



Presbytery of Riverside

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Ideas for Social Media Content

Consider one of these ideas of content to create or share with your online community. Tie words to a photo, print your words over a background photo, tell a micro story with a captioned photo, edit or link to a short video clip.

- Holiday Wishes - Serious (Veteran's), Silly (Squirrel Appreciation Day), Religious (Ash Wednesday)
- Inspirational story, photo, video, quote and/or photo
- Scripture verse – last week's or this week's or encouraging.
- Sermon quote
- Sermon video clip
- Sermon preview – What's coming this Sunday?
- Video Message from the pastor
- Invitation to worship
- Music-related post
- Prayer
- Historical item from your church
- Recognize date or place of significance to your community
- An illustrated phrase of church values from mission statement, tagline, or mission plan.
- Announcement
- Thank You
- Celebration
- Ministry opportunity
- Announce that new edition of newsletter/sermon/bulletin/??? is available online
- Captioned photos showing life of church - Worship, volunteers, greeters, fellowship & small groups, study, community activities, office staff, facilities and grounds staff and volunteers, mission trips, and special events.
- Spotlight on a volunteer
- Spotlight on a staff member
- Testimonial from member or guest
- Promotion of a community partner
- Publicity for a valuable community resource or event
- Fun fact or engagement question – What is your favorite ____?
- Ask a serious non-controversial question – How do you deal with ____? What gives you hope?
- Encouraging post for those living with ____ (cancer, mental health condition, grief, loneliness)
- "Did you know we have ____?" on your own website
- Link to online resource (download / printable/ tool/ website/checklist/tip)
- Shared posts from PCUSA, Presbyterian Outlook, PCUSA Special Offerings, Presbyterian Disaster Assistance
- Address first timer concerns (e.g. what to wear, where to park) with captioned photos of Sunday activities
- Acknowledge current event or trending topic