

Weekly Social Media Planner

Monday - 6 am, 10 am, 10 pm

- Snippet of Sunday's message.
- Share an inspirational quote or scripture to start the week on a positive note.
 - Idea: Consider a graphic with a powerful verse or a short video clip from Sunday's sermon.
 - Idea: Slides with text.

Tuesday - 2 am, 4 am, 9 am

- One liner from Sunday's message of the series socials graphic.
- Share stories or testimonials from church members about their faith journey.
 - Idea: A brief video testimonial or a written story with a photo.

Wednesday: Wisdom Wednesday - 7 am, 8 am, 11 pm

- Content: Post a piece of wisdom from the Bible or a thought-provoking question.
- Idea: A scripture graphic or a short, engaging video clip of a church leader discussing the week's topic.

Thursday: Throwback Thursday - 9 am, 12 pm, 7 pm

- Content: Share photos or videos from past church events.
- Idea: Highlight a memorable moment from a recent service or a past community event.

Friday: Fellowship Friday - 5 am, 1 pm, 3 pm

- Content: Promote upcoming events or share highlights from recent gatherings.
- Idea: Post reminders about upcoming services, Bible studies, or special events, along with photos or videos from last week's activities.

Saturday: Service Saturday - 11 am, 7 pm, 8 pm

- Content: Showcase community service and outreach programs.
- Idea: Photos, stories, or updates from recent mission trips, charity events, or community services.

Sunday: Sermon Sunday - 7 am, 8 am, 4 pm

- Content: Share a snippet or key message from Sunday's sermon.
- Sunday Recap
- Idea: Post a short video clip from the sermon, an inspiring quote from the message, or an invitation to join online or in person.

Additional Tips:

- Engagement: Encourage interaction by asking followers to comment, share, or like posts.
- Consistency: Post at similar times each day for consistency.
- Visuals: Use high-quality images or videos to make your posts more engaging.
- Hashtags: Use relevant hashtags to reach a broader audience, especially on platforms like Instagram and Twitter.
- Analytics: Regularly check social media analytics to understand what type of content resonates with your audience.

Reels/Videos

- Full screen, if we can't do full screen, don't leave any blank space instead edit the video size.
- Cover photo - use the best part of the actual video. Be sure to go to the profile grid and make sure it is properly centered.
- Quality video is not always a good thing. Our videos shouldn't always look like the highest or lowest quality. They need to have character. Sometimes that means having the quality shift.
- Use capcut to keep consistency.
- End the videos with Pantano animated graphic.
- Fade out the music/sound so there is no rough cut off.

- Try to use b roll instead of a video with only stage content. Try to get crowd footage.
- Trevor sermon footage
 - If there are bottom or side thirds do a 16:9 video.
 - If there aren't, crop the video to 9:16.
 - Add subtitles and be sure to watch the video so you can edit the subtitles as needed.
 - But the current series graphic as the background. See Canva.