


Cru Social

July 2022

Have you been seeing posts like this lately on your Instagram feed? 



Why does this photo list multiple accounts as the content creator? This feature that Instagram released eight months ago, called "Collabs," has recently gained traction. Collab posts appear in two places at once and share comments and likes. This helps your account to get double the engagement!

So how do you do it? Easy!

- 1) Create your post
- 2) Go to "tag people"
- 3) Invite your collaborator

The feature is only available for feed posts and Reels, but it will likely be coming soon for Story and Live. You are currently limited to one collaborator. In a Cru context, you could use this for partnership Summer Mission accounts like seen above, conferences, student takeovers, and more. Shout out to Jake Loftis for this content suggestion!

July Templates

Another quick thank you to our summer interns, Kylie and Alayna, who helped design these!

[National Minority Mental Health Awareness Month](#)

Notes: Insert a question box on pages 2 and 4, and insert a sliding scale on page 3 with options "yes, sometimes, no."

[July 4: Independence Day](#)

Notes: Choose from one of three options!

[July 17: World Emoji Day](#)

Notes: Insert a question box on each page.

[July 29: National Intern Day](#)

Templates coming next month:

- National Nonprofit Day
- World Water Week (for Filter of Hope partnerships)
- Back to School
 - Encouragement
 - "About our Cru movement"
 - Staff introductions
- Fall Retreat promo



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Hi, I'm Chelsea Hartzler, Cru's National Social Media Coach, and I help staff build meaningful relationships on social media for ministry.

