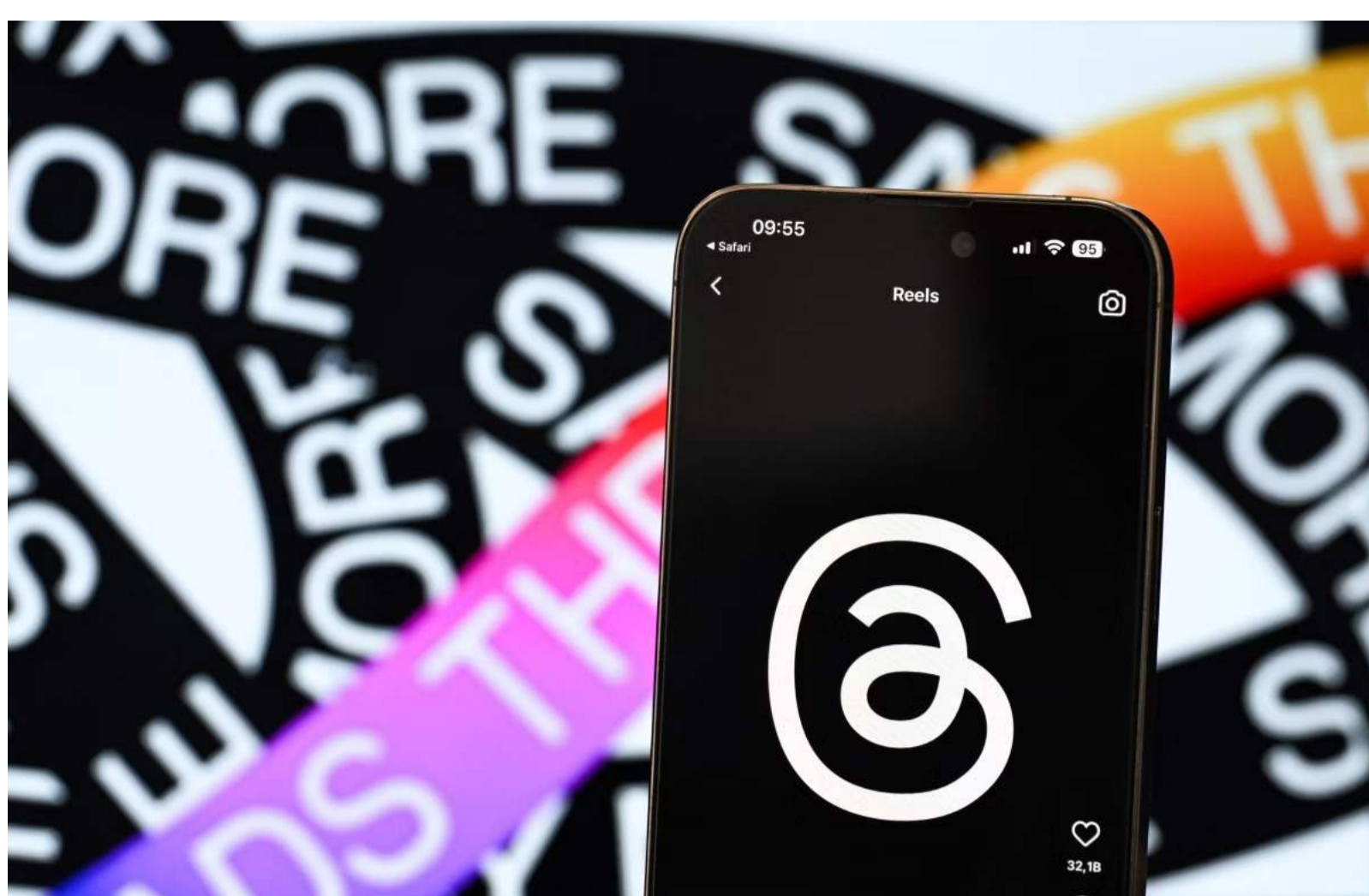


# Cru Social

August 2023



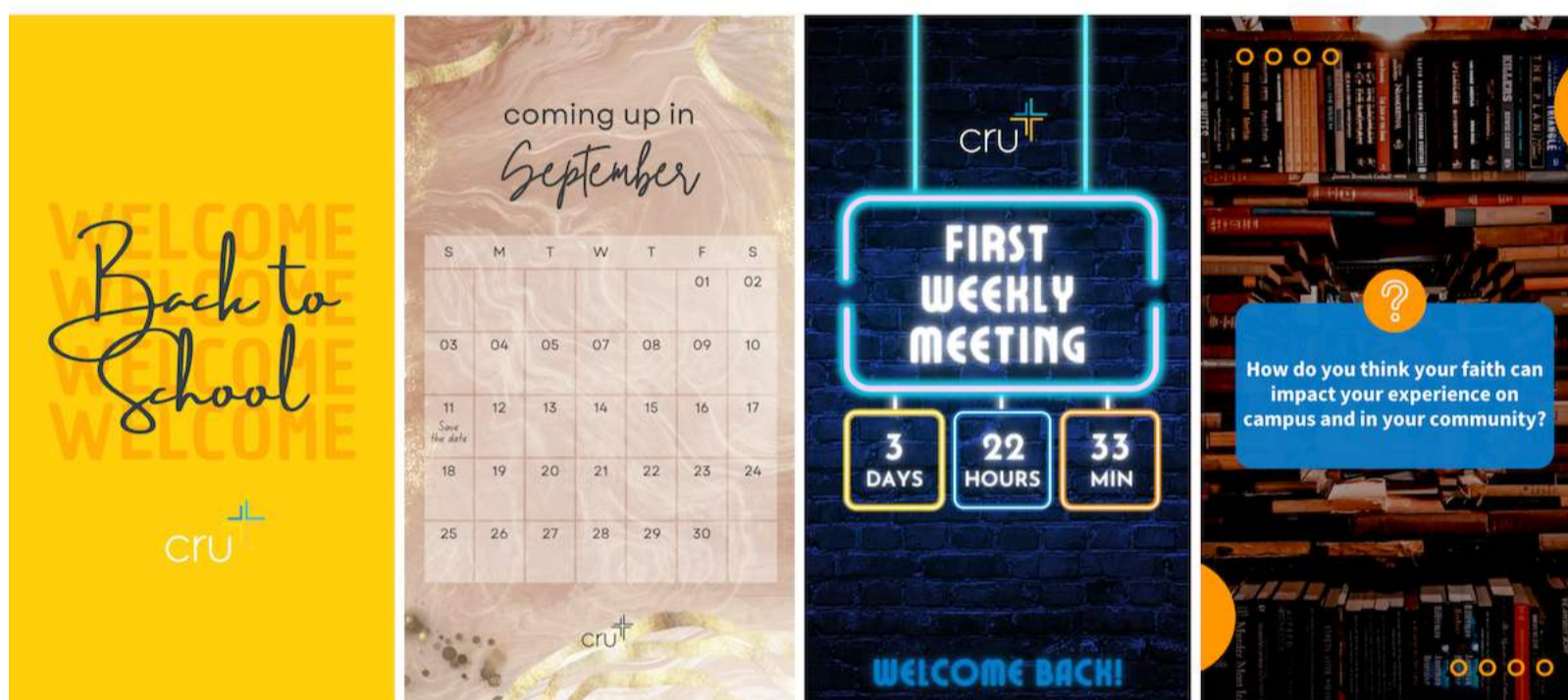
Hello and welcome to August! By now, you're probably aware of Meta's new social media platform "Threads." The Twitter-esque app launched at the beginning of July, taking the internet by storm. There are still lots of unknowns surrounding Threads and its place in the social media landscape, but the app has exciting potential for digital engagement!

Using Threads, you're able to post messages up to 500 characters, photos, and videos up to five minutes long. It's also easy to migrate your existing Instagram account to Threads, meaning you'll be following all of the same accounts automatically. When your Instagram followers join Threads, they'll already be following you, too. Here are some ideas to maximize your ministry's presence on Threads:

- **Daily Bible Verses:** "For what does it profit a man to gain the whole world and forfeit his soul?" Mark 8:36
- **Mini-Devos:** "The Lord will fulfill his purpose for me; your steadfast love, O Lord, endures forever. Do not forsake the work of your hands.' Psalm 138:8. Remember today that the Lord is faithful in guiding you toward your purpose, even when the future is uncertain."
- **Event Reminders:** "Worship night tonight at 8 p.m!"
- **Prayers:** "A prayer for today: 'Lord, help me remember the height of your greatness and the depth of my sin. I am nothing without you, so fill me with your Spirit and lead me in righteousness as I go about my day. Thank you, God, for rescuing me while I was still a sinner. Amen.'"
- **Discussion Starters:** "What do you think James means when he writes 'faith without works is dead' (James 2:26)? How do we as Christians reconcile this truth with the truth that we are saved by grace alone? (Eph. 2:8-9)"

Thanks to our intern, Tate Hostetler, for putting these tips together! Let us know additional ways that your movement is using threads!

## August Templates



If you haven't yet, this would be a great time to utilize Find More Freshmen templates to engage with new students over topics like choosing their major, getting involved on campus, experiencing homesickness, living with a roommate, and more. Request access to the whole folder by [filling out this form!](#)

Here are some additional back-to-school templates:

- "Welcome Back" - [Story/Feed](#)
- [Event calendars](#) that students can screenshot from your story.
- [Discussion questions](#) about faith and being back on campus.



Also now available...FALL RETREAT TEMPLATES! You'll get to choose from one of our three themes: mountain, country, or urban. To receive these you'll need to be a part of the "Campus (HS & College)" Canva Group. If you are already a part of this group, there's nothing more you need to do. If you are unsure or need added, please fill out [this form](#).

Content from *Take the Open Seat*:

"God does amazing things in students' lives during their first month on campus. Give your Insta followers a chance to encounter Jesus by hearing stories like [Addie's](#), a Ball State student whose very first conversation freshman year changed the trajectory of her life.

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 the content: Addie's very first conversation of her freshman year set her on a course that she never could have imagined. See link in bio for Addie's full story. #studentlife #God #faith #Jesus #Christianity #Bible #jesuslovesyou #truestories #cru #goodnews #knowinggodd"



### 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.

