

01 Ask, Don't Just Tell

+26% more comments when caption includes a question

- Caption ends with a real, answerable question
- Question is specific — not 'Isn't God good?'
- Question invites a 1-sentence personal response
- You'd answer this question yourself if you saw it
- Caption has a CTA directing readers to comment below

IF NOT: If the caption closes the topic, rewrite it to open it.

02 Start with YOU

15.4 avg comments/post when caption opens with 'you'

- First word or phrase speaks directly to the reader
- Caption leads with the reader's situation, not the church's
- Feels personal — like it was written for one person
- Remove 'We are excited to...' or 'Join us for...' openings
- Caption puts the reader in the story, not the church

IF NOT: If it starts with 'We' or the church name, flip it.

03 Say Enough to Provoke

6.9 avg comments/post for 50–200 character captions

- Caption is between 50–200 characters (the sweet spot)
- At least one emoji used intentionally, not decoratively
- Caption creates tension or curiosity — doesn't resolve it
- You stopped writing before explaining the answer
- Post has at least one emoji (7.3 vs 4.5 avg without)

IF NOT: If it's longer than 200 chars, cut it until it provokes.

04 Post Topics That Unlock Stories

6.8 avg comments/post for Identity & Faith topics

- Content touches: Identity, Calling, Family, or Anxiety/Fear
- Message speaks to a felt need — not just a theological point
- Someone reading this could say 'that's exactly my life'
- Caption invites story-sharing, not just agreement
- Avoid leading with doctrine — lead with the human moment

IF NOT: If it's abstract theology, find the human angle first.

05 One Humor Post a Month

9.1 avg comments/post for meme/humor content

- One humor/relatable post is on this month's calendar
- Content is regional, church-life, or universally relatable
- Post is shareable — a non-attender would forward this
- Caption invites people to identify ('Which one are you?')
- Low production is fine — authenticity beats polish here

IF NOT: If you haven't posted something funny in 30 days, fix that.

06 Respond Like It's Ministry

6.7x comment lift when using a keyword DM funnel

- Someone is assigned to respond within the first hour
- Responses use the commenter's @name
- Emotional comments get a personal DM — not just a like
- ManyChat (or similar) is set up for keyword to DM posts
- Follow-up questions deepen the conversation thread

IF NOT: If no one owns the first-hour response window, assign it now.

WHERE DO YOU STAND?

Calculate: avg comments per post / (attendance / 1,000) = Comments per 1,000 Attenders

LAGGING under 0.5

No comment strategy in place. Start with Principle 01 this week.

TYPICAL 1–2 / 1k

Posting without prompting. Add questions + one keyword trigger.

THRIVING 3+ / 1k

Crosspoint (2.5), Lakeside (2.4), Coastal Community (4.0)

ELITE 5+ / 1k

Anthem (5.6), Mosaic (5.7), Community Church (6.3)