

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