

Cru Social

October 2023



Leaves are falling...autumn is calling. (Well, perhaps on some campuses!)

I hope everyone is having a wonderful October. My name is Lauren and I recently joined Cru as a Social Media Intern for the 2023-2024 academic year. I'm currently enrolled as a junior at Appalachian State University and am working toward a bachelor's in advertising. While I've had previous experience with social media, I am humbled to come on board with Cru and learn new strategies, procedures, and be mentored by individuals who are well-versed in their fields.

Social Media Updates

Since early fall, Instagram has been testing a Reels feature that will allow creators to post Reels up to ten minutes in length! This will not be a guaranteed (future) feature, nor is it currently loaded as an option on the platform. However, the only way to currently post videos or shared content that reaches or exceeds ten minutes is to use a third-party scheduling tool or split the content into segments. There will be more testing of this feature conducted in the upcoming months with no official release date given by the company.

Feedback

In effort to broaden the uses for these templates, I would like your feedback as to whether one or two "Bible verse templates" each month would be of interest. These could be utilized on a feed post or story post; I will designate which style of post accordingly. These verses will not always be holiday-oriented or month-oriented, but rather will serve as a means of encouragement for you and your students on campus. Please email me at lauren.berlin@cru.org with any updates as to whether this would be of interest.

As a reminder, there are a wide array of resources available at [Cru.org/promo](https://cru.org/promo) to help with promotions for the local movement.

October Templates

Below you will find templates for October.

October 9- Indigenous People's Day/Columbus Day ([Feed Post](#))

October 10- World Mental Health Day ([Feed Post](#))

October 28- National First Responders Day ([Feed Post](#))

October 31- Halloween ([Story Post](#))/Follow-Up Post ([Feed Post](#))

Note: The Halloween story has an optional follow-up feed post. If you do not plan on using the feed post, please omit the last Canva slide from your story.

If there are any questions or concerns regarding the October templates, please email me at lauren.berlin@cru.org.

Upcoming Templates for Next Month

November 1-All Saint's Day/Dia De Los Muertos

November 11- Veteran's Day

November 13- World Kindness Day

November 23- Thanksgiving (Story Post: How to have a great Thanksgiving if you are staying in your dorm, or going home for the first time since leaving for school!)

Quote of the Month

"God's grace is so much more powerful of a motivator than fear. Love is the deepest motivator. Only love can produce not only willing obedience but also lasting obedience." – Jefferson Bethke

