

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				