

**FANATICALLY
FOCUSED
ON THE**
Front Door

Update Your Name:

Name, Name | Church



CHURCH
GROWTH
INCUBATOR

MAKE INSTAGRAM COMMENTABLE

Research Backed Coaching from 100 Fast-Growing Churches



LABS

Instagram

Facebook

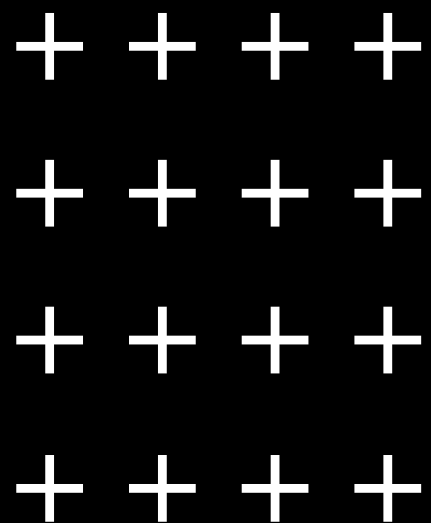
Why Instagram Comment Research?

Methodology

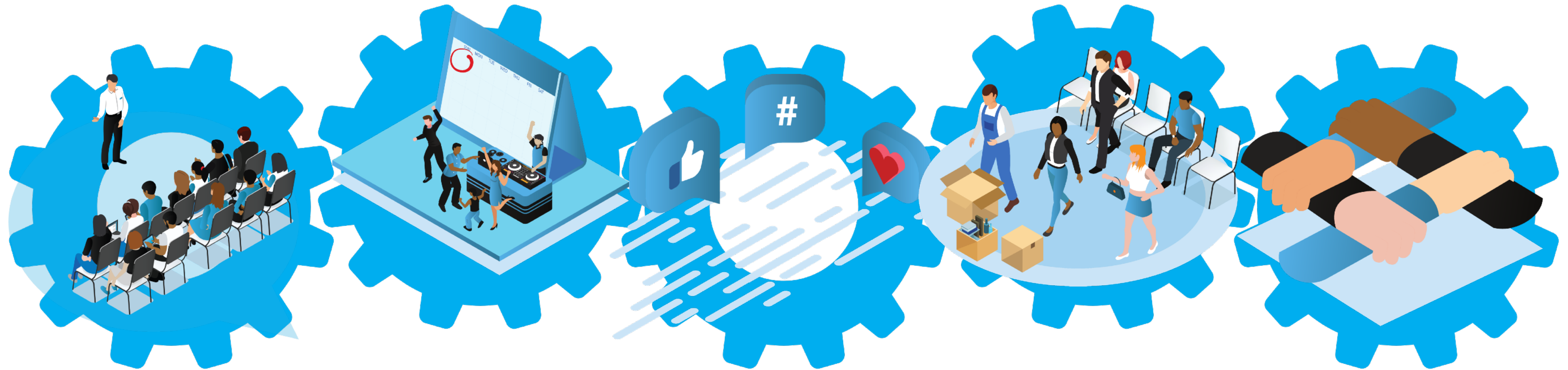
Key Learnings

4 “Best In Class” Examples

MAKE IT COMMENTABLE | Instagram Research from 100 Fast-Growing Churches



5 GEARS of INVITE CULTURE



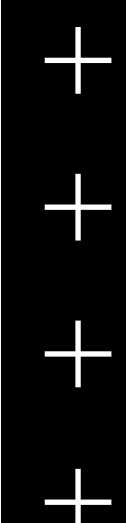
Shareable
Weekend
Teaching

Eventful
Big Days

**Captivating
Online
Conversations**

Magnetic
Community
Service

Appealing
Volunteer
Experience





Why **Instagram** Comment Research?

- On average American adults spend 33.1 minutes a day on Instagram a day.

eMarketer, 2025, via Backlinko / DemandSage

- 80% of Americans aged 18–29 are on Instagram

Pew Research Center, Americans' Social Media Use, 2025

- Instagram's U.S. user base grew 40% between 2021 and 2025 — faster than Facebook, YouTube, or TikTok

Pew Research Center, Americans' Social Media Use, 2025





Why Instagram **Comment** Research?

- **Likes are passive... comments are conversations**
- **A comment means someone felt something strong enough to respond**
- **Comments signal the algorithm to show your content to more people**



Sample // 100 fast-growing churches from the Outreach 100 list, analyzed across 3 of their most-commented Instagram posts from the last 12 posts.

Geographic Distribution // 27 U.S. states represented

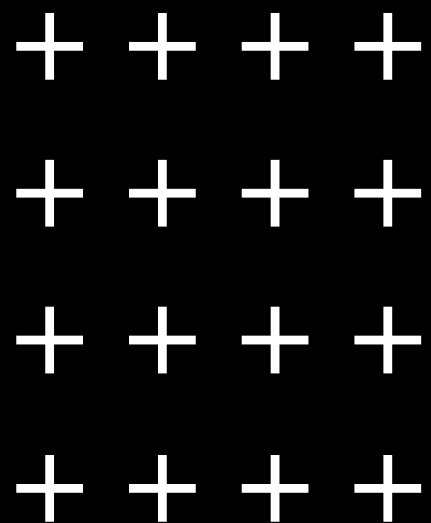
Church Size Range // 1,037–54,142 average weekend attendance

Data Collected // Instagram engagement rate (likes + comments ÷ followers × 100), Average comments per post, Caption text and structure, Call-to-action type, Content category, Comment content and response patterns

Analysis // Comment volume by content type, Caption hook structure, CTA effectiveness, DM funnel usage and lift, Posting frequency patterns, Size and rank correlations



Instagram Comment Research





How does this **research** fit with other resources in Church Growth Incubator?

- What to post when:

- INSTAGRAM PRACTICES OF FAST-GROWING CHURCHES
- Amanda Nelson - Lessons from Pantano Christian's Approach to Social Media



- How to get more engagement:

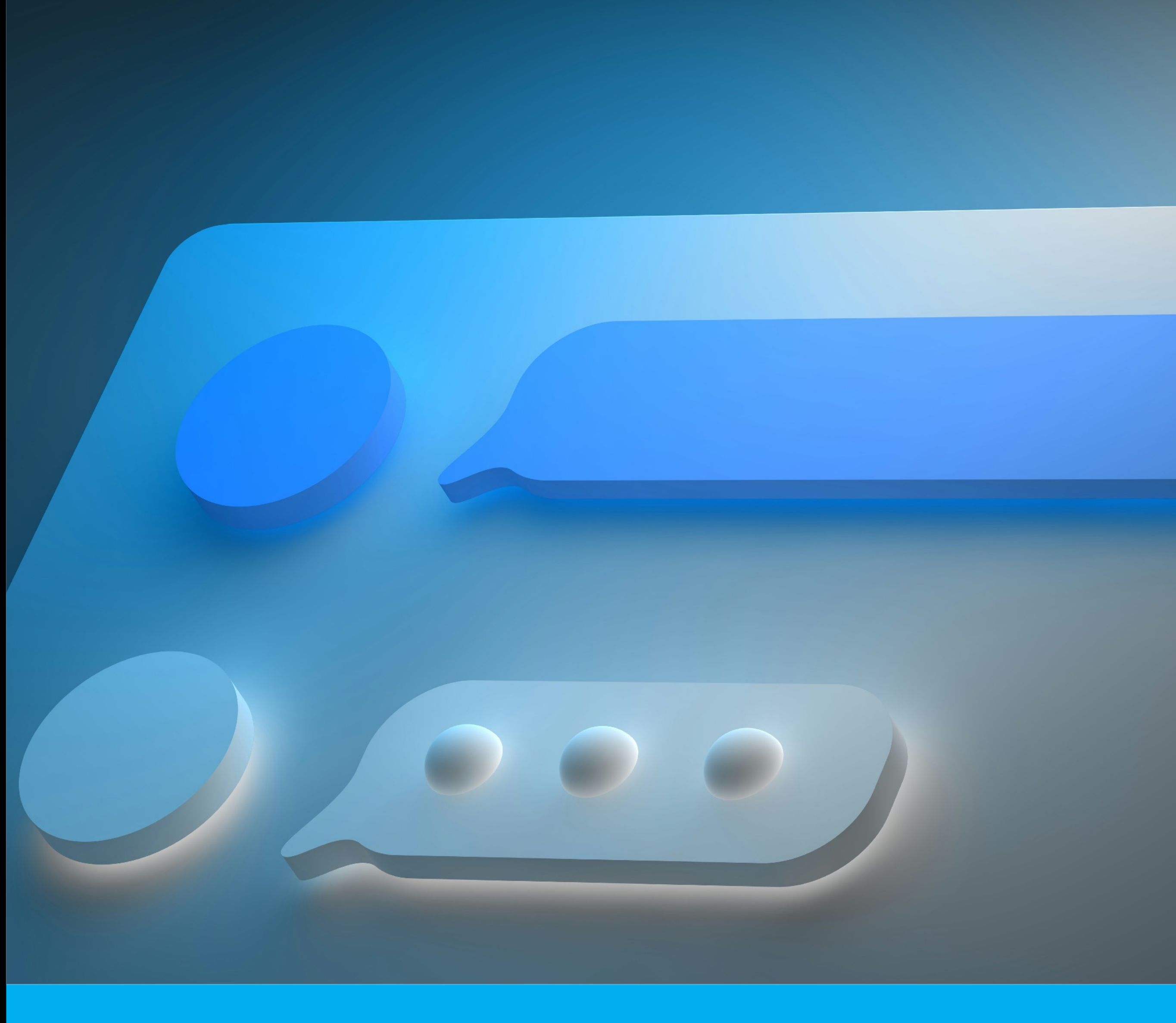
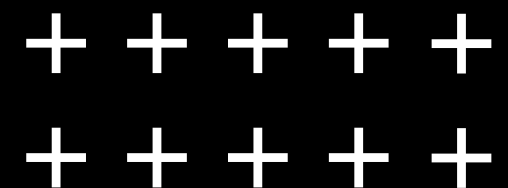
- MAKE INSTAGRAM COMMENTABLE





6 PRINCIPLES

for Making Your
Instagram More
Commentable





PRINCIPLE 01

Ask, Don't Just Tell

7.2

+26%

avg comments
when caption
includes a question

5.7

avg comments
when caption
has no question

The question has to be REAL.

✓ "What do you feel like is impossible in your life right now?" — Anthem Church

✓ "What's one step you're taking to follow Him this week?" — EastLake

✗ "Isn't God good?" — (no one answers rhetorical questions)

Don't close the topic. Open it.





PRINCIPLE 02

Start Your Caption with YOU

"YOU" language in the first line averages 15.4 comments — highest of any caption hook type

"You might have never had a father speak these words to you, but this is for you."

VI Church — 29 replies

"You were never meant to figure this out alone."

Crosspoint City Church — 30 replies

"Your first problem is thinking being blessed is a feeling."

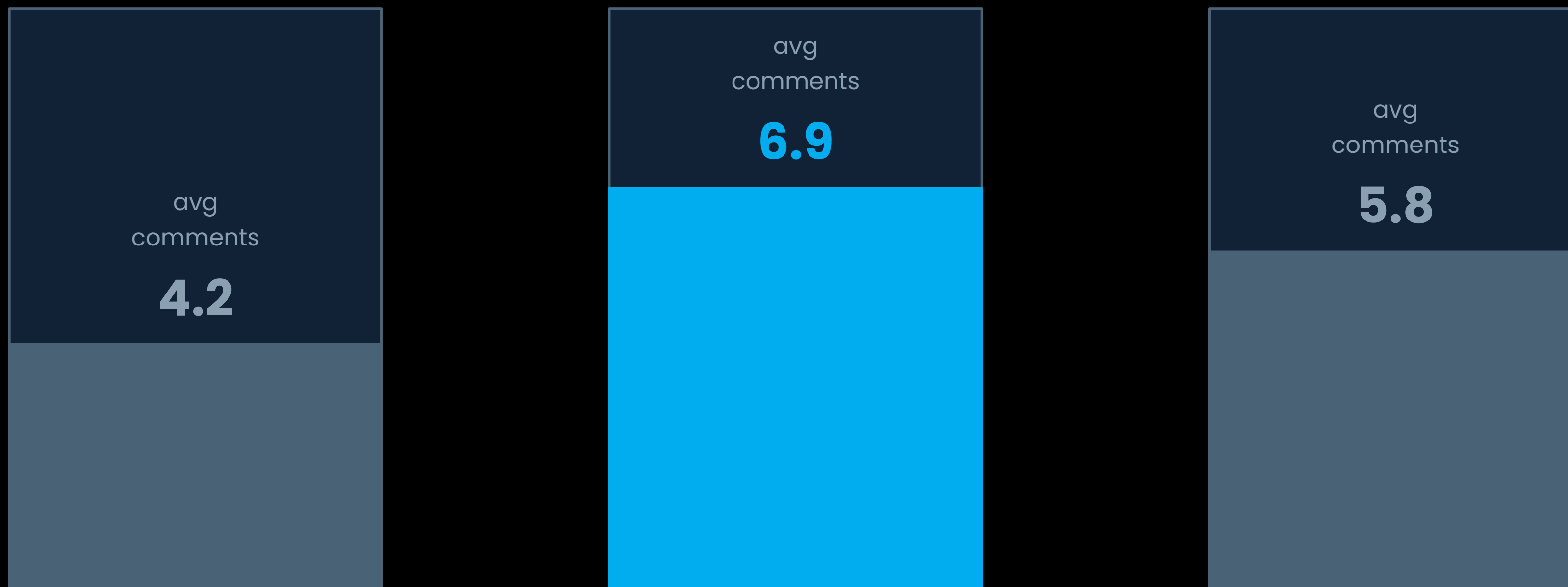
Union Church — high engagement





PRINCIPLE 03

Say Enough to Provoke, Not Enough to Lecture



Short
(<50 chars)

Too brief — no hook

Medium
(50-200 chars)

↑ SWEET SPOT ↑

Long
(200+ chars)

Overexplaining kills it





thursdaysatmariners and marinerschurch
Original audio

thursdaysatmariners 1w
Last night, we witnessed 122 baptisms and 118 people saying "I believe" all because of one Savior who still changes everything! 🙌

mollyefarris 1w
👍👍👍👍
3 likes Reply

Hide all replies

thursdaysatmariners 1w

741 36

March 27

Add a comment...

130 Character Caption with an emoji!

Replying to comments directly.

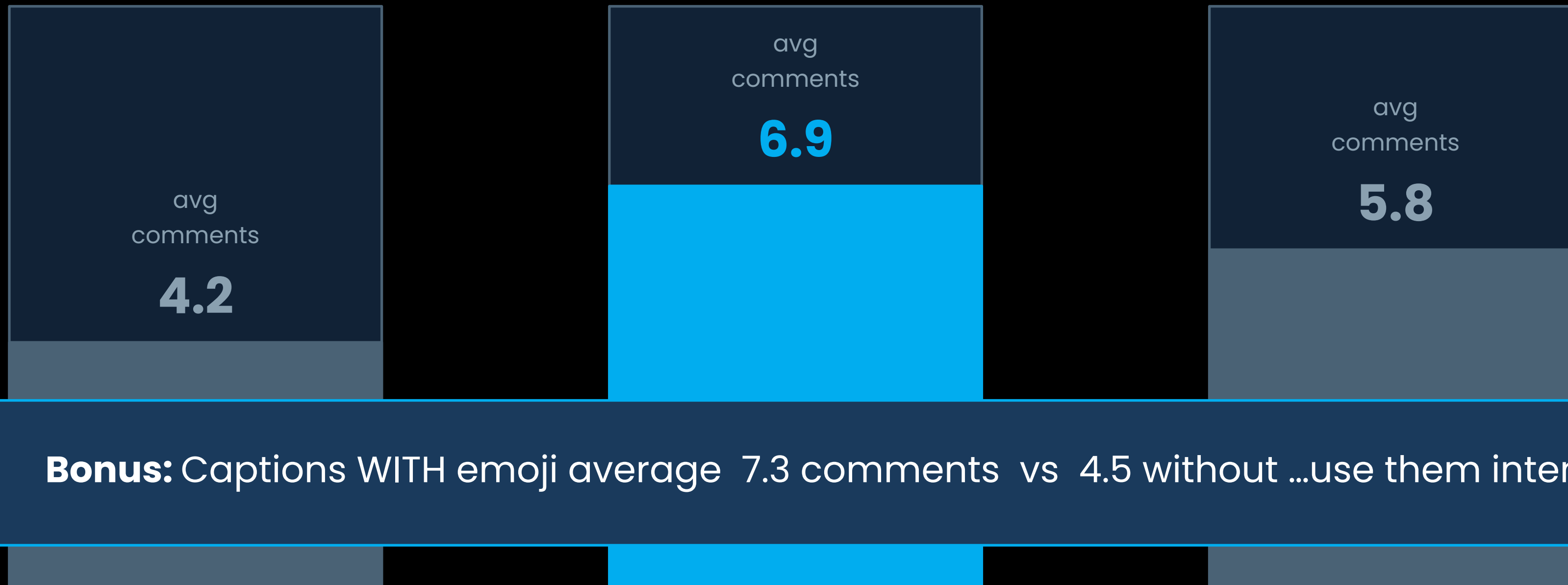
Great Video!





PRINCIPLE 03

Say Enough to Provoke, Not Enough to Lecture



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(<50 chars)

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Medium
(50-200 chars)

↑ SWEET SPOT ↑

Long
(200+ chars)

Overexplaining kills it





PRINCIPLE 04

Post About Topics That Unlock Personal Stories

Identity & Calling

6.8 avg comments

Impossible Situations & Faith

6.8 avg comments

Fatherhood & Family

6.5 avg comments

Anxiety, Fear & Overwhelm

6.2 avg comments

Relationships & Marriage

6.2 avg comments

Sin, Grace & Shame

5.9 avg comments

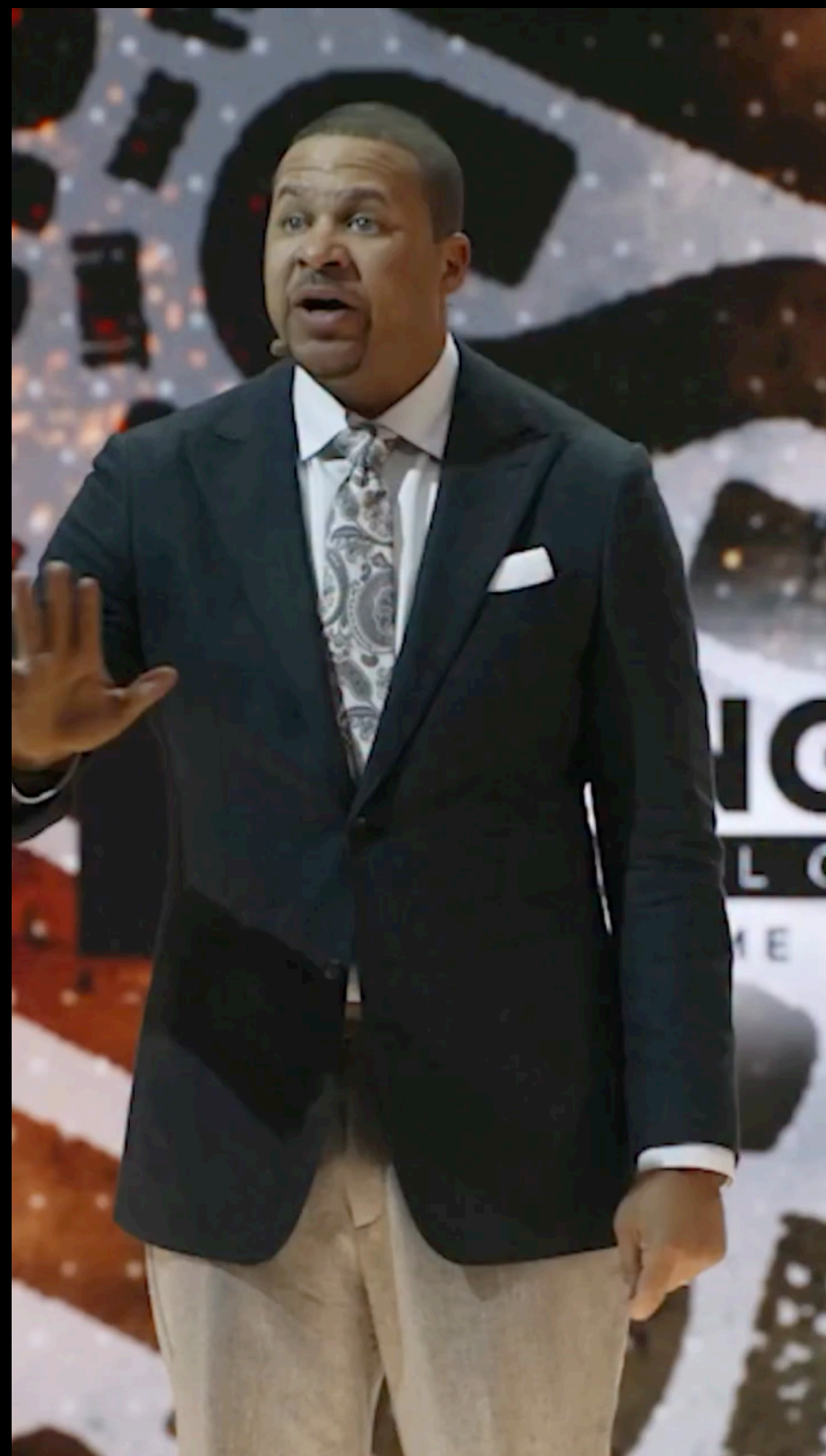
New Seasons & Change

5.9 avg comments

Holy Spirit & Prayer

5.3 avg comments





kfamechurch

Original audio

Follow ...



kfamechurch Edited · 2w

The very things that once fit your life can become the very things that limit your growth. Here's your reminder to break out, grow forward and trust that what God is doing in you is worth the discomfort.

There's more on the other side !!

🎥 Watch the Pastor [@matthewlwatley](#)'s sermon last Sunday on YouTube [@kfamechurch](#)

🔥 And we'd love for you to join us tomorrow for our Sunday services either in Calverton or Kingdom 270 as we continue our series on "Thought Wars: Winning the Invisible Battle".

[#SermonClip](#) [#FaithAndScience](#)
[#RenewYourMind](#) [#PastorWatley](#)



404



26



March 21



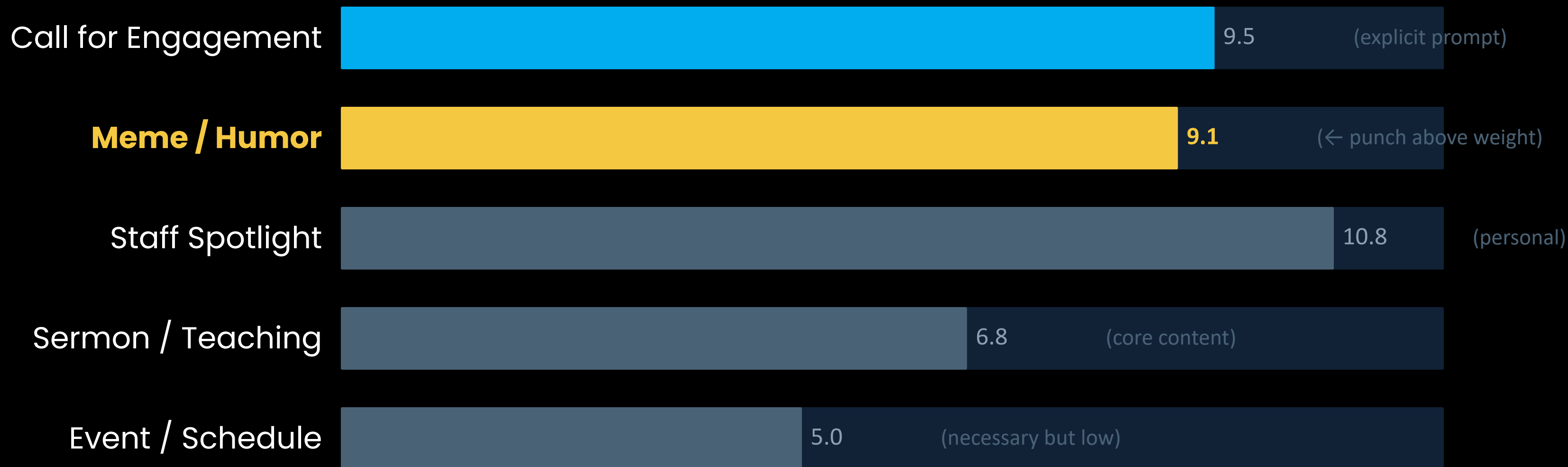
Add a comment...





PRINCIPLE 05

One Humor Post a Month. Seriously.



Humor lowers the drawbridge. Non-attenders share it. Friends see it. Church feels human.





What did I miss this Sunday? 🙄

Ummm...

!?

therocksandiego Follow ...

therocksandiego Edited · 2w
 What did I miss this Sunday? 🙄
 Oh... just EVERYONE showed up 🤔🔥

Don't miss the next one 🙄

[#justinbieber](#) [#TheRock](#) [#YouMissedIt](#)
[#FOMO](#) [#SeeYouSunday](#)

amy.mundo 2w
 The Rock at the Rock 🤔🤔

9 likes Reply

— View all 1 replies

♡

originalzeke 2w
 🤔🤔

1 like Reply

♡

milesmcpherson verified 2w
 🤔

♡

♡ 1.5K 💬 78 🚩

March 23


🔖

Add a comment...

😊




 **therocksandiego** Follow ...


 **therocksandiego** Edited · 2w
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👍 1.5K 💬 78 🚩
March 23

 Add a comment... 





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March 23


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




STATEMENT REGARDING RECENTLY DELETED POST

THIS WEEK WE MADE THE INCREDIBLY DIFFICULT DECISION TO DELETE A RECENT POST THAT HAS CAUSED CONTROVERSY AND CONFUSION IN OUR COMMUNITY.


 **crosspointcity** Follow ...

 **crosspointcity** 2w
STATEMENT REGARDING RECENTLY DELETED POST.
We recently deleted a post, and we just want to clarify why. Thank you for your grace and understanding.


( see you at Easter!)



 **corbinseliga** 2w
Such a brave decision in light of recent events! 🙌

4 likes Reply
View all 1 replies

 **delaneyjordan_** 2w
I love my church ❤️

2 likes Reply


❤️ 1.3K 💬 49 🗑️
March 24

 Add a comment... 




THIS IS THE DELETED POST:

WARNING: THIS MAY CAUSE DISTRESS. WE APOLOGIZE IN ADVANCE.



crosspointcity Follow ...




crosspointcity 2w

STATEMENT REGARDING RECENTLY DELETED POST.

We recently deleted a post, and we just want to clarify why. Thank you for your grace and understanding.

😅

(🙏 see you at Easter!)




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4 likes Reply

— View all 1 replies



delaneyjordan_ 2w

I love my church 💕

2 likes Reply

👍 1.3K

🗨️ 49

📅 March 24

🔖

➕ Add a comment...

😊

2



crosspointcity Follow ...

crosspointcity 2w
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🙏

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4 likes Reply ...

— View all 1 replies

delaneyjordan_ 2w
I love my church 🙏

2 likes Reply

👍 1.3K 🗨️ 49 🚩

March 24

👤 Add a comment... 😊



THAT'S IT. THAT'S THE POST.

THE MESSAGE THAT HAS CREATED CONTROVERSY FOR CENTURIES. WHY WOULD WE DELETE THAT, YOU ASK...

crosspointcity Follow ...

crosspointcity 2w
STATEMENT REGARDING RECENTLY DELETED POST.
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🙏

(🙏 see you at Easter!)

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View all 1 replies

delaneyjordan_ 2w
I love my church 🙏

2 likes Reply ...

1.3K 49 March 24

Add a comment...




WE DIDN'T.


IT'S STILL THERE. WE JUST KNOW THAT MAKING A SERIOUS STATEMENT ABOUT A DELETED POST WITH A BLACK BACKGROUND AND WHITE TEXT GETS PEOPLE'S ATTENTION.

I GUESS YOU COULD SAY WE REALLY WANTED YOUR ATTENTION...

.....



crosspointcity Follow ...




crosspointcity 2w

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🙏

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4 likes Reply

— View all 1 replies




delaneyjordan_ 2w


I love my church 🙏

2 likes Reply ...

👍 1.3K 💬 49 🚩

March 24








**BECAUSE EASTER IS COMING UP
AT CROSSPOINT CITY CHURCH!**

AND WE WANT YOU TO BE THERE.

WE'LL BE UNAPOLOGETICALLY SHARING THE MESSAGE THAT HAS
SAVED, HEALED, AND DELIVERED FOR 2,000 YEARS.

(AND IT CAN NEVER BE DELETED 😊.)




crosspointcity Follow ...

crosspointcity 2w
STATEMENT REGARDING RECENTLY DELETED POST.
We recently deleted a post, and we just want to clarify why. Thank you for your grace and understanding.


😊

(😊 see you at Easter!)

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4 likes Reply

— View all 1 replies

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I love my church 💕

2 likes Reply

👍 1.3K

🗨️ 49

📅 March 24

🔖


😊

➡️ Add a comment...

😊



SO GO SHOW THAT POST SOME LOVE AND SHARE IT WITH SOMEONE YOU WANT TO INVITE TO EASTER!




crosspointcity Follow ...

crosspointcity 2w
STATEMENT REGARDING RECENTLY DELETED POST.
We recently deleted a post, and we just want to clarify why. Thank you for your grace and understanding.


🙏

(🙏 see you at Easter!)

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👍 1.3K

🗨️ 49

📅 March 24

🔖

😊

➕ Add a comment...



Respond Like It's Ministry

The comment section is where the conversion happens — not the post.





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1

Respond within the first hour

The algorithm rewards early engagement velocity — and so do humans. A fast reply signals 'we see you.'





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2

Use their name

"@shelbylewonczyk Sent to your DMs - CPCC Team" > "Thanks for commenting!" — Crosspoint City does this consistently.





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3

Ask a follow-up question

Don't just acknowledge — deepen it. Turn a comment into a micro-conversation that others see.





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4

DM the emotional comments

Someone shares a testimony or a struggle in the comments? That's a DM, not a like. That's pastoral care.





THE COMMENT TEAM TOOL KIT

We Built the Kit For You.

- **8-Slide Training Deck** // onboard volunteers in under 30 minutes
- **Volunteer Ask Emails** // 3 versions: personal ask, group announce, follow-up nudge
- **Response Templates** // ready-to-use scripts for every comment type + DM trigger list
- **Rules of Engagement** // one-page guidelines doc your whole team can reference
- **Weekly Rhythm Template** // shift schedule, post-to-response workflow, team cadence





THE MANYCHAT QUESTION

Should You Set Up a Comment

Keyword → DM Funnel?





THE MANYCHAT QUESTION

Should You Set Up a Comment

Keyword → DM Funnel?

YES. The data is clear.

21.5

6.7× lift

avg comments
with DM funnel

3.2

avg comments
without

How It Works

1. Post: "Comment SERMON for the link"
2. Viewer comments the keyword
3. ManyChat auto-sends a DM instantly
4. You now have a 1:1 conversation open
- 5. That's digital pastoral care in seed form**

Keywords that work: SERMON • EASTER • PODCAST • WORSHIP • INFO

The comment is the door. The DM is the ministry.





PRINTABLE CHECKLIST

6 Principles for Making Your Instagram Content More Commentable

CHURCH GROWTH INCUBATOR

MAKE IT COMMENTABLE

6 PRINCIPLES | PRE-POST CHECKLIST & RUBRIC

Run through each principle before publishing. Check every box or use the IF NOT prompt to fix it.

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.

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.

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.

02 Start with YOU

15.4 avg comments/caption

- 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.

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.

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 Attendees

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.

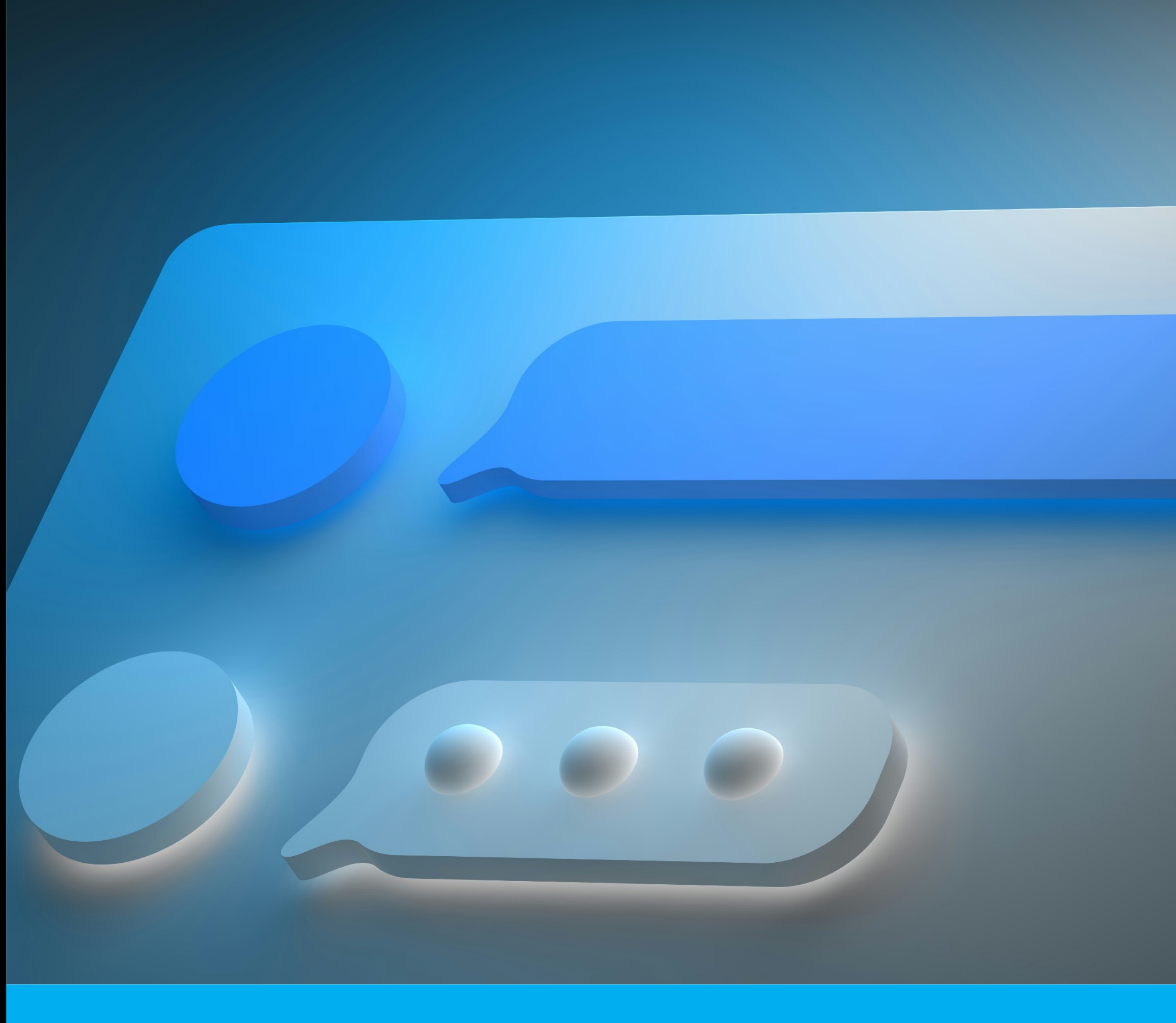
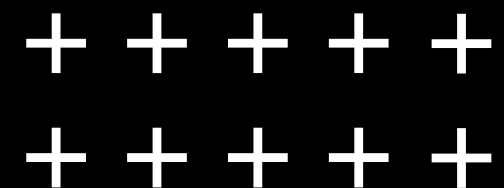
THRIVING 3+ / 1k
Crosspoint (2.5), Lakeside (3.0)





4 CHURCHES

to Pattern Your
Instagram Efforts
After





V1 Church

Mike Signorelli | New York, NY | 2,468 attenders

76.1


avg comments/post


What makes them extraordinary:

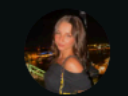


- Deploys keyword → DM funnel on virtually every post
- "Comment EASTER" / "Comment WORSHIP" — personal DM follows every single reply
- Most-commented post: pastor speaking to his daughter mid-sermon — 500+ emotional comments from strangers who never had a father speak those words
- The DM is the ministry. The post is just the door.




WHAT TO STEAL: The DM funnel system. Low-tech, high-touch, works at any size.



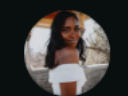



 **v1church** Original audio [Follow](#) 

 **v1church** 1w
Comment "Easter" to be part of this story. EASTER 2026 NYC

 **bellasignorelli_** 1w
 
3 likes Reply

 **tripping_over** 1w
EASTER  
Reply


[View all 1 replies](#)

 **christyrgomez** 1w
Yessss!!   Easter 
1 like Reply

[View all 1 replies](#)

 905  125  

March 24

 Add a comment...





The Church of Eleven22

Joby Martin | Jacksonville, FL | 21,633 attenders

32.2

avg comments/post

What they do consistently:

- "Comment SERMON for the link to this weekend's message" — on every major post
- Provocative first lines: "Who do you think you are to say your sin outweighs Jesus' sacrifice?"
- Emotional + theological content that demands a response
- 32 avg comments despite 21k attendance — discipline, not accident

WHAT TO STEAL: The provocative theological hook. Make people feel something before you ask them to do something.





coe22 and jobypmartin · Central Record · Lord I Need You

coe22 1w
Who do you think you are to say your sin outweighs Jesus' sacrifice?

His death on the cross is infinitely bigger than whatever you think you did to disqualify yourself from His love.

Comment SERMON for a link to Pastor Joby's message all on praying for miracles.

andrewk_run 1w
👍
2 likes Reply

stevendavid1236 1w
He followed me to the hell I put myself in. Put out His hand. And said "come on son. You've had enough" and pulled me out. Love

13.2K 130

March 25

Add a comment...





Anthem Church

Sam Hamstra | Hammond, IN | 2,006 attenders

11.3

avg comments/post

What they do consistently:

- Sermon clips caption ends with a real, open question
- "What do you feel like is impossible in your life right now?"
- Comment sections look like small group discussions – people share personal stories

WHAT TO STEAL: The real question at the end of every caption. Not rhetorical. Answerable.





EastLake Church

James Grogan | Chula Vista, CA | 5,657 attenders

10.5

avg comments/post

What they do consistently:

- Framed 80 baptisms as: "80 people baptized. 80 stories of new life. 80 bold yes moments."
- Every caption includes a share request or community question
- "Share this encouragement with someone today 📱" — simple, repeatable

WHAT TO STEAL: Post milestones as stories, not stats. The number alone does nothing. The story does everything.



Use Comments per 1,000 Attenders – it normalizes for size and gives you a fair comparison

Lagging

< 0.5 / 1k attenders Most churches fall here – no intentional comment strategy

Typical

1–2 / 1k attenders Median church in this dataset – posting without prompting

Thriving

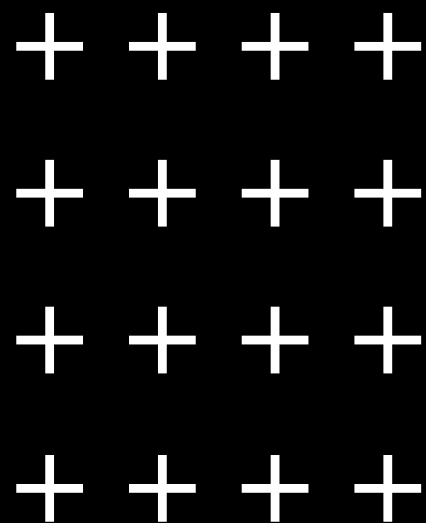
3+ / 1k attenders Crosspoint City (2.5), Lakeside (2.4), Coastal (4.0)

Elite

5+ / 1k attenders Anthem (5.6), Mosaic (5.7), Community Church (6.3)

Comment Benchmarks

Where Do We Stand?





CLAUDE COWORK PROMPT

INSTAGRAM COMMENT HEALTH REPORT

 **Paste your handle + attendance – get your benchmark score in minutes**

 Pulls live data from Inflact: engagement rate, avg comments, sentiment

 Calculates your **Comments per 1,000 Attenders** – the only metric that compares churches fairly across sizes

 Places you on the tier scale: Lagging → Typical → Thriving → Elite – with real church examples at each level

 Outputs a **8.5x11 PDF** ready to drop into your next team meeting or leadership presentation

 One specific next-step recommendation built into every report based on your score






Connexus Church

@connexuschurch · 5.66K followers · 1.62K posts

Benchmarks from 100 fast-growing churches · unSeminary / Church Growth Incubator 2025

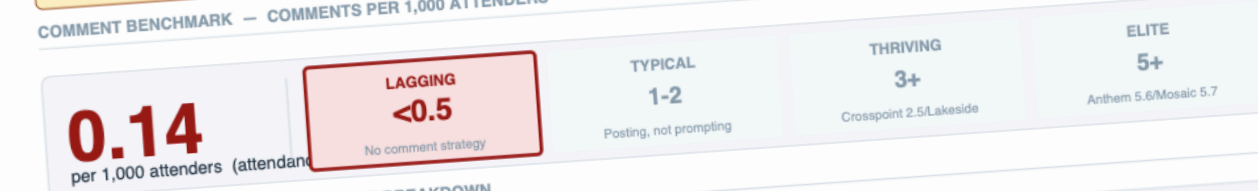
INSTAGRAM COMMENT HEALTH REPORT

Generated: April 08, 2026

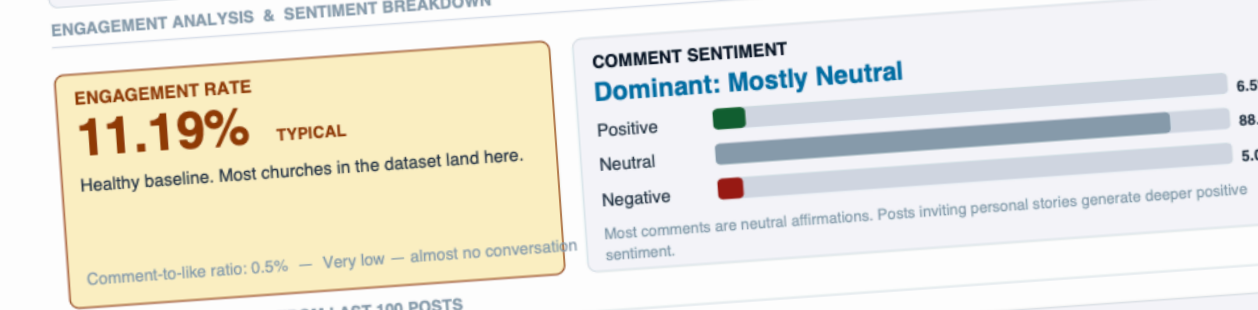
ACCOUNT OVERVIEW



COMMENT BENCHMARK — COMMENTS PER 1,000 ATTENDERS



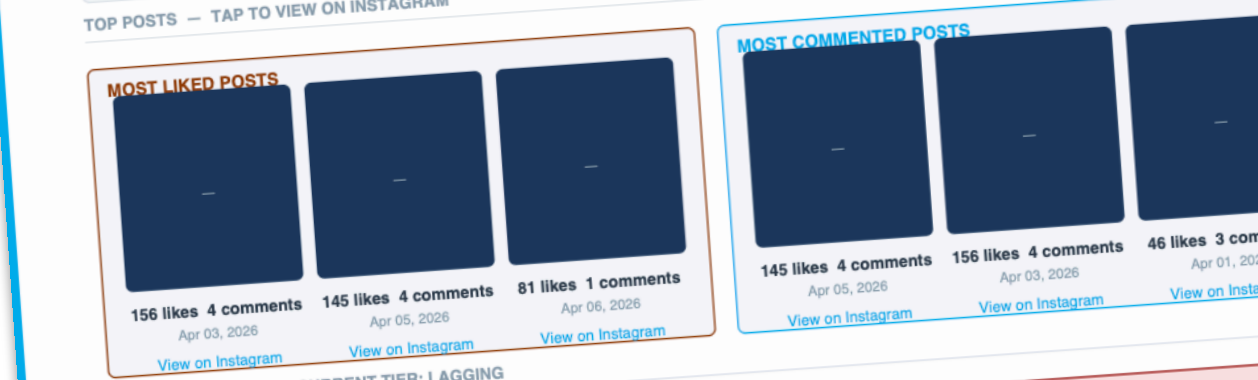
ENGAGEMENT ANALYSIS & SENTIMENT BREAKDOWN



CONTENT PATTERNS — FROM LAST 100 POSTS



TOP POSTS — TAP TO VIEW ON INSTAGRAM



YOUR NEXT STEPS — CURRENT TIER: LAGGING

- Add a real question to every caption — posts with questions get 26% more comments.
- Start captions with YOU — 'you' openings average 15.4 comments, the highest hook type.
- Set up a keyword DM funnel (e.g. 'Comment SERMON') — churches using ManyChat see 6.7x more comments.

Disciples Church

@wearediscipleschurch · 6.19K followers · 2.26K posts

Benchmarks from 100 fast-growing churches · unSeminary / Church Growth Incubator 2025

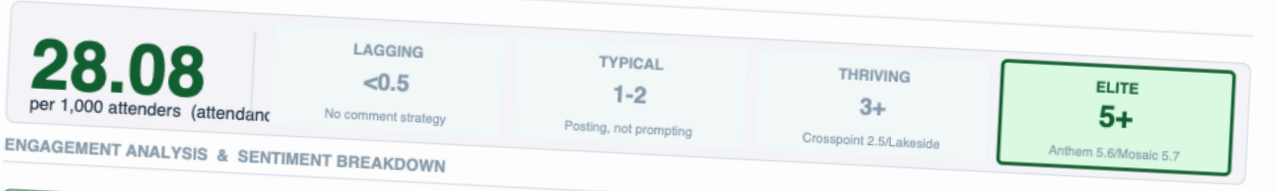
INSTAGRAM COMMENT HEALTH REPORT

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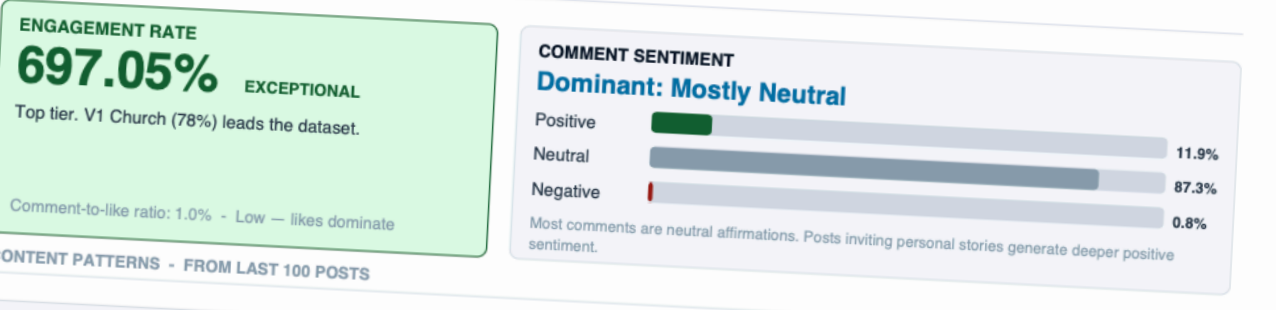
ACCOUNT OVERVIEW



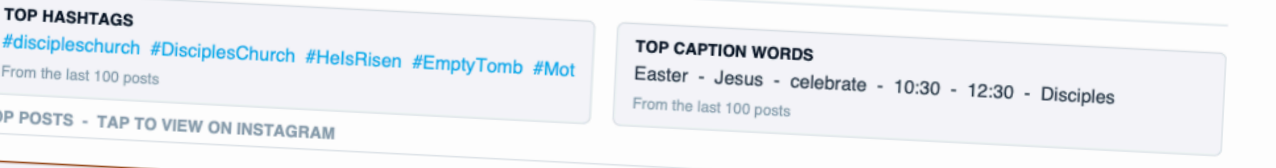
COMMENT BENCHMARK — COMMENTS PER 1,000 ATTENDERS



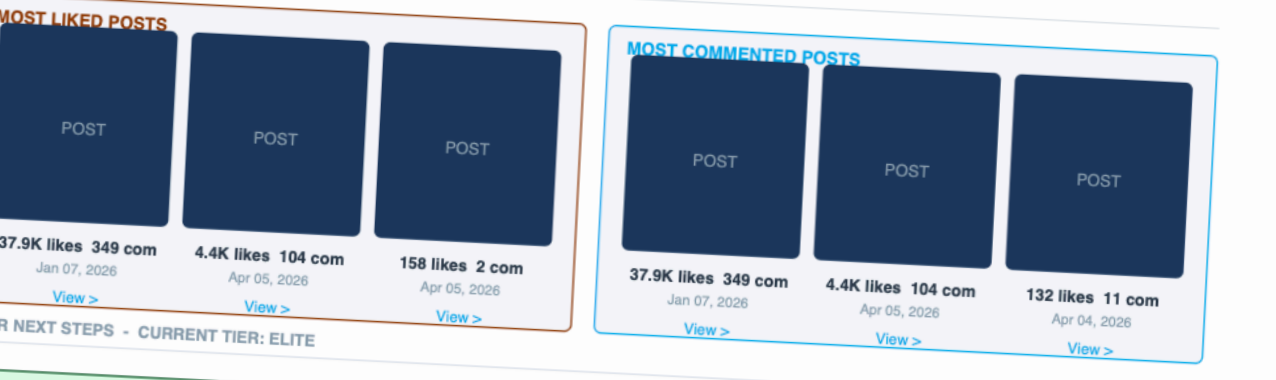
ENGAGEMENT ANALYSIS & SENTIMENT BREAKDOWN



CONTENT PATTERNS — FROM LAST 100 POSTS

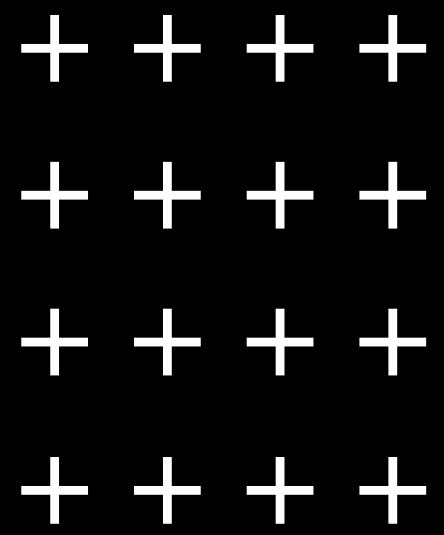


TOP POSTS — TAP TO VIEW ON INSTAGRAM



YOUR NEXT STEPS — CURRENT TIER: ELITE

- Top tier. Now focus on converting commenters into first-time visitors.
- Every DM reply needs a warm, specific next-step: service time, campus, direct invitation.
- Try staff spotlight posts — they average 10.8 comments, highest category in the dataset.





CHURCH
GROWTH
INCUBATOR

MAKE INSTAGRAM COMMENTABLE

Research Backed Coaching from 100 Fast-Growing Churches



LABS

Instagram

Facebook

Upcoming Coaching & Content



FAST ACTION Q&A

June 10th – Summer Check In



GROWTH MECHANICS

May 13th – Team Culture in Fast Growing Churches // Guest Coach



INTENSIVE

**April 29th – Appealing Volunteer Experience // Guest Coach
+ Research**



LABS

May 27th – Shareable Weekend Teaching

IN PERSON RETREAT

October 14th & 15th – Mercy Hill Church

BONUS: The Christmas Accelerator Retreat (June 10th & 11th)



CHURCH
INCUBATOR

2026 CALENDAR

January	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29	30	31			

The Christmas Accelerator Retreat

June 10th & 11th, 2026

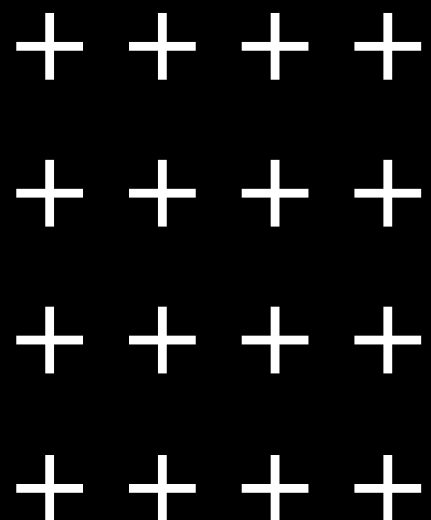
NEW Optional Retreat for Church Growth Incubator Members
Working Retreat: Get ahead on “Christmas season” planning
3 Coaches: Programming, Teaching, & Invite Culture

Location: North of Toronto

Cost: \$250 per person | Space is Limited

—

Build the plan before the pressure.



The Christmas Accelerator Retreat

June 10th & 11th, 2026

**SANDALS
CHURCH**



Melody Workman
Executive Creative
Director



Danny Anderson
Lead Pastor

The Christmas Accelerator Retreat

June 10th & 11th, 2026

CHURCH GROWTH INCUBATOR

Plan Christmas before the fall rush.

Christmas Accelerator Retreat

WHAT TO EXPECT
A working retreat for church leaders who want to approach Christmas with more clarity, creativity, and momentum.

Confirmation Form

2
3
4

What to Expect DOC Confirmation Form



RAPID REVIEW





CHURCH
GROWTH
INCUBATOR

MAKE INSTAGRAM COMMENTABLE

Research Backed Coaching from 100 Fast-Growing Churches



LABS

Instagram

Facebook

SLACK Connections



- **Easter Invite Sprint // Mondays Before April 5th**
 - Lead The Way Text Challenge
 - Instagram “What to Expect” Lives
 - Google Front Door Tune-Up
- **Texting Service Recommendations // Text “Jesus” to keyword #####**
- **NFC “Next Step” Discs // Tap here to take a next step.**
- **Baptism / Salvation Resources // Ideas for what to give people when then make a decision.**

