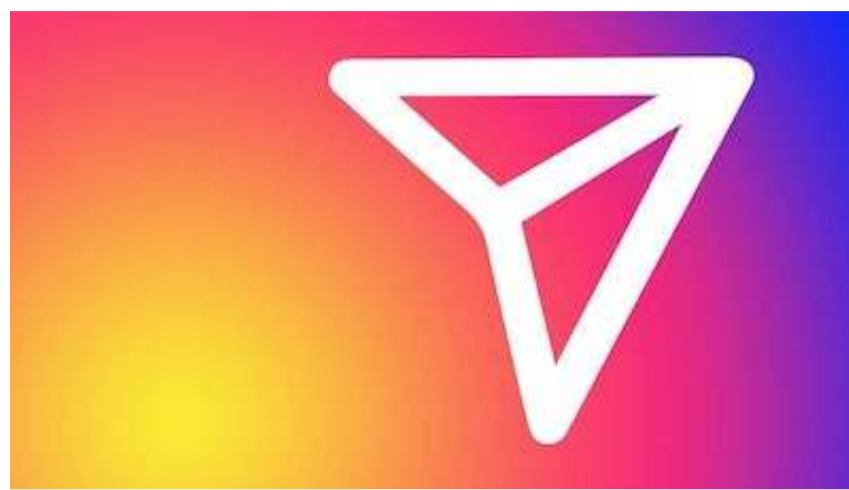


Cru Social

February 2023

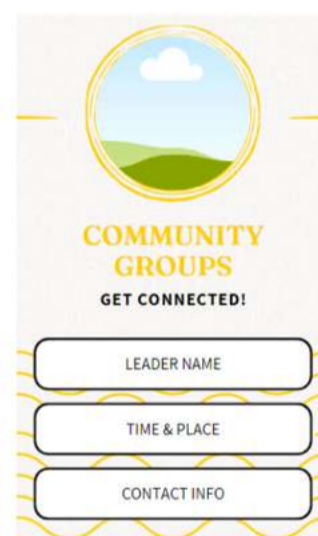


Happy February! Do you ever find yourself wanting to reach out to your followers or nearby students via direct message to build a personal connection, but can't find the right words? Here are a few copy-and-paste scripts for various scenarios to help you get started.

- **They just followed you:** "Hey! Thanks for the follow. This is [name] with Cru. Would you like to hear more about Cru at [your campus]?"
 - If "yes:" "Great! I am so glad you found this account. We are a community that's passionate about helping each other meet, know, and follow Jesus. We have a weekly meeting [enter details], and also offer community groups [enter details] that are a great place to explore your faith. I'd love to get you connected if you're interested. What questions do you have?"
 - If "no:" No worries. I'm happy we could connect digitally, feel free to reach out at any time!
 - No reply: Follow up again 5-7 days later. Say, "Hello, I just wanted to check in again. Please let me know if I can share more information!"
- **You see they are a new student at your university:** "Hey! Congrats on your acceptance to [campus]. This is [name] with Cru. I wanted to reach out and welcome you, and tell you a little more about our group on campus as you start to think through where you'd like to get involved. Would that be alright?"
 - (Repeat responses from above)
- **You want to invite them to an event:** "Hey [name], this is [name] with Cru. Next week, [insert event details]. Do you think you'll be able to join us?"

No matter what you say, be sure to leave it with an open ended question as seen here. Have another situation you need help wordsmithing? Reply to this email!

February Templates



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

Black History Month: [Stories](#) // [Feed](#)

- Note: In the stories there is an interactive quiz. You can choose to use all of these pages, or select certain questions. Be sure to put the answers into a quiz sticker format.

Valentine's/Galentine's Day: [Stories](#) // [Feed](#)

- Note: Insert a question box on page 2 of the stories, and a poll on page 3.

Spring Break: [Stories](#) // [Feed](#)

Community Groups: [Stories](#) // [Feed](#)

Thanks to my new student interns, Bayli and Quinn, for their help on these templates! Don't forget to fill out this [Content Request Form](#) so we can prioritize what to design for next month. Best regards!



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.

