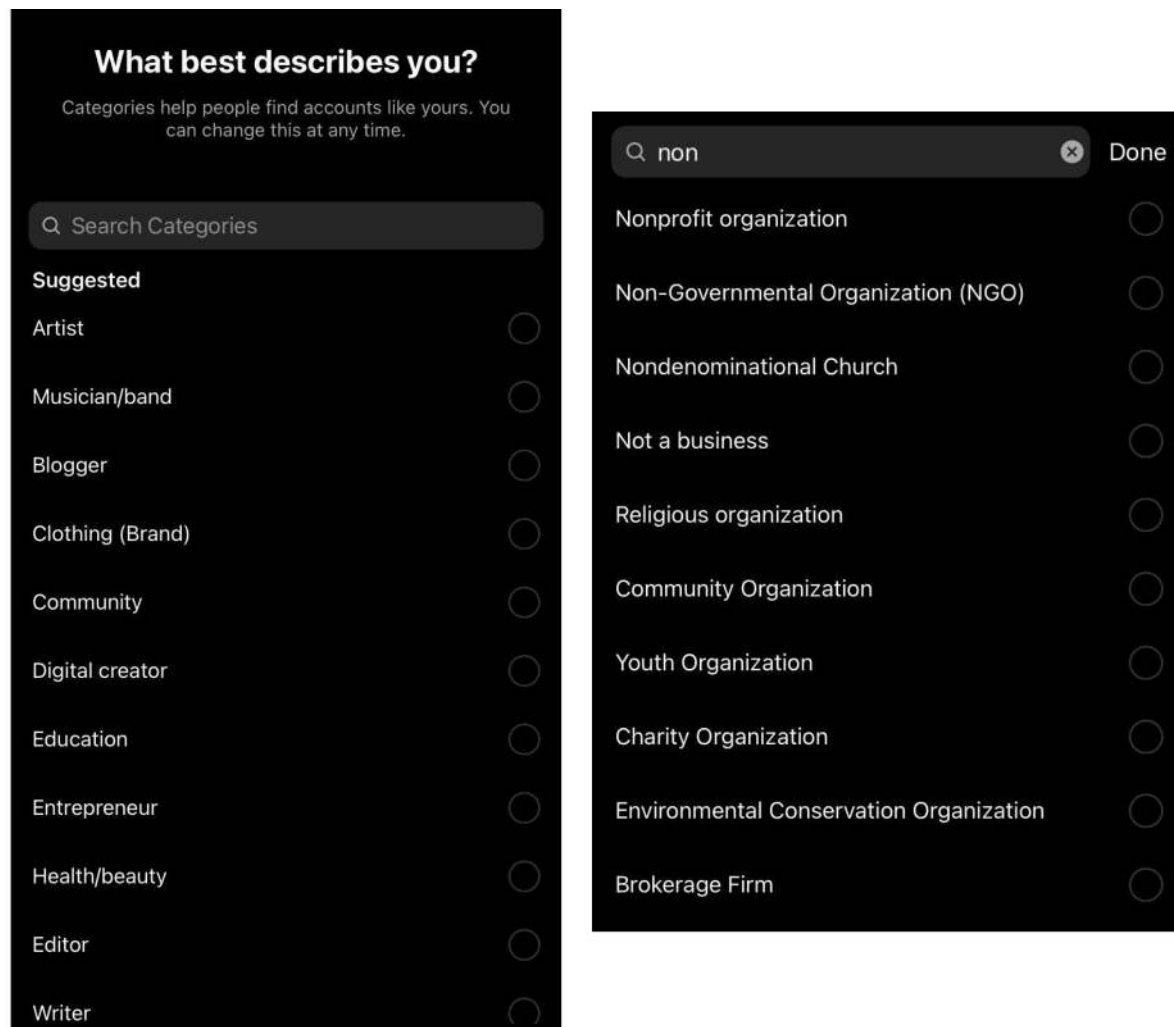


Cru Social

March 2023

Did you know that there are over 1,500 different categories on Instagram that a business can choose from to identify their offerings? While our Cru movements aren't necessarily a "business," having your social media set to a business account is important so that you can track analytics and see how your posts are performing. See an example of some of the category options below:



As you can see in the photo on the right, a label like "nonprofit organization" or "religious organization" would make the most sense. However, there is one large downfall of setting your account to these – you'll have a very small selection of music to choose from for Reels. I always wondered why I couldn't use a popular song and had to find a random instrumental instead, and this was why! A simple fix is to switch your category to "entrepreneur." This will not negatively affect your account in any way, but rather give you access to even more features.

March Templates

[Women's History Month Stories](#) - Post a simple acknowledgement with one of the first three images, or hold a discussion with the last four. Don't forget to add your own question box sticker on Instagram on top of the template!

[International Women's Day Stories](#) (March 8)

[St. Patrick's Day Stories](#) (March 17) - Share about the history of St. Patrick!

[Bible Verse Stories](#) - Give your followers a quick touchpoint with encouraging scripture throughout the month.

[Take The Open Seat \(via Bill Kollar\)](#): "Point your followers to Jesus as you help them navigate the tension they feel between faith and science with [this content](#) from Take the Open Seat. You can post the videos as reels on Instagram and add the YouTube video to your bio for students to explore further. All Take the Open Seat content for IG managers is [here](#). Make sure to tag @taketheopenseat and @perkincarleton when you post.

Here's an example of a caption for the first reel in the series: *Hear an astronomy major talk about his journey to reconcile faith and science. His conclusions may surprise you. #science #faith #creation #evolution #God #Christianity #studentlife*"

Lastly, don't forget to fill out this [content request form](#) for April so we know what templates will serve you best. Have a great month!



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.

