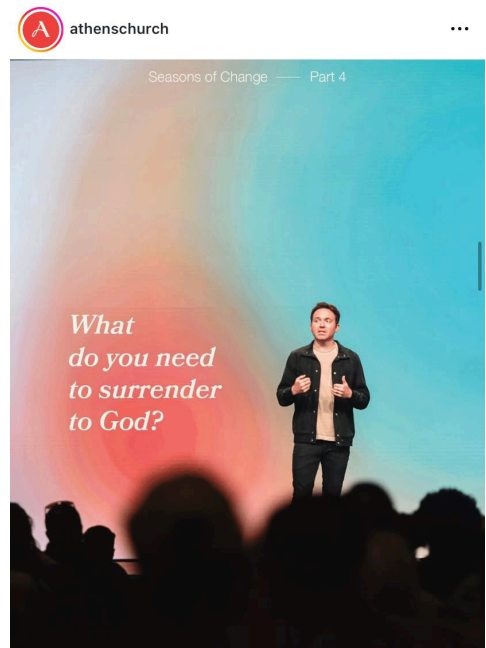
- What’s one fall tradition you hope to start or keep this year?
- If you could pick one thing on this list to do with the whole church family, what would it be?
- Who would you bring along to make this fall extra special?

SEPTEMBER – SERMON RECAP

September Social Post #5

Sermon Recap

Use the inspirational content from the past week's service to encourage people and remind them to live it out all week long. Give new people a glimpse into the heart, rhythm, and message of your church. This could be a photo of your pastor with a quote overlaid, a clip from the sermon, or a short selfie-style recap from your pastor.



CAPTION EXAMPLES

Teaser: Still thinking about Sunday... 🙏

—————
Growth often starts with obedience — even when we don't feel ready. We're praying this truth continues to take root in your heart this week.

Engagement: 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?

Inspiration: Jesus meets us right in the middle of our questions, fears, and struggles. This week's message reminded us we're never walking alone.

Why This is a Good Post:

- Spread hope beyond Sunday
- Pastor represented on socials

Thoughtful Response Examples:

- That's powerful. How can we be praying for you as you live that out?
- It's amazing how God speaks differently to each of us. What do you feel He's teaching you right now?
- So encouraging! Did anything challenge you too?

OCTOBER - PASTOR APPRECIATION

October Social Post #1

Pastor Appreciation Day

The month of October is Pastor Appreciation Month and contains Pastor Appreciation Day. Celebrate and honor your pastor with a heartfelt post featuring a photo of your pastor and their family. Share words of gratitude for their leadership and care while encouraging your church family to comment their appreciation. The goal is to publicly thank your pastor and foster a culture of encouragement and love in your congregation.



CAPTION EXAMPLES

Teaser: It's Pastor Appreciation Day! 🙌

A pastor's heart reflects the heart of Jesus — full of love, grace, and truth. Thank you for pointing us to Him every week.

Engagement: Today we celebrate our pastor! What's one way our pastor has impacted your life or faith journey? We'd love to hear your story.

Inspiration: God gives the gift of shepherds to His people. We are so grateful for the way our pastor loves and leads our church family. ❤️ *"And I will give you shepherds after my own heart, who will feed you with knowledge and understanding."* — Jeremiah 3:15

Why This is a Good Post:

- Honor your pastor
- Builds gratitude in the church

Thoughtful Response Examples:

- What's one lesson you've learned from their leadership?
- How did God use that moment to speak to you?
- What's one way you've seen God move through our pastor's ministry?
- How can we be praying for you and our pastor in this season?

OCTOBER - COMMUNITY ACTIVITIES

October Social Post #2

Fall Activities Near Me

Help your church be seen as helpful and connected to the community by sharing a roundup of local pumpkin patches or fall activities. Create a simple carousel or graphic listing fun places families can visit this fall. This type of post isn't about promoting your church directly; it's about serving your community and showing that you care about their everyday life. By offering helpful, seasonal content, you build trust and engagement.

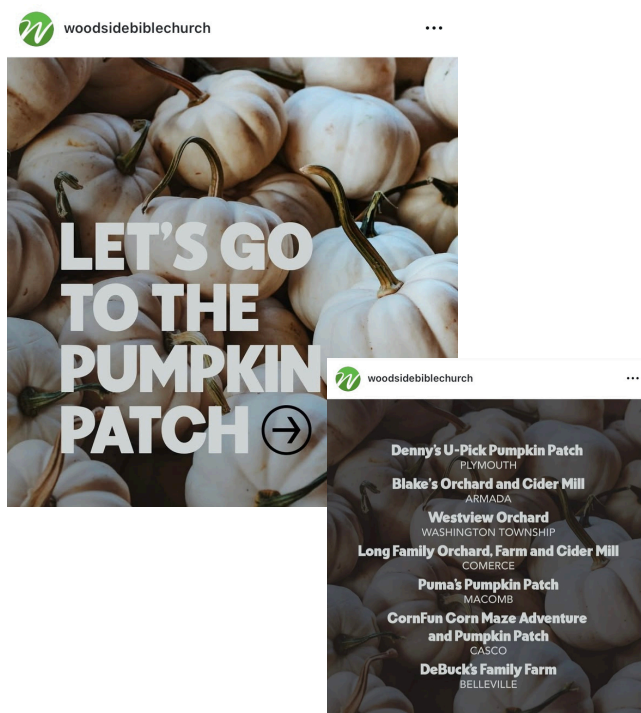
CAPTION EXAMPLES

Teaser: Fall bucket list, anyone? ✓

We've gathered a list of all the best local fall spots so you can plan your perfect autumn day. Tag someone you want to bring with you!

Engagement: When you pick a pumpkin, what's your strategy: go for the biggest one, the most perfect one, or the funniest-shaped one? 😂 Tell us in the comments!

Inspiration: Seasons change, leaves fall, and life shifts. 🍁 But through it all, God's love never changes. As you enjoy the crisp fall air and cozy traditions, take a moment to reflect on His faithfulness. *"Jesus Christ is the same yesterday and today and forever."* — Hebrews 13:8



Why This is a Good Post:

- Community-focused
- Shareable & engaging

Thoughtful Response Examples:

- What design are you thinking of carving this year?
- Fall family traditions are the best! What's one tradition you look forward to every year?
- Do you usually take photos while you're there? We love seeing fall family pics!
- What's your must-have fall treat when you go?

OCTOBER - CANDYPALOOZA INVITE

October Social Post #3

CandyPalooza

Use fun, playful reminders to build excitement and keep your upcoming CandyPalooza event top-of-mind. These can be in stories, reels, or graphics leading up to the event. The goal is to drive attendance and help people easily invite friends, neighbors, and families.

- [Canva graphics](#)
- [Video example 1](#)
- [Video example 2](#)
- [Video example 3](#)
- [Video example 4](#)



CAPTION EXAMPLES

Teaser: Candy. Games. Fun.

You don't want to miss THIS! 🍬 [insert event details]

Engagement: What's your favorite candy? We'll see if we can have it at CandyPalooza on Sunday, October 26th!

Inspiration: We're not just handing out candy, we're creating moments where families can experience the love of Jesus.

Why This is a Good Post:

- Generates momentum before a big event
- Create ways to promote

Thoughtful Response Examples:

- Do you have a costume picked out yet?
- We can't wait to see you there! Who are you bringing with you?
- Ooo that's a good candy choice! 😊 What's your second favorite?
- Would you like us to send you the event details?

OCTOBER - WHEN YOU FEEL ANXIOUS

October Social Post #4

Reminders For When You Feel Anxious

Create a carousel that includes verses that address anxiety:

- Philippians 4:13
- Psalm 94:19
- 2 Corinthians 10:5
- Joshua 1:9
- Isaiah 41:10

eaglebrookchurch



CAPTION EXAMPLES

Teaser: For when you feel anxious...

In moments of anxiety, turn to the promises of God. Let these verses guide you to peace.

Engagement: We are praying for you. Which verse resonates most with you today?

Inspiration: When anxiety begins to weigh on your heart, remember that God is your refuge and strength. His Word is full of promises that can bring peace in the midst of worry. Take some time today to meditate on these verses and let them guide your heart back to calm.

Why This is a Good Post:

- Discipleship + adds value
- Can be easily shared by your followers so their friends can see your content

Thoughtful Response Examples:

- Is there anything we can pray for you specifically?
- When was a time God helped you through your anxious thoughts?

OCTOBER - VOLUNTEER HIGHLIGHT

October Social Post #5

Volunteer Highlight

Regularly celebrate your volunteers and show how service is both meaningful and joyful. Plus 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.

CAPTION EXAMPLES

Teaser: This is Maria.

Most Sundays you won't see her on stage, but you experience her work the entire service, the slides that help you follow along, the sound that carries the message, the moments that allow worship to happen without distraction. She serves faithfully, often behind the scenes, because she knows that removing obstacles helps people focus on Jesus. Volunteers like Maria remind us that you don't have to be visible to make an eternal impact. We're so grateful for her dedication.

Inspiration: Every Sunday, Sarah kneels down to make eye contact with kids, remembers their names, and asks about their week like it really matters, because to her, it does. What most people don't see is how she prays for her class before anyone arrives or how much she cares about helping kids know they are loved by God. Because Sarah said "yes" to serving, kids are learning about Jesus in a place where they feel safe, known, and valued. We're so grateful for volunteers like her.



Why This is a Good Post:

- Celebrate people
- Encouragement

Thoughtful Response Examples:

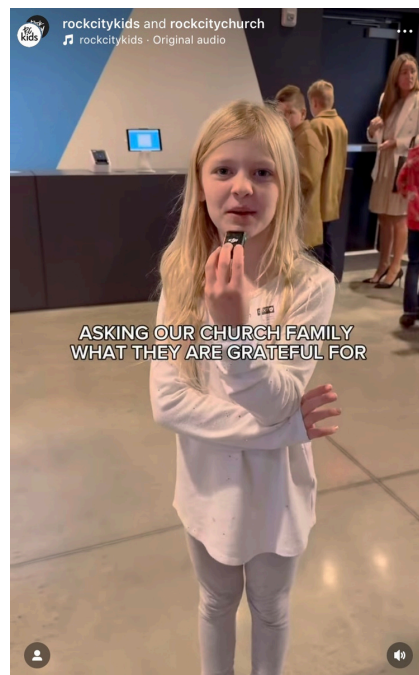
- What's a moment at church that made you feel at home?
- Have you ever had someone serve you in a way that stuck with you?
- What do you appreciate most about the volunteers at our church?
- Parents, who is someone your child looks forward to seeing on Sundays?

NOVEMBER - GRATITUDE

November Social Post #1

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?

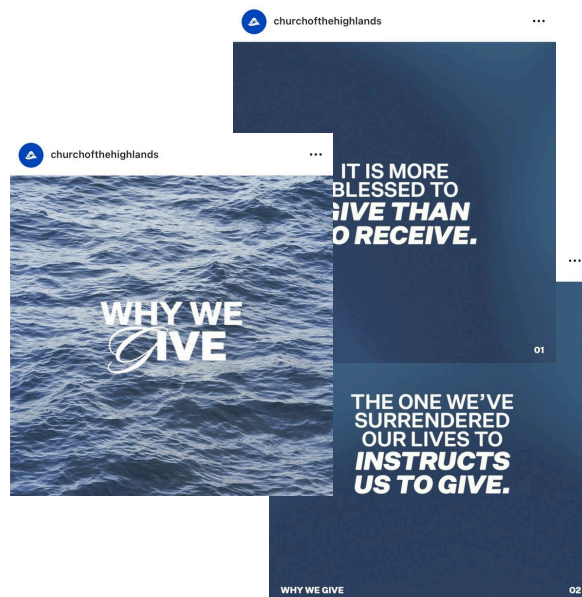
NOVEMBER - WHY WE GIVE

November Social Post #2

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 - CONVERSATION STARTERS

November Social Post #3

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

November Social Post #4

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 - NEXT STEPS

November Social Post #5

Next Steps

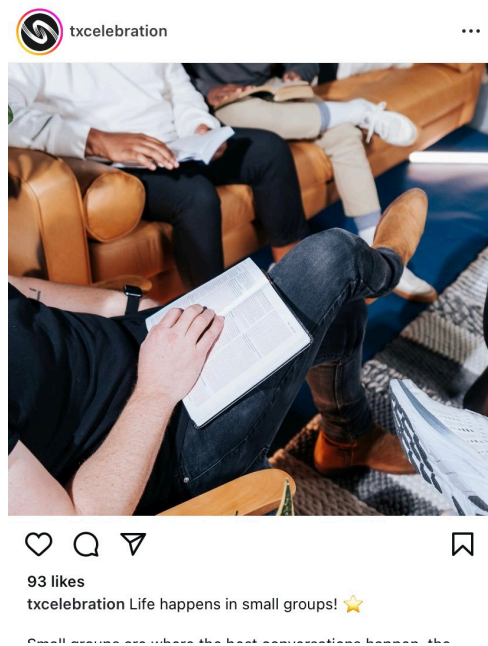
Encourage your people to take the next step in their faith and/or the next step to get plugged in at your church. The best way is through storytelling: short quotes, video snippets, or photos from real people—not slides with info.

- Attend a Welcome Party
- Get Baptized
- Join a Small Group
- Join a Ministry Team
- Sign up to Serve at an Outreach Event

CAPTION EXAMPLES

Welcome Party: If you've been coming for a little while and wondering what your next step might be, this is it. Our Welcome Party is a relaxed chance to meet some people, hear a bit about who we are, and learn how you can get connected, no pressure, no expectations. Just a room full of friendly faces and a place to belong. We'd love to see you there. 🙌

Small Groups: Church was never meant to be something you attend, it's something you experience together. Small Groups are where conversations get real, friendships grow, and faith becomes part of everyday life. It's a place to be known, encouraged, and supported. As a new season begins, this could be the perfect time to step into community. There's a spot for you.



Why This is a Good Post:

- Get People Connected Fast
- Spiritual Growth

Thoughtful Response Examples:

- Are you looking more for friendships, getting involved, or both?
- Is there anything you're hoping to learn more about our church?
- Is this a season where you're hoping to connect with others more?
- What do you look for most in community — friendship, prayer, support, or learning?

DECEMBER - ADVENT BEGINS

December 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

December 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.

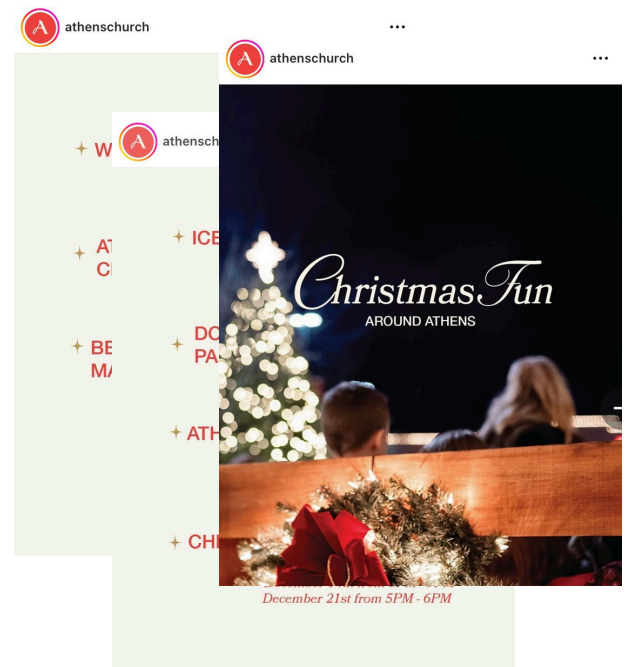
CAPTION EXAMPLES

Teaser: Looking for Christmas fun near you?

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 - GRIEF THIS CHRISTMAS

December Social Post #3

A Prayer for Dealing with Grief

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 - WHAT TO EXPECT

December Social Post #4

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
- Delicious hot cocoa
- A special candlelight moment
- A message of hope
- Creative photo ops

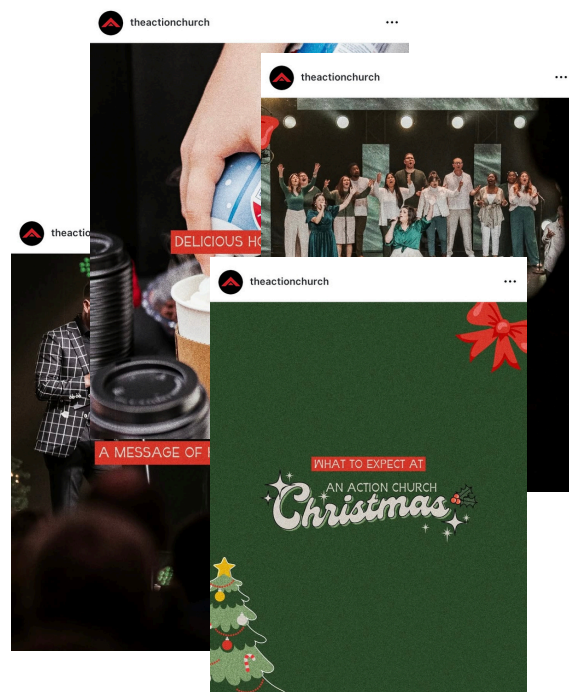
CAPTION EXAMPLES

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:

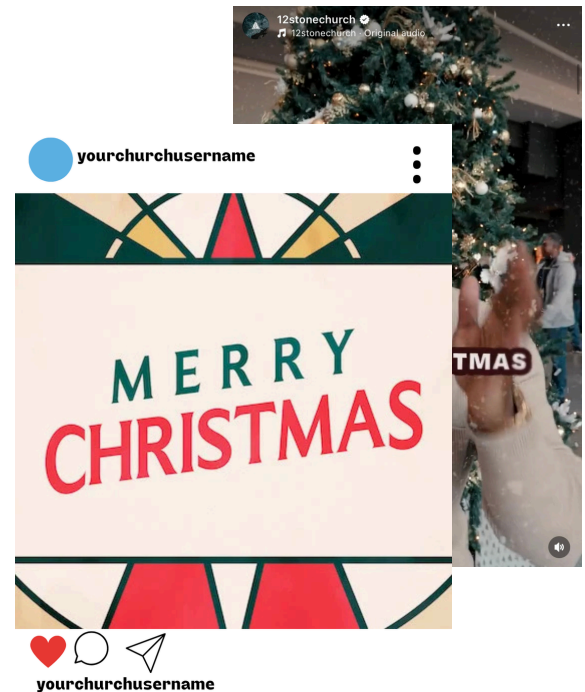
- The candlelight moment always gets me too. What goes through your mind in that quiet moment?
- That's awesome! Who are you hoping to bring with you this year?
- I love that you mentioned that. What's one thing that makes our church's Christmas service feel special to you?
- That's so true. What song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

DECEMBER - MERRY CHRISTMAS

December Social Post #5

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?

JANUARY - HAPPY NEW YEAR

January Social Post #1

Happy New Year

Celebrate the fresh start of a new year with a simple, uplifting graphic. This post helps your church step into January with gratitude for God's faithfulness and anticipation for what He will do in the year ahead. Use bright, hopeful colors and clean design to create a moment of reflection and unity as your congregation starts a brand-new chapter.



CAPTION EXAMPLES

Teaser: A brand-new year is here...

... and we're stepping into it with gratitude and expectation. God has been faithful, and we believe He'll continue to be. Happy New Year, church family! 🧡

Engagement: Happy New Year, church family! 🎉 What's one word you're praying over your life as we step into the new year?

Inspiration: "See, I am doing a new thing... I am making a way in the wilderness." — Isaiah 43:19 As [year] begins, we trust that God is already preparing the path ahead. May this year bring renewed strength, deeper faith, and fresh joy.

Why This is a Good Post:

- Encourages reflection
- Sets hopeful tone

Thoughtful Response Examples:

- What led you to choose that word for this year?
- That's a great goal. What's one small step you want to take toward that in January?
- What inspired it for [year]?
- Who or what helped shape that focus for you this year?

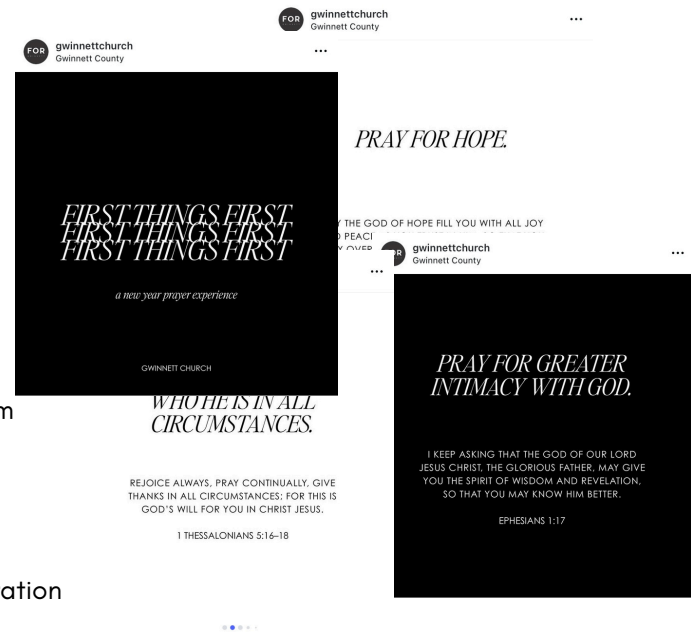
JANUARY - START THE YEAR IN PRAYER

January Social Post #2

Start 2026 in Prayer

This prayer carousel helps your church begin the year grounded in Scripture and focused on God. It invites your congregation to slow down, reflect, and pray intentionally as they begin a new year with renewed faith and expectation.

- Thank God for who he is in all circumstances
 - 1 Thessalonians 5:16-18
- Pray for greater intimacy with God
 - Ephesians 1:17
- Pray for hope
 - Romans 15:13
- Pray for our leaders (political, pastoral, professional)
 - 1 Timothy 2:1-2
- Pray for our community
 - Jeremiah 29:7
- Pray for people far from God
 - Luke 5:31-32
- Pray for unity
 - Ephesians 4:3
- Pray for the next generation
 - Psalms 145:4-6
- Pray for God to do the impossible
 - Matthew 19:26



CAPTION EXAMPLES

Teaser: Start your year with prayer.

Swipe through these Scriptures and let God shape your heart for [year]. 🙏

Engagement: If you're looking for a fresh start, begin here. What are you praying over your life or family as we begin [year]?

Inspiration: "Pray continually." — 1 Thessalonians 5:17 As we step into [year], may these Scriptures guide our hearts, our focus, and our trust in God. ✨

Why This is a Good Post:

- Scripture-centered
- Builds spiritual rhythms

Thoughtful Response Examples:

- That's beautiful. What are you hoping God does in that area this year?
- What makes that prayer especially important for you right now?
- What's been encouraging you lately as you pray about this?
- What helps you feel close to God when you're seeking direction?

JANUARY - MLK JR DAY

January Social Post #3

Martin Luther King Jr. Day

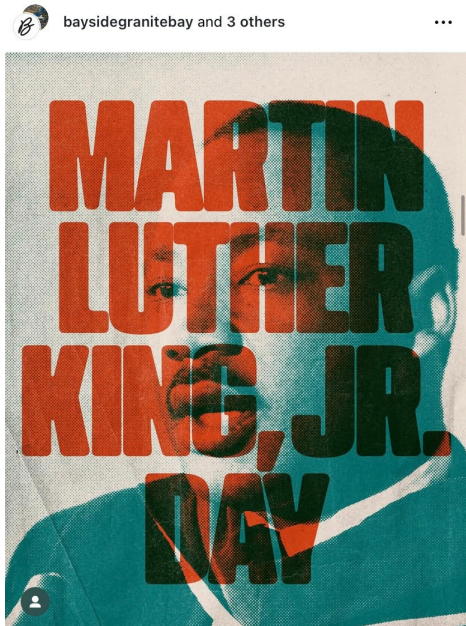
Honor the legacy of Dr. Martin Luther King Jr. with a clean, respectful graphic and a short reflection. This post helps your church pause, remember, and reflect on the biblical principles of justice, unity, humility, and love that Dr. King championed. It's an opportunity to elevate the values of God's Kingdom and encourage your congregation to live out courageous, compassionate faith in their community.

CAPTION EXAMPLES

Inspiration: Today we celebrate Dr. Martin Luther King Jr., recognizing the life and work of a devoted pastor and follower of Jesus. The dream of equality and freedom that he shared continues to be remembered in our country today and reminds us of God's beautiful vision for eternity – that one day, we will be perfectly united in Him, with people from every tribe, nation, and tongue worshiping Jesus Christ as Lord.

Engagement: Dr. King modeled a faith that moved with courage, hope, and sacrificial love. May we embody that same heart as we follow Jesus. How has Dr. King's life or work shaped the way you see faith and justice?

Inspiration: "Let justice roll on like a river, righteousness like a never-failing stream."
— Amos 5:24 Today, we honor Dr. King's legacy and recommit to walking in God's heart for justice and unity.



Why This is a Good Post:

- Honors faith & legacy
- Points to biblical justice

Thoughtful Response Examples:

- We love that reflection. How has it shaped your faith?
- Such a meaningful answer. What inspires you most about Dr. King's life?
- I love your perspective. What does unity look like to you in this season?
- That's a beautiful thought. Who helped shape your understanding of justice and faith?

JANUARY - WHAT GOD DID THIS YEAR

January Social Post #4

What God Did This Year

Kick off the new year by sharing a celebratory post (carousel or short video) highlighting what God did through your church last year. 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. 🙌

[Year] 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 [year]!

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 [year] 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 did your faith grow in [year] compared to last year?
- Amazing! What are you praying and believing God will do in [year]?

JANUARY - VOLUNTEER HIGHLIGHT

January Social Post #5

Volunteer Highlight

Regularly celebrate your volunteers and show how service is both meaningful and joyful. Plus 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.

CAPTION EXAMPLES

Teaser: This is David.

Rain, cold, early mornings, he's still out there smiling, waving cars in, and helping families get where they need to go. For many people, the parking lot is their first interaction with church. David understands that, and he treats every moment like it matters — because it does. We're thankful for people like David who serve with joy no matter the weather.

Inspiration: This is Linda. She believes something simple like a warm cup of coffee can help someone feel welcome, relaxed, and cared for. While most people are chatting in the lobby, Linda is refilling pots, cleaning counters, and making sure there's enough for everyone, all with a joyful heart. Hospitality is one of the many ways we show God's love, and Linda lives that out every week. We appreciate her more than she knows. 🧡



Why This is a Good Post:

- Celebrate people
- Encouragement

Thoughtful Response Examples:

- What's a moment at church that made you feel at home?
- Have you ever had someone serve you in a way that stuck with you?
- What do you appreciate most about the volunteers at our church?
- Parents, who is someone your child looks forward to seeing on Sundays?

FEBRUARY - BLACK HISTORY MONTH

February Social Post #1

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 - VALENTINE'S DAY

February Social Post #2

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 - WEEKEND INVITE

February Social Post #3

Weekend Service Invite

Make it easy for people to say “yes” to coming by giving clear service times & locations, and a friendly nudge. 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.



CAPTION EXAMPLES

Teaser: Real talk, real hope, real people.

We'd love to see you Sunday.
[Service times]

Engagement: What's been the highlight of your week so far? We're looking forward to Sunday together.
[Service times]

Inspiration: Jesus offers hope for weary hearts and peace for anxious minds. If you need that this week, come join us. [insert service times]

Why This is a Good Post:

- Low-pressure invite
- Builds familiarity before arrival

Thoughtful Response Examples:

- We can't wait to meet you! Is there anything we can help you with before Sunday?
- Which service time are you thinking about?
- How can we be praying for you this week?
- You're always welcome here. What are you most looking forward to?

FEBRUARY - CONVERSATION STARTERS

February Social Post #4

Conversation Starters

Make a post with different questions couples can ask each other.

- What can I do to serve you better?
- How are things going between you and your friends?
- What has been the best and most challenging thing at work recently?
- What is something God has been teaching you lately?
- What is the goofiest thing that I have done recently that is endearing to you?
- What couple friendships have you connected with recently?
- How can I pray for you this week?
- What was your favorite holiday tradition growing up?

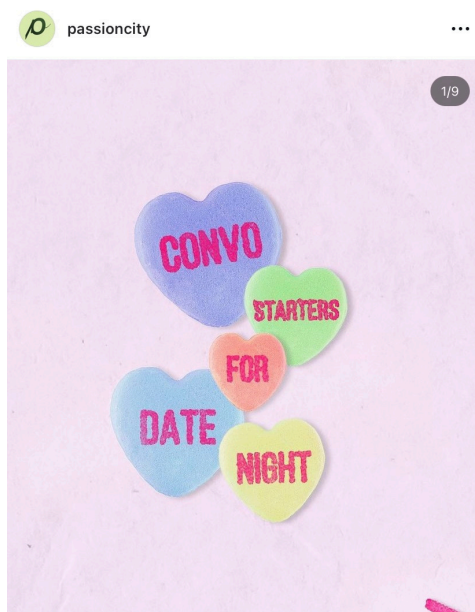
CAPTION EXAMPLES

Teaser: Roses are red, violets are blue...

... meaningful conversations are romantic too. 🌹 One of the best ways to love your spouse is to truly know their heart.

Engagement: Couples, how do you make time for meaningful conversations? What's your favorite way to connect with your spouse?

Inspiration: Healthy marriages grow when we listen with curiosity, patience, and grace. Taking time to talk, pray, and connect is one way we care for the relationship God has given us.



Why This is a Good Post:

- Values marriage
- Helpful

Thoughtful Response Examples:

- When do you usually find time to connect together?
- How can we be praying for your relationship this week?
- Which question do you think you'll start with?

FEBRUARY - NEXT STEP

February Social Post #5

Next Steps at Your Church

Encourage your people to take a next step as they head into a new season, whether that's growing in their faith or getting more connected in community. Late summer and fall are natural times for people to re-engage, so make the invitation simple and clear. The most effective approach is still storytelling: short quotes, video snippets, or photos from real people.

- Attend a Welcome Party
- Get Baptized
- Join a Small Group
- Join a Ministry Team
- Sign up to serve at an event



CAPTION EXAMPLES

Baptism: If you've been following Jesus and are ready to go public with your faith, baptism is your next step. It's a powerful way to say, *"I've decided to follow Jesus."* Whether you've been waiting for the right moment or just started asking questions, we'd love to walk with you.

Welcome Party: New around here? We'd love to meet you. 🙌 Our Welcome Party is the perfect place to hear the story of our church, meet a few friendly faces, and discover what we're all about. No pressure, just good people, good conversation, and a simple next step.

Why This is a Good Post:

- Get People Connected Fast
- Spiritual Growth

Thoughtful Response Examples:

- Are you looking more for friendships, getting involved, or both?
- Is there anything you're hoping to learn more about our church?
- What questions do you have about baptism?
- What's making you consider this step right now?