



# Church Social Media Content Ideas

## Using the 70/20/10 Framework for Effective Ministry Online

This resource provides practical content ideas organized by our recommended 70/20/10 content mix to help your church maintain an authentic, engaging social media presence without overwhelming your team or resources.

### Your Three Anchor Posts

Start with these three weekly posts to establish a consistent presence:

- Monday: Sermon Reflection (Educational - 20%)
- Wednesday: Community Spotlight (Community-Building - 70%)
- Friday: Weekend Invitation (Promotional - 10%)

As you grow more comfortable or build your team, add more community-building content to achieve the ideal mix.

## Community-Building Content Ideas (70%)

*These posts showcase authentic church life, build relationships, and create a sense of belonging.*

### Behind-the-Scenes Glimpses

#### How to create:

- Use your phone to capture quick, candid moments of volunteers setting up, worship team practicing, or prep work
- Share short video clips (15-30 seconds) of people interacting
- Film a brief walking tour of your church before service starts
- Add simple text overlays asking questions to boost engagement

#### Content ideas:

- **Worship Team Rehearsal:** 15-second clip of your team practicing with text overlay asking "What's your favorite worship song right now?"
- **Meeting Moments:** Photo of your leadership team praying together with a simple caption about how you're planning for the congregation.

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## Community-Building Content Ideas (70%) Cont.

- **Sermon Prep:** Picture of your pastor's study materials with caption "Pastor is deep in Scripture preparing Sunday's message on [topic]."
- **Volunteer Setup:** Time-lapse of volunteers preparing the sanctuary or children's area.

**Sample caption:** "Sunday setup starts long before you arrive! Our amazing tech team was here at 7am testing microphones and making sure everything runs smoothly. These are the hidden heroes who make our worship possible every week!"

### Volunteer & Member Spotlights

#### How to create:

- Take a photo of a volunteer in action or use a portrait they provide
- Ask 1-2 simple questions about their ministry and why they serve
- Get permission before posting personal stories
- Create a simple template in Canva with consistent branding

#### Content ideas:

- **New Member Welcome:** Simple photo with a brief welcome and one interesting fact about them (with permission).
- **Volunteer Appreciation:** Photo of a volunteer with a caption sharing what they do and why it matters.
- **Ministry Leader Q&A:** Simple graphic with a team leader's photo and 1-2 responses to questions.
- **Testimony Tuesday:** Brief written testimony from a congregation member about God's work in their life.

**Sample caption:** "The incredible, small but mighty children's ministry team doesn't just teach lessons - they're shaping the future of our church family! Ms. Jennifer has faithfully served our kiddos for SIXTEEN years. Tag someone who's made a difference in your life!"

### Prayer Requests & Conversation Starters

#### How to create:

- Create a simple graphic with a prayer prompt or question
- Ensure people know they can share requests privately too
- Use bright, engaging images that match the tone of your question
- Have a team ready to respond to engagement

## Community-Building Content Ideas (70%) Cont.

### Content ideas:

- **Prayer Requests:** "How can we pray for you this week?" post with a calming image.
- **Faith Application:** "How did Sunday's message on forgiveness impact your week?" with a simple graphic.
- **Scripture Response:** Share a verse followed by "What does this verse mean to you right now?"
- **Community Check-in:** "What's bringing you joy this week?" with a bright, cheerful image.

**Sample caption:** "How can we pray for you as we head into the weekend? Drop a 🙏 below if you'd like our prayer team to lift you up (no details necessary), or share your request if you're comfortable. We're in this together."

## Ministry in Action & Celebration Moments

### How to create:

- Capture photos of ministry teams serving together
- Include simple stats when available (families served, years of ministry)
- Create before/after photos of service projects
- Always highlight the people, not just the program

### Content ideas:

- **Baptism Highlights:** Short video clips or photos (with permission) of recent baptisms.
- **Service Project Results:** Before/after photos of a community service project with impact statistics.
- **Special Event Recap:** Photo collage of a church event with a caption sharing meaningful moments.
- **Milestone Celebrations:** Anniversaries, building projects completed, or mission goals reached.

**Sample caption:** "Our food pantry volunteers served 47 families yesterday! These moments of practical love in action are what church is all about. Interested in joining this team? Contact Sarah to learn more."

## Educational Content Ideas (20%)

*These posts provide spiritual growth, biblical insights, and discipleship moments.*

### Sermon Reflections & Snippets

#### How to create:

- Pull a key quote from Sunday's message
- Create a simple text graphic using Canva
- Add a question to encourage application
- Create a template with your church colors and logo, then just change the text weekly

#### Content ideas:

- **Quote Graphics:** Key quote from Sunday's message on a simple background.
- **60-Second Recap:** Brief video of your pastor summarizing the main takeaway from Sunday.
- **Application Prompts:** Graphic with 2-3 questions from the sermon for personal reflection during the week.
- **Scripture Focus:** The main Bible passage from Sunday's sermon with a brief explanation of context.

**Sample caption:** "Pastor's message about community has us thinking: Who's one person we can reach out to this week? Who's been on your mind lately? Drop their initials below and commit to connecting with them!"

### Scripture & Bible Exploration

#### How to create:

- Select verses connected to your sermon series or current events
- Keep commentary brief and applicable to daily life
- Use quality images that enhance the message
- Use free Bible study resources online to gather information, then simplify for social media

#### Content ideas:

- **Verses for Specific Needs:** "Verses for When You Feel Anxious" with 3-4 relevant scriptures listed.
- **Word Study:** Simple explanation of a key biblical term and its significance for daily life.

## Educational Content Ideas (20%) Cont.

- **Bible Reading Plan:** Weekly reading schedule that complements your sermon series.
- **Historical Context:** Brief explanation of a biblical custom or setting that illuminates scripture.

**Sample caption:** "'The Lord is my shepherd; I shall not want.' - Psalm 23:1. In a world that constantly tells us we need more, this verse reminds us that in God, we have everything we truly need. What's one thing you're grateful for today?"

### Practical Faith

- **Prayer Guide:** Simple infographic on a prayer method like ACTS (Adoration, Confession, Thanksgiving, Supplication).
- **Spiritual Practice Tutorial:** Brief explanation of a spiritual discipline like fasting, meditation, or sabbath.
- **Family Devotional Idea:** Quick activity parents can do with kids to reinforce Sunday's lesson.
- **Faith at Work:** Practical ways to live out faith in workplace settings with specific examples.

## Promotional Content Ideas (10%)

*These posts invite participation and inform about upcoming events.*

### Weekend Service Invitations

#### How to create:

- Focus on the benefit to the visitor, not just the details
- Include service times and what to expect
- Use language that welcomes newcomers
- Take photos of your greeters in action once, then use different shots with the same basic information for several weeks

#### Content ideas:

- **Weekend Welcome:** Photo of your greeting team with service times and a warm invitation.
- **Sermon Series Preview:** Brief description of upcoming message with a compelling reason to attend.

## Promotional Content Ideas (10%) Cont.

- **Special Service Announcement:** Holiday, baptism, or guest speaker services with clear details.
- **Worship Preview:** Short clip of a song the worship team is preparing with an invitation to join.

**Sample caption:** "We're continuing our 'Finding Home' series this weekend, and it's one you won't want to miss. If you've been feeling disconnected lately, this message is especially for you. Service times: 9am & 11am. Coffee and conversation before and after!"

### Event Promotions

#### How to create:

- Create visually appealing graphics with clear details
- Share brief video invitations from event leaders
- Include a clear call to action (register, learn more)
- Interview someone excited about the event and use their quotes to create authentic excitement

#### Content ideas:

- **Event Story:** Instead of just details, share why this event matters and who will benefit from attending.
- **Registration Reminder:** Engaging photo from last year's event with deadline information.
- **Event Countdown:** Creative way to show "3 days until..." with excitement building.
- **Volunteer Needs:** Specific roles needed with clear impact statements (not just "we need help").

**Sample caption:** "Registration for the women's retreat opens THIS SUNDAY! Early bird pricing ends August 15th. This year's theme is 'Rooted' and we'll be exploring what it means to build our lives on Christ. Tag a friend you want to attend with!"

### Ministry Opportunities

- **New Group Launch:** Highlight the leader, meeting details, and who might benefit from joining.
- **Service Opportunity:** Show the impact of participating rather than just stating the need.

## Promotional Content Ideas (10%) Cont.

- **Class Information:** What to expect, why it matters, and how to register.
- **Giving Impact:** Show specifically how donations are transforming lives (with permission).
  - *Implementation Tip: Use real photos of ministry impact rather than stock photos whenever possible.*

### What to Expect Carousel

**Purpose:** Remove barriers for first-time visitors by showing them exactly what to expect when they arrive.

#### How to create:

- Take photos of each key touchpoint a visitor would encounter
- Create 5-7 slides that walk through the visitor journey
- Use warm, welcoming captions that address common questions
- Include a clear call to action on the final slide

#### Carousel slides could include:

1. Arrival/Parking: "Easy parking with clearly marked visitor spots right up front!"
2. Welcome Team: "Our greeters will help you find your way (and yes, there's coffee!)"
3. Kids Check-in: "Safe, fun environments for children of all ages."
4. Worship Space: "Casual atmosphere with contemporary music."
5. Service Format: "60-minute service with practical teaching."
6. After Service: "No pressure to participate - just come as you are."
7. Next Steps: "Visit our welcome desk for a free gift for first-time guests!"

**Sample caption:** "Thinking about visiting this Sunday? Swipe through to see exactly what to expect when you join us! From parking to the final 'Amen,' we've made it easy to feel at home from the moment you arrive. No dress code, no insider language - just real people seeking God together. Service times: 9am & 11am. Questions? Drop them below and we'll answer! #AllAreWelcome #FirstUMC"

This type of carousel would be especially effective when boosted to reach people in your local community who don't currently follow your church. It addresses the anxiety many people feel about visiting a new church by making the unfamiliar familiar.

## Making It Happen With Limited Time

### Quick Tips for Sustainability:

- **Batch create:** Spend 30 minutes once a week creating all three anchor posts.
- **Delegate photography:** Ask one person each Sunday to take 5-10 photos/30 second videos.
- **Create a shared album:** Use Google Photos, Facebook group, or Dropbox where volunteers can contribute content.
- **Use templates:** Save favorite Canva templates for quick editing.
- **Repurpose content:** Turn Sunday's announcements into social posts.

### Engagement Boosters:

- **Ask questions:** End posts with a question that is easy to answer.
- **Use emoji reactions:** "Leave a ❤️ if this encouraged you today."
- **Tag people:** Celebrate volunteers and members by tagging them (with permission).
- **Respond quickly:** Engage with comments within 24 hours when possible.
- **Create polls:** Use simple A/B questions to boost engagement.
- **Use relevant hashtags:** Create or use hashtags that reflect both church topics and your local community.
- **Share user-generated content:** By reposting congregation members' church-related posts.

*Remember: Authentic content beats perfect content every time!*

## Seasonal Adaptations

*Leverage seasonal themes not only for reflection and reverence but also as shareable content that extends your reach:*

### Major Christian Seasons

#### Advent/Christmas:

- Daily scripture readings following the Advent calendar
- "How Our Family Celebrates" spotlights from congregation members
- Behind-the-scenes of Christmas program preparations
- Candle lighting ceremony snippets with brief explanations
- "The Real Meaning of Christmas" short devotional series



## Seasonal Adaptations Cont.

### Lent/Easter:

- Weekly Lenten reflections tied to your sermon series
- Holy Week journey - daily posts following Jesus' final week
- Testimony spotlights: "What Easter Means To Me"
- Palm Sunday/Good Friday/Easter preparations behind-the-scenes
- Resurrection celebration moments and baptism highlights

### Community Seasons

#### Back to School:

- Prayer for students/teachers/administrators with specific school names
- "Blessing of the Backpacks" photos and explanations
- School supply drive progress updates
- "Meet Our College Students" spotlights
- Teacher appreciation highlights from your congregation

#### Thanksgiving/Harvest:

- Daily gratitude prompts with scripture connections
- Thanksgiving service opportunities and food drive updates
- Member "Thankful For" short video series
- Family recipe/tradition sharing from congregation members
- Historical church thanksgiving celebrations (archival photos)

#### New Year/Fresh Start:

- Vision casting for the coming year from church leadership
- "One Word" for the year testimonials from members
- Bible reading plans and spiritual growth resources
- Ministry highlights from the past year with impact stories
- Prayer guides for setting spiritual goals

#### Summer/Vacation Season:

- Vacation Bible School preparation and daily highlights
- "Church On The Road" - members sharing worship while traveling
- Youth mission trip updates and stories
- Family devotional ideas for summer travel
- Outdoor worship and fellowship event promotions

*Remember: Seasonal content often has higher share rates, helping introduce new people to your church community. Creating templates for recurring seasonal events saves time year after year.*

## A Quick-Start Plan

### Week 1: Set up your three anchor posts

- Monday: Sermon quote graphic
- Wednesday: Volunteer spotlight
- Friday: Weekend invitation

### Week 2: Add one engagement booster

- Add a question to each post caption
- Respond to every comment

### Week 3: Incorporate one new content type

- Choose the idea that seems easiest for your context
- Focus on authentic moments rather than perfect production

*Remember: Consistency matters more than quantity. An authentic, regular presence builds more trust than sporadic, perfectly polished content.*