



CONTENT CALENDAR

Let's Date!

Plan not and you will post not. We've said it before and we'll say it again—we know you're busy. That's why the biggest tip we can emphasize is planning out your content.

We encourage ministries to create content calendars because with a short amount of time you can schedule months in advance. This allows you to be organized and save time in the long run. We've worked with several ministries and every time they applied a planned out calendar they've seen followership and engagement increase.

So, take a deep breath, grab a cup of coffee and let's get to it. You can do this! If you're still

feeling a sense of impending doom, feel free to take a moment to crush an empty soda can on your head or play "Eye of the Tiger" to psych yourself up. We can wait.

Ready? OK.

First, let's consider your city's goal with a few questions. What is your goal with social media? Do you want to direct people to your ministry's website, do you want more followers, do you want more engagement, do you want people to know you exist on your city? Do you want to help people in your city use their social media for evangelism?

Once you know the answers to these questions, you can move forward to the next step. Look at what social media platforms you currently exist on and talk with your students about any platforms you should use based on demographics and the niche group you target.

Next, plan for a month, but work week by week. Start by thinking through one typical week and plan one type of post for each day.

Sunday Ask an engaging question

Monday Post a graphic with a verse

Tuesday Post a video

Wednesday Repost a Cru graphic

Thursday Throwback Thursday

Friday Recap or quote from large group meeting

Saturday Repost a pastor or artist

Once your week is planned out, multiply the content by four and BAM, you have a month of content. Now you know you need to come up with four videos for the month to post on Tuesdays.

You can choose the same guidelines every week for 3 months and change it up once in a while when things like campaigns, outreaches or conferences come up.

We know what you are thinking, “You told us to post multiple times a day.” Yes, and you should. Be aware that you’ll have random things come up like special events, outreaches, campaigns, reminders for large group meetings and so on. You can schedule posts ahead of time if you have all the information. If not, take a few minutes at the beginning of each week to schedule current content.

Once you know what to post and how many to post, it’s time to create the content. See “Content” for more information.

OK, you have it all planned out. Done and organized. All that's left to do is schedule your posts. We suggest taking an hour or so at the beginning of every month and scheduling all of your posts on Facebook and Twitter. With the exception of a few special posts and Instagram you are done and won't have to worry about posting every day. For more information on how this works, read "Scheduling and Analytics".

See, that wasn't so bad.

A few final thoughts:

- We love using Google Calendar with the ministries we work with. It helps visualize what the social media will look like and is easy to share with others. It's also easy to link all of the content directly in the calendar so you won't need to hunt it down later, especially if you're using Google Drive.

- Don't link your social media accounts to post at the same time. I know it seems easier, but Facebook and Twitter penalize you for doing this, which causes your posts to be less effective.

- Don't be married to anything. See what works and what doesn't. If something didn't do well try something else. It's OK.

- Change the times you post. See when you generate the best engagement and post at those times. This will take time and will fluctuate throughout the year. Be patient with it, you'll get the hang of it. For more information, read "Scheduling and Analytics".

On the next page, you'll see an example of a week scheduled out for the Epic ministry movement.

Check out online content for example calendars!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<p data-bbox="199 544 579 846">Give millennials a place and time to meet if they want to join you for church.</p> <p data-bbox="222 938 554 1045">#ridestochurch #portland</p>	<p data-bbox="680 544 1060 781">Encourage young professionals at their place of employment.</p> <p data-bbox="699 873 1041 980">#faithandwork #flourishingcity</p>	<p data-bbox="1203 544 1562 716">Re-tweet something from another ministry.</p>	<p data-bbox="1667 544 2060 846">Post a short video or photo of a millennial making a difference in the city.</p> <p data-bbox="1667 938 2060 1045">#makeadifference #coloradosprings</p>

THURSDAY

FRIDAY

SATURDAY

Take a picture of a gathering of young professionals over dinner and post it.

#connect
#NYC

Post a Bible verse and graphic.

Also, use this day to schedule posts or gather content each week.

Post a tip in how to thrive in the city

#citysurvivaltip
#orlando

NOTES:

NOW
It's Your Turn!



SUNDAY

MONDAY

TUESDAY

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WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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