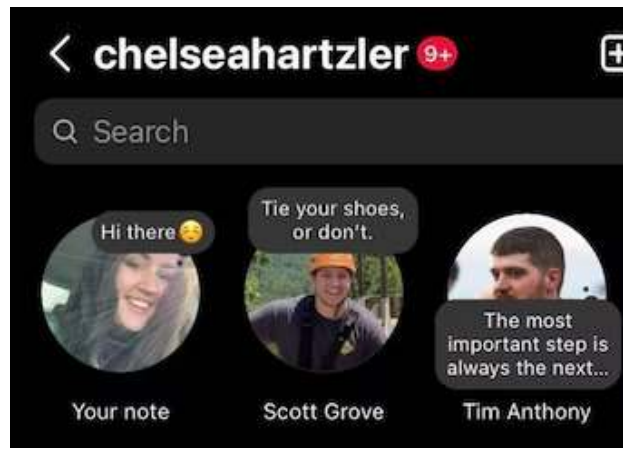


Cru Social

January 2023

Welcome to 2023! I'm excited for a whole new year of resourcing your campuses with ways to connect to students digitally. By now, you've likely seen the Instagram "Notes" that popped up in December (you may need to update your app if you don't have them yet). Here's what it looks like:



This feature is located in the messaging section of the app. You can type up to 60 characters and the note lasts for 24 hours, similar to a story. Users can reply to the notes, which will go to your DM's. Here are some ideas to begin to use this feature for ministry:

- Reminders: "Weekly Meeting tonight at 9!"
- Connection: "DM us prayer requests."
- Questions: "What's your go-to worship song right now?"
- Short Bible Verses: "I praise you God, for I am fearfully and wonderfully made."
- "Close Friends" - Make a group where you can post short messages just for your student leaders, such as "Servant Team in room 119 tonight."

Another upcoming addition to Instagram is "Candids." The format of this almost mirrors BeReal, the once-a-day posting app that has risen to popularity since this summer. It's still in the testing phase, but you can read more about it [here](#).

In an effort to work efficiently and serve your most specific needs, I will be utilizing a [Content Request Form](#) from this point forward. Typically, I create the templates that I feel will be most relevant to your audience each month. That is still happening, except now you get a say! On the form I have listed out my own template ideas for February, but there is also space to write in your own. Please check each box for templates that you'd use the following month. If an item has a low amount of requests, it may not be created! Thank you in advance for your input.

December Templates



[2023 Check-In \(Story\)](#) - Ask about students goals, spiritual state, and prayer requests.

[Winter Conference Reflection \(Story\)](#) - Help students debrief.

[Martin Luther King Day](#): January 16th - [stories](#) (pages 1-3 go together) // [feed](#)

[World Religion Day \(Story\)](#): January 21st - outreach focused

[Take the Open Seat](#) (via Bill Kollar): Some of your followers are struggling over winter break and could be encouraged by [this content](#) from *Take the Open Seat* on being home for the holidays. 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: "How's your time at home for the holidays going so far? Hear these student hacks for being home for the holidays. Comment below with your home-for-the-holidays hacks."



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.

