



Cru Social

September 2022

Greetings everyone, I hope that the beginning of the school year is going well for your teams! For many of us, Instagram is the primary tool to relay information about upcoming events during this busy season. That means we need to keep up with all of the app updates and understand how to best leverage the platform as a resource. Here's what you need to know about recent changes:

- As a reminder, Instagram did a major update of how all the posts, videos, or images appear in the main feed. All posts display in a vertical full-screen format with this new update. The change impacts the square format of photos as now they show a blended background that corresponds with the image color.
- Reels can now be up to 90 seconds long.
- Quiz, emoji sliders, and poll stickers are coming to Reels, making them as interactive as Stories are.

Keep these updates in mind as you plan your content for the year!

A message from Bill Kollar, Mission Expansion Team:

"This month you can use fresh content from *Take the Open Seat* to help your followers explore faith in Jesus and connect to your movement. Post [these short videos](#) as Reels about the first month on campus on consecutive days, and include a question with each one (e.g.: What's your best hack for the first month on campus? What was the best part of your first month on campus?). Click [here](#) for captions for your Reels.

These videos end with an invitation to watch the full episode about the first month on campus on *Take the Open Seat's* YouTube channel. This episode links to the story of Erinn, an LSU student who explains the gospel while talking about how the best part of her first month on campus was starting a relationship with God.

Be sure to tag @taketheopenseat when you post."

September Templates

[Hispanic Heritage Month](#)

- Note: Insert a question box sticker on page 3

[Fall Sports Content](#) - Story

[Fall Sports Content](#) - Feed

- Encourage your student athletes or promote going to a game together

[August Cru Social Archive](#)

- Contains Back to School and Fall Retreat promo!
- Fall Retreat Additions:
 - [Post Cards](#)
 - Custom Ink Apparel Order Forms
 - [Retreat 1](#)
 - [Retreat 2](#)
 - [Getaway 1](#)
 - [Getaway 2](#)



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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.

