

# Cru Social

December 2022

Hello social media managers! Happy belated Thanksgiving, and a merry-early-Christmas. Last month I mentioned the potential of having a meet up at Winter Conference. I'm excited to invite **Indianapolis** attendees to coffee and a light breakfast in the hotel on Friday December 30th at 8 AM! Both students and staff who have a hand in content creation and account management are welcome to join. Please reply to this email and let me know if you are interested; details will also be uploaded to the conference app. If you will be in **Dallas** and would like to schedule a one-on-one meeting, I'm happy to do so as well!

This month's strategy tip centers on making sure you're targeting the correct audience and are doing it well. When I was at Headquarters in September, we did this exercise that you also may find valuable as you continue to curate content. It's not quite enough to generalize reaching "college students." Can you take 10-15 minutes to [fill out this worksheet](#) and see what it teaches you about your current audience and the practices you might need to change to reach them more effectively?

Lastly, remember to fill out this month's [Social Media Engagement Report](#) for a chance to win an Amazon prize of your choice and the opportunity to share suggestions and feedback.

## December Templates

(preview - more templates can be found in the links!)



[Winter Conference Promo](#)

Christmas: [Feed Posts](#) / [Stories](#)

- [Advent Devotional](#)

New Years: [Feed Posts](#) / [Stories](#)

Take The Open Seat (via Bill Kollar): Connect with your spiritually curious followers through [this content](#) from Take the Open Seat on loneliness. You can post the abridged video as a reel on Instagram and add the YouTube video to your bio for students to explore further. You can find all Take the Open Seat content for IG managers [here](#).

Here's a caption for your reel: *When does the loneliness hit you? How is it possible to live in such a connected world but still feel so alone? We want to know what you think, so comment below.*

#loneliness #connectedness #relationships #studentlife #faith #God #Jesus @augustinegrollitsch



### Chelsea Hartzler

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

