

SOCIAL MEDIA GUIDE

JANUARY 2026



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JANUARY MINDSET

Hey Church Leader,

January is a season of fresh starts, new rhythms, and renewed hope. The calendar has turned, the decorations are down, and your congregation is stepping into a brand-new year with expectations, dreams, and prayers. This is the perfect time for your social media to reflect that same sense of possibility, encouragement, and intentionality.

This month, think of your social platforms as a way to pastor in public. Every post, photo, or reel is an opportunity to invite people into a deeper relationship with God, highlight your community, and set a hopeful tone for the year ahead. Your audience isn't just scrolling, they're looking for inspiration, connection, and a reminder that God is faithful every step of the way.

Here are a few ways to approach January intentionally:

- **Lead with hope.** Celebrate the new year, invite reflection, and point people toward the faithfulness of God in the year ahead.
- **Encourage engagement.** Ask questions, share reflections, and create space for conversations that connect hearts and lives.
- **Highlight community.** Whether it's celebrating volunteers, sharing stories of service, or showing moments from your first Sundays, let people see the joy and life of your church family.
- **Guide spiritual growth.** Remind your congregation of rhythms, practices, and commitments that help them draw closer to God, from prayer and fasting to small group involvement and acts of service.

January is about more than polished graphics or perfect captions; it's about planting seeds of hope, fostering connection, and pointing people to the God who makes all things new. Your consistent presence, thoughtful posts, and relational engagement can set the tone for a year marked by faith, growth, and community.

Here's to a month filled with fresh beginnings, meaningful connection, and abundant hope, online, in your church, and in the hearts of the people you serve.

-The Church Fuel Team

HOW TO USE THIS GUIDE

Part 1 - DONE FOR YOU

If you're using Church Fuel's new Invite Software, you already have access to ready-to-go Social posts designed to help your church reach your community with ease.

These posts are:

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

Once someone visits the article page, they'll be invited to plan their visit to your church. That's when the full Visitor Campaign begins, helping you build a relationship and guide them toward showing up in person.

If you're in the Grow Plan but haven't started using the Software yet, come to Church Fuel Live on Thursdays at 11 AM Central. We'll show you how to access and deploy these posts.

Not in Grow?

Now's the time to seriously consider joining. The software does so much more than just provide social media posts. It's a complete *SYSTEM* to help your church get more visitors and keep them coming back.

**I AM LOVED
WITH NO
CONDITIONS
ATTACHED.**

"NOTHING CAN EVER SEPARATE US FROM
GOD'S LOVE." — ROMANS 8:38-39

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 OBEEDIENCE
- ☐ 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

HOW TO USE THIS GUIDE

Part 2 - DONE WITH YOU

This month, we've included a few posts where the core content is already created inside the Church Fuel Software. These posts are *almost* ready to go, but to make them truly effective, we encourage you to **customize** them for your church.

Here's what that means:

- The post text is written and ready for you to personalize
- We've included generic photos to help you get started
- You can swap in photos from your church to make the post feel more authentic and inviting

These “*Done-With-You*” posts also point to article-based webpages, just like the “*Done-For-You*” posts. When someone clicks through, they'll be invited to plan a visit, triggering the same Visitor Campaign that helps you build a meaningful connection.

If you have the Church Fuel software but aren't sure how to make these posts your own, join us at Church Fuel Live on Thursdays at 11 AM Central. Our team will walk you through simple ways to customize the content and make it more effective for your church.



HOW TO USE THIS GUIDE

Part 3 - MONTHLY SOCIAL GUIDE

These are recommended post ideas for that you can recreate and share on your church's social accounts.

These posts aren't created in the Invite Software (yet), but they're still incredibly effective. When paired with the posts from the Software, they help you build community, spark conversation, and keep your church visible and encouraging online.

POST DESCRIPTION

A paragraph explaining what type of post to create.

EXAMPLE CONTENT

An example of what your post could look like.

Happy New Year - 2026
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 2026?

Inspiration: "See, I am doing a new thing... I am making a way in the wilderness." — Isaiah 43:19 As 2026 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 2026?
- Who or what helped shape that focus for you this year?

CAPTION OPTIONS

Ready-to-use captions to pair with your post.

THOUGHTFUL RESPONSES

When someone comments on your post, be sure to reply with something like one of these to keep the conversation going.

HOW TO USE THIS GUIDE

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

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

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

☞ Join us for Church Fuel Live every Thursday at 11 AM Central — where we focus on practical, creative ways to level up your church's social presence together.

You don't have to do this alone — let's build momentum, together.

PART 1

DONE FOR YOU

Done-for-you “ready made” posts you can access in the Church Fuel Software and deploy ***immediately*** to your feed.

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

JANUARY - 50 AFFIRMATIONS ARTICLE

Done-For-You Post #1

50 Affirmations Article -- *CF Software Post

This post uses Church Fuel Software to point people to a helpful article on your church's website: ["50 Positive Affirmations That Are Actually True."](#) The best part? The entire webpage is already done for you, including built-in "Plan Your Visit" tools and branding! All you have to do is post it. This is an easy way to meet people where they are, encourage them, offer spiritual help, and invite them into deeper connection with your church without needing to create anything from scratch. Want help using the Church Fuel Software? Join us for the [live call on Thursdays at 11AM](#) and jump into the Software Breakout. We'll walk you through everything.



CAPTION

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.

Why This is a Good Post:

- Value Add
- Drives traffic to your website

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?

JANUARY - FIND A CHURCH ARTICLE

Done-For-You Post #2

Find a Church Article -- *CF Software Post

This post uses Church Fuel Software to point people to a helpful article on your church's website: *"Guide to Finding a Church Near You."* The best part? The entire webpage is already done for you, including built-in "Plan Your Visit" tools and branding! All you have to do is post it. Want help using the Church Fuel Software? Join us for the live call on Thursdays at 11AM and jump into the Software Breakout. We'll walk you through everything.

CAPTION

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

Why This is a Good Post:

- Value Add
- Drives traffic to your website

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?

PART 2

DONE WITH YOU

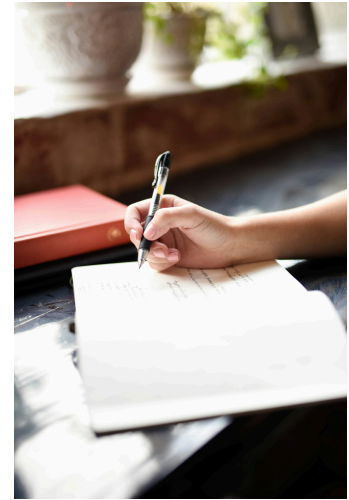
These are posts you can access in the Church Fuel Software. You can use our captions and content, but these posts would be best with customization from your church to “make your own” and increase engagement.

JANUARY - 50 AFFIRMATIONS ARTICLE

Done-With-You Post #1

50 Affirmations Article -- *CF Software Post

This post also uses the Church Fuel Software to point people to the *[“50 Positive Affirmations That Are Actually True”](#)* subdomain page. But for this one, we recommend using your own photo to customize it! Go into the software and replace the image you see here with a different photo of someone journaling at your church. Want help using the Church Fuel Software? Join us for the [live call on Thursdays at 11AM](#) and jump into the Software Breakout. We'll walk you through everything.



CAPTION

Start your morning grounded in truth. 🧡

Most affirmations feel empty, but Christian affirmations point to something that never changes: God's Word and who He says you are.

Here's one to start your day:
I am fully known and still fully accepted.

"Before a word is on my tongue you, Lord, know it completely."— Psalm 139:4

💬 Which truth would you write in your journal today? Comment below—we'd love to pray over it with you.

👉 For all 50 affirmations, check out our guide: [\[link to article\]](#)

Why This is a Good Post:

- Reflective
- Drives traffic to your website

Thoughtful Response

Examples:

- How are you hoping this reminder shapes your morning?
- How can we pray over that specific area for you?
- Is there one area where you really need God's reassurance right now?
- Are there any rhythms or habits helping you stay grounded in truth lately?
- Is there something going on this week that makes that affirmation meaningful?

JANUARY - FIND A CHURCH ARTICLE

Done-With-You Post #1

Find a Church Article -- *CF Software Post

This post also uses the Church Fuel Software to point people to the *"Guide to Finding a Church Near You,"* subdomain page. But for this one, we recommend using your own photo to customize it! Go into the software and replace the image you see here with a different photo of people walking into church. Want help using the Church Fuel Software? Join us for the [live call on Thursdays at 11AM](#) and jump into the Software Breakout. We'll walk you through everything.



CAPTION

Finding a church isn't just about location or convenience, it's about a place where you can belong, grow, and serve. 💡

Our free guide walks you step-by-step through prayer, questions to ask, and what to look for in a healthy church. From preaching to leadership, community to mission, it helps you discern where God wants you to connect.

💡 Whether you're new to faith, new in town, or just looking for a place to grow, this guide gives you clarity and confidence in your search.

👉 Read the full guide here:
https://{{custom_values.sub_domain}}/{{custom_values.simple_church_url }}/find-a-church

Where might God be leading you to belong this year? ❤️

Why This is a Good Post:

- Reflective
- Drives traffic to your website

Thoughtful Response

Examples:

- What does "belonging" look like for you in this season?
- What kind of environment helps you feel most connected?
- Is there anything specific you're hoping a new church could help you with?
- What's one thing you'd like God to make clearer for you in this season?

PART 3

MONTHLY SOCIAL GUIDE

The rest of this document contains monthly post recommendations with examples of sticky captions, calls-to-action to increase engagement, and thoughtful comment responses ... all to help you create Social Media content and conversation at your church.

REGULARLY POSTED CONTENT

Service/Sermon Recap

Primary Goal:

Use the inspirational content from the past week's service to encourage people and remind them to live it out all week long.

Secondary Goal:

Give new people a glimpse into the heart, rhythm, and message of your church.

Method:

When — Any day of the week

How — Clip from the sermon as a reel, a shareable quote graphic, photos from worship or lobby moments, or a short selfie-style recap from your pastor.

Suggested Captions:

Last week, (Lead pastor name) shared how to worship more purely and connect your heart to God's heart. What was your "a-ha" moment? Is there one thing you plan to do personally to change how you worship?

We love spending the weekend with you church family! What was your favorite part about Sunday?



REGULARLY POSTED CONTENT

Weekend Service Invite

Primary Goal:

The goal is not, *"Hey come to our service;"* the goal is to make your audience feel like they're already part of the story before they even walk through the doors.

Secondary Goal:

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

Method:

When — Either Friday or Saturday

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

Suggested Caption: (sermon prep)

This is a timely one... how to get along with people when you disagree.

Ever disagree with people? This Sunday, (lead pastor name) is going to share how to get along even when we disagree.

Secondary Caption Info: (people at church)

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



REGULARLY POSTED CONTENT

Next Steps

Primary Goal:

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

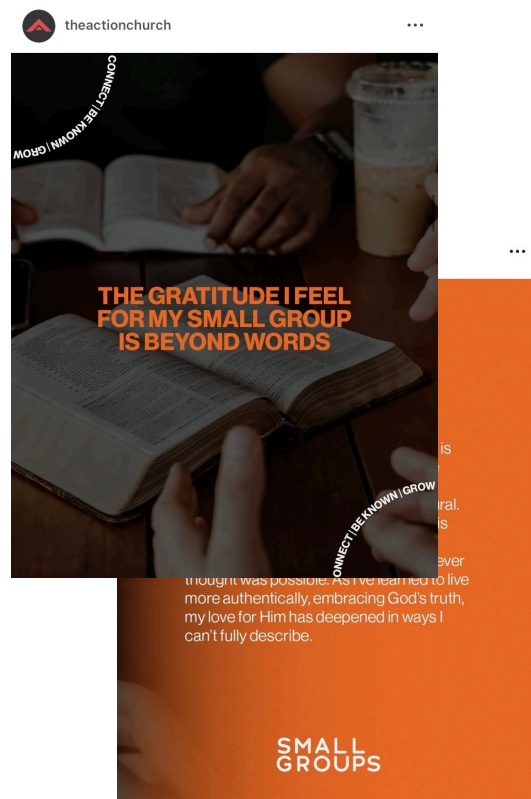
Method:

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

Suggested Caption:

[Name] recently joined a small group at [church name] because she was seeking community. Do you want to give small groups at [church name] a try?

If you're new to [church name], we would love to learn more about you! That's why we've created a Welcome Party on [date] just for you! All you have to do is comment with the word, "New," and we'll reach out to you with the details.



REGULARLY POSTED CONTENT

Volunteer Highlight

Primary Goal:

Celebrate your volunteers and show how service is both meaningful and joyful.

Secondary Goal:

What gets celebrated gets repeated. Recruit volunteers by showing that it's easy and fun to volunteer at your church. Warning, this should be very subtle. You are not begging people to volunteer. Let others see the culture of serving, not by recruiting, but by honoring.

Method:

Photo of volunteers in action.

Suggested Caption:

Hey, here's [name], one of our amazing parking lot volunteers! 🚗🌟

P.S. Every Sunday, our parking team shows up early—rain, snow, or sunshine—to help you find a spot, keep things running safely, and make the first moments on campus feel welcoming. If you see one this week, be sure to thank them for their service!

Secondary Caption Info:

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



JANUARY - HAPPY NEW YEAR 2026

Social Post #1

Happy New Year - 2026

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 2026?

Inspiration: "See, I am doing a new thing... I am making a way in the wilderness." — Isaiah 43:19 As 2026 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:

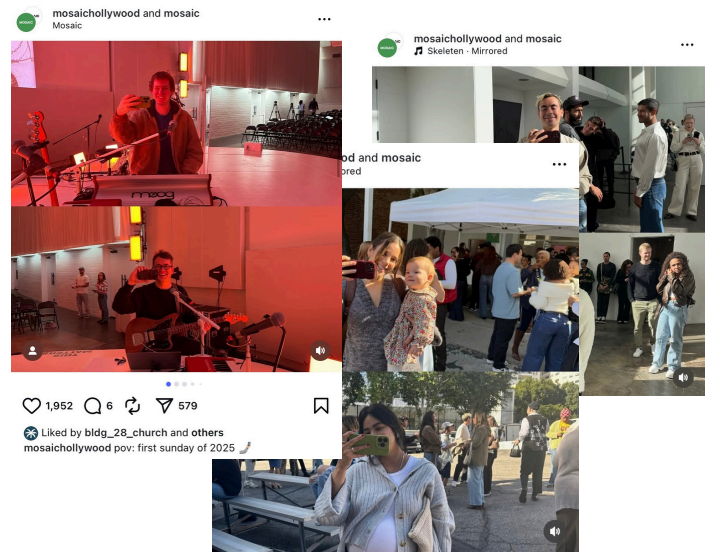
- What led you to choose that word for this year?
- That's a great goal. What's one small step you want to take toward that in January?
- What inspired it for 2026?
- Who or what helped shape that focus for you this year?

JANUARY - POV FIRST SUNDAY OF 2026

Social Post #2

POV: First Sunday of 2026

Here's a fun, creative POV-style carousel. Each photo shows people taking pictures of each other at the same time. It's a playful way to showcase your church family while highlighting real faces and real community. It gives new or returning visitors a window into what makes your church feel like home. It's a perfect way to celebrate the start of a new year together while spotlighting the joy of being in the room.



CAPTION EXAMPLES

Teaser: POV: It's the first Sunday of 2026

... and the joy in the room is contagious. Here's to a year full of connection, growth, and shared moments of worship.

Engagement: First Sunday of 2026! 🎉 A fresh start feels even better when we're together. What's one thing you're thanking God for today?

Inspiration: Stepping into 2026 with joy, community, and renewed faith. May this be a year where God strengthens relationships, deepens our worship, and fills our lives with His peace.

Why This is a Good Post:

- Showcases real people and real community
- Fun moment at the start of the year

Thoughtful Response Examples:

- What makes that blessing stand out for you today?
- How has that shaped your start to the new year?
- What's one moment from today that reminded you of God's goodness?
- What's something small but meaningful you noticed God doing this week?

JANUARY - THANK YOU FOR SERVING

Social Post #3

Thank You For Serving this Last Year

Celebrate the heart of your church by highlighting the people who served throughout the 2025. This reel or photo carousel showcases moments from service projects, outreach events, volunteer teams, and everyday acts of faithfulness. It reminds your congregation that ministry happens not just on Sundays, but through the countless small acts of obedience and love carried out all year long. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: Look at what God did through YOU last year!

From big projects to quiet moments, your faithfulness made a difference.

Engagement: This year was full of powerful ministry moments. What's one moment of serving you'll never forget?

Inspiration: As we look back on 2025, we're overwhelmed with gratitude for the way our church served with joy. May God continue to strengthen every act of love, big or small. Jesus said, *"The greatest among you will be your servant."* We saw that truth lived out all year long. Thank you for being His hands and feet.

Why This is a Good Post:

- Honors volunteers
- Inspires deeper involvement

Thoughtful Response Examples:

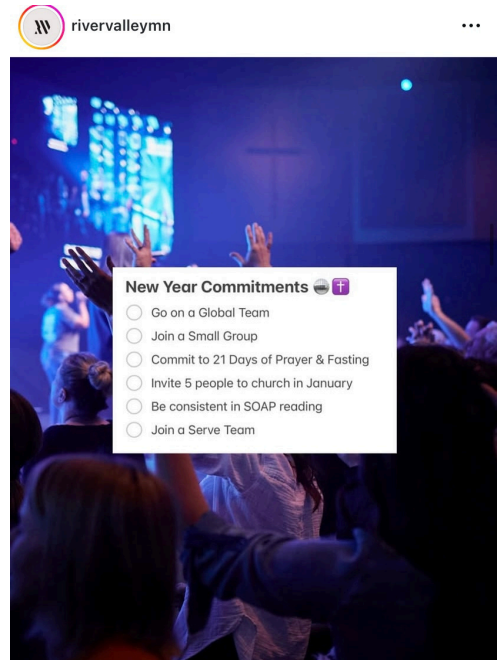
- That's such a meaningful memory. What made that serving moment so impactful for you?
- I love that! Who did you get to serve alongside this year?
- That's incredible. How did you see God move through that experience?
- I love your heart for serving. Where do you feel God leading you to serve in 2026?

JANUARY - NEW YEAR COMMITMENTS

Social Post #4

New Year Commitments

This graphic highlights simple, actionable ways people can grow spiritually and get more connected in 2026. From joining a small group, to participating in prayer and fasting, to stepping onto a serve team. It helps your church reflect on what it looks like to build intentional spiritual rhythms as the year begins. This post is both invitational and practical, giving people an easy next step toward deeper community and spiritual growth.



CAPTION EXAMPLES

Teaser: A new year means new rhythms.

Here are a few simple ways to grow your faith and get connected in 2026.

Engagement: Simple, doable commitments to help you grow this year. Which of these commitments are you most excited to lean into this year?

Inspiration: Every next step matters. This year, may we pursue Jesus with intentional rhythms that strengthen our hearts and shape our spiritual lives. As you step into 2026, may God lead you toward deeper community, stronger faith, and a renewed hunger for His Word.

Why This is a Good Post:

- Offers clear next steps
- Helps people engage

Thoughtful Response Examples:

- That's a great focus. What are you most looking forward to as you take that step?
- What made you choose that one for 2026?
- How can we support you as you grow?
- What's one small way you're planning to start?

JANUARY - POST IT INVITE REEL

Social Post #5

Post it Note Invite Reel

This reel uses a simple Post-it note to share your church's service times in a warm, personal, and approachable way. Someone holds up the note with the invite written on it, creating a friendly "handwritten" feel that breaks through the noise of social media. It's quick, creative, and easy to share, perfect for encouraging people to join you this Sunday, especially at the start of a new year when many are looking for a place to belong. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: We'd love to see you this Sunday. 🧡

You're invited. And we saved you a seat.
[insert service times]

Engagement: What's one thing you love most about Sundays at our church?

Inspiration: A new year is a beautiful time to return to community. If you're looking for a church home, we'd love to welcome you in.

Why This is a Good Post:

- Simple & personal
- Clear invitation

Thoughtful Response Examples:

- I love your heart for community. Who first invited you?
- Such a meaningful answer. What do you hope God does in people's lives this year?
- What part of life feels most in need of a fresh start?

JANUARY - MLK JR DAY

Social Post #6

Martin Luther King Jr. Day

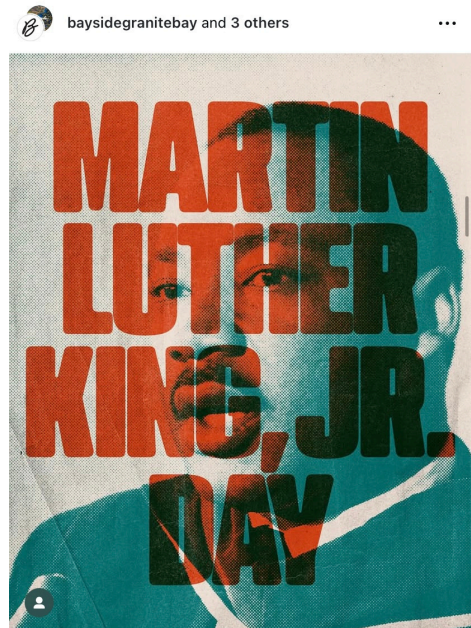
Honor the legacy of Dr. Martin Luther King Jr. with a clean, respectful graphic and a short reflection. This post helps your church pause, remember, and reflect on the biblical principles of justice, unity, humility, and love that Dr. King championed. It's an opportunity to elevate the values of God's 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?

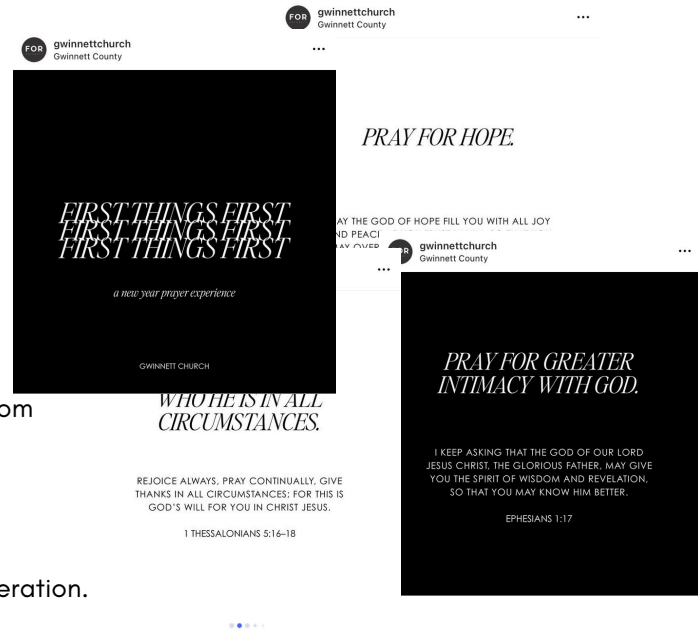
JANUARY - START 2026 IN PRAYER

Social Post #7

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 2026. 🙏

Engagement: If you're looking for a fresh start, begin here. What are you praying over your life or family as we begin 2026?

Inspiration: "Pray continually." — 1 Thessalonians 5:17 As we step into 2026, 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 - GUESS THE WORSHIP SONG

Social Post #8

Guess the Worship Song

This reel features someone singing every other word of a familiar worship song, inviting your audience to guess the title in the comments. It's fun, interactive, and helps people engage with worship in a lighthearted way while also boosting organic conversation. This kind of content builds connection, shows personality, and reminds your church that worship is joyful and community-driven. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: Worship song challenge: unlocked.

Our team sang every other word... and it turned out hilarious.

Engagement: Okay worship experts — what song do you think it is? Drop your guess in the comments! What's a worship song you'd love to see us try next?

Inspiration: Even in the fun moments, God is honored when His people gather with joyful hearts. Let everything that has breath praise the Lord.

Why This is a Good Post:

- Fun & interactive
- Boosts engagement

Thoughtful Response Examples:

- Where did you first hear that song?
- What lyric from that song speaks to you the most?
- What worship song has been on your heart lately?

JANUARY - WHY DO WE FAST?

Social Post #9

Why Do We Fast?

If your church is doing a church-wide fast, here is a great post to remind and encourage your congregation. It explains that fasting is about drawing near to God, removing distractions, and making space for spiritual renewal. Build clarity and help people feel confident and supported as they consider joining your church in fasting. [Click here to see the content.](#)

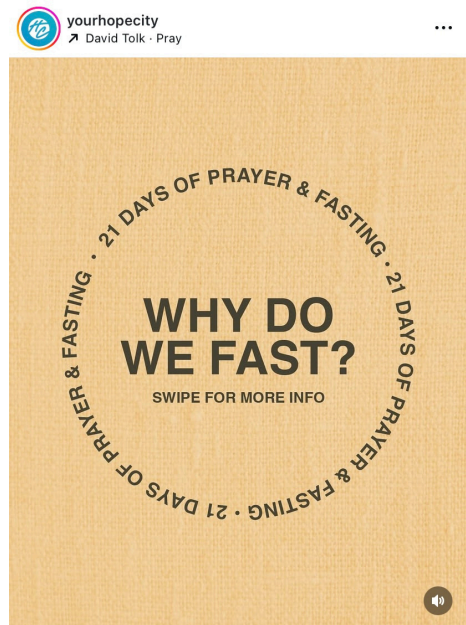
CAPTION EXAMPLES

Teaser: Why do we fast?

Swipe through this guide to learn how fasting helps us seek God in deeper ways. Fasting can feel intimidating, but it doesn't have to be. Here's a clear, simple guide to help you understand the heart behind it.

Engagement: If you're starting the year with a fast, here's a simple breakdown to help you begin with confidence. What are you hoping God does in your heart as you fast?

Inspiration: Fasting isn't about perfection; it's about pursuing God with a focused heart. We pray this season leads you to renewal and deeper intimacy with Him. As you fast, may God meet you, strengthen you, and reveal more of His heart to you. He honors every step you take toward Him.



Why This is a Good Post:

- Encourages spiritual growth
- Supports church-wide rhythms

Thoughtful Response Examples:

- I love your heart for seeking God. What led you to consider this type of fast?
- That's a great perspective. How can we pray for you as you fast?
- What are you hoping God helps you focus on this year?

JANUARY - "SEE YOU AT CHURCH"

Social Post #10

See You At Church Paper

This creative reel shows a slip of paper falling out of an open Bible with an invitation to church written on it. It feels warm, personal, and meaningful, like a small reminder tucked between the pages of Scripture. Remind people that gathering with the church matters and that community is an important part of following Jesus. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: A little reminder tucked between the pages:

We'd love to see you at church this Sunday. 🧡 [insert service times]

Engagement: If you've been looking for a sign to come to church ... here it is. Who are you inviting to church this Sunday?

Inspiration: May this be the year you experience the beauty of consistent community, encouraging worship, and spiritual growth. We'd love to see you this Sunday.

Why This is a Good Post:

- Creative invitation
- Warm & personal

Thoughtful Response Examples:

- I love that. What made you think of inviting them?
- I love your heart for community. Who first invited you to church?
- What are you hoping God does in your life this year?
- What's one thing you love most about gathering with our church family?

JANUARY CALENDAR

Use this suggested layout to help plan your posts for the month. Feel free to adjust the order or timing to best fit your church's schedule and needs. We recommend 2-4 posts per week; this is a calendar of ALL the ideas we share in this guide.

SUN	MON	TUE	WED	THUR	FRI	SAT
				01 Happy New Year (pg 19)	02 Start 2026 in Prayer (pg 25)	03 Weekend Service Invite (pg 16)
04 POV 1 st Sunday of 2026 (pg 20)	05 Sermon Recap (pg 15)	06 Bonus Post #1 (pg 33)	07 Next Steps (pg 17)	08 Thank You For Serving (pg 21)	09 New Year Commitments (pg 22)	10 Weekend Service Invite (pg 16)
11 Bonus Post #2 (pg 34)	12 Sermon Recap (pg 15)	13 Why Do We Fast (pg 27)	14 50 Affirmations (pg 12)	15 Volunteer Highlight (pg 18)	16 Post It Invite Reel (pg 23)	17 Weekend Service Invite (pg 16)
18 Find a Church (pg 10)	19 MLK Jr Day (pg 24)	20 Sermon Recap (pg 15)	21 Guess the Worship Song (pg 26)	22 50 Affirmations (pg 9)	23 Bonus Post #3 (pg 35)	24 Weekend Service Invite (pg 16)
25 Bonus Post #4 (pg 36)	26 Sermon Recap (pg 15)	27 Bonus Post #5 (pg 37)	28 Bonus Post #6 (pg 38)	29 See You At Church Reel (pg 28)	30 Find a Church (pg 13)	31 Weekend Service Invite (pg 16)

YOUR BIGGEST CHALLENGES

HERE IS WHAT WE'RE HEARING FROM CHURCH LEADERS

We asked you, “What is your biggest social media challenge?” Each month, Church Fuel’s John-Erik Moseler, will respond with his tips, suggestions, and thoughts.



JOHN-ERIK MOSELER SOCIAL MEDIA EXPERT

John-Erik Moseler has experience working with companies like Pixar, Facebook, NASA, Disney, and Google — and brings his development and systems expertise to churches to grow the kingdom of God. He coaches churches to reach more people with a ministry-first approach on social media, helping churches impact more people than ever before.

YOUR BIGGEST CHALLENGES

Challenge 1:

"We're not great at telling our church's story. How do we do this more naturally and consistently?"

John-Erik's Response

- **Talk like a real person.** Think less "official announcement" and more "conversation at a barbecue." If you'd say it naturally to one person, it'll work on social.
- **Share what genuinely excites you.** Social can't create excitement — it can only express it. If something in your church lights you up, start there.
- **Make it an invitation, not an ad.** Write to someone, not everyone. Keep it personal, warm, and human.
- **Highlight people over programs.** Your church's story is your people — testimonies, moments, what God is doing in real lives.
- **Show your mission instead of repeating it.** Less "About Page," more snapshots of ministry happening in real time.

YOUR BIGGEST CHALLENGES

Challenge 2:

"Social media feels overwhelming. What are the basic skills we need just to start posting?"

John-Erik's Response

1. **Post a photo with a simple caption.** Real moments and real people + a few honest sentences. No fancy design needed.
2. **Use Stories regularly.** They're casual, quick, and perfect for reminders, behind-the-scenes clips, and day-of updates.
3. **Create a notes-style post.** Type a short thought in your phone's Notes app, screenshot it, crop it, and share. Easy, relatable, and surprisingly effective.

Bonus Tips:

- Don't overthink it — done is better than perfect.
- Go easy on graphics; photos usually connect better.
- Your phone is enough. No special equipment required.

BONUS SOCIAL MEDIA POST #1

POV: You Open Your Camera Roll from the Past Year

Create a nostalgic, joyful reel that flashes through photos from your church throughout 2025:

- Worship services
- Kids and student ministry moments
- Volunteer activities
- Community events

This post celebrates the year gone by while reminding your congregation of the life and energy of your church family. It's a visual way to reflect on God's faithfulness, encourage gratitude, and build excitement for what's ahead in 2026.

Quick transitions, upbeat music, and smiling faces make it shareable, engaging, and full of warmth. [Click here to watch the video example.](#)



BONUS SOCIAL MEDIA POST #2

10 Truths to Live a Fulfilling Life

Share a graphic or carousel listing 10 biblical truths or reminders about who God created us to be and how He wants us to live.

This post encourages reflection, inspires confidence in God's design, and provides practical, faith-based guidance for daily living. It's a shareable post that reminds your audience that spiritual fulfillment is available to everyone through Jesus.



...

10 TRUTHS TO LIVE A FULFILLING LIFE

YOU ARE GOD'S MASTERPIECE, CREATED WITH PURPOSE.

**YOUR LIFE HAS ETERNAL MEANING AND SIGNIFICANCE IN
CHRIST.**

YOU ARE FULLY LOVED AND ACCEPTED BY GOD.

TRUE JOY AND SATISFACTION COME FROM GOD ALONE.

GOD'S WORD IS THE ULTIMATE TRUTH AND GUIDE FOR LIFE.

**YOU ARE PART OF A BODY, DESIGNED FOR COMMUNITY AND
CONNECTION.**

**GOD'S GRACE IS SUFFICIENT, AND YOU DON'T NEED TO STRIVE
FOR APPROVAL.**

**GOD IS ALWAYS WORKING FOR GOOD, EVEN IN THE
BROKENNESS.**

YOU ARE SET FREE BY CHRIST TO LIVE IN ABUNDANCE.

YOU ARE CALLED TO LOVE OTHERS AS CHRIST LOVED YOU.

BONUS SOCIAL MEDIA POST #3

Church Wide Fast Graphic

Announce your upcoming church-wide fast with a bold, simple graphic.

Include a short note about the purpose:

- Seeking God
- Drawing nearer
- And focusing on spiritual growth

This post helps your congregation understand the rhythm of corporate spiritual practices and encourages participation in a unified way.

A clean, visually appealing graphic ensures the message is clear and accessible.



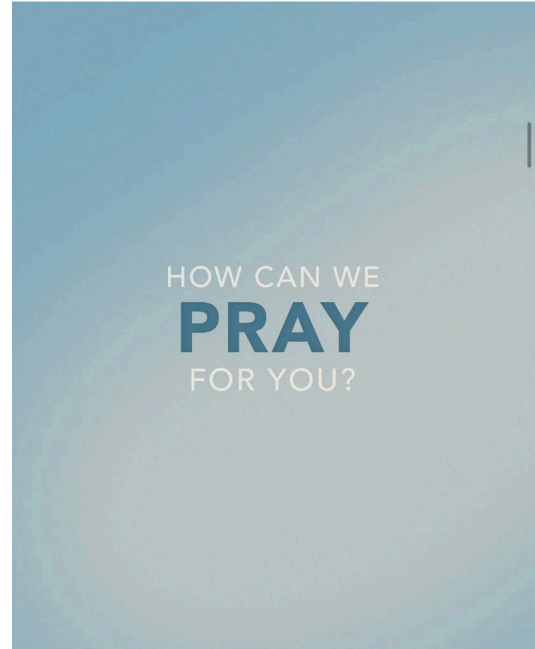
BONUS SOCIAL MEDIA POST #4

How Can We Pray for You?

Invite your congregation and social media followers to submit prayer requests in a warm, inviting post.

This could be a graphic with a call-to-action or a short video from a pastor or church leader. It communicates that your church cares deeply about people's personal struggles, celebrates community, and positions the church as a safe space for encouragement and intercession.

It's an opportunity to engage and connect with your audience on a deeply personal level.



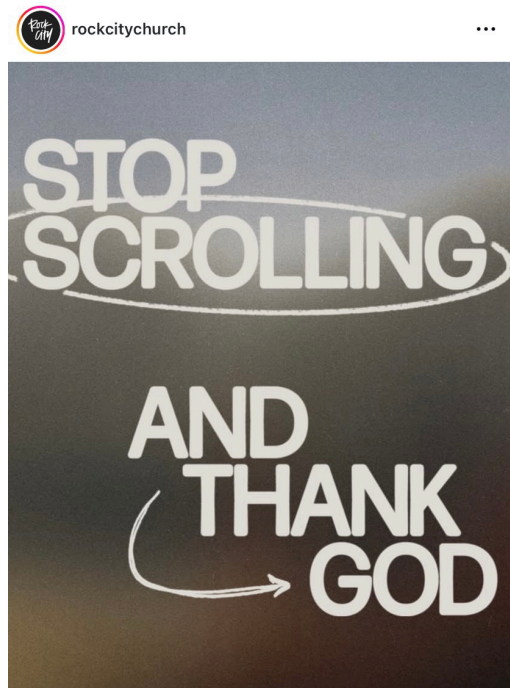
BONUS SOCIAL MEDIA POST #5

Stop Scrolling and Thank God

Encourage your audience to pause their day and reflect on what God has done in their lives.

This post could be a simple graphic with a short caption like *"Name one thing God has done this week," "Give thanks for someone who blessed you,"* or *"Count your daily blessings."*

It's a reminder to prioritize gratitude and mindfulness, helps people focus on God amid daily distractions, and encourages community engagement when followers share their reflections.



BONUS SOCIAL MEDIA POST #6

"I Can't Seem to Get Connected at Church!" Reel

Create a playful, relatable reel that calls out the common habit of leaving church immediately after the service instead of engaging and connecting with others.

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

