

## Making a Gospel Impact Through Social Media: A Review

COVID has shown us the power of social media. It's important for churches to be accessible on platforms where their members are present and active. Churches utilize the virtual world for everything from taking prayer requests to broadcasting services.

*If you have any further questions about social media promotion of GTEH, please contact Marina Shelton at [marina.shelton@kybaptist.org](mailto:marina.shelton@kybaptist.org) or (502) 489-3374.*

### Post Schedule

One tip for using social media well is planning posts ahead of time. This can be done by jotting down dates/times, typing out a posting schedule in Excel, or simply scheduling posts straight into Facebook Creator Studio. But all of these strategies share the same first step: brainstorming.

**Let's brainstorm some potential post topics:**

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| <ul style="list-style-type: none"> <li>• Verse graphics</li> <li>• Hymn lyric graphics</li> <li>• Sermon videos</li> <li>• Testimonies</li> <li>• Upcoming events</li> </ul> | <ul style="list-style-type: none"> <li>• Churchwide/KBC-wide initiatives</li> <li>• Prayer prompts</li> <li>• Fun Friday/Photos from events</li> <li>• _____</li> <li>• _____</li> </ul> |
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Example weekly post schedule:	
<b>Monday</b>	Verse graphic
<b>Tuesday</b>	Event information
<b>Wednesday</b>	Sermon review
<b>Thursday</b>	Churchwide initiative
<b>Friday</b>	Photos from events

Your church's weekly post schedule:	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	

### Post Content

**It is important to include brief, clear captions along with your posts.** One important aspect of post content is the link used along with it. For example, if you want to link the post to the KBC's GTEH webpage, simply copy and paste the link [www.kybaptist.org/gteh](http://www.kybaptist.org/gteh) into your post. On Facebook, that will automatically pull up the graphic from the webpage to go along with it.

**Brainstorm post content here:**