

A FREE GUIDE FROM ENDUO MEDIA

CHURCH SOCIAL MEDIA GUIDE

Purpose, planning and printable tools to help your church's feed feel like walking into your church lobby.



"Let your light shine before others, so that they may see your good works and give glory to your Father who is in heaven."

MATTHEW 5:16 (ESV)

Every post is a small window into your church. Let people see the light of Christ in the people He is gathering, one Sunday at a time.

Church Social Media Guide · Version 1.0 · 2026

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ABOUT THIS GUIDE

Social media is ministry. Make it feel like home.

Church leaders ask us the same questions all the time. How often should we post? What should we post? Who should run it? Why isn't anyone engaging? This guide is our answer, and it's free to share.

Enduo Media is a creative team that designs for churches and ministries around the world. We make sermon series, social graphics, Canva templates, invite cards and websites every week. We see what connects and what gets scrolled past.

This guide is for the pastor who knows the church should be online, the volunteer who was just handed the passwords, and the communications leader who wants a plan that lasts. It covers purpose, team, content, platforms, planning, engagement, safety and measuring what matters.

Built from real conversations

Much of this comes from years of creative meetings with pastors and church communicators, plus what we learn designing content for churches every week. It's practical and made for real church calendars.

HOW TO USE IT

- 1 Read chapter one with your whole team.
- 2 Fill in the values and voice worksheet on page 13.
- 3 Pick a rhythm from the example calendars on page 45.
- 4 Keep the cheat sheet on page 65 by your desk.

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01

Your feed is **your lobby.**

Many churches treat social media like a digital bulletin board. Events, announcements, schedules, service times. All of that matters, and it belongs in your feed. But a bulletin board only tells people what's happening. **A lobby shows them who you are.**

Walk through your lobby on a Sunday morning. People are talking about what God showed them in the sermon. Someone shares a prayer request. A family laughs about their week. A greeter welcomes someone new. That's your church's culture, tone and DNA.

Social media works best when it captures that.

"Your social media should feel like walking into your church lobby on a Sunday morning, not like reading the announcement slide or watching a highlight reel."

Brittany Moody

Enduo Media Founder & Creative Director

"Show hospitality to one another without grumbling."

1 PETER 4:9 (ESV)

What are your people talking about?

That's the best question to ask before you plan a post. If your church is full of young families, lean into family life. If your people love football, it's okay to have fun on game day. If your church values deep teaching, let that show.

A BULLETIN BOARD	A LOBBY
Tells people what's happening	Shows people who you are
Events, schedules, sign-ups	Stories, laughter, prayer, faces
One-way announcements	Two-way conversation
The same for every church	Only looks like your church
Easy to scroll past	Worth sharing and saving

EVERY CHURCH HAS A PERSONALITY

Humorous and relational

Funny photos, inside jokes, family life and everyday moments.

Reflective and thoughtful

Scripture, quotes, books and sermon insights.

Local and hometown

Your town, your teams, your weather and your neighbors.

Neither is wrong. Your feed should reflect the people who actually make up your church.

The lobby has a public side and a private side

Lobby conversations fade. Posts don't. Prayer requests, tears and hard stories belong in your lobby, but they only go online with that person's clear permission. More on page 56.

Serve your people first. Guests will notice.

Many churches unintentionally use social media only for people outside the church. Outreach matters. But the strongest engagement usually comes from committed members who already love the church and feel seen in the content. When you serve them well, your feed gets warmer, more genuine and more inviting to guests too.

Invitation still leads

Most people visit because someone invited them. Rarely does someone see a post and just stumble in. Give your members something worth sharing.

Posting shows you're alive

Guests check you out before they visit. A feed that stopped two years ago says something. Regular posts suggest an active, welcoming church.

Social supports, never replaces

Nothing replaces gathering in person. Social media extends your ministry beyond Sunday and points people back to it.

Members share what they love

Great content your people share for free reaches further than most ads. A video of your pastor inviting friends gets passed around.

Guests start with Google

Before they find your feed, most guests search for a church near them. Keep your website, service times and Google Business Profile current. Social is the second look.

God doesn't need it

God will build His church with or without social media. It's a tool we steward well, not the source of growth.

"Social media can feel like a burden. But for someone looking for a church, a feed of nothing but announcements says something. A feed full of real people is a sign of life."

Brittany Moody

Enduo Media Founder & Creative Director

"And let us consider how to stir up one another to love and good works, not neglecting to meet together, as is the habit of some, but encouraging one another..."

HEBREWS 10:24-25 (ESV)

Real beats polished.

We've watched influencer culture rise and fall. People got less impressed with celebrities and more drawn to creators who felt real. But as creators grow, content often gets over-curated, filled with ads and less human. Churches face the same risk.

As a church grows, creative talent is hired, videos look beautiful, trends get chased and feeds are carefully curated. Sometimes engagement drops. Those things aren't bad. But people can start to feel like the church is a brand being marketed, not a people in community.

01

Show real people

Your people beat stock photos every time. Faces and connection are what guests are looking for.

02

Stay timely

Post Sunday's moments while they're fresh. Real time feels alive. Week-old feels like an archive.

03

Let your personality show

A little humor, a hometown reference, your pastor being himself. That's what makes it yours.

AUTHENTIC DOESN'T MEAN SLOPPY

Clear audio, readable text, steady video and captions still matter. Real and well made can live together. Polish should serve the moment, not replace it.

"People are hungry for authenticity. When a church tries to look like the next megachurch down the street, it has the opposite effect. We don't need to masquerade online. We just need to be who we are."

Brittany Moody

Enduo Media Founder & Creative Director

"For the LORD sees not as man sees: man looks on the outward appearance, but the LORD looks on the heart."

1 SAMUEL 16:7 (ESV)

Most advice chases reach. We're after belonging.

Most church social media advice is about reach: more views, more followers, more clips. Reach is good. But it isn't how most people find a church, and it isn't the whole job.

HOW CHURCHGOERS WERE FIRST INTRODUCED TO THEIR CURRENT CHURCH

31%

invited by a friend

27%

invited by family

10%

saw it on social media

But among people who actively searched for a new church, 29% used social media sites along the way. Social is rarely the first hello. It's the second look, the one that tells a guest what your lobby feels like before they walk in.

Source: Lifeway Research, Church Switchers 2023. Survey of 1,001 U.S. Protestant churchgoers who had changed churches. People could choose more than one answer.

WHAT THIS GUIDE DOES DIFFERENTLY

01

Belonging before reach

We plan for the people already in your church first. They're the ones who invite their friends.

02

Built for the church you have

One volunteer or a full team. Every plan in this guide scales down as well as up.

03

People before posts

Permission, kids and private moments come first. Safety isn't an afterthought.

04

Ready for hard days

Funerals, closings and crises get planned before they happen, not at 10 PM.

05

A rhythm you can rest in

Seasons, breaks and boundaries for the people running the account.

06

Discipleship, not just clips

Scripture, prayer and next steps that help people grow, not just watch.

"For where two or three are gathered in my name, there am I among them."

MATTHEW 18:20 (ESV)

Start with who you are.

Before you plan a single post, name what your church values. Your mission statement, your core convictions and the things your pastor says every week. Those become the compass for your feed.

Use your values as a compass, not a checklist. Not every post has to teach theology. A funny lobby moment shows community. A photo of volunteers shows service. Over a month, your feed should reflect all of who you are.

Write a purpose statement for your social media. One sentence your whole team can repeat. It settles a lot of "should we post this?" debates.

FILL IN THE BLANKS

"Our social media exists to _____ by _____ so that _____."

Example: Our social media exists to help make disciples of Jesus by showing the real life of our church and inviting our community in, so that people feel known, welcomed and ready for a next step.

Revisit it every year

Values don't change often, but seasons do. Look at your purpose, pillars and voice once a year with your pastor.

"So, whether you eat or drink, or whatever you do, do all to the glory of God."

1 CORINTHIANS 10:31 (ESV)

Four pillars for a healthy feed.

Content pillars are the few kinds of posts you come back to again and again. They turn your values into a plan. We recommend four, and we use their colors all through this guide.

People and community **40%**

Sunday photos, small groups, volunteers, milestones, testimonies, serving, missions and the faces that make your church.

Teaching and Scripture **25%**

Sermon clips and quotes, verses, prayer prompts, reading plans, devotionals and explaining church words.

Invitation and events **20%**

Service times, what to expect, events, holidays, next steps, serve teams and things to share with a friend.

Fun and personality **15%**

Questions, this or that, your hometown, staff moments and the humor and warmth that make you you.

Make them yours

Rename the pillars in your church's words. If generosity, missions or worship is central to who you are, add a fifth pillar. Just keep people at the heart of your mix.

Write yours down. The values and voice worksheet on page 13 walks you through it. The percentages are a starting mix, not a rule. More on page 20.

"Declare his glory among the nations, his marvelous works among all the peoples!"

PSALM 96:3 (ESV)

Sound like **your church.**

Your feed should sound like the people in your lobby. Decide together where your church sits on each of these, then write captions that way.

Playful	☐	☐	☐	☐	☐	Reflective
Casual	☐	☐	☐	☐	☐	Formal
Bold	☐	☐	☐	☐	☐	Gentle
Hometown	☐	☐	☐	☐	☐	Big picture

Write how your pastor talks

Read a caption out loud. If your pastor would never say it that way, rewrite it.

Decide on humor and emojis

Some churches are funny online. Some aren't. Both work. Mean never works.

Skip insider words

A guest may not know what a Connect Card, Life Group, VBS or ministry acronym means. Say it plainly.

One voice, many hands

When several people write captions, share a short style guide so it still sounds like one church.

There's no one right voice

Some churches are funny online and it works beautifully. Others are quieter and more reflective. Both are good when they're true to who you are.

"A word fitly spoken is like apples of gold in a setting of silver."

PROVERBS 25:11 (ESV)

VALUES AND VOICE

Fill this out with your pastor and whoever runs your social media.

OUR PURPOSE

OUR SOCIAL MEDIA EXISTS TO

BY

SO THAT

OUR FOUR PILLARS, IN OUR WORDS

PEOPLE AND COMMUNITY MEANS

TEACHING AND SCRIPTURE MEANS

INVITATION AND EVENTS MEANS

FUN AND PERSONALITY MEANS

EXTRA PILLAR (OPTIONAL)

PEOPLE %

TEACHING %

INVITE %

FUN %

WHO WE'RE TALKING TO

☐ Members and regulars

☐ Young families

☐ Students

☐ Young adults

☐ Seniors

☐ Guests and our community

OUR VOICE

Playful ☐ ☐ ☐ ☐ ☐ Reflective

Casual ☐ ☐ ☐ ☐ ☐ Formal

Bold ☐ ☐ ☐ ☐ ☐ Gentle

Hometown ☐ ☐ ☐ ☐ ☐ Big picture

OUR WORDS

WORDS AND PHRASES WE USE

WORDS WE AVOID

OUR LOBBY

WHAT ARE PEOPLE TALKING ABOUT IN OUR LOBBY?

WHAT MAKES OUR CHURCH FEEL LIKE OURS?

AGREED ON BY

AND

DATE

Someone has to own it.

Who runs social media looks different in every church. Sometimes it's a volunteer. Often it's a staff member wearing many hats: the worship leader who also sends the emails and updates the website. Sometimes a pastor leads it with a few volunteers. It's rarely anyone's full-time job.

Whatever your setup, it works best when **someone inside the church owns it** and is there on Sunday to see what's happening. Outside help is great for design and coaching. But nobody outside can answer the comments, catch the moment in the lobby or know a longtime member just turned 90.

ROLES TO FILL

Staff lead	Sets direction, approves sensitive posts and protects the plan. Usually a pastor or staff member.
Owner	Plans, posts and pays attention. Staff or volunteer, ideally someone who is there on Sunday.
Creators	Photographers, video helpers and designers who feed the owner content.
Comment host	Answers comments and messages within a day, kindly and on time.
Backup	Has access and knows the plan when the owner is sick or away.

"For as in one body we have many members, and the members do not all have the same function, so we, though many, are one body in Christ, and individually members one of another."

ROMANS 12:4-5 (ESV)

Staff, volunteers or a little of both.

There's no single right way to staff social media. Most churches use one of these four models. Name yours, then divide the work clearly so nothing falls through the cracks.

01

Volunteer led

A volunteer owns the account. A staff member sets direction and approves sensitive posts. Keep the rhythm simple, about two posts a week.

02

One staff member, many hats

Social is one slice of a full job, next to worship, email or the website. Give it real hours in the week and recruit volunteers for photos and comments.

03

Staff leading volunteers

A pastor or communications staff member plans and approves. Volunteers take photos, write captions, post and host comments.

04

A communications team

A communications director, designer or video person, with social as one part of the team's work. Still needs people in the room on Sunday.

ONE WAY TO DIVIDE IT	STAFF	VOLUNTEERS
Values, direction and the yearly plan	Staff	
Approving sensitive or urgent posts	Staff	
Monthly planning and the calendar	Staff	Owner
Photos and video on Sunday		Volunteers
Captions, scheduling and stories	Either	Either
Comments and messages	Either	Pastoral needs go to staff
Accounts, passwords and access	Staff	

Write it down. For staff, put social media in the job description with real hours. For volunteers, write a short role description with a clear time commitment.

Care for the person behind the account.

Social media never closes. That's exactly why the people running it need boundaries, whether they're paid staff or faithful volunteers.

01

For volunteers: not a second job

Agree on what's expected and what isn't. A volunteer can post without it becoming an unpaid part-time job.

02

For staff: one hat among many

Give social real hours in the week, not the leftovers at 10 PM after everything else is done.

03

Set office hours

Schedule posts ahead. Answer comments during set hours. Turn off notifications at night and on days off.

04

Share the load

Rotate stories, photos and captions across a few people. One person shouldn't carry everything.

05

Give them a seat

Invite them to planning meetings. People can't promote what they hear about the day before.

06

Protect their worship

The person running social still needs to sit, sing and hear the sermon. Schedule around it.

Ministry has seasons, and so will your feed

Some seasons are full and vibrant. Others are quieter. Both are okay. It doesn't have to be go big or go home.

"Bear one another's burdens, and so fulfill the law of Christ."

GALATIANS 6:2 (ESV)

Work hand in hand with your photographers.

Great social media runs on great photos, and photos are only useful if they reach the feed while they're fresh. Whoever leads your photography and whoever runs social should plan together. Here are a few ways to make that easy.

Share the calendar

Send the photography lead next month's plan so they know what the feed needs: a baptism, a new series, a volunteer spotlight.

Send fast selects

Ten to twenty favorites in the social folder by Sunday afternoon. The full set can come later in the week.

Use one shared folder

One place, one naming system, so the owner never has to text around for photos.

Credit and thank them

Tag or thank your photographers when they're comfortable with it. It honors their work and invites others to serve.

Make a social shot list

Add vertical shots for stories and reels, lobby moments, greeters, small details and the faces of people serving.

Grab short clips

Five to ten second vertical videos of worship, the lobby or a baptism give you reels without a video team.

Share the permission list

Make sure both teams know who has asked not to be photographed or posted.

Plan big days together

Easter, baptisms and launches deserve a quick planning chat a few weeks ahead.

NO PHOTOGRAPHY TEAM YET?

Start with one volunteer and a phone. Our free Church Photography Guide at enduo.media covers shot lists, permission, camera basics and building a team.

"Two are better than one, because they have a good reward for their toil."

ECCLESIASTES 4:9 (ESV)

Personal accounts still represent the church.

Staff and designated leaders are seen as representing the church, online and off, especially when they post about church life. A short set of guidelines protects them and your church. Put these in writing and review them when someone joins the team.

Don't speak for the church

Share and cheer on official posts. Leave announcements, statements and responses to the people who own them.

Share, don't copy

Reshare the official post instead of downloading and reposting your own version.

Protect minors

Follow your child safety policy. No private messages with students. Include another adult or use the church account.

Be the same person online

Kind, honest and consistent. People notice when Sunday and the feed don't match.

Think before hot topics

Follow your church's guidance on politics and divisive topics. A comment can follow your church for years.

Keep church privacy

Never post kids, prayer requests or photos from church events on personal accounts without approval.

Don't argue in the comments

If someone attacks the church online, don't jump in. Tell your leader and let them respond.

Hand back access

When someone leaves the team, their logins, admin roles and devices go back the same day.

"Show yourself in all respects to be a model of good works, and in your teaching show integrity, dignity, and sound speech that cannot be condemned..."

TITUS 2:7-8 (ESV)

SOCIAL TEAM SETUP

Decide who does what before you post. Fill this out with your staff lead.



LEADERSHIP

☐ Volunteer led

☐ One staff member, many hats

☐ Staff leading volunteers

☐ A communications team

STAFF MEMBER OVER SOCIAL MEDIA

SOCIAL MEDIA OWNER (STAFF OR VOLUNTEER)

BACKUP WHEN THE OWNER IS OUT

APPROVES SENSITIVE POSTS

HOURS PER WEEK

ROLES

PHOTOGRAPHY LEAD

VIDEO AND CLIPS

GRAPHICS

CAPTIONS

COMMENTS AND MESSAGES

STORIES

PLATFORMS AND ACCESS

☐ Facebook

☐ Instagram

☐ YouTube

☐ TikTok

☐ Other: _____

☐ Google Business Profile

ACCOUNTS ARE OWNED BY THIS CHURCH EMAIL

LOGINS ARE STORED IN

☐ Two-factor login is on

☐ At least two admins

☐ Access list is current

RHYTHM

☐ 2x a week

☐ 3x a week

☐ 4x a week

☐ 5x or more a week

☐ Stories most days

☐ Monthly planning meeting

PLANNING MEETING DAY

OFFICE HOURS FOR COMMENTS

SCHEDULE GOES OUT BY

GUIDELINES

☐ Personal account guidelines shared

☐ Child safety policy read

☐ Comment policy written

REVIEWED BY

DATE

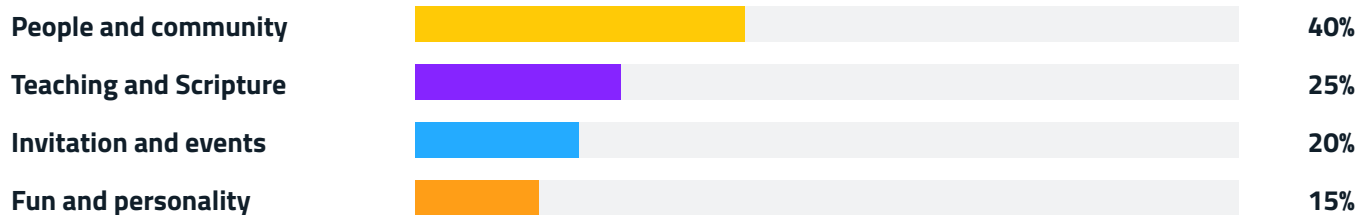


04

What to post.

A healthy feed is a mix, like a good Sunday: people, teaching, invitation and a little fun. Announcements belong in it. They just shouldn't be all of it.

A STARTING MIX FOR ONE MONTH



YOU POST	POSTS	PEOPLE	TEACHING	INVITATION	FUN
2x a week	9	4	2	2	1
3x a week	13	5	3	3	2
4x a week	18	7	5	3	3
5x a week	23	9	6	5	3
6 to 7x a week	33	14	8	6	5

Counts from our example 31-day month on pages 45 to 47. Real months vary by a few posts. A starting point, not a rule.

"Oh give thanks to the LORD; call upon his name; make known his deeds among the peoples!"

PSALM 105:1 (ESV)

Help your people see themselves in the story.

PILLAR · PEOPLE AND COMMUNITY

Photos from Sundays and events are some of the most valuable content you have. Don't only post stage, worship and preaching shots. People love seeing kids, volunteers, greeters, lobby conversations and familiar faces. They enjoy scrolling to see if they made the cut. It reinforces belonging, and it builds engagement.

01

Show the width

Different ages, cultures and ministries every week. Not the same five faces.

02

Post it fast

Sunday photos are best the same day or early in the week. A week later, the moment has passed.

03

Use a carousel

Six to ten photos in one post. Lead with your strongest people photo.

04

Tag with care

Tag adults who are happy to be tagged. Never tag kids or name them.

05

Ask before close-ups

Guests, kids and emotional moments need permission. Follow your photo policy.

06

Save the originals

Keep full-size files in your shared folder for your designers and next year's recap.

WANT BETTER PHOTOS?

Download our free Church Photography Guide at enduo.media. It covers shot lists, camera basics, permission and privacy, and building a volunteer photography team.

"Behold, how good and pleasant it is when brothers dwell in unity!"

PSALM 133:1 (ESV)

Think beyond the Sunday photo.

PILLAR · PEOPLE AND COMMUNITY

Sunday photos are the post churches repeat most, and they should keep coming. But your church is alive all week. Here's how to show more of it.

01

The midweek church

Small groups, prayer nights, youth on Wednesday, the food pantry on Thursday. Church doesn't stop on Monday.

02

Behind the scenes

Setup at 6 AM, the tech booth, the coffee team, the person who unlocks the doors every week.

03

The quiet faithful

Nursery workers, parking teams, prayer teams and the people who never ask to be noticed.

04

Your people's lives

Graduations, retirements, new jobs and a member's small business, with their blessing.

05

Your town

Local schools, partners, first responders and neighbors your church loves and serves.

06

Then and now

Old photos from your church's history next to today. Members love remembering together.

MAKE THE SUNDAY PHOTO BETTER

Tell a story in order

Arrival, worship, the lobby, kids, the goodbye. A carousel can walk someone through your morning.

Add one real quote

"This is the first place my kids asked to come back to." One sentence from a member, with permission.

Feature one person

Lead with one face and one line about them. A single story beats twenty random photos.

Invite your people in

Ask members to share their own Sunday photos, then reshare the best ones.



04 • TESTIMONIES AND STORIES

Tell the stories God is writing.

PILLAR • PEOPLE AND COMMUNITY

Nothing on your feed carries more weight than a real person telling what God has done. Make room for stories every month.

01

Holidays with testimonies

On Veterans Day, photograph the veterans in your church and share one story in the caption. It beats a generic graphic.

02

Unsung heroes

A story of someone faithful behind the scenes, whose life points to Christ.

03

Two stories in two minutes

A short monthly video with two quick testimonies. Simple to film, easy to share.

04

Baptism stories

A sentence or two from each person, shared with their permission after the service.

05

Why I serve

Volunteers in their own words. It thanks them and invites others.

06

Answered prayer

A praise report, shared only with the person's blessing.

Always ask first

Get permission in writing. Let the person read the caption before it posts. Never share someone's hardest moment without their consent. Kids need a parent's OK.

"Let the redeemed of the LORD say so, whom he has redeemed from trouble."

PSALM 107:2 (ESV)

One sermon, a week of content.

PILLAR • TEACHING AND SCRIPTURE

Your pastor already wrote the best content of the week. Don't let it disappear on Sunday afternoon. Short sermon clips as reels are reaching more people than ever, and a simple quote graphic still works well. You won't post all of these every week. Pick what fits your rhythm.

Mon Quote graphic or clip from the sermon	Tue Short sermon reel with captions	Wed A question from the message in stories	Thu The key verse, ready to share	Fri Small group discussion questions	Sat A prayer prompt for Sunday
---	---	--	---	--	--

Caption every clip

Most people watch muted. Apps like CapCut add captions automatically. Always check names and verses.

Pick moments, not minutes

A strong 30 to 60 seconds beats a long clip. Look for a story, a punchline or a clear truth.

Build a clip template

A simple frame in your series colors, your logo in a corner and captions placed off your pastor's face.

Point to the full message

Use a link in your bio, a pinned comment or the caption where links work, so people can find the whole sermon.

"So faith comes from hearing, and hearing through the word of Christ."

ROMANS 10:17 (ESV)

Promote events so people show up.

PILLAR • INVITATION AND EVENTS

Great events get missed when they're announced too late or only once. Plan the promotion when you plan the event.

Start about six weeks out

Especially for anything with registration. Then remind people in rhythm, not every day.

Film a pastor invite

A short phone video from your pastor gets shared more than any graphic. Add service times and your website.

Use a landing page

One simple page like yourchurch.com/easter with times, kids info, parking and the invite video. Use that link everywhere so you can track it.

List it where people look

Facebook events, your Google Business Profile and local event listings help people find you.

Give people something to share

A story graphic or digital invite like "Sit with me this Easter." Invitation is still how most people come.

Pin a monthly events carousel

Lead with a photo, then one slide per event. Details in the caption, link in your bio.

Make sign-up easy

Link straight to the registration form, like a Planning Center signup, not to your homepage.

Plan the next Sunday

After a big day, give guests a reason to come back next week. Tell them what to expect.

Thinking about ads?

Ads can help a big day reach your neighbors. Use them on purpose and keep them small and local. See page 62.

"Philip said to him, 'Come and see.'"

JOHN 1:46 (ESV)

Holidays with heart.

PILLAR · INVITATION AND EVENTS

Holidays are some of the most seen posts of the year. They're also some of the most tender. Think about who is reading.

Mother's Day and Father's Day

Celebrate, and remember those who have lost a parent, long to be a parent, or have a painful story.

Veterans Day

Thank the veterans in your church by name and story, with their permission.

Christmas Day

Churches plan everything leading up to Christmas, then forget the day itself. Decide early if you'll post, and ask for that graphic ahead of time.

Thanksgiving

Go past the obligatory post. Ask people on Sunday what they're thankful for and stitch the phone videos together.

Memorial Day

It honors those who died serving. Skip "happy." If people would like, invite them to share a name you can pray over.

Good Friday

Keep it reverent. Choose imagery your people won't find too graphic.

National and cultural days

Be consistent. If two meaningful days fall together, recognize both or neither.

Small and silly days

Have fun with them, or skip them. Not every date needs a post.

"We never just say Happy Mother's Day. We also make room for those who have lost a mother and those who long to become one."

Brittany Moody

Enduo Media Founder & Creative Director

"A time to weep, and a time to laugh; a time to mourn, and a time to dance."

ECCLESIASTES 3:4 (ESV)

Start a conversation, not a contest.

PILLAR · FUN AND PERSONALITY

Some of the easiest posts get the most response because they invite people in. Ask real questions and then actually answer the people who reply.

01

How can we pray for you?

Invite general requests in the comments and really pray. For anything personal, point people to a private, church-approved way to share.

02

The worst side dish

"What's the worst Thanksgiving side dish?"
Friendly disagreement beats "what's your favorite."

03

Share a memory

For an anniversary or a big milestone, ask for favorite memories. Reshare the best ones.

04

Story question stickers

Ask a question in stories. Reshare answers, with permission, to show real voices.

05

This or that

Coffee or tea. Early service or late. Small, fun choices that show personality.

06

Caption this

A funny, kind photo from a church event. Let your people write the caption.

SKIP THE GIMMICKS

No "like if you love Jesus," fake urgency or engagement bait. People can tell, and it cheapens real faith.

Invite real voices

Ask people who have a real answer or story to share it in the comments. Real conversation, never manufactured comments.

"Iron sharpens iron, and one man sharpens another."

PROVERBS 27:17 (ESV)

200 POST IDEAS

Weighted like your mix: 80 people, 50 teaching, 40 invitation, 30 fun. Check them off as you go.



PEOPLE AND COMMUNITY

40% OF YOUR MIX - 1 TO 40

- | | |
|---|---|
| ☐ 1 Sunday photo carousel | ☐ 21 Sunday setup timelapse at 6 AM |
| ☐ 2 Greeter of the week | ☐ 22 Church history throwback |
| ☐ 3 Volunteer spotlight | ☐ 23 Then and now photo of your building |
| ☐ 4 Meet the staff | ☐ 24 A founding member's story |
| ☐ 5 Meet your elders or deacons | ☐ 25 Missionary update |
| ☐ 6 Welcome our new members | ☐ 26 Local outreach recap |
| ☐ 7 Baptism celebration | ☐ 27 Serve day before and after |
| ☐ 8 Baby dedication, with permission | ☐ 28 Meal train thank-you |
| ☐ 9 Birthday shout-out for a longtime member | ☐ 29 Prayer team spotlight |
| ☐ 10 Anniversary couple feature | ☐ 30 Nursery volunteers thank-you |
| ☐ 11 Small group photo | ☐ 31 Kids teachers appreciation |
| ☐ 12 Small group host spotlight | ☐ 32 Graduating seniors, with permission |
| ☐ 13 Kids ministry moment, with permission | ☐ 33 Back-to-school blessing photos |
| ☐ 14 Student ministry recap | ☐ 34 Veterans in your church and their stories |
| ☐ 15 Senior adults lunch | ☐ 35 Mother's Day photo booth |
| ☐ 16 Lobby candid of the week | ☐ 36 Father's Day photo booth |
| ☐ 17 Coffee team behind the scenes | ☐ 37 A testimony in one sentence |
| ☐ 18 Parking team in the rain | ☐ 38 "Why I serve" quote |
| ☐ 19 Worship team rehearsal | ☐ 39 "How I found this church" story |
| ☐ 20 Tech booth behind the scenes | ☐ 40 Answered prayer story, with permission |

200 POST IDEAS

People and community, continued. Always ask before posting kids, guests or personal stories.

PEOPLE AND COMMUNITY

41 TO 80

- | | |
|---|---|
| ☐ 41 Two testimonies in two minutes | ☐ 61 Welcome back college students |
| ☐ 42 Marriage advice from a couple married 50 years | ☐ 62 Small group prayer walk |
| ☐ 43 Wisdom from your oldest member | ☐ 63 Community partner spotlight |
| ☐ 44 Kids answer a Bible question, with permission | ☐ 64 Thank-you to local teachers |
| ☐ 45 Student leader spotlight | ☐ 65 School staff blessing photos |
| ☐ 46 Life group dinner photos | ☐ 66 Retirement celebration |
| ☐ 47 Women's or men's ministry recap | ☐ 67 Sunday school class reunion photo |
| ☐ 48 Choir or band member spotlight | ☐ 68 Memorial tribute, with the family's blessing |
| ☐ 49 Behind the sermon with your pastor | ☐ 69 "Our church this month" collage |
| ☐ 50 A staff member's day in the life | ☐ 70 Member-submitted photo of the week |
| ☐ 51 Pastor's favorite moment this week | ☐ 71 Members share a favorite verse with a photo |
| ☐ 52 Welcome team huddle before service | ☐ 72 Hands that serve, no faces needed |
| ☐ 53 What baptism meant to me | ☐ 73 A first-time guest's story, with permission |
| ☐ 54 Volunteer of the month | ☐ 74 Map of where your missionaries serve |
| ☐ 55 Thank a first responder in your church | ☐ 75 An ordinary Wednesday night at church |
| ☐ 56 Church family recipe swap | ☐ 76 Mission trip countdown and photos |
| ☐ 57 Game day jerseys carousel | ☐ 77 Prayer team praying for your city |
| ☐ 58 Snow day photos from your members | ☐ 78 Hospital or home visit team thank-you |
| ☐ 59 A member's small business shout-out | ☐ 79 Facilities team thank-you |
| ☐ 60 Celebrate a new job or graduation, with permission | ☐ 80 Year in review: faces of the year |

200 POST IDEAS

Teaching and Scripture. Help people grow all week, not just on Sunday.

TEACHING AND SCRIPTURE

25% OF YOUR MIX - 81 TO 130

- | | |
|---|--|
| ☐ 81 Monday sermon quote graphic | ☐ 106 Kids take-home verse |
| ☐ 82 Sermon clip reel with captions | ☐ 107 Family devotional idea |
| ☐ 83 Verse of the week | ☐ 108 Scripture over a member's photo, with permission |
| ☐ 84 Key verse phone wallpaper | ☐ 109 Verse for a hard week |
| ☐ 85 Sermon recap: three big ideas | ☐ 110 Psalm of the month |
| ☐ 86 A question from the message | ☐ 111 One-minute Bible background |
| ☐ 87 Small group discussion questions | ☐ 112 Bible reading tip |
| ☐ 88 Sermon notes download | ☐ 113 How to start praying |
| ☐ 89 Reading plan for the series | ☐ 114 What we believe, in one sentence |
| ☐ 90 Memory verse challenge | ☐ 115 Next step after the sermon |
| ☐ 91 Pastor's 60-second midweek devotional | ☐ 116 Fasting or prayer week guide |
| ☐ 92 Why we're preaching this series | ☐ 117 Gratitude prompt from Scripture |
| ☐ 93 Explain a church word: communion | ☐ 118 Testimony that matches the sermon |
| ☐ 94 Explain a church word: baptism | ☐ 119 Sermon highlight from a guest speaker |
| ☐ 95 What is Advent? | ☐ 120 Sermon series playlist link |
| ☐ 96 What is Lent? | ☐ 121 Scripture reading reel from a member |
| ☐ 97 A book of the Bible in one slide | ☐ 122 Communion reflection |
| ☐ 98 Prayer prompt for the week | ☐ 123 Good Friday reflection |
| ☐ 99 Pray for our city | ☐ 124 Easter morning verse |
| ☐ 100 The story behind a hymn | ☐ 125 Christmas Eve reading |
| ☐ 101 Worship lyric with its verse, properly licensed | ☐ 126 New year reading plan kickoff |
| ☐ 102 Ask the pastor Q&A | ☐ 127 Pastor answers a comment question |
| ☐ 103 Myth or truth carousel | ☐ 128 Quote from Sunday's worship set |
| ☐ 104 Quote from a classic Christian writer | ☐ 129 Kids ministry lesson recap for parents |
| ☐ 105 Staff book recommendation | ☐ 130 Teaching series wrap-up |

200 POST IDEAS

Invitation and events. Give your people something easy to share with a friend.

INVITATION AND EVENTS

20% OF YOUR MIX - 131 TO 170

- | | |
|--|---|
| ☐ 131 Pastor invite video | ☐ 151 Women's or men's event invite |
| ☐ 132 What to expect on Sunday | ☐ 152 Fall festival or trunk or treat |
| ☐ 133 Plan-a-visit link | ☐ 153 Community serve day |
| ☐ 134 Service times carousel | ☐ 154 Food drive or blood drive |
| ☐ 135 Kids check-in walkthrough | ☐ 155 Livestream reminder |
| ☐ 136 Parking and entrance tour | ☐ 156 Holiday service schedule |
| ☐ 137 New series teaser | ☐ 157 Weather or schedule update |
| ☐ 138 Series launch countdown | ☐ 158 Bring-a-friend Sunday |
| ☐ 139 Monthly events carousel | ☐ 159 Christmas Day post, if you post |
| ☐ 140 Event countdown in stories | ☐ 160 Mother's Day invite |
| ☐ 141 Easter invite to share | ☐ 161 Prayer night invite |
| ☐ 142 Christmas Eve invite to share | ☐ 162 Baby dedication sign-up |
| ☐ 143 "Sit with me" invite graphic | ☐ 163 Mission trip interest meeting |
| ☐ 144 Next steps class | ☐ 164 Event recap with "see you next time" |
| ☐ 145 Membership class | ☐ 165 Save the date for next year |
| ☐ 146 Baptism Sunday sign-up | ☐ 166 Building or campus update |
| ☐ 147 Join a serve team | ☐ 167 New guest gift reveal |
| ☐ 148 Small group sign-up week | ☐ 168 Google review request from members |
| ☐ 149 VBS or kids camp registration | ☐ 169 Back-to-school blessing invite |
| ☐ 150 Student camp sign-up | ☐ 170 Thanksgiving service invite |

200 POST IDEAS

Fun and personality. A little joy goes a long way.

FUN AND PERSONALITY

15% OF YOUR MIX - 171 TO 200

- | | |
|--|---|
| ☐ 171 This or that | ☐ 186 Throwback staff photo |
| ☐ 172 Worst Thanksgiving side dish | ☐ 187 Lobby playlist |
| ☐ 173 Caption this | ☐ 188 Kids explain what the pastor does all week |
| ☐ 174 Fill in the blank | ☐ 189 Rate the snow day |
| ☐ 175 Favorite worship song poll | ☐ 190 Best church memory |
| ☐ 176 Staff coffee orders | ☐ 191 Favorite Christmas tradition |
| ☐ 177 Staff pet day | ☐ 192 Guess the verse |
| ☐ 178 Guess the staff baby photo | ☐ 193 Name the new coffee blend |
| ☐ 179 Guess the Bible story in emojis | ☐ 194 Staff desk tour |
| ☐ 180 Hometown weather joke | ☐ 195 Sunday morning in 10 seconds |
| ☐ 181 Game day spirit | ☐ 196 Fun fact about your church |
| ☐ 182 First day of summer | ☐ 197 A kind, silly unpopular opinion |
| ☐ 183 Best church potluck dish | ☐ 198 Tag who you're bringing Sunday |
| ☐ 184 Two truths and a lie: staff edition | ☐ 199 Shout-out to a favorite local spot |
| ☐ 185 Bloopers from the video shoot | ☐ 200 Daylight saving time joke |

Repeat the good ones

A volunteer spotlight can be a monthly series. Your people won't mind seeing their friends again.

Make it local

Swap in your town, your traditions and your church's words.

Mix pillars in one post

A baptism photo with the verse from that day is people and teaching at once.

Keep a running list

When someone says "you should post that," write it down here.

OUR OWN IDEAS

Pick platforms you can sustain.

It's better to do two platforms well than five poorly. Before you start a new one, decide who will own it, and get your pastor's blessing.

"The person running social is often younger and lives on Instagram or TikTok. Your people may be there too, or they may not. Knowing your people means being honest about where they actually are, not projecting where you want them to be."

Brittany Moody

Enduo Media Founder & Creative Director

Facebook

For many churches, it's where adults and grandparents already are. Great for events, groups, livestreams and plain text posts on a colored background.

Instagram

Younger adults and students, and the main platform for many younger churches. Stories, reels and carousels.

YouTube

Full sermons, series playlists and clips. It's also a search engine, so clear titles and matching thumbnails matter.

TikTok and newer apps

Often a different, younger audience. Only start if it fits who you're trying to reach, someone can own it well, and you've thought through students and safety.

Check your numbers

Look at your followers and views on each platform. Plan for where your people really are, not where you wish they were.

"I have become all things to all people, that by all means I might save some."

1 CORINTHIANS 9:22 (ESV)

Feed, stories and carousels.

Each format has a job. Use them together so your feed stays clean and your daily content still gets seen.

01

Feed

Your lobby wall. Two to four strong posts a week, people first. Mix photos, quotes, video and invitations.

02

Stories

The daily stuff: devotionals, countdowns, polls, Sunday highlights. They bring people back without cluttering your feed.

03

Carousels

Lead with a photo, then the details. Great for events, recaps and year-in-review stats. Swipes keep people on your post.

04

Pinned posts

Pin what a first-time visitor needs: a welcome or plan-a-visit post, this month's events, or a three-post banner.

05

Your profile

An icon that reads as a small circle, a clear bio with service times, and one link to a simple links page.

06

Sizes

Vertical for the feed, full screen for stories and reels. Specs change, so check each platform's current sizes.

Keep a set of templates. Branded templates for each format make posting faster and keep your feed consistent. See page 39.



05 • VIDEO AND REELS

Video people actually watch.

Hook them early

The first couple of seconds decide everything. Start with the story, the question or the punchline.

Your phone is enough

Hold it vertical, face the light, steady it on something. An inexpensive clip-on mic makes a huge difference.

Pastor invites

A simple invite from your pastor is the video your people share most. Keep it under a minute.

Post natively

Upload to each app directly. Avoid reposting videos that carry another app's watermark.

Caption everything

Most people watch with the sound off. Use auto captions in CapCut or the app itself, and fix the mistakes.

Real voices

Ask people on Sunday what they're thankful for or why they love your church. Stitch the clips together.

Tease the big series

Short teasers in the weeks before a launch, like a movie trailer. Then post the full promo.

Mind the music

Only use music you have permission to use for that platform and purpose. More on page 58.

"Oh, magnify the LORD with me, and let us exalt his name together!"

PSALM 34:3 (ESV)

Write captions people actually read.

A good caption is short, warm and clear about what to do next. Write it like you're talking to someone in the lobby.

Lead with the point

Put the most important line first. Many people never tap "more."

One clear next step

Register, share, comment, come Sunday. Pick one.

A few hashtags

Your church tag and an event or series tag are plenty.

Check the details

Names, dates, times and links. Read it out loud once before you post.

Short lines

Use line breaks. One idea per line is easier to read on a phone.

Words people search

Your church name, your town, the event name and words like kids ministry help people find you. They matter more than a pile of hashtags.

Alt text

Describe your photos for people using screen readers. It's kind and it's good practice.

Use AI carefully

It can help you start a draft. Never let it answer real people or invent a story.

PEOPLE SKIM MORE THAN THEY READ

Assume most people will only see your first line and your graphic. Make those two things do the work.

"To make an apt answer is a joy to a man, and a word in season, how good it is!"

PROVERBS 15:23 (ESV)

Make it easy for everyone to read.

Your lobby has ramps, large print and someone ready to help. Your feed can be welcoming in the same way. These small habits help older members, people with low vision or hearing loss, and anyone reading on a phone in bright sun.

Big enough on a phone

If you have to zoom to read it, it's too small. Fewer words, larger type.

Mind the edges

App buttons and captions cover the top, bottom and right side of stories and reels. Keep key text in the middle.

Alt text on images

A short description for people using screen readers.

Go easy on motion

Avoid fast flashing, strobing transitions and constant movement.

Readable fonts

Save script and decorative fonts for one or two words, never for the details.

Strong contrast

Dark text on light, or light on dark. Skip text over busy photos.

Captions on every video

Spoken words and meaningful sounds, checked for names and verses.

Don't rely on color alone

"Register by the date in red" doesn't work for everyone. Say it in words too.

Details in the caption too

Put the time, place and link in the caption or on your website, not only inside the graphic.

Hashtags and emojis

Capitalize each word in a hashtag, like #GoodFriday. Screen readers read every emoji, so use a few.

QUICK TEST BEFORE YOU POST

Look at it on your phone at arm's length. Then turn the sound off. If you can still read it and understand it, you're in good shape.

"So with yourselves, if with your tongue you utter speech that is not intelligible, how will anyone know what is said?"

1 CORINTHIANS 14:9 (ESV)

Use trends with wisdom.

Trends come and go fast. Some are a great fit for your church's personality. Some aren't worth the risk. Run every trend through a few questions first.

THE TREND FILTER

- ☐ Does it fit our values?
- ☐ Does it sound like our church?
- ☐ Would our pastor be comfortable with it?
- ☐ Do we know where the audio or idea came from?
- ☐ Is it kind to everyone in it?
- ☐ Could a guest misunderstand it?
- ☐ Will it still make sense next week?
- ☐ Does it point to people and to Jesus, not just to us?

WATCH THE AUDIO

A popular sound can carry lyrics or meanings you'd never choose, and can push your post to audiences you didn't intend.

Jokes and fake-outs

Prank posts and April Fools jokes can confuse people who don't know you yet. If you do one, make the joke obvious.

Lasting beats trending

Focus on content that's still valuable next month: sermon quotes, stories, photos of your people. Join a trend only when it truly fits.

"Do not be conformed to this world, but be transformed by the renewal of your mind, that by testing you may discern what is the will of God, what is good and acceptable and perfect."

ROMANS 12:2 (ESV)

Look like yourself every time.

When what people see online matches what they see on Sunday, it feels planned and trustworthy. A consistent look also makes posting faster.

Refresh your look by season

New seasonal graphics three or four times a year keep your feed fresh, while your logo, fonts and core brand stay the same.

Batch holiday packs

Ask for a quarter's holiday graphics at once. When the day comes, it's already scheduled.

Match your sermon series

Let social graphics carry the current series look so everything feels connected.

Real photos over stock

Stock photos of people who don't look like your church are a hard sell. Use your own.

TEMPLATES TO HAVE READY IN CANVA OR YOUR DESIGN TOOL

- Verse and sermon quote
- See you Sunday
- Weather closing
- Prayer and tragedy
- Sermon clip frame
- Announcement
- Service time change
- Power outage
- Event carousel
- YouTube thumbnail

Need a head start?

Our free church social media graphics come in square, feed and story sizes for seasons and holidays all year. More on page 41.

Tools that make it easier.

You don't need expensive software to run social media well. Here are tools many churches use. Pick a few, learn them well and add more only when you need them.

DESIGN

Canva. Templates for graphics, carousels, stories and thumbnails. Ask your designer to set up brand templates.

Your phone. Most church photos and videos can start here. Add a clip-on mic and a small stand.

SCHEDULING

Meta Business Suite. Free scheduling for Facebook and Instagram, plus your inbox and insights in one place.

Buffer, Later or Metricool. Plan and schedule across several platforms from one calendar.

ORGANIZATION

A shared folder. Dropbox or Google Drive, with one place for photos, templates and finished posts.

A password manager. Keep shared logins safe and easy to hand off.

VIDEO

CapCut. Cut sermon clips into reels, add auto captions and resize for each platform.

AI clip tools. Tools like OpusClip or Descript can suggest clips. A person should still pick and check every one.

CHURCH SYSTEMS

Planning Center. Event signups, forms and registrations you can link straight from a post.

Google Business Profile. Service times, photos and holiday hours where guests actually search.

LEARNING

Your own insights. Every platform shows what your people engage with. Check it monthly.

Help centers. Each platform's help center has current sizes, rules and features.

Tools change. Principles don't.

Apps come and go, change prices and change features. We're not paid to recommend any of these. Use what your team can actually keep up with.

"Commit your work to the LORD, and your plans will be established."

PROVERBS 16:3 (ESV)

Free graphics for your feed.

Not every church has a designer. That's why we make free church social media graphics just to give away. Use them for holidays and seasons, so your team can spend its time on photos and stories only your church can tell.

Seasonal graphic packs

Fall, Thanksgiving, summer and more, with Advent and Christmas packs added through the year.

Ready for every format

Square, feed and story sizes, so the same design works in your feed and your stories.

No signup needed

Download a whole pack or just the designs you want. Free for your social media, screens and slides.

More free tools

Our Church Photography Guide, yearly church planning calendars, a liturgical calendar and a church plant launch checklist.

Download them free

enduo.media/free-church-social-media-graphics

Please don't resell or redistribute the files. Share the link instead, so other churches can find them too.



Free graphics are a start

They're great for holidays and seasons. Your own photos, stories and sermon content are still what make your feed feel like your lobby.

"Every good gift and every perfect gift is from above, coming down from the Father of lights..."

JAMES 1:17 (ESV)



06

Plan your rhythm.

You don't have to post every day. Consistency matters more than volume. Pick a rhythm your team can keep for a year, not a month.

TWO TO THREE A WEEK IS A HEALTHY START

Posting every day used to feel necessary. For most churches, it isn't anymore. Start with a rhythm you can keep, then add more when you have the people for it.

One volunteer

Two feed posts a week plus Sunday stories. A people post and a sermon or invitation post.

A few helpers

Three or four feed posts, stories most days and one short sermon reel a week.

Staff and volunteers

Five or more feed posts, daily stories and a couple of reels. Still people first.

Want to post daily? Build in simple, repeatable content like a verse of the day in stories, so nobody has to create something new every day.

"And let us not grow weary of doing good, for in due season we will reap, if we do not give up."

GALATIANS 6:9 (ESV)

Plan a month ahead.

Leave room for now.

Plan what you know is coming. Post what's happening when it happens. That mix keeps you organized and still real.

1

Look ahead

Mid-month, open next month's calendar: holidays, events, the sermon series and anything on the church calendar.

2

Batch it

Request or make the graphics in one batch: events, holidays, quotes and templates.

3

Schedule it

Load the planned posts into Meta Business Suite or your scheduling tool.

4

Leave room

Keep open spots for real-time content: Sunday photos, testimonies, weather and news.

5

Recap

After every big day, write down what worked while it's fresh.

DATES CHURCHES FORGET

- Christmas Day itself, if you post
- New Year's Day
- Ash Wednesday and Lent
- Palm Sunday and Good Friday
- Mother's Day and Father's Day
- Memorial Day
- Back to school
- Pastor Appreciation Month
- Reformation Day
- Veterans Day
- Daylight saving time
- Your church's anniversary

Plan it on paper. Start from an example calendar on pages 45 to 47, then fill in the blank calendar on page 49 and the sermon-to-social worksheet on page 50.

"The plans of the diligent lead surely to abundance, but everyone who is hasty comes only to poverty."

PROVERBS 21:5 (ESV)

From request to post.

When every ministry texts the social media person directly, things get missed and someone burns out. A simple, shared process protects your team and makes every post better.

	STAGE	WHO	WHAT HAPPENS
1	Request	Ministry leader	Sends details, purpose, audience and deadline through one request form.
2	Create	Social team or designer	Makes the graphic, video and caption.
3	Check	Ministry contact	Confirms names, dates, times, prices and links.
4	Approve	Staff lead	Reviews anything sensitive, urgent or high-impact.
5	Schedule	Social owner	Schedules it on the calendar and in stories.
6	Respond	Comment host	Answers comments and messages once it's live.

SUGGESTED REQUEST DEADLINES

Simple announcement	1 week
Event with registration	4 to 6 weeks
Easter, Christmas or a launch	8 weeks
Last-minute changes	Staff lead decides

Not every request needs a post

If it's only for one group, an email, a group text or a stage announcement may serve them better. Your feed is for the whole lobby.

Use one request form. A Planning Center form, a Google Form or a page on your website. One door in keeps everything in one place.

"But all things should be done decently and in order."

1 CORINTHIANS 14:40 (ESV)

What your mix looks like in a real month.

Here's how the mix plays out at different rhythms. Blank days are okay. Most weeks, Sunday photos and a Monday sermon post anchor the week, and everything else rotates. Swap in your own events, holidays and stories. These are illustrative months, not a specific year.

■ People and community
 ■ Teaching and Scripture
 ■ Invitation and events
 ■ Fun and personality

2x a week

9 posts • ■ 4 people • ■ 2 teaching • ■ 2 invite • ■ 1 fun

Great for one volunteer. Mondays alternate between Sunday photos and the sermon, and Thursdays rotate through the other pillars.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Sunday photos	3	4	5 Event invite	6	7
8	9 Sermon quote	10	11	12 Volunteer spotlight	13	14
15	16 Sunday photos	17	18	19 This or that	20	21
22	23 Sermon reel	24	25	26 Pastor invite	27	28
29	30 Sunday photos	31				

Stories don't count here

These are feed posts. Stories are a bonus: Sunday highlights, countdowns and quick questions that don't need to be planned on the calendar.

3x and 4x a week.

■ People and community
 ■ Teaching and Scripture
 ■ Invitation and events
 ■ Fun and personality

3x a week

13 posts · ■ 5 people · ■ 3 teaching · ■ 3 invite · ■ 2 fun

Monday, Wednesday and Friday. The sermon and Sunday photos trade Mondays, with invitations at the end of the week.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Sermon quote	3	4 Sunday photos	5	6 Event invite	7
8	9 Sunday photos	10	11 Sermon reel	12	13 Fun question	14
15	16 Sermon quote	17	18 Volunteer spotlight	19	20 Next step	21
22	23 Sunday photos	24	25 This or that	26	27 Pastor invite	28
29	30 Sunday photos	31				

4x a week

18 posts · ■ 7 people · ■ 5 teaching · ■ 3 invite · ■ 3 fun

Sunday photos the same day and a sermon post every Monday, then a people post and one more midweek.

SUN	MON	TUE	WED	THU	FRI	SAT
1 Sunday photos	2 Sermon quote	3	4 Volunteer spotlight	5	6 Event invite	7
8 Sunday photos	9 Sermon reel	10	11 This or that	12	13 Pastor invite	14
15 Sunday photos	16 Sermon quote	17	18 Testimony	19	20 Fun question	21
22 Sunday photos	23 Sermon reel	24	25 Caption this	26	27 Next step	28
29 Sunday photos	30 Sermon quote	31				

5x to 7x a week.

■ People and community
 ■ Teaching and Scripture
 ■ Invitation and events
 ■ Fun and personality

5x a week

23 posts · ■ 9 people · ■ 6 teaching · ■ 5 invite · ■ 3 fun

A staffed rhythm. Sunday photos and a Monday sermon post every week, with people, invitations and fun across the week.

SUN	MON	TUE	WED	THU	FRI	SAT
1 Sunday photos	2 Sermon quote	3 Volunteer spotlight	4	5 Event invite	6 This or that	7
8 Sunday photos	9 Sermon reel	10 Behind the scenes	11	12 Pastor invite	13	14 Verse
15 Sunday photos	16 Sermon quote	17 Testimony	18	19 Serve team	20 Fun question	21
22 Sunday photos	23 Sermon reel	24 Small group photo	25	26 Event invite	27 Caption this	28
29 Sunday photos	30 Sermon quote	31 Serve team				

6 to 7x a week

33 posts · ■ 14 people · ■ 8 teaching · ■ 6 invite · ■ 5 fun

Some churches post every day, and a few days get two posts. Only choose this if your team can keep it up and still rest.

SUN	MON	TUE	WED	THU	FRI	SAT
1 Sunday photos	2 Sermon quote	3 Volunteer spotlight	4 Prayer prompt	5 Event invite	6 This or that	7 Behind the scenes
8 Sunday photos Sermon reel	9 Sermon quote	10 Small group photo	11 Caption this	12 Pastor invite	13 Fun question	14 Milestone
15 Sunday photos	16 Sermon quote	17 Testimony	18 Event invite	19 Next step	20 This or that	21 Meet the staff
22 Sunday photos Sermon reel	23 Sermon quote	24 Volunteer spotlight	25 Event invite	26 Serve team	27 This or that	28 Behind the scenes
29 Sunday photos	30 Sermon quote	31 Small group photo				

What a good week actually looks like.

Here's a 3x a week rhythm, finished and ready to post. One church, one consistent look, three different jobs. Hillside Church is a made-up example.

MONDAY

People and community



- Real people, posted fast
- Invites members to find friends
- Faces, not just the stage

WEDNESDAY

Teaching and Scripture



- One strong line from the sermon
- Captions for watching muted
- Points to the full message

FRIDAY

Invitation and events



- Answers a guest's real questions
- Details in the graphic and caption
- One clear next step

What makes it feel like one church

Three different designs: a photo recap, a typographic series graphic and an invite. Same colors, same two fonts, real photos. Each post has its own job, and they all clearly belong together.

CONTENT CALENDAR

Write each planned post in its day. Leave room for what happens.



MONTH

SERMON SERIES

BIG DAYS THIS MONTH

SUN	MON	TUE	WED	THU	FRI	SAT
☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐

Color or mark each post: ■ People ■ Teaching ■ Invitation ■ Fun

Our mix this month: ___ people · ___ teaching · ___ invite · ___ fun

SERMON TO SOCIAL

Fill this out on Sunday afternoon or Monday morning. One sermon, a week of posts.



THE MESSAGE

SERMON TITLE

DATE

PASSAGE

MONDAY QUOTE

THE LINE PEOPLE WILL REMEMBER

CLIPS

CLIP 1 STARTS

ENDS

CLIP 2 STARTS

ENDS

WHAT THE CLIP IS ABOUT

STORIES AND QUESTIONS

A QUESTION FROM THE MESSAGE FOR STORIES

KEY VERSE

NEXT STEP OR CALL TO ACTION

PHOTOS AND PEOPLE

PHOTOS TO POST

STORY OR TESTIMONY TO SHARE

POSTED

☐ Mon: quote

☐ Tue: clip

☐ Wed: question

☐ Thu: verse

☐ Fri: Sunday teaser

☐ Sun: stories

Engage like a host.

A lobby has greeters. Your feed needs them too. Posting is only half of social media. The other half is noticing the people who respond.

Reply within a day

Answer comments and messages kindly and on time, even with a simple thank you.

Pray for prayer requests

Like the comment once you've prayed. Then follow up if it fits.

A person, not a bot

Automated replies have a place for service times. Real conversations need a real person.

Take hard things offline

Pastoral needs move to a call, a text or a coffee. Never work through a crisis in the comments.

Host the livestream chat

Assign someone to welcome people, share links and pray with viewers during the service.

Welcome first-timers

When someone new comments, notice it. Thank them and invite them to come visit.

A simple reply to keep handy

"Thanks so much for being here! We'd love to meet you. Can we send you a message with everything you need for Sunday?"

"Walk in wisdom toward outsiders, making the best use of the time. Let your speech always be gracious, seasoned with salt, so that you may know how you ought to answer each person."

COLOSSIANS 4:5-6 (ESV)

When it gets hard, slow down.

Every church account will face hard comments and hard days. Decide ahead of time how you'll respond, so nobody has to figure it out at 10 PM.

Spam and scams

Delete, block and report. Don't engage.

Attacks and trolls

Don't take the bait. Hide or remove comments that break your comment policy. Tell your leader.

Tragedy in your community

Pause scheduled posts. Share a simple prayer post. Keep a ready-made template for it.

Closings and changes

Weather, power outages and schedule changes need fast, clear posts. Have templates ready. See page 54.

Honest criticism

Thank them and respond kindly once. If it's a real public concern, acknowledge it publicly, then offer to talk in person. Don't argue.

Divisive topics

Check with your pastor before responding to anything political or controversial.

A crisis at your church

One approved statement from leadership. Don't post in the heat of the moment, and don't delete everything.

Someone shares something serious

Danger, abuse or self-harm needs action right away, not just a reply. Follow the steps on page 53.

WRITE A COMMENT POLICY

Say what you'll remove: spam, profanity, personal attacks, private information about others and sales pitches. Post it where people can find it, then apply it consistently. A sample is on page 60.

"Know this, my beloved brothers: let every person be quick to hear, slow to speak, slow to anger."

JAMES 1:19 (ESV)

Before you respond.

Most comments and messages are easy. A few are not. When something needs attention, decide what kind of situation it is first. Then follow the path.

A comment, message or public issue needs attention. What kind is it?

Normal question	Criticism or conflict	Safety concern	Church-wide crisis
Service times, parking, kids, events.	A complaint, a hard question, a heated thread.	Someone may be in danger, or reports abuse or self-harm.	A tragedy, a leader steps down, news about your church.
■ Answer within a day during office hours ■ Use approved, current information ■ Point to the website or plan-a-visit page	■ Pause. Read it twice ■ Apply your comment policy ■ Respond kindly once, then offer to talk ■ Tell your staff lead if it grows	■ Immediate danger: call emergency services ■ Abuse: follow safeguarding policy and reporting laws ■ Save messages and limit who sees them ■ Tell your staff lead right away	■ Pause all scheduled posts ■ Don't post or reply on your own ■ Staff lead approves one statement ■ Use your ready templates

EVERY TIME

Don't delete or reply in anger. Take a screenshot before you hide anything. Never promise total confidentiality. When in doubt, slow down and ask your staff lead.

Post this by your desk. Pair it with the comment policy and procedures on page 60.

"A soft answer turns away wrath, but a harsh word stirs up anger."

PROVERBS 15:1 (ESV)

Plan for hard days before they come.

The worst time to design a graphic is the morning of a snowstorm or the day a beloved member passes away. Things change fast in ministry. The churches that handle hard days well decided what to say, and how it should look, long before they needed it.

TEMPLATES TO HAVE READY

- **Weather closing.** Canceled or online only, with the date and a livestream link.
- **Power or building issue.** A quick change of location or schedule.
- **Service time change.** Holiday schedules and special services.
- **Death of a church member.** A simple tribute and service details, with the family's blessing.
- **Funeral or celebration of life.** Date, time, place and how to serve the family.
- **Tragedy in your community.** A short, reverent prayer post. No promotion that day.
- **Pastor or staff transition.** Clear, kind, approved wording from leadership.
- **Urgent prayer gathering.** When and where to pray together.

FOR EACH ONE, DECIDE

Who fills it in. Who approves it. Where it goes first: a text or email to members, Facebook, Instagram stories, your website and your Google Business Profile hours. And which scheduled posts to pause.

SAMPLE WORDING

"Because of [weather], all services and activities at [church] are canceled today, [date]. Join us online at [link]. Stay safe, and we'll see you next week."

We build these for our churches

This is exactly why Enduo Media makes Canva templates for the churches we serve. Closings, funerals, schedule changes and prayer posts are designed in your church's look ahead of time, so your team is always prepared when things change. Anyone can open them on a phone, swap the words and post in minutes. Canva templates are part of what we do every month for our churches, along with sermon series, social graphics and more. See our graphics plans at enduo.media.

"God is our refuge and strength, a very present help in trouble."

PSALM 46:1 (ESV)

Rest is part of the rhythm.

Your church doesn't have to be online every single day. Planned rest is healthy, for your team and your people.

01

A social Sabbath

If your staff is resting, social can rest too. Pin a short post: "We're taking a break. See you January 4."

02

A church social fast

If your church fasts from social media, don't post during it. Pin a note so anyone who finds you knows why.

03

Schedule ahead

Before vacations and holidays, schedule a few posts so the owner can actually be off.

04

Coming back

Gone quiet for a while? Don't apologize forever. Come back with something good, like a memory or anniversary post.

05

Seasons are normal

Some seasons you'll post a lot. Some seasons you'll post the basics. Both are okay.

06

Watch your own heart

Scrolling isn't the same as serving. Put the phone down and be present on Sunday.

Start small when you restart

Coming back after a quiet season? Don't try to make up for lost time. Pick the 2x a week calendar on page 45 and build from there.

"And he said to them, 'Come away by yourselves to a desolate place and rest a while.'"

MARK 6:31 (ESV)



08

Protect your people.

Everything in your lobby isn't meant for the internet. Posts are public, permanent and easy to share. Protect the people you're posting about.

Kids

Written parent permission, no names, no readable check-in stickers, and no location details.

Prayer requests

Only share with permission. Leave out names and details unless the person asks.

Post after, not live

Share event photos after people leave. Never show security details or kids' room layouts.

Going deeper? Our free Church Photography Guide covers photo permission, consent forms and photo laws in more detail.

First-time guests

No close-ups without permission. Many guests aren't ready to be the face of your church.

Sensitive spaces

Recovery groups, counseling and care ministries stay off camera.

Removal requests

Take a post down quickly and everywhere. Keep a list of people who've opted out.

"A good name is to be chosen rather than great riches, and favor is better than silver or gold."

PROVERBS 22:1 (ESV)

The church owns the accounts.

Losing access to a church account is more common than you'd think. Someone leaves on hard terms, a password goes missing or a page gets hacked. A little setup now prevents a big mess later.

Keep the church in control

Use a church-managed email, business portfolio or similar account system, never one person's private login.

Turn on two-factor login

On every account, for every admin. It stops most takeovers.

Save recovery codes

Store backup codes, recovery emails and logins in a password manager the church controls. A lost phone can lock you out as fast as a lost password.

Keep an account list

Platform, handle, owner email, admins and recovery details in one secure place.

Give roles, not passwords

Use each platform's business tools to give people access with their own login.

Keep at least two admins

Never let one person be the only way in.

Remove access the same day

When someone leaves the team, take back their roles and change any shared passwords.

Watch for fakes and phishing

Report impersonator accounts and warn your people. Platforms won't message you asking for your password.

"The prudent sees danger and hides himself, but the simple go on and suffer for it."

PROVERBS 27:12 (ESV)

Use what's yours to use.

Churches get flagged, muted and taken down more often than you'd think, usually by accident. Most problems come from music and images.

Music in reels and videos

A song in an app's music library may be cleared for personal use only. Use music licensed for organizations, like Meta's Sound Collection or a licensed royalty-free library, and read the terms.

Movie and TV clips

A license to show a clip in your building usually doesn't cover posting it online.

Fonts

Make sure the fonts in your templates are licensed for your use.

Other churches' content

Use the app's built-in share button, or ask permission before you download and repost. Credit is kind, but it doesn't replace permission.

Worship songs online

Streaming worship needs the right license, and it may not cover sermon reels, ads or promo videos. Check what your licenses actually allow.

Images from search

Never pull photos or graphics from search results or another church's page. Use your own, licensed stock, free graphics made to share or designs you paid for.

Volunteer photos

Photographers own their photos unless they sign an agreement. Get one in writing.

Not legal advice

Licenses and laws vary by country and change over time. Check your church's licenses, and talk to an attorney if you're unsure.

"You shall not steal."

EXODUS 20:15 (ESV)

Sample social media policy.

Sample wording only. This is not legal advice. Adapt it to your church's values, structure and child safety policy. Have your leadership review it before you adopt it.

SOCIAL MEDIA POLICY

Church name and logo here

- 1 Purpose.** Our social media exists to help make disciples of Jesus by welcoming our community, encouraging our church family and pointing people to Him. It supports, and never replaces, gathering in person.
- 2 Who manages it.** Our accounts are managed by the social media team, which reports to [STAFF LEAD]. The church owns every account. At least two staff members have admin access.
- 3 What we post.** Content that reflects our values: our people, our teaching, invitations, stories of what God is doing and the personality of our church.
- 4 What we don't post.** Political endorsements, private prayer requests without permission, children's names, security details, or anyone else's content as our own.
- 5 Approvals.** [STAFF LEAD] approves anything sensitive, urgent or about a crisis before it posts. Routine posts follow the monthly plan.
- 6 Comments and messages.** We reply kindly within one business day. Pastoral needs move offline. We follow our public comment policy.
- 7 Photos and privacy.** We follow our photo policy. Kids need written parent permission. We honor removal requests quickly.
- 8 Staff and volunteers.** Personal accounts represent the church. We don't speak for the church, argue in comments, or message minors privately.
- 9 Advertising.** Paid ads are approved by [STAFF LEAD], stay within the budget set each year and point to a clear next step.
- 10 Review.** We review this policy every year and update it as platforms and our church change.

APPROVED BY

TITLE

DATE

Comment policy and procedures.

PUBLIC COMMENT POLICY

Post in your About section or pin it

We love hearing from you! [CHURCH] uses social media to share what God is doing in our church family and to welcome our community. Please keep comments kind and respectful. We may hide or remove comments that include:

- Spam, scams or advertising
- Profanity or crude content
- Threats, harassment or hateful language
- Private information about anyone
- Impersonation or clearly false claims about people
- Repeated off-topic posts

We welcome honest questions and respectful disagreement, and we won't remove a comment just because it's critical. Repeated violations may lead to being blocked. For personal prayer requests or private needs, please call [PHONE] or use [PRIVATE FORM]. Messages here aren't a confidential counseling service.

BEHIND THE SCENES PROCEDURES

Immediate danger

Call emergency services first. Then tell [STAFF LEAD].

Self-harm

Respond with care, share local crisis resources and alert [PASTOR] right away.

Crises

Pause scheduled posts. [STAFF LEAD] approves one statement. Use the ready templates.

Departing team members

Roles, logins and devices come back the same day. Shared passwords change.

Suspected abuse or neglect

Follow our safeguarding policy and local reporting laws. Reporting duties may apply to you directly, not just to the pastor.

Preserve and protect

Save the messages, limit who can see them and never promise total confidentiality.

Minors

Staff and volunteers don't message minors privately. Use the church account and include another adult.

Removal requests

Take the post down everywhere within one business day and note it on our opt-out list.

APPROVED BY

TITLE

DATE

Measure what matters.

Likes feel good, but they're the weakest sign of impact. Watch the signals that show real connection, and the fruit you can see offline.

-  **Shares and sends.** The strongest sign someone valued a post. They put their name behind it.
-  **Saves.** People plan to come back to it. Great for verses, quotes and plans.
-  **Comments and replies.** Real conversation, especially when you answer back.
-  **Watch time.** How long people stay with your videos, not just how many start them.
-  **Reach beyond followers.** New people seeing your church through your members.
-  **Likes and follower count.** Nice to see, but they matter the least.

LOOK FOR OFFLINE FRUIT

Add "How did you hear about us?" to your connection card and plan-a-visit form. Use landing pages and trackable links so you know what brought people in.

The best measure isn't online

Are guests saying "I saw that on Facebook"? Are members sharing posts with friends? Are people taking next steps? That's the fruit to look for.

"Know well the condition of your flocks, and give attention to your herds."

PROVERBS 27:23 (ESV)

Use ads on purpose.

Ads have their place. They can help a big day reach neighbors who don't know you yet. But they can't replace your people inviting their friends, and they won't fix a feed that feels like a bulletin board. Use them on purpose, for a clear reason, with a small budget you can measure.

Pick the right moments

Easter, Christmas, a new series, a launch or a community event. Not every week.

Look into Google Ad Grants

Eligible nonprofits can receive up to \$10,000 a month in Google search ads. In the U.S., that generally requires 501(c)(3) status or a qualifying group exemption. Rules change, so check Google for Nonprofits.

Keep it local

Target the area your church can actually reach. Most platforms limit targeting by religion, and the rules differ, so think location and age and check each platform's policy.

Set a budget and an end date

Decide the amount and the dates up front, and have someone approve it.

Search first

People search for things like "churches near me" and "Easter services." Search ads meet them right then.

Boost what already works

Put a little money behind a post your people already love, like a pastor invite video.

Send people somewhere clear

Link to a simple landing page with times, kids info and what to expect, not your homepage.

Measure the fruit

Count clicks, signups and guests who mention it. If it didn't help, try something else next time.

Shared beats paid

When your content is good enough that people share it on their own, you often don't need to pay for reach at all.

"Whatever you do, work heartily, as for the Lord and not for men."

COLOSSIANS 3:23 (ESV)

Test, learn and keep going.

There's a science to social media, but it's not that complicated. Try something, watch what happens and adjust. What works for another church may not work for yours.

Try one new thing a month

A new format, a new kind of question, a new day to post. Give it a few weeks before you judge it.

Use your own insights

Best times to post change and differ by church. Check your own insights instead of a chart.

Ask your people

Ask a few members what they enjoy seeing and what they skip. Then listen.

Compare like with like

Compare sermon clips with sermon clips and photos with photos, not a reel with a text post.

Recap every big day

What got shared? What fell flat? What did guests mention? Write it down for next year.

Expect change

Platforms change their rules and features often. Stick to the principles in this guide and adjust the details.

Track it monthly. Use the monthly review worksheet on page 64.

"Do nothing from selfish ambition or conceit, but in humility count others more significant than yourselves."

PHILIPPIANS 2:3 (ESV)

MONTHLY REVIEW

Fifteen minutes at the end of each month. Learn, adjust and celebrate.



MONTH

REVIEWED BY

WHAT CONNECTED

TOP POST (MOST SHARES OR SAVES)

WHY IT WORKED

SECOND BEST POST

WHY IT WORKED

WHAT DIDN'T

WEAKEST POST

WHAT WE'D CHANGE

NUMBERS TO WATCH

SHARES AND SAVES

QUESTIONS AND MESSAGES
ANSWERED

SIGNUPS OR PLAN-A-VISITS FROM
SOCIAL

GUESTS WHO MENTIONED SOCIAL

MEMBERS WHO SHARED A STORY
OR INVITE

FOLLOWER CHANGE (JUST FOR
REFERENCE)

WHAT DID WE LEARN ABOUT THE PEOPLE WE SERVE THIS MONTH?

OUR MIX THIS MONTH

PEOPLE POSTS

TEACHING POSTS

INVITATION POSTS

FUN POSTS

REELS OR VIDEO

NEXT MONTH

ONE THING WE'LL TRY

ONE THING WE'LL STOP

WHO WE WANT TO THANK

BEFORE YOU POST CHEAT SHEET

Cut along the dashed lines. Keep one by your desk and one in your phone case.

BEFORE YOU POST

- Names, dates and times checked
- Link works
- Readable on a phone
- Captions and alt text added
- Everyone pictured is okay with it

DOES IT FIT?

- Matches our values and voice
- Feels like our lobby
- Would our pastor be glad to see it
- Kind to everyone in it
- Clear next step

EVERY WEEK

- Sunday photos posted
- Monday sermon post
- Posts match our calendar
- Stories most days
- Comments answered

NEVER POST

- Kids' names or check-in stickers
- Private prayer requests
- Security details
- Political endorsements
- Someone else's content as ours

WHEN IT'S HARD

- Slow down before replying
- Kind, once, then offline
- Tell your leader
- Follow the comment policy
- One approved statement

REMEMBER WHY

Every post is a window into your church. Let people see Jesus in the people He is gathering.

Team notes

Ideas, wins, post ideas and things to try next month.

NEED HELP WITH CONTENT?

Great posts start with your people.



Let's make it easier

Enduo Media is a subscription creative team for churches. Sermon series, social graphics, invite cards, booklets, websites and more.

Seasonal looks, holiday packs and sermon quote templates are things we build for churches all the time, so your team can spend less time designing and more time with people.

Want a guide like this for your church?

We can rebuild this guide for your church, with your branding, your values, your photos and your policies. It's ready to hand to every new volunteer. We'd be honored to serve you. Reach out at contact@enduo.media for a quote.

More free guides for your church

Scan the code or visit enduo.media for free church social media graphics, our free Church Photography Guide, planning calendars and more resources for church communicators.

Lead a church communications community or have something we should add? We'd love to hear from you at contact@enduo.media.



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This guide is general information, not legal advice. Laws, licenses and platform rules vary and change. Sample policies and wording are starting points only. Have your church leadership review any policy before you use it.

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