

Cru Social

May 2023

Welcome to May! 🎉 I pray you are breathing deeply as the whirlwind of this school year comes to a close – it's been a great one! Thank you again for your patience with the delay of this month's Cru Social. You have waited long enough, so let's dive in!

Have you been desiring the space to hear from other local social media managers about success stories, helpful resources, or even what *not* to do? I certainly have, which inspired the launch of "The Social Hour." Starting on May 24th at 12 PM, I will be holding a monthly hour long call open to any staff or students who manage a dedicated ministry page. You can use this time to share about your own Instagram strategy, ask me for feedback or advice in an "office hour" style, or pose a group discussion question. Respond to this email if you'd like to be invited!

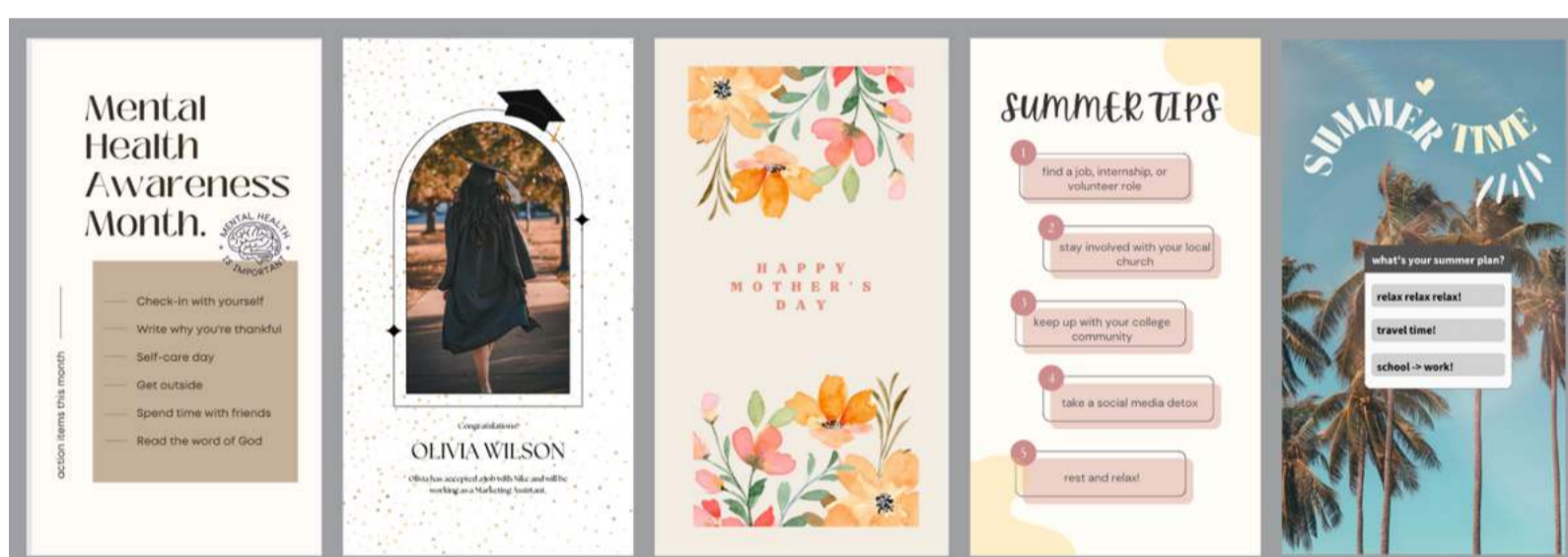
For those of you that can't attend or would like to receive extra training in your own time, my student interns and I have been working on a series of video trainings that can be accessed [here](#).

The topics include:

- Utilizing your professional dashboard on Instagram.
 - *(Make sure you are set up as a business account)*
- Setting up sponsored ads on Instagram.
- Keeping your account active this summer.
- Creating a post with Cru branding in Canva.
 - *(Register [here](#) if you aren't a part of Cru's Canva for Teams)*
- Curating your IG feed and content to reach more students.

Each video is no longer than 5 minutes. Let me know what other video trainings would be helpful as you continue to reach students digitally!

May Templates



Mental Health Awareness Month (Story): Includes scripture references, a checklist of best practices, self reflection questions, and open discussion questions. Make sure to put your own question sticker over the template when you post this on Instagram!

Graduation (Feed / Story): Congratulate your students and feature photos of their time involved with Cru to send them off well.

Mother's Day (Feed / Story): Post a pretty graphic to acknowledge your staff ladies or the parents following your accounts who serve in this important role. Write a caption sharing what you love about them.

Using your Summer Well (Story): Give a few tips to help your students think through how they'll use their time off.

Other Summer Graphics (Feed / Story): Just for fun!

Take the Open Seat (submitted by Bill Kollar): "One of the top barriers to faith for students is the thought that believing in Jesus is like faith in the Easter Bunny. Use this content from Take the Open Seat to help your followers overcome this barrier. You can post the shorter video as a reel 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 when you post.

Here's an example of how you might caption this content: 'Hear these Cornell University students talk about whether faith in Jesus is blind. Link in bio for full conversation. What do you think of their conversation? Let us know in the comments. #God #Jesus #faith #studentlife #blindfaith #conversationsamongfriends'

Lastly, it's not too late to request access to our folder to over 40 freshmen specific templates. [Fill out this form!](#)



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.

