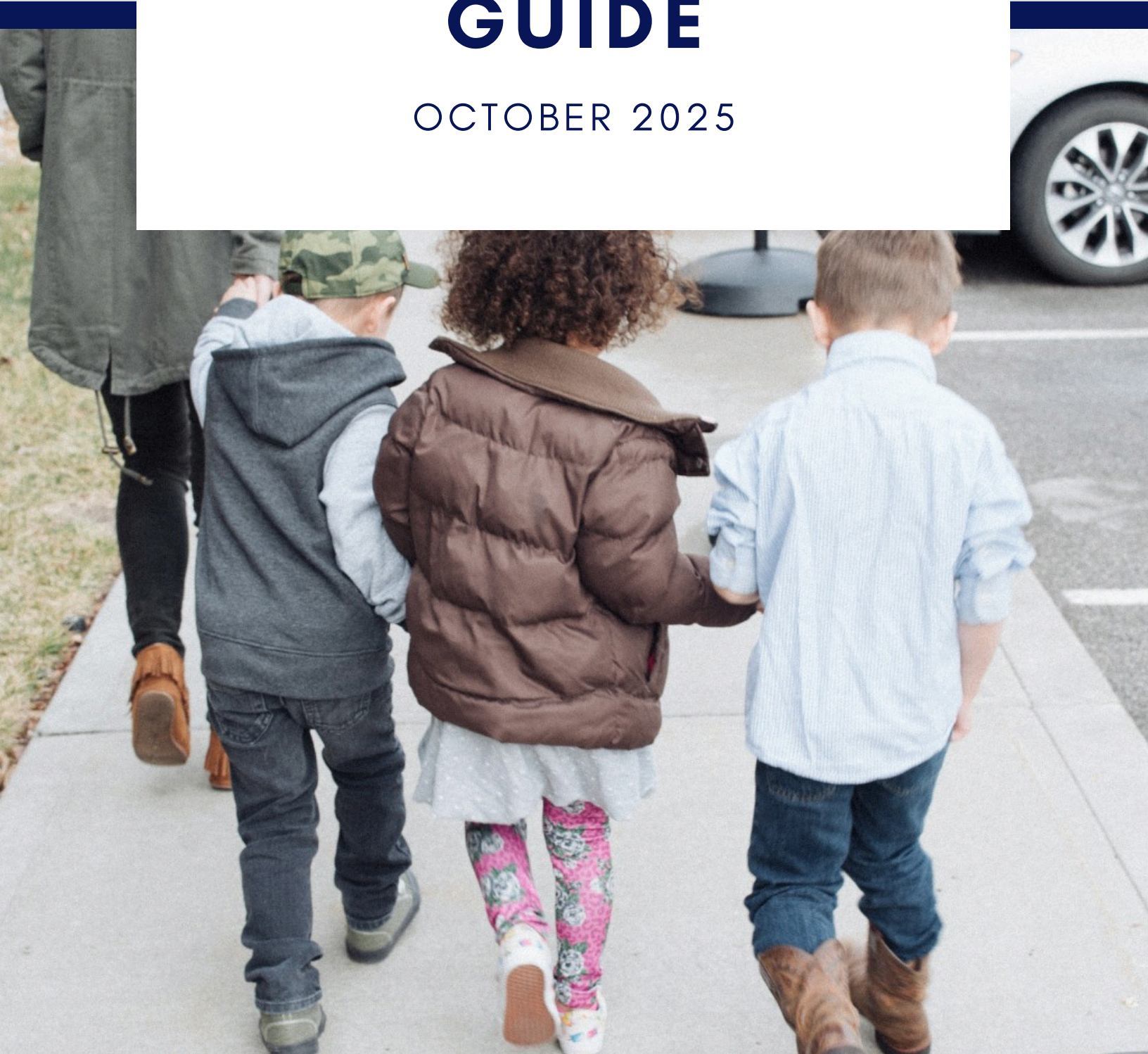


SOCIAL MEDIA GUIDE

OCTOBER 2025



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OCTOBER MINDSET

Hey Church Leader,

October is a season of change, the leaves turn, schedules shift, and rhythms feel different. Just like the seasons, your social media strategy can reflect growth, consistency, and care.

This month, focus on faithful growth: helping your congregation grow in trust, connection, and engagement online and in real life. Your presence matters more than perfectly polished posts. Consistency, encouragement, and authenticity invite people in and remind them God's love is real.

- Focus on engagement, not perfection. Ask questions, encourage conversation, and make space for your audience to respond. The best content is relational, not just informational.
- Encourage and equip. Posts that give practical takeaways, like prayers, reflection questions, or small challenges, invite followers to participate and feel spiritually nourished.

Small, consistent steps matter. Post faithfully, respond intentionally, and guide your audience toward meaningful connection.

Here's to a month of faithful growth, 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.



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.

Pumpkin Patch 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.

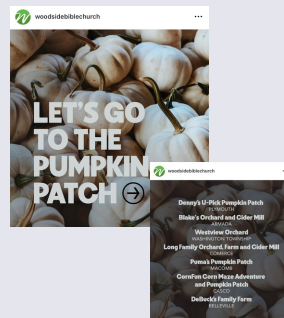
CAPTION EXAMPLES

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?

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!

OCTOBER - CANDYPALOOZA GRAPHIC

Done-For-You Post #1

CandyPalooza — *CF Software

This post uses Church Fuel Software to invite people to your CandyPalooza Fall Outreach event. The best part? The entire landing page for your CandyPalooza event is already done for you, including built-in “Plan Your Visit” tools and branding. 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

Mark your calendar for CandyPalooza happening on October 26th at [Church Name]! We will have lots of candy and fall fun!

We’ve got an exciting day planned for the whole family, including:

- 🍭 TONS of candy for every kid
- 🎈 Giant inflatables
- 👑 Photos with Disney Princesses and characters
- 🍂 Fun fall activities and much more!

Kids are encouraged to come dressed in their favorite (non-scary) costume! Invite your friends and family, and join us for an unforgettable day at [Church Name]!

Why This is a Good Post:

- Easy Invite
- Drives traffic to your website

Thoughtful Response

Examples:

- So glad you’ll be there! What are you most excited for — candy, inflatables, or Disney characters?
- Woohoo! Do you have a favorite costume ready to go?
- Would you like me to send you the full event details?
- We’ve got PLENTY of candy to go around. 😊 What’s your favorite kind?

OCTOBER - 5 PRAYERS OVER YOUR KIDS

Done-For-You Post #2

5 Prayers Over Your Kids Carousel – *CF Software Post

This post uses Church Fuel Software to point people to a practical, helpful article on your church's website: *"5 Prayers Every Parent Can Pray Over Their Kids."* The best part? The entire webpage is already done for you, including built-in "Plan Your Visit" tools and branding. All you have to do is post it. This is an easy way to meet people where they are, encourage them, offer spiritual help, and invite them into deeper connection with your church, without needing to create anything from scratch. Want help using the Church Fuel Software? Join us for the [live call on Thursdays at 11AM](#) and jump into the Software Breakout. We'll walk you through everything.



Why This is a Good Post:

- Encouraging
- Drives traffic to your website

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?

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

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.

OCTOBER - CANDYPALOOZA VIDEO

Done-With-You Post #1

CandyPalooza Invite Video — *CF Software

This selfie video is generic enough that you can use it on your feed to invite families to your church. But the most effective invite would be replacing it with someone from your church. Even though the video is generic, we recommend going into the caption of this post and updating the specifics of what is happening at your church's event.



CAPTION

Get ready for a FREE event that the whole family will love on October 26. CANDYPALOOZA! Here's what we've got in store:

- 🍬 Candy galore for every kid
- 🎈 Giant inflatables
- 👑 Photo ops with characters
- 🌾 Hay slide
- 🐔 Petting zoo
- 🎃 Pumpkin decorating
- 🍁 and so much more!

Kids are encouraged to come dressed in their favorite (non-scary) costumes! Join the excitement at [Church name].

Check out visit.socialchurch.com/candy for more info!

Why This is a Good Post:

- Generic invite video
- Drives traffic to your website

Thoughtful Response Examples:

- So glad you'll be there!
What are you most excited for — candy, inflatables, or Disney characters?
- Woohoo! Do you have a favorite costume ready to go?
- Would you like me to send you the full event details?
- We've got PLENTY of candy to go around. 😊 What's your favorite kind?

OCTOBER - 5 PRAYERS OVER YOUR KIDS

Done-With-You Post #2

5 Prayers Over Your Kids -- *CF Software Post

This post also uses the Church Fuel Software to point people to the *"5 Prayers Every Parent Can Pray Over Their Kids"* 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 a family or your kids ministry. 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

Parenting can feel overwhelming at times. The late-night worries, the what-ifs, the moments when you wish you could protect your kids from everything. 🧡

The good news? You don't have to carry it all alone.

Prayer is where we release our kids into the loving hands of a God who can be with them even when we can't. 🙏

We've put together 5 powerful prayers you can pray over your children — for their salvation, protection, friendships, purpose, and character.

Want us to send it to you? Comment the word "kids" below.

Why This is a Good Post:

- Encouraging
- Drives traffic to your website

Thoughtful Response Examples:

- What's one way you've seen God already working in your child's life?
- Which of these prayers do you think you'll start with today?
- How do you usually teach your kids to pray or talk about God?
- What's one thing you're most thankful for in your kids this week?

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 Caption:

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?

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)

What’s my purpose? Why am I here? If you’ve ever wrestled with questions like these, you’re not alone. This Sunday, (Lead Pastor’s Name) is unpacking how to discover God’s calling on your life — and how to start walking in it. Don’t miss it.

Secondary Caption Info: (people at church)

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]



REGULARLY POSTED CONTENT

Next Steps

Primary Goal:

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

Method:

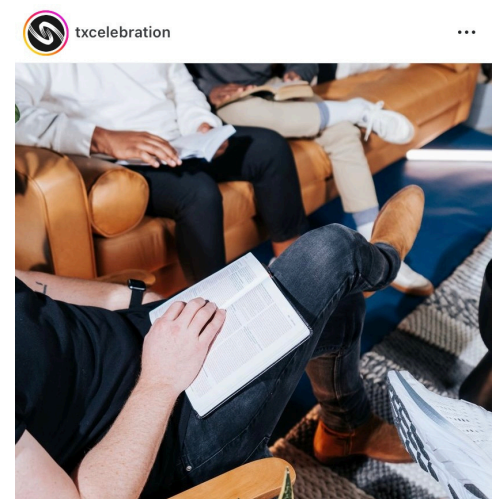
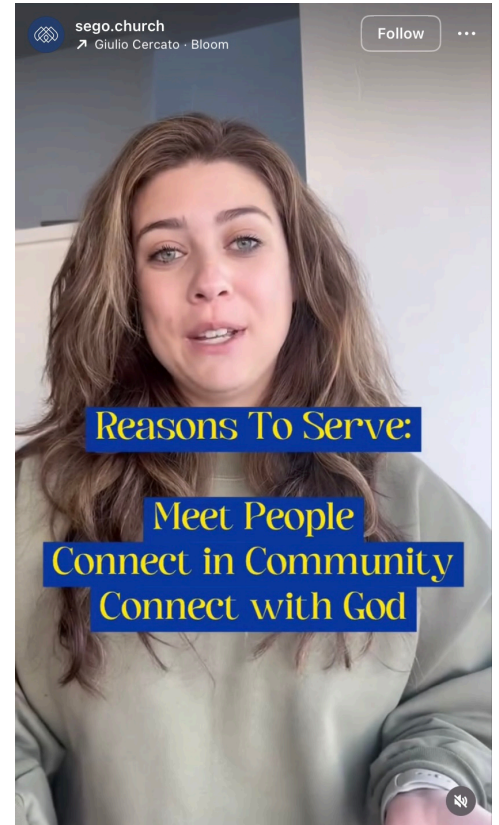
How — Always through storytelling: short quotes, video snippets, or photos from real people — not slides with info.

Suggested Caption: (Welcome Party)

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. Ready to come? Tap the link in bio or drop a comment below and we'll save you a spot!

Suggested Caption: (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. Interested in getting baptized? Tap the link in bio and we'll help you take the next step.



REGULARLY POSTED CONTENT

Volunteer Highlight

Primary Goal:

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

Secondary Goal:

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

Method:

Photo of volunteers in action.

Suggested Caption:

Meet [Name], one of our amazing parking volunteers! Rain, shine, or Minnesota snowstorm, you'll see him out front with a wave and a smile, helping you find a spot and start your morning with joy. He's hospitality in action! 🚗✨

Secondary Caption Info:

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

Such as, Thanks, [Name]! You make pulling into church feel like pulling into a friend's driveway. Your kindness and welcome make a bigger difference than you know! 🙌🙌



OCTOBER - WE ARE SOOOO EXCITED

Social Post #1

We are sooo excited to see you

This is a fun, high-energy invitation post that uses real photos of your people to show the life and joy of your church. Create a carousel with 4-6 photos of smiling faces, worship moments, or friends connecting. Use playful text stretched across the slides to say: "We are sooooooooooooo excited to see you!" with the extra "o's" carrying over from one slide to the next. The goal is to make your church feel warm, personal, and welcoming while giving people a clear invitation to join you on Sunday.

- [Basic template](#)

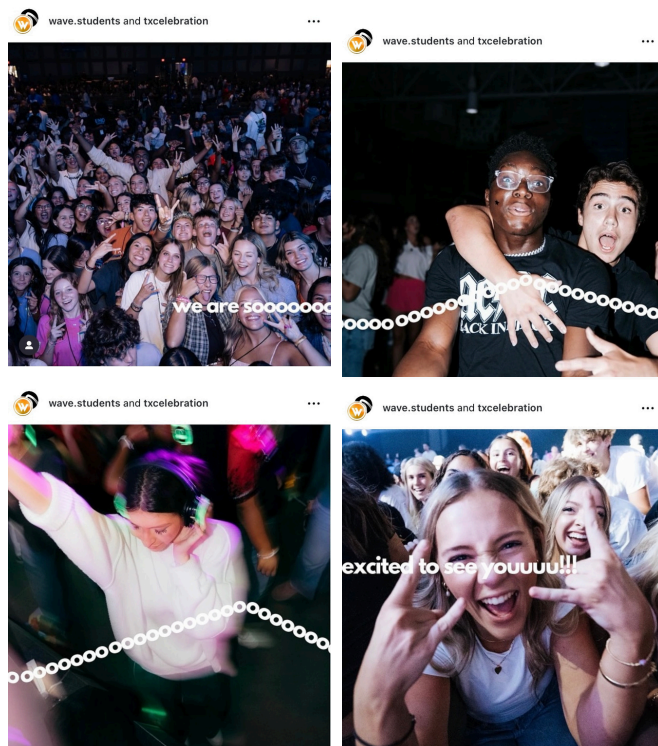
CAPTION EXAMPLES

Teaser: We can't contain our excitement...

Counting down the days, hours, and minutes until we get to worship, grow, and laugh together this Sunday.

Engagement: We love seeing people come alive on Sunday mornings! If you had to describe church in ONE word, what would it be? Go!

Inspiration: Every Sunday, we gather to celebrate the hope we have in Jesus, and we couldn't be more excited to see what He's going to do this week. Come expectant, come ready, and come knowing you belong here.



Why This is a Good Post:

- Clear invitation
- Smiling faces

Thoughtful Response Examples:

- What makes that part of Sunday so special for you?
- Who are you bringing with you this week?
- What's been your favorite moment at church recently?
- What has God been teaching you in this season?

OCTOBER - PUMPKIN PATCH

Social Post #2

Pumpkin Patch 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.

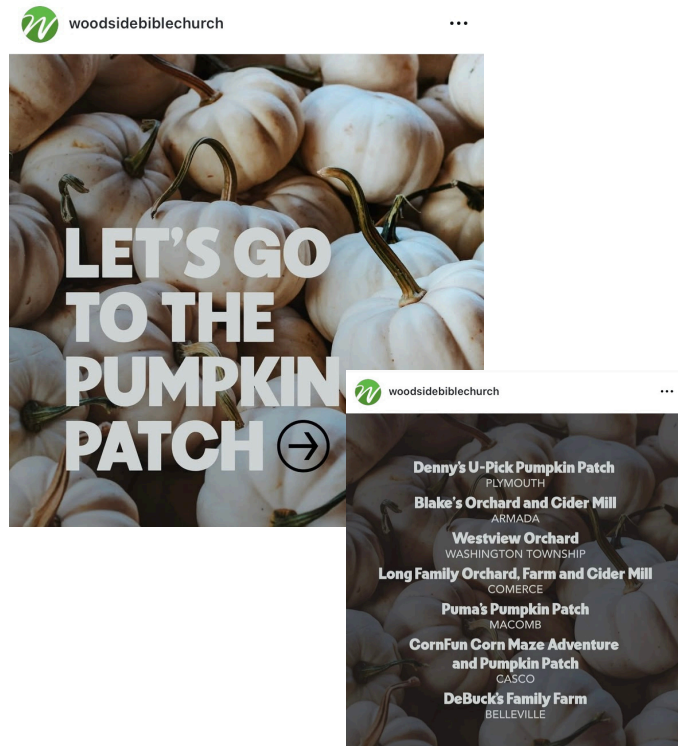
CAPTION EXAMPLES

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:

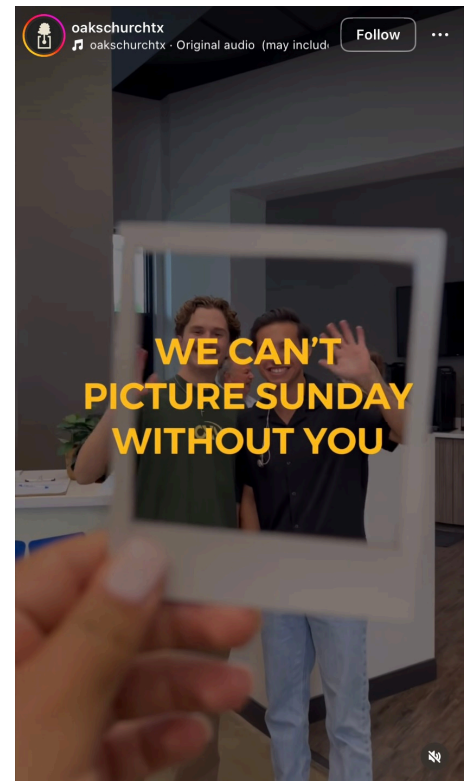
- What design are you thinking of carving this year?
- Fall family traditions are the best! What's one tradition you look forward to every year?
- Do you usually take photos while you're there? We love seeing fall family pics!
- What's your must-have fall treat when you go?

OCTOBER - WE CAN'T PICTURE

Social Post #3

We Can't Picture Sunday Without You

This reel uses a fun, creative format to grab attention and highlight the joy of your church family. Keep it simple: film a few quick clips of smiling faces, worship moments, or friends connecting, using a polaroid-style frame for a unique visual twist. It's an easy way to invite people to church while reinforcing that everyone belongs. [Click here to see the video example.](#)



CAPTION EXAMPLES

Teaser: Picture this: A Perfect Sunday! 🍁
🍷

Community. Worship. Growth. You belong here, and we can't wait to see you this weekend! [Insert Service Times]

Engagement: Think back to the very first time you came to church — what made you feel most welcomed? Share your story below!

Inspiration: "Let us consider how we may spur one another on toward love and good deeds... not giving up meeting together, as some are in the habit of doing, but encouraging one another." — Hebrews 10:24-25 ✨ We gather each week because we need each other. We can't picture Sunday without YOU!

Why This is a Good Post:

- Lots of smiling faces
- Video content

Thoughtful Response Examples:

- That's such a beautiful story. How did you first get connected here?
- Can't wait to see you! Have you been inviting anyone new this week?
- Drop an emoji that shows how you feel when Sunday morning arrives. 😊🙌🔥🍷

OCTOBER - PASTOR APPRECIATION

Social Post #4

Pastor Appreciation Day

The month of October is Pastor Appreciation Month and October 12 is Pastor Appreciation Day this year. 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.

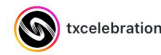
CAPTION EXAMPLES

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 - CHARGER REEL

Social Post #5

Bible vs. Phone Charger Reel

This reel draws a simple but powerful comparison: just like your phone needs to be charged, your soul needs to be filled with God's Word. It's an easy visual to capture and a great conversation starter for encouraging daily Bible reading. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: One charges your phone...

... the other charges your life. 🔌 Let God's Word recharge you today!

Engagement: Tell us -> what helps you stay consistent in spending time in God's Word?

Inspiration: Our devices may connect us to the world, but God's Word connects us to the source of true life. Just like we need to recharge our phones daily, our souls need the life-giving power of Scripture. "Your word is a lamp to my feet and a light to my path." — Psalm 119:105 🌟

Why This is a Good Post:

- Relatable and shareable visual
- Encourages scripture engagement

Thoughtful Response Examples:

- That's a great tip! How did you first develop that habit?
- How has spending time in Scripture encouraged you this week?
- That's powerful! Would you share your favorite Bible verse?
- We all have seasons where it's tough to stay consistent. What helps you push through?

OCTOBER - CANDY PALOOZA

Social Post #6

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 - NEARBY PLACES REEL

Social Post #7

Nearby Local Spots Reel

Showcase the community around your church by asking members their favorite local coffee shop, lunch spot, or sweet treat location. It's fun, personal, and highlights that your church is deeply connected to the local community. Go ahead and tag any business mentioned in the reel. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: Need a new lunch or coffee spot?

Our church family has some suggestions!
Watch this before you make your weekend plans. 🍴🍷

Engagement: Have you tried any of these places? What's your favorite hidden gem in town? Share it in the comments!

Inspiration: Food has a way of bringing people together. Let's continue to build community in big and small ways.

Why This is a Good Post:

- Builds local connections
- Relatable and approachable

Thoughtful Response Examples:

- Yum! What's your favorite thing to order there?
- We've never tried that one, what makes it special?
- We love that place too! How did you first find it?

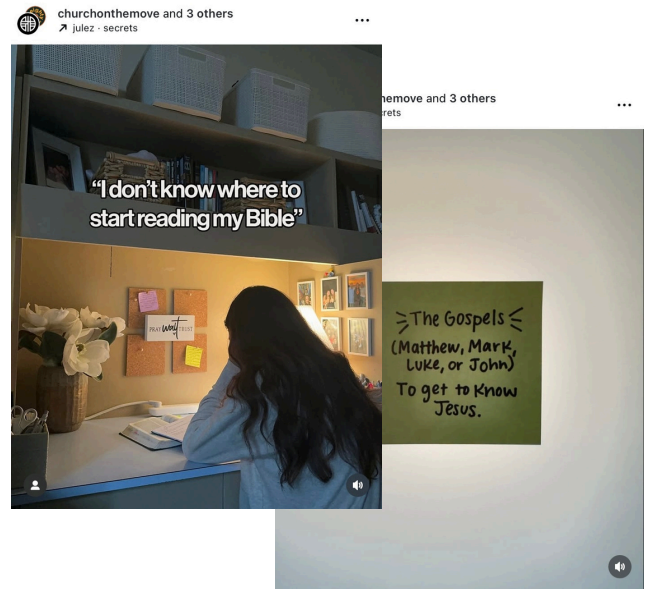
OCTOBER - READ THE BIBLE

Social Post #8

Bible Reading Carousel

Many people feel unsure where to start reading the Bible. This carousel provides practical next steps by suggesting places to start. It's designed to remove barriers and encourage spiritual growth. Here are some examples you could include:

- The Gospels (Matthew, Mark, Luke, or John) to get to know Jesus.
- Psalms to learn to pray honest prayers.
- Genesis to learn humanity's origin story.
- 1 John to know God's love.
- Exodus to see God's character and power to save.
- James to live out our faith.



Why This is a Good Post:

- Makes Bible reading approachable
- Encourages spiritual growth

Thoughtful Response Examples:

- That's a great starting point! What did you learn from it?
- Love that passage! Why is it meaningful to you?
- Thanks for sharing! Do you journal or take notes while you read?
- That's a powerful verse! How has it spoken to you this week?

CAPTION EXAMPLES

Teaser: Feeling overwhelmed by the Bible?

Swipe for some simple starting points.

Engagement: What's a favorite Bible passage that's encouraged you recently?

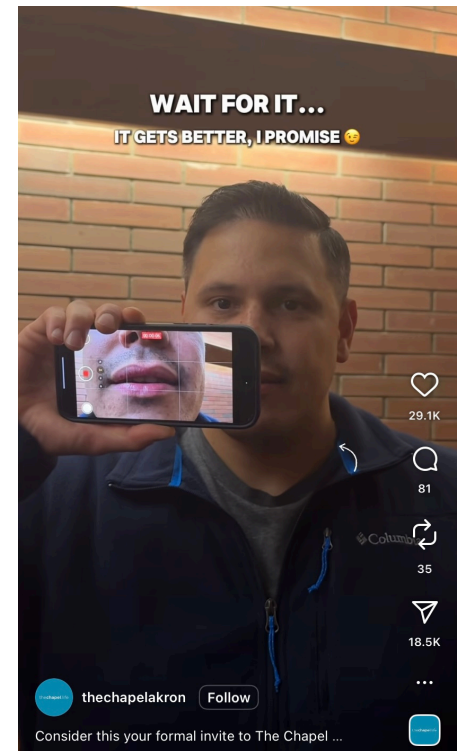
Inspiration: God's Word is living and active. Start small, stay consistent, and let His truth guide your life.

OCTOBER - PASTOR'S MOUTH REEL

Social Post #9

Pastor's Mouth Reel

A goofy reel where your pastor invites people to church but the video of their mouth is held up by different members of your church so it looks like everyone is sharing the same message. It's fun, unexpected, and highly shareable while giving a clear invite. [Click here to watch the video example.](#)



CAPTION EXAMPLES

Teaser: We got a little creative with this week's invite. 😊

We can't wait to worship with you this Sunday at [time]!

Engagement: We're ready for Sunday and we hope you are too! What's your favorite part about gathering on Sundays? We'd love to hear!

Inspiration: Sunday is coming, and with it a fresh chance to meet with God, grow in His Word, and be reminded that we're not walking this journey alone. Come join us at [time]--we saved you a seat.

Why This is a Good Post:

- Video content does well
- Fun, creative, and memorable invite

Thoughtful Response Examples:

- Love that! Has that part of church helped you grow in your faith?
- Wow, thank you for sharing that. How did you see God at work through that situation?
- We love that! Do you have any tips for inviting friends who've never been to church?
- You're going to make Sunday so much fun! Who else can you invite to join?

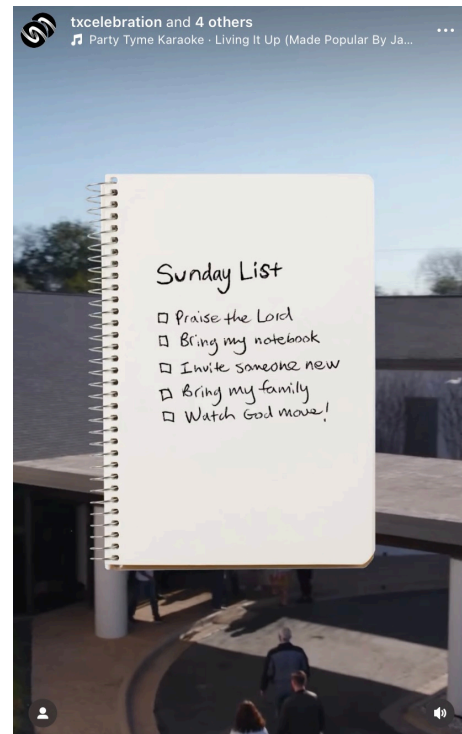
OCTOBER - SUNDAY LIST

Social Post #10

Are You a List Maker?

A simple, bold graphic with a checklist for Sunday morning. It's a visual reminder to come prepared for worship and to bring others along. You could make this a reel like [this example](#) or you could make it a graphic over a ministry photo at your church.

- Sunday List:
 - Praise the Lord
 - Bring my Bible & notebook
 - Invite someone new
 - Bring my family
 - Watch God move!



CAPTION EXAMPLES

Teaser: Your Sunday checklist

We gather not just to check boxes, but to encounter the living God.

Engagement: We can't wait to see God move! What's one thing you'd add to this list?

Inspiration: "This is the day the Lord has made; let us rejoice and be glad in it." — Psalm 118:24 Sunday is the best day of the week!

Why This is a Good Post:

- Clear, simple reminder that grabs attention
- Encourages people to invite others and come prepared

Thoughtful Response Examples:

- What's your favorite way to get ready for Sunday?
- How has preparing for church helped you grow spiritually?
- Love that addition! Why is that one important to you?

OCTOBER 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 CandyPalooza (pg 9)	02 5 Ways to Practice Gratitude Daily (pg 39)	03 We are sooo excited (pg 19)	04 Pumpkin Patch (pg 20)
05	06 Service/Sermon Recap (pg 15)	07 5 Prayers Over Your Kids (pg 10)	08 Volunteer Highlight (pg 18)	09 We Can't Picture (pg 21)	10 World Mental Health Day (pg 37)	11 Weekend Service Invite (pg 16)
12 Pastor Appreciation Day (pg 22)	13 Service/Sermon Recap (pg 15)	14 CandyPalooza Video (pg 12)	15 Next Steps (pg 17)	16 Charger Reel (pg 23)	17 Weekend Service Invite (pg 16)	18 Candy Pick (pg 41)
19 Sunday List (pg 28)	20 Service/Sermon Recap (pg 15)	21 Nearby Places Reel (pg 25)	22 Kids Matter to Us Because they Matter to God (pg 36)	23 CandyPalooza (pg 24)	24	25 Weekend Service Invite (pg 16)
26 Mic'd Up Conversation About the Sermon (pg 40)	27 Service/Sermon Recap (pg 15)	28 Read the Bible (pg 26)	29 Pastor's Mouth Reel (pg 27)	30 Kids Tour of Your Church (pg 38)	31 5 Prayers Over Your Kids (pg 13)	

OCTOBER FACEBOOK AD COPY

CandyPalooza Selfie Video Script

Hi there! I'm Pastor [Your Name] from [Church Name], and I want to personally invite you and your family to something we think you're really going to love — it's called CandyPalooza, and it's happening right here at our church on [Date] at [Time].

CandyPalooza is a free, family-friendly event that brings all the fun of fall — without the stress. Your kids can wear their favorite (non-scary) costumes, play awesome games, get creative with some fun crafts, and of course — go home with tons of candy! 🍬🍭

This is one of our favorite events of the year, and we've designed it with your family in mind — safe, welcoming, and full of joy.

Whether you've never been to church before or you've just been away for a while, this is a great time to come say hello, let your kids have a blast, and meet some friendly faces from your community.

We'll have activities like [mention 2-3 examples: "pumpkin bowling, candy corn ring toss, and a selfie station"] — all totally free.

So grab your crew, dress up, and come on out to CandyPalooza at [Church Name]!

We can't wait to meet you.

[PAUSE, SMILE]

See you there!

OCTOBER FACEBOOK AD COPY

Building Your Ad

Log into <https://www.facebook.com/business/tools/ads-manager> to create your Facebook ad.

Primary Text:

🎃 Candy + Costumes + Family Fun = CandyPalooza! 🍬🔍

Looking for a safe, fun, and FREE way to celebrate fall with your family?
Join us at [Church Name] on [Date] at [Time] for CandyPalooza!

✨ Wear your favorite non-scary costumes

🎲 Play awesome games

🎨 Get creative with fun crafts

🍬 Go home with TONS of candy!

It's completely free — a stress-free way to make sweet fall memories.
Bring your crew, invite some friends, and join the fun!

Click the link below to Plan your Visit!

Headline:

Free Family Fall Event - CandyPalooza!

Description:

Games, candy, costumes & fun — all FREE at [Church Name]!

PLAN YOUR VISIT COPY

The **“Plan Your Visit” system** is the best way to make people feel welcome, to help them be hosted, and to break down barriers BEFORE they ever attend. This starts with incorporating this in your Social content. If you are using this system, make sure to include it in your Social Media posts. You can find the Plan Your Visit Course [here](#). Below are 3 samples to include in your captions.

Option #1: To Parents

We know getting the whole crew out the door can feel like a major mission. Let us take some of the pressure off! When you Plan Your Visit ahead of time, we'll have everything set for you — from kids check-in to a warm welcome at the door. Skip the lines and the stress!

👉 Plan your visit here: (Link)

Option #2: To Moms

Hey, Moms — we see you! We know how important it is to feel confident that your kids are safe, loved, and having fun. When you Plan Your Visit at (Church Name), we'll be ready to walk you to your child's space and make sure you feel at ease before service even starts.

💛 We can't wait to meet you! Plan your visit here: (Link)

Option #3: To Anyone

Your first visit doesn't have to feel uncertain. When you Plan Your Visit, we'll save you seats, meet you at the door, and make sure you have all the details before you arrive. Our team is here to make your first time feel like home from the start!

🙌 Plan your visit today: (Link)

YOUR BIGGEST CHALLENGES

HERE IS WHAT WE'RE HEARING FROM CHURCH LEADERS

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



JOHN-ERIK MOSELER SOCIAL MEDIA EXPERT

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

YOUR BIGGEST CHALLENGES

Challenge 1:

“What do you mean by spending 48 hours on a post?”

Quick Tips from John-Erik & Ashley Coffman:

Give posts breathing room:

Don't rush to post every day. Instead, focus on 1-2 high-quality posts each week. This allows you to be intentional about fostering engagement instead of scrambling to constantly create new content.

Actively encourage engagement:

After you post, don't just hope people will interact, ask them to.

- Text 10 people and ask them to comment or share.
- Have volunteer leaders rally their teams to engage.
- From the stage on Sunday, ask everyone to pull out their phones and share or comment on a key post.
- Send an email with a direct link encouraging people to invite friends by sharing.

Plan for 48 hours of follow-up:

Instead of just posting and moving on, spend the next two days strategically working that post. This grassroots approach turns a single post into a movement by using multiple touchpoints — social, text, email, and in-person.

Start messy, then improve:

Don't wait for the “perfect” post. Social media is about trial and error. You'll only get good by practicing, learning, and adjusting as you go.

Focus on quality, not quantity:

Two well-crafted, well-promoted posts will have more impact than seven rushed ones. Think of each post as a campaign, not just content.

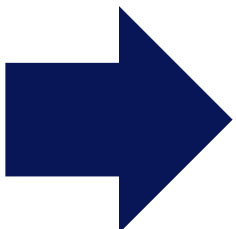
YOUR BIGGEST CHALLENGES

Watch the full interview where John-Erik answers the customer's question listed on the previous page.

“Rather than just hoping that the engagement happens because the content is so good, you actually work the engagement around the post.”



WATCH INTERVIEW



Do you have a social media question for John-Erik? Do you have an obstacle you'd like to get input on in the future? [Fill out our social media survey here!](#)

BONUS SOCIAL MEDIA POST #1

Kids Matter to Us Because They Matter to God

Highlight the heart of your kids ministry with a joyful reel that includes short clips of kids playing, worshipping, or learning about Jesus. Overlay text that says: *"Kids matter to us because they matter to God."* The purpose of this post is to show families that their children are loved, safe, and spiritually nurtured at your church. [Click here to watch the video example.](#)

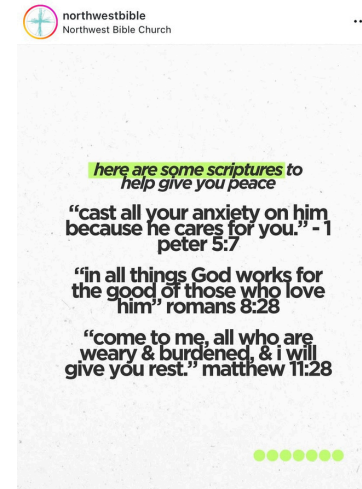
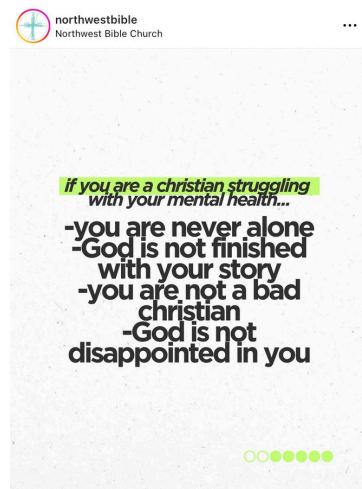
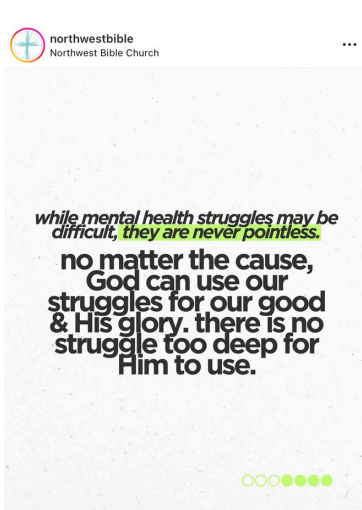
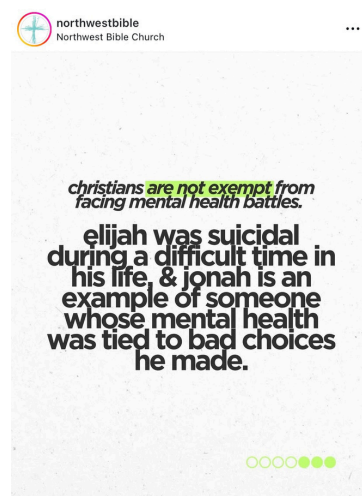
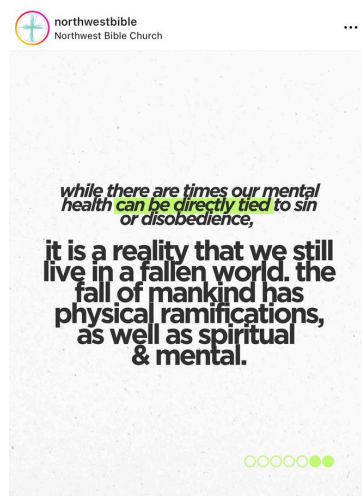
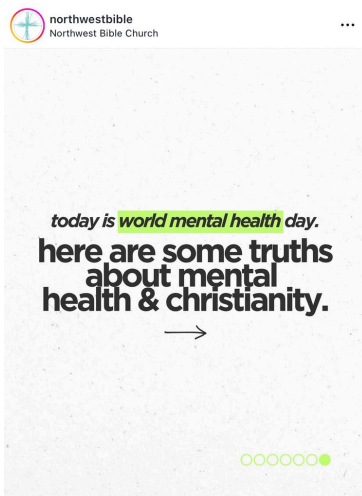
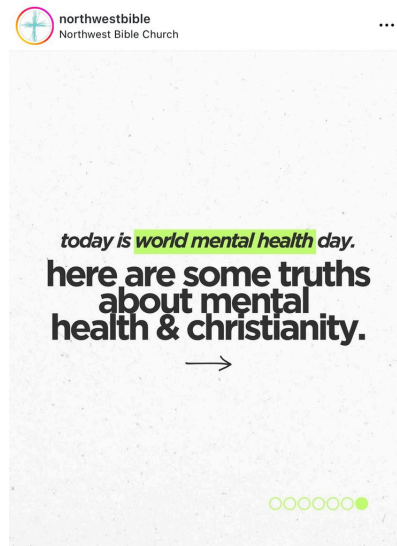


BONUS SOCIAL MEDIA POST #2

World Mental Health Day

World Mental Health Day is October 10.

Create a carousel that addresses common struggles and misunderstandings about mental health and Christianity. The purpose of this post is to remove stigma, point people to hope in Jesus, and remind them they aren't alone. This is a great way for your church to show care and compassion in a very practical way.



BONUS SOCIAL MEDIA POST #3

Kids Give a Tour of Your Church Reel

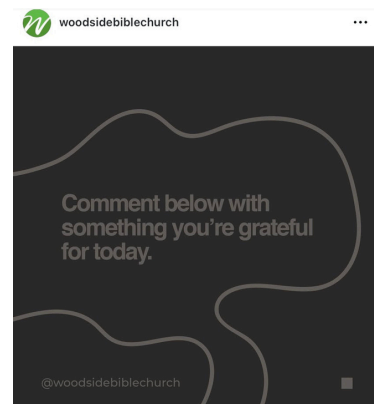
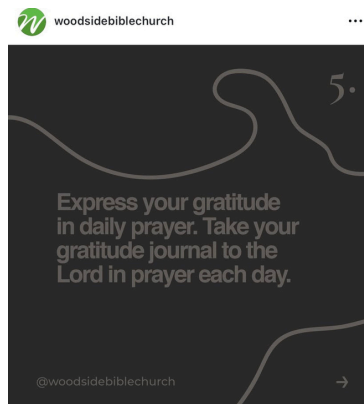
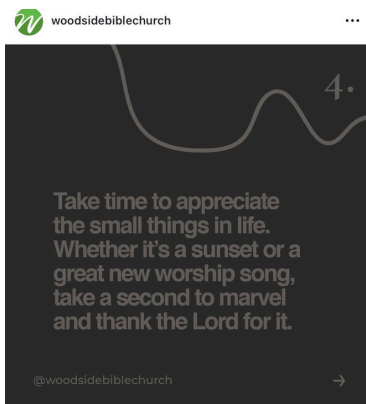
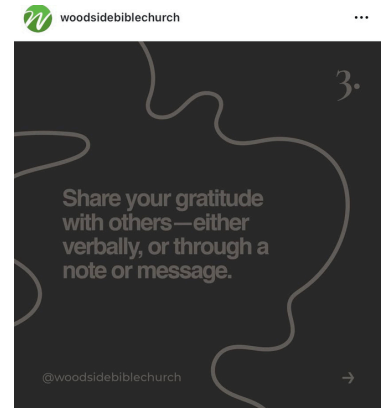
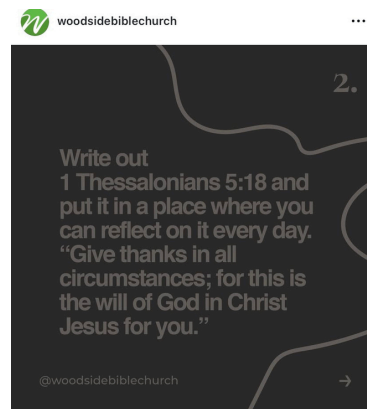
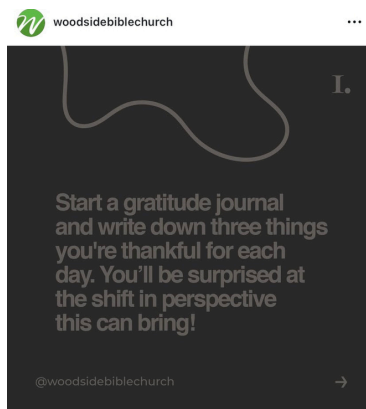
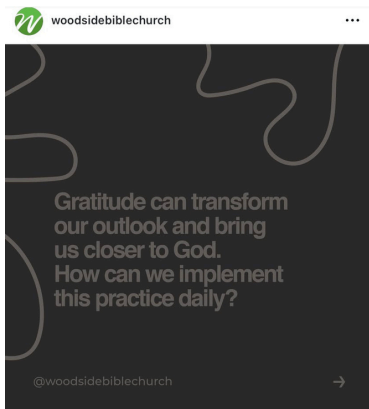
Invite a child to lead a tour of the church, showing the front door, kids check-in, classrooms, and worship space. This fun, playful perspective helps new families feel comfortable and know what to expect, while showing that your church is family-friendly and welcoming. [Click here to watch the video example.](#)



BONUS SOCIAL MEDIA POST #4

5 Ways to Practice Gratitude Daily

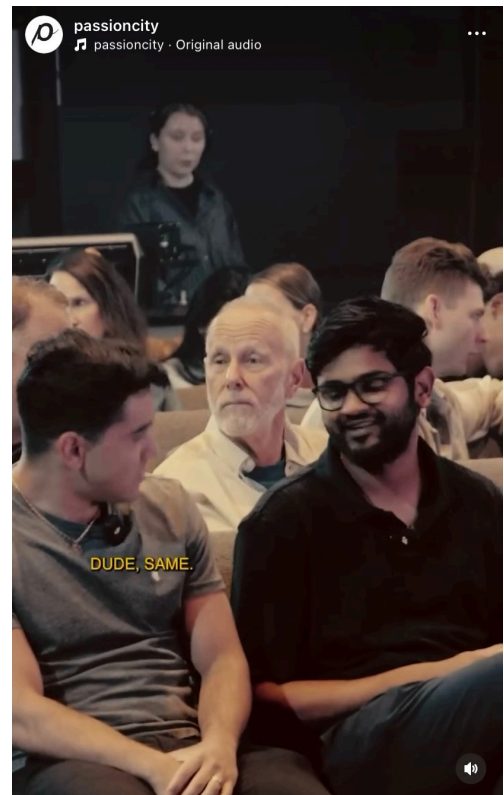
Share a carousel with five simple and actionable ways to practice gratitude each day. This post encourages your audience to build habits of thankfulness that point them back to God, and it's perfect for the fall and moving into Thanksgiving season next month.



BONUS SOCIAL MEDIA POST #5

Mic'd Up Conversation About the Sermon

Film two people sitting together after service, having a natural, unscripted conversation about the sermon. Capture authentic reactions and reflections to model what spiritual conversations can look like, encouraging others to process and apply what they've learned during the week. [Click here to watch the video example.](#)



BONUS SOCIAL MEDIA POST #6

Candy Pick

Post a photo of six different groupings of candy, each labeled with a number. Ask viewers to comment with their pick. This lighthearted, interactive post is fun for all ages, encourages comments and engagement, and ties in perfectly with fall and Halloween season activities.

