

REACH ∴ RIGHT

A FREE RESOURCE FROM REACHRIGHT

— THE ANNUAL PLAYBOOK · 2026 EDITION

2026

Social Media Calendar for Churches

365 days planned. 84 captions already written. What actually reached people this year, measured across the church accounts we manage. And a system your team can run in 30 minutes a week.

12 MONTHLY PLAYBOOKS

THE CAPTION VAULT

THE STATE OF CHURCH SOCIAL

A year of church social, already written

What to post, when to post it, and the words to post it with. The plan comes from the church accounts we manage. The captions are finished sentences, not prompts. The whole thing runs on 30 minutes a week.

I pastored for 20 years before I started REACHRIGHT. I know what Monday feels like. The sermon's done, the week is already full, and somebody asks what's going on with the church Instagram. This is the tool I wish someone had handed me. Steal every caption in it. That's what they're for.

Thomas Costello Founder, REACHRIGHT · pastor for 20+ years

NEW IN THE 2026 EDITION

The State of Church Social report · every caption written out in full · an AI prompt in every month · the what-not-to-post list. Tell us what to add next year: support@reachrightstudios.com

01

The state of church social

P. 03

What reached people this year and what died in the feed, measured across the accounts we manage. Five trends to build on.

02

The system

P. 09

Three content pillars, one weekly rhythm, six post types. Learn one week and the year takes care of itself.

03

Twelve monthly playbooks

P. 14

Every month of 2026: the theme, the key dates, a week-by-week map, and three posts per month written out word for word, with an AI prompt to make each one yours.

04

The caption vault & toolkit

P. 39

50 more copy-and-post captions, hashtag sets, posting windows, the what-not-to-post list, and a monthly scorecard.

How to run it

1. Read the system, pages 10 to 13. Ten minutes. 2. Open this month's playbook. 3. On Monday, pick the week's posts, put them in your voice, and schedule them. 4. Spend the time you saved replying to comments. That's the part that grows.

800+

CHURCHES SERVED

47

STATES

4.9★

FROM 120+ REVIEWS

— PART ONE

01

The state of church social

Before we tell you what to post, here's what happened in the feed this year: thousands of posts across the church accounts we manage, and the clearest picture we've had of what reaches people and what gets scrolled past.

THE YEAR IN NUMBERS

WHAT REACHED PEOPLE

WHEN TO POST

FIVE TRENDS FOR 2026

The year *in numbers*

We manage social media for churches every day of the week. Here's what a year of that work taught us, in numbers.

12,400+

CHURCH POSTS ANALYZED

180+

CHURCH ACCOUNTS, MANAGED
DAILY

47

STATES REPRESENTED

12

MONTHS OF DATA, DEC '24 TO NOV
'25

2.4*

Short video out-engaged everything

Reels and Shorts pulled 2.4 times the engagement of static posts, and most of that reach came from people who don't follow the church yet. Video is how strangers find you now.

7 in 10

New reach rode on shares

Around 70% of the reach that landed outside a church's own followers came from one action: a member hitting share. The best posts aren't announcements. They're things people want to hand to a friend.

6 of 7

Top posts were about people

In the top-performing quartile of accounts, six of the seven best posts each month featured a face and a story: a baptism, a testimony, a volunteer. Event graphics almost never made the list.

Method: engagement counts reactions, comments, shares, and saves against reach, measured across REACHRIGHT-managed church accounts on Facebook and Instagram. Medians, not averages, so a few megachurch outliers don't skew the picture.

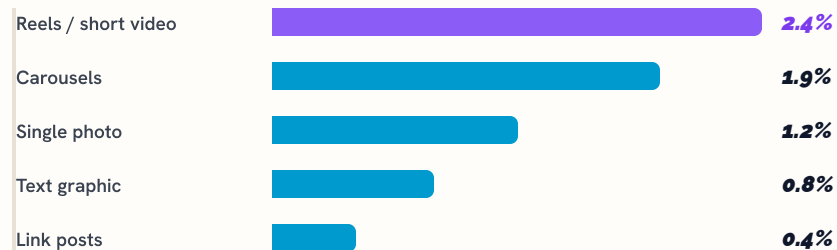
The platforms didn't change the mission. They finally started rewarding churches for acting like themselves.

Every number on this page says the same thing: real people and real moments reach further than announcements. The rest of this playbook is built on that.

What actually *reached* people

Median engagement rate by post format. Short vertical video didn't edge out the field. It doubled it.

Engagement rate by format



Reactions + comments + shares + saves, against reach. Medians across managed accounts, Facebook and Instagram, Dec '24 to Nov '25.

WHAT THIS MEANS FOR YOUR CHURCH

Lead with video, even rough video

A 60-second sermon clip shot on a phone beat polished announcement graphics all year, on every account size. If your team only changes one thing in 2026, post one vertical video a week. This calendar schedules it every Sunday.

Carousels are your save machine

Carousels earned the most saves per post of any format: practical takeaways from the sermon, "3 verses for anxious weeks," recap photo dumps. A save tells the algorithm your post is worth keeping, and it tells you the content mattered.

Stop posting bare links

Link posts finished last by a wide margin. Platforms bury them and people scroll past them. Put the announcement in the caption and the link in your bio, your Stories, or the comments. Better yet, save logistics for email.

When it lands, *where it lands*

Posting time matters less than it used to, and platform choice matters more. Both in one page.

The windows that worked

Median engagement by posting window across managed accounts. Your church's rhythm may differ. Check your insights after 90 days.

Sunday	12 TO 3 PM	Right after service, while the room is still warm.
Wednesday	6 TO 8 AM	Midweek devotionals catch the commute scroll.
Saturday	8 TO 10 AM	The weekend decision window. Invites go here.
Weeknights	7 TO 9 PM	Engagement posts, when people have thumbs free.

The honest caveat: a good post at a bad time beats a bad post at a perfect time. Consistency moves the needle more than clock precision. Pick windows your team can hit every week.

Times are local to each church. Scheduling tools handle this for you.

THE PLATFORMS, STRAIGHT TALK

Facebook YOUR TOWN SQUARE

Still where your 35-and-up community lives, and where shares travel through family networks. Groups and event pages do quiet, faithful work. Don't leave it, even if it feels unfashionable.

Instagram YOUR INVITE ENGINE

Where under-40s decide if your church is alive before they visit. Reels reach strangers; Stories keep members close. If your team can only do two platforms well, it's these first two.

YouTube YOUR SERMON HOME

The place people go to check out your preaching before they check out your parking lot. Full services live here; Shorts cut from them feed discovery all week.

TikTok OPTIONAL, NOT REQUIRED

Real ministry happens here, and Gen Z asks it real faith questions. But only add it if someone on your team already speaks the language. A dead TikTok costs more than no TikTok.

Five trends worth *building on*

Not predictions. Patterns we watched play out on real church accounts all year, and what to do about each one.

01

Short video is the new front door

Ten years ago, a first-time guest found you through your website. Now they meet your church in a 60-second Reel before they ever search your name. Most of the reach on video comes from people who don't follow you, which makes every clip a first impression for a stranger, not a memo to your members.

DO THIS

One vertical video every week, minimum. This calendar puts it on Sunday: clip the sermon while the room is still warm.

02

Real beat polished, again

The phone-shot baptism video with shaky hands outperformed the designed announcement graphic every single month. People scroll past marketing and stop for moments. Your production quality bar is lower than you think. Your honesty bar is higher.

DO THIS

Assign one person to shoot 10 minutes of candid photo and video every Sunday. That habit feeds half this calendar.

03

People search social and AI before Google

"Churches near me" now happens inside Instagram, TikTok, and AI assistants, not just a search bar. Those tools read your captions, your on-screen text, and your comments to decide what your church is about. Plain words in captions aren't just for people anymore.

DO THIS

Say your church name, city, and service time in plain text once a week. The Saturday invite post is built for exactly this.

04

The DM is the new lobby

Fewer public comments, more private shares. When someone sends your post to a friend with "we should go here," that's the modern invitation, and the platforms count it. The conversation that used to happen in your lobby now happens in a group chat you'll never see. Your job is to give people something worth forwarding.

DO THIS

Before posting, ask: would a member send this to a friend? If the answer is no, it's probably an email, not a post. And answer your DMs within a day. That's a first-time visitor at the door.

05

AI took the busywork. Keep the heart.

The church teams that grew this year used AI to draft captions, cut sermon clips, and repurpose one Sunday into a week of content. The time that freed up went where software can't go: replying to comments, praying over prayer requests, noticing who showed up. AI writes the draft. A person does the ministry.

DO THIS

Use the AI prompt in every monthly playbook. Each one turns a written caption into ten more in your church's voice.

THE BOTTOM LINE FOR 2026

***Show real people, in real moments,
on a rhythm you can keep.***

Every finding in this report points the same direction. The rest of this playbook turns it into a plan your team can actually run: three pillars, one weekly rhythm, and 365 days already mapped.

— PART TWO

02

The system

365 posts sounds like a lot. It's actually one week, repeated with intention: three pillars that decide what you talk about, seven days that decide when, and six post types that decide how. Learn this part and the year runs itself.

THREE PILLARS

THE WEEKLY RHYTHM

SIX POST TYPES

2026 AT A GLANCE

Three pillars hold up *every* post

Every post in this calendar belongs to one of three jobs. The mix keeps you from becoming an announcement board, and it teaches your audience what to expect from you.

FAITH IN ACTION · 40%

CONNECTED COMMUNITY · 35%

HEART OF THE CHURCH · 25%

Invitations aren't a fourth pillar. They ride inside all three, every week.

PILLAR 01 · SHOW, DON'T JUST TELL

Faith in action

What faith looks like Monday through Saturday. Sermon clips, midweek devotionals, testimony videos, and "try this" content that helps someone apply Sunday to a hard Tuesday.

LIVES HERE

- V** Sunday sermon clips and midweek devotionals
- C** Friday takeaways built to be saved

Sounds like: "Here's the one thing from Sunday worth carrying into your week."

PILLAR 02 · BELONGING BEFORE ATTENDANCE

Connected community

Stop announcing events. Start showing what your people look like: behind the scenes, member spotlights, polls, recaps. Every post answers the question a visitor is silently asking: "Would I fit here?"

LIVES HERE

- S** Member spotlights and testimonies
- E** Polls, questions, and prayer threads

Sounds like: "Meet the people who'll be sitting next to you."

PILLAR 03 · WHAT YOU STAND FOR

The heart of the church

Your mission, your story, your convictions. Leaders sharing heart on camera, impact stories, and "what we believe" content that separates your church from every other one in town.

LIVES HERE

- V** Leaders sharing heart on camera
- C** Mission impact and "what we believe"

Sounds like: "This is why we do what we do."

The test before you hit post: would someone who has never visited your church care about this? Most churches post announcements for insiders. The churches that grow post about anxiety, parenting, grief, purpose, and hope. Save the logistics for email.

Sun V Sermon clip Your best 60 to 90 seconds, posted right after service while the room is still warm.	Mon C Worship recap carousel Raw photos from Sunday. Extends the weekend and gets your congregation tagging.	Tue E Engagement or spotlight Midweek is for conversation: polls, questions, member stories.	Wed D Midweek devotional Scripture plus application in 30 seconds. The faithful midweek touch.	Thu S Ministry spotlight A ministry, a leader, or a behind-the-scenes look. Recruiting without asking.	Fri C Sermon takeaway One big idea from Sunday, designed to be saved and shared.	Sat I Sunday invite The weekend decision window. Service times, one reason to come, zero guilt.
<i>"This one line from Sunday stuck with me all day."</i>	<i>"Tag someone you spotted in these."</i>	<i>"What's one prayer we can pray with you this week?"</i>	<i>"Read this one slowly before you open your inbox."</i>	<i>"Meet the team that gets here at 6 AM."</i>	<i>"Save this for the week you'll need it."</i>	<i>"Sundays at 9 & 11. Come as you are."</i>

Keep Sunday's sermon clip, Wednesday's devotional, and Saturday's invite. That trio covers all three pillars and protects the two moments that matter most: right after church and right before it.

This calendar plans your feed. Stories stay loose: polls, behind-the-scenes, reposts, real-time moments. Aim for two or three on feed-post days. They cost minutes and drive the most replies.

Six post types. That's the whole alphabet.

Every entry in the monthly playbooks carries one of these letters. Six formats, each with one job and one measure of success.

V Video / Reel

Sermon clips, testimonies, 30-second devotionals. Vertical, captioned, under 90 seconds. Shot on a phone is fine. Silent-watchable is required: most people never turn the sound on.

Wins when: strangers find you. Watch your non-follower reach.

C Carousel

Multi-slide teaching, recaps, photo dumps. Slide one earns the swipe; the last slide asks for the save or the share. Three to seven slides. Real photos beat designed slides.

Wins when: people save it for later.

D Devotional

Scripture plus real-life application. Never a bare verse: the reflection is the post. Works as a text-on-screen video, a quote graphic, or three honest sentences of caption.

Wins when: someone sends it to a friend who's struggling.

E Engagement

Polls, questions, fill-in-the-blanks, "how can we pray for you?" The post is the question; the ministry happens in the comments. Reply to every single one.

Wins when: the comment count beats the like count.

S Spotlight

People, teams, and testimonies. A name, a face, and one honest quote outperforms any graphic your church will ever design. Ask permission, then let them talk.

Wins when: the congregation tags, shares, and celebrates their own.

I Invite

Service times, one reason to come, and a plain welcome. Name your city so search tools and strangers both know where you are. Never guilt, never pressure, always this week.

Wins when: a first-timer says "I saw you on Instagram."

The shape of the year

Two seasons carry outsized weight: Easter and Christmas. Everything before them builds the audience you'll invite. Everything after follows up with the people who came.

JAN-MAR · CAST VISION, BUILD THE HABIT

APR · EASTER PUSH

MAY-AUG · FAMILIES, SUMMER, BACK TO SCHOOL

SEP-NOV · DEPTH & GRATITUDE

DEC · CHRISTMAS

Januaryp. 15

NEW YEAR, CLEAR VISION

★ Jan 1 New Year's · ★ Jan 19 MLK Day

Reintroduce who you are. Resolution seekers are watching.

Februaryp. 17

LOVE & BELONGING

★ Feb 14 Valentine's · ★ Feb 18 Ash Wednesday

Loneliness peaks this month. Belonging is the message.

Marchp. 19

WOMEN OF THE CHURCH

★ Mar 8 Int'l Women's Day · ★ Mar 29 Palm Sunday

Real stories from the women who carry your ministry.

Aprilp. 21

EASTER: INVITATION MONTH

★ Apr 3 Good Friday · ★ Apr 5 Easter Sunday

The Super Bowl of church social. Every post invites.

Mayp. 23

HONOR MOM, TEASE SUMMER

★ May 10 Mother's Day · ★ May 24 Pentecost

Collect mom stories early. Parents plan summer now.

June p. 25

MEN, FATHERS & VBS

★ Jun 21 Father's Day · VBS season

Dad testimonies and VBS photo dumps that sell next year.

July p. 27

MEET THE TEAM

★ Jul 4 Independence Day · Summer slump

Attendance dips, so go personal. Introduce the humans.

August p. 29

BACK TO SCHOOL

★ School reset · Supply drives · Kids ministry

Families reset routines in August. Church included.

Septemberp. 31

BEHIND THE SCENES

★ Sep 7 Labor Day · ★ Sep 20 Back to Church Sunday

Pull back the curtain. BTS recruits without asking.

October p. 33

PASTOR APPRECIATION & FALL

★ Oct 11 Pastor Appreciation · ★ Oct 31 Trunk or Treat

Let the congregation carry the content this month.

November p. 35

GRATITUDE & GENEROSITY

★ Nov 26 Thanksgiving · Giving Tuesday prep

Gratitude primes generosity. No hard sell needed.

December p. 37

CHRISTMAS: INVITATION MONTH

★ Dec 1 Giving Tuesday · ★ Dec 24 Christmas Eve

Every post points one place: come home for Christmas.

Also worth a post whenever they land: baptisms, child dedications, VBS and camps, prayer nights, fundraisers, mission trips, church anniversary, and your pastors' birthdays.

03

Twelve monthly playbooks

Two pages per month. The first maps the month: theme, key dates, and what to emphasize each week on top of the weekly rhythm. The second hands you three posts written out word for word, the visual to make for each, and an AI prompt that turns them into ten more in your church's voice.

36 CAPTIONS, FULLY WRITTEN

12 STEAL-THIS IDEAS

12 AI PROMPTS

The [BRACKETS] are yours to fill: names, times, cities, numbers. Everything else is ready the way it sits.

01 January

NEW YEAR, CLEAR VISION

January is for vision. Reintroduce who your church is, what you believe, and where you're headed. Resolution season brings seekers to your feed; meet them with clarity, not churchy shorthand.

★ Jan 1 · New Year's Day

★ Jan 19 · MLK Jr. Day

HEART OF THE CHURCH

FAITH IN ACTION

STEAL THIS IDEA

The empty seat post

Photograph one empty chair in your sanctuary. Caption: "We hold this one for whoever needs it in 2026." Members tag people. It invites without a single event detail.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Open the year

New Year's post plus your first Saturday invite. Short week, two posts, no pressure.

WEEK 2

The vision, plainly

Pastor on camera: who we are and where we're going in 2026. Pin it all month.

WEEK 3

Introduce the ministries

One ministry a day in Stories; kids, youth, and groups get feed posts.

WEEK 4

MLK weekend • mission

Justice, mercy, and what your church actually does in your community.

WEEK 5

Recap and momentum

January highlights reel, plus a poll: what should we talk about this year?

New Year's Day lands on a Thursday, so week one is a soft launch. Save the vision post for the first full week, when people are back on their phones.

Three posts, written for you

Swap the [BRACKETS] for your details, put it in your voice, and post. The mockup shows the visual to make.

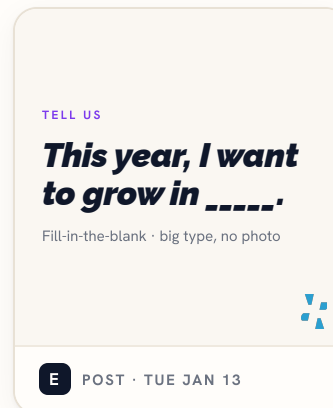


The 2026 vision, on camera

HEART OF THE CHURCH

We're not trying to be a bigger church this year.
We're trying to be a deeper one.
[PASTOR NAME] shares where [CHURCH NAME] is headed in 2026, in under a minute.
If you've been waiting for a season to jump in, it's this one.
What's one word for your 2026? Drop it below.

Why it works: A pastor talking straight to camera builds trust faster than any graphic, and the one-word question gives lurkers an easy first comment.



The say-it-out-loud resolution

CONNECTED COMMUNITY

Finish the sentence: this year, I want to grow in '
No wrong answers. Patience counts. Prayer counts. Parenting counts. Saying no counts.
We read every comment, and we'd love to pray over what you share this week.

Why it works: Fill-in-the-blanks lower the bar to one word, and every comment becomes a prayer list your team can actually follow up on.

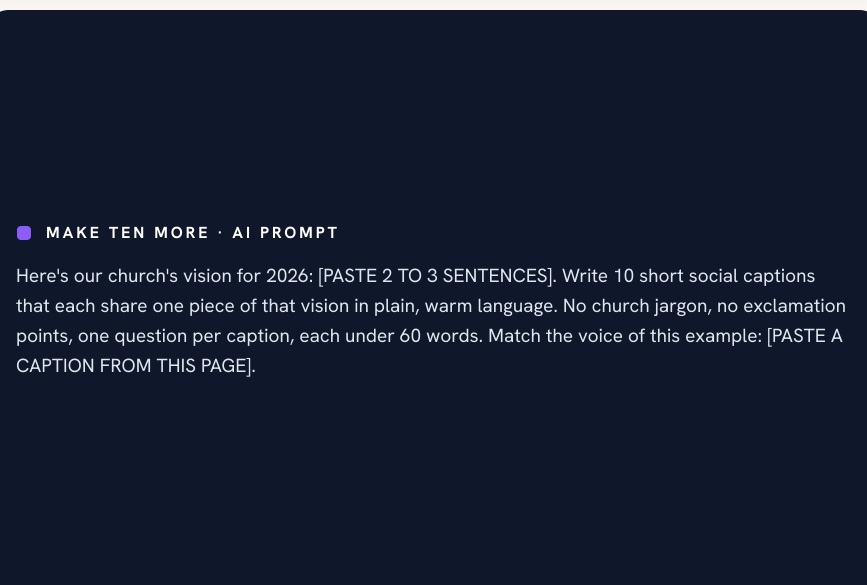


The first-Sunday invite

INVITE

New year. Fresh start. Same seat, saved for you.
If church hasn't been part of your rhythm for a while, this is the easiest Sunday of the year to come back. Nobody will ask where you've been.
[CHURCH NAME] · Sundays at [TIMES] · [ADDRESS, CITY]. Kids ministry at every service.

Why it works: "Nobody will ask where you've been" removes the number-one fear of returners, and plain-text name, city, and time feed search and AI tools.



02 February

— LOVE & BELONGING

Lean into relationships: marriage, friendship, belonging. February is when loneliness peaks and love is all over the feed. Your church gets to say something truer than a greeting card.

- ★ **Feb 14** · Valentine's Day
- ★ **Feb 18** · Ash Wednesday

CONNECTED COMMUNITY

FAITH IN ACTION

STEAL THIS IDEA

Singles-included February

Post one line early in the month: "If February stings, you have a family here." The most-shared love-month content isn't couple content. It's the post that includes everyone else.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Belonging first

Love-month kickoff built on friendship and community, not just couples.

WEEK 2

Marriage, honestly

Introduce the marriage ministry; a real couple shares one hard-won lesson.

WEEK 3

Valentine's weekend

Saturday doubles as Valentine's: God's-love post plus the Sunday invite.

WEEK 4

Lent begins

Ash Wednesday is Feb 18: what Lent is, why it matters, how to start.

Ash Wednesday falls on February 18. Even if your church doesn't observe Lent formally, the season is a 40-day on-ramp to your Easter invitation.

Three posts, written for you

Swap the [BRACKETS] for your details, put it in your voice, and post. The mockup shows the visual to make.

REAL MARRIAGE

"We almost didn't make it."

Photo of the couple · quote overlay

S POST · THU FEB 12

One couple, one honest lesson

CONNECTED COMMUNITY

[NAMES] have been married 23 years. Year seven nearly ended it.

"Counseling wasn't the white flag. It was the turning point. And the church didn't judge us. They just kept showing up."

If your marriage is in a hard season, you're not the only ones in the room. [MARRIAGE GROUP NAME] meets [DAY/TIME].

Why it works: Specific years and a real quote beat any marriage-tips graphic, and the soft CTA lands because the honesty earned it first.

MIDWEEK

Love is patient. That's hard.

30s text-on-screen · 1 Corinthians 13

D REEL · WED FEB 11

The love chapter, off the wedding card

FAITH IN ACTION

1 Corinthians 13 wasn't written for weddings. It was written for people who were sick of each other.

Paul sent it to a church in conflict. Which means "love is patient" is for the coworker, the teenager, and the guy who cut you off on [LOCAL ROAD].

Read it again this week like an assignment, not a decoration.

Why it works: Reframing a familiar verse gives longtime Christians something to share and gives outsiders a reason to think church might surprise them.

DO IT NOW

Text someone you've missed.

Plain type · no photo needed

E POST · TUE FEB 24

The check-on-your-people post

CONNECTED COMMUNITY

Someone crossed your mind while you read that. Text them.

Not "we missed you at church." Try "thought of you today, how are you really?"

Loneliness doesn't post about itself. Be the reason somebody feels seen this week, then come back and tell us one word for how it went.

Why it works: It turns your audience into the ministry. Costs them 30 seconds, creates real connection, and the comments write your follow-up list.

MAKE TEN MORE · AI PROMPT

Our church is focusing on love and belonging this February. Write 10 captions about friendship, marriage, and loneliness that a non-churchgoer would stop scrolling for. Rules: no couple cliches, at least 3 captions written to single people, one Scripture reference max per caption, each under 60 words, warm but never cheesy.

03 March

WOMEN OF THE CHURCH

Spotlight the women who carry your ministry: leaders, volunteers, testimonies. Real stories with names and faces outperform stock celebration posts every time. Palm Sunday closes the month and opens Holy Week.

- ★ **Mar 8** · International Women's Day
- ★ **Mar 29** · Palm Sunday

CONNECTED COMMUNITY

FAITH IN ACTION

STEAL THIS IDEA

The pass-the-phone reel

Hand a phone down a row of women; each finishes the line "I stay at this church because..." Ten seconds each, one take, zero editing. It's a testimony, a spotlight, and an invite in one.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Introduce women's ministry

Programs, groups, and the leader behind them, by name.

WEEK 2

Women's Day weekend

Honor the women serving your church. Faces, not clip art.

WEEK 3

A day in the life

Follow one women's leader from first coffee to lights out.

WEEK 4

Testimony week

One woman's story of faith through a hard season, in her words.

WEEK 5

Palm Sunday

Holy Week schedule everywhere: feed, Stories, and pinned.

Palm Sunday is March 29. Post your full Holy Week and Easter schedule that morning and pin it. Every day after this is Easter runway.

Three posts, written for you

Swap the [BRACKETS] for your details, put it in your voice, and post. The mockup shows the visual to make.

6 AM TO 9 PM

She runs on coffee and Psalms.

45 to 75s follow-along · natural sound

V REEL · THU MAR 12

Day in the life: women's leader

CONNECTED COMMUNITY

[NAME] leads our women's ministry. Nobody sees the 6 AMs.

Coffee, school drop-off, three calls with women walking through crisis, small group prep, dinner for five.

Ministry isn't a stage. It's a Tuesday.

Know a woman who serves like this? Tag her and say thank you where she can see it.

Why it works: Day-in-the-life is the most-watched reel format going, and the tag CTA turns one honor post into dozens of notifications.

TESTIMONY

"I had planned my exit from faith."

5 slides · portrait + pull quotes

C CAROUSEL · THU MAR 26

Her story, five slides

FAITH IN ACTION

Two years ago, [NAME] was done with church. This Sunday she's leading worship.

Swipe for her story: the doubt, the casserole that changed things, and the small group that didn't flinch at her questions.

Slide 5 is for anyone halfway out the door. Save it for the day you need it.

Why it works: A doubt-to-faith arc respects skeptics instead of scolding them, and "save slide 5" converts emotion into the save signal platforms reward.

HOLY WEEK

The week that changed everything.

Good Friday Apr 3 · Easter Apr 5 · [TIMES]

I STATIC + STORIES · SUN MAR 29

The Holy Week schedule post

INVITE

One week. The whole story.

Palm Sunday is today, and this is the week the entire year points to. Every gathering at [CHURCH NAME]:

Good Friday, April 3 at [TIME]. Easter Sunday, April 5 at [TIMES].

Screenshot this. Send it to the person you're bringing.

Why it works: "The person you're bringing" assumes the invite is happening, and screenshots carry the schedule into the group chats where decisions get made.

MAKE TEN MORE · AI PROMPT

Write 10 social captions honoring women in our church for March. Our ministries and leaders: [LIST NAMES AND ROLES]. Mix: 3 spotlights, 3 devotionals from women in Scripture (skip Proverbs 31), 2 engagement questions, 2 invites. Under 60 words each. Specific over sentimental, and no "godly woman" clichés.

04 April

— EASTER: INVITATION MONTH

Easter is the Super Bowl of church social. Front-load Holy Week, challenge members to invite one person, and capture everything on Easter Sunday. Then spend two weeks following up with the people who came.

★ **Apr 3** · Good Friday

★ **Apr 5** · Easter Sunday

FAITH IN ACTION

HEART OF THE CHURCH

STEAL THIS IDEA

The receipts thread

After the one-friend challenge, invite members to comment who they texted (first names only). The thread becomes a living wall of invitations that shames nobody and nudges everybody.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Holy Week, all in

Daily posts through Good Friday, plus the one-friend invite challenge.

WEEK 2

Easter and the echo

Sunday recap within 24 hours, baptism stories, a "what now?" for guests.

WEEK 3

The follow-up

New-here starting points: groups, kids ministry, next steps.

WEEK 4

Youth month begins

Hand the feed to the next generation for the last stretch.

Every post before April 5 earns its place by making an invitation easier. Every post after earns its place by giving a first-time guest a next step.

Three posts, written for you

Swap the [BRACKETS] for your details, put it in your voice, and post. The mockup shows the visual to make.

EASTER SUNDAY

One text. One friend. One seat.

Apr 5 · [TIMES] · [CHURCH NAME]

POST · SAT APR 4

The one-friend challenge

INVITE

Most people will say yes to church if a friend asks. Most have never been asked.

So here's the challenge: one name, one text, tonight. "Sitting together at Easter tomorrow. Want to come?" We'll save the seats.

Easter at [CHURCH NAME]: tomorrow, [TIMES]. Egg hunt for the kids, good coffee for you, hope for everybody.

Why it works: It deputizes your whole congregation on the one night texts get answered, and the saved seat makes yes cost nothing.

EASTER 2026

We ran out of chairs.

30 to 60s · Sunday footage · fast cuts

REEL · MON APR 6

The Easter Sunday recap

HEART OF THE CHURCH

We ran out of chairs Sunday. Best problem of the year.

[NUMBER] people, [NUMBER] baptisms, one packed kids wing.

If yesterday was your first time at [CHURCH NAME]: this is your church now, if you want it. This Sunday we start [SERIES NAME]. Same room, same welcome, no egg hunt required.

Why it works: The 24-hour recap converts Easter energy into second-visit intent while guests are still deciding whether it was a one-time thing.

NEW LIFE

"I got in the water anyway."

Baptism photo · real quote

POST · WED APR 8

The baptism testimony

FAITH IN ACTION

[NAME] didn't have it all figured out on Sunday. Got baptized anyway.

"I kept waiting to feel ready. My small group finally told me the water isn't a finish line. It's a starting line."

If Easter stirred something you can't name yet, we'd love to talk. No pressure, no paperwork. DM us or find the [NEXT STEPS] table Sunday.

Why it works: Post-Easter guests are quietly asking "what would happen if I did this?" A fresh baptism answers with a face instead of a doctrine.

MAKE TEN MORE · AI PROMPT

Here's our Easter info: [DATES, TIMES, CHURCH NAME, CITY]. Write 10 invitation captions for the two weeks before Easter, each aimed at a different person: the burned-out, the grieving, the skeptical, the new-to-town, the once-a-year visitor, the single parent, the teenager, the retiree, the "spiritual but not religious," and the person who left church hurt. Under 55 words each. Zero guilt.

05 May

HONOR MOM, TEASE SUMMER

Mother's Day content writes itself if you collect stories early, and it lands best when it names the grief alongside the celebration. Then start teasing VBS: parents lock in summer plans this month, not in June.

★ **May 10** · Mother's Day

★ **May 24** · Pentecost

CONNECTED COMMUNITY

FAITH IN ACTION

STEAL THIS IDEA

The both-things line

Before the tributes go up, post one line: "Today is wonderful for some and heavy for others. Both belong here." Watch it get quietly shared by people who have never engaged with your church.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Collect mom stories

Ask for them Monday. You'll be posting them all month.

WEEK 2

Mother's Day

Honor the moms, name the grief, capture the Sunday.

WEEK 3

Summer preview

VBS registration opens loud: dates, cost, one big promise.

WEEK 4

Pentecost • serve

The church's birthday, explained simply, plus summer volunteer callouts.

WEEK 5

Graduation season

Celebrate seniors by name. Parents share these more than anything you'll post.

The VBS teaser can't wait for June. Post registration by mid-May and pin it. June's photo dumps sell next year's VBS; May's teaser sells this year's.

Three posts, written for you

Swap the [BRACKETS] for your details, put it in your voice, and post. The mockup shows the visual to make.

TELL HER

Brag about your mom. Right here.

Comment thread · best ones read Sunday

E POST · THU MAY 7

Why my mom is a hero

CONNECTED COMMUNITY

Your mom, or the woman who stepped up, deserves a public brag. Here's the microphone. One specific thing she did. Not "she's amazing." The 2 AM drives. The prayers you overheard through the door. The plate she always made you. We'll read a few from the platform on Sunday. She'll never see it coming.

Why it works: "We'll read a few on Sunday" bridges the feed and the room, and asking for specifics pulls stories the whole thread enjoys reading.

SUNDAY'S BEST

Three generations, one row.

6 to 8 raw photos · minimal editing

C CAROUSEL · TUE MAY 12

The Mother's Day photo dump

CONNECTED COMMUNITY

Sunday in eight frames: flowers, three generations in one row, and at least one happy cry. To every mom, spiritual mom, and mom-in-waiting who walked through our doors: you carry more than anyone sees. We see you. Tag the moms in these photos so they actually see them.

Why it works: Untouched photos of real people generate more tags than anything else you'll post all month, and every tag lands in a new feed.

SUMMER 2026

The best week of their summer.

20 to 30s · last year's footage · link in bio

V REEL · WED MAY 27

The VBS teaser

FAITH IN ACTION

Parents: [VBS DATES] are covered. We take it from here. Five mornings of [VBS THEME]: games, music your kids will sing until August, and leaders who know their names by Tuesday. [COST OR FREE]. Registration is open, link in bio. Last year we hit capacity by [DATE]. Fair warning.

Why it works: The scarcity is real, the promise is concrete, and "we take it from here" answers the actual felt need: one covered week of summer.

MAKE TEN MORE · AI PROMPT

Write 10 captions for our church's May: 4 honoring mothers (one must be for women grieving on Mother's Day), 3 promoting VBS with these details [DATES, THEME, COST, LINK], 2 celebrating graduating seniors [NAMES], 1 explaining Pentecost simply. Under 60 words each. Specific beats sentimental every time.

06 June

MEN, FATHERS & VBS

Father's Day plus VBS season. Dad testimonies and men's ministry spotlights run all month, and the VBS photo dumps do double duty: this year's celebration and next year's marketing.

★ **Jun 21** · Father's Day

★ **VBS week** · [YOUR DATES]

CONNECTED COMMUNITY

FAITH IN ACTION

STEAL THIS IDEA

The grill post

Announce the men's event as a 15-second reel of a grill igniting. On-screen text: "Zero small talk. Real conversation. Meat." It reads like a joke and fills a signup sheet.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Men's ministry, visible

Introduce the group most men in your church don't know exists.

WEEK 2

Dad testimony

One father's honest story. No hero edit.

WEEK 3

Father's Day

Honor dads, include the fatherless, capture the Sunday.

WEEK 4

VBS everything

Daily Stories during the week, photo dump Friday, volunteer thank-yous after.

Whatever week VBS lands, it takes over the feed: daily Stories during, a recap reel within 48 hours, and a "see you next summer" post that makes early registration feel obvious.

Three posts, written for you

REAL FATHERS

"I was home. I wasn't present."

Candid photo: dad + kids

S POST · WED JUN 17

One dad, no hero edit

CONNECTED COMMUNITY

[NAME] coached every season and missed every bedtime prayer. His words, not ours.

"I was providing. I told myself that counted. Then the men's group asked me one question that stung: who's discipling your kids? I didn't have an answer. Now I do."

Dads, [MEN'S GROUP NAME] meets [DAY/TIME]. Come as you are.

Why it works: Men engage when another man goes first. A confession outperforms an invitation, and it carries the invitation inside it.

VBS 2026

[NUMBER] kids. Zero inside voices.

45s · fast cuts · volunteer cameos

V REEL · FRI OF VBS WEEK

The VBS week recap

FAITH IN ACTION

[NUMBER] kids, [NUMBER] volunteers, and a week no bedtime routine survived.

Songs they'll sing until Christmas, [NUMBER] first-time decisions we're still celebrating, and small leaders who showed up big.

Parents: tag your camper. Volunteers: you built this. Everyone else: next summer's dates are in the comments.

Why it works: VBS recaps are the most-shared church content of the summer, and dropping next year's dates converts the high into early commitment.

FATHER'S DAY

"Father to the fatherless."

30s text-on-screen · Psalm 68:5 · quiet music

D REEL · SUN JUN 21

For the fatherless on Father's Day

FAITH IN ACTION

Father's Day is complicated for more people than will admit it.

If your dad is gone, distant, or the reason this holiday stings, Psalm 68:5 was written toward you: "Father to the fatherless... is God in his holy dwelling."

Happy Father's Day to the dads here. And a seat, always, for everyone this day is hard for.

Why it works: Every feed is wall-to-wall tributes today. The church that names the ache reaches the people the holiday leaves out.

MAKE TEN MORE · AI PROMPT

Write 10 captions for June: 3 spotlighting our men's ministry [NAME, DAY/TIME], 3 honoring fathers including one for men who lost their dads, 2 about our VBS [DATES, THEME], 2 midweek devotionals on courage from Scripture. Under 60 words each. Write like a friend talking, not a brochure.

07 July

— MEET THE TEAM

Summer slump is real, so go personal. Introduce the humans behind Sunday: pastors, worship team, and the volunteers nobody claps for. Attendance dips in July. Connection doesn't have to.

- ★ **Jul 4** · Independence Day
- ★ **Mid-year** · milestones worth celebrating

HEART OF THE CHURCH

CONNECTED COMMUNITY

STEAL THIS IDEA

Two truths and a lie: staff edition

Each week one staff member posts two truths and a lie about themselves. Comments guess all week; Stories reveal the answer Friday. Cheap, silly, and your team becomes familiar faces before anyone shakes a hand.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Holiday weekend

Light touch: one gratitude post, one invite. People are at the lake.

WEEK 2

Meet the pastors

Off-stage introductions: rapid-fire questions, hobbies, humanity.

WEEK 3

The worship team

Rehearsal reality: cables, coffee, and the 7 AM soundcheck.

WEEK 4

Mid-year milestones

Celebrate what God did in six months. Say the numbers.

July 4 is a Saturday this year. Skip the invite that day, post it Friday, and let the holiday weekend breathe.

Three posts, written for you

Swap the [BRACKETS] for your details, put it in your voice, and post. The mockup shows the visual to make.

MEET THE TEAM

He's scared of your dog.

45s · rapid-fire questions · every pastor

V REEL · WED JUL 8

The pastors, off the stage

HEART OF THE CHURCH

Rapid fire with our pastors: worst haircut era, go-to karaoke song, and what they pray before every service.

Turns out [PASTOR NAME] is afraid of golden retrievers and [PASTOR NAME] cries at insurance commercials.

They're at the door every Sunday. Now you've got an opener. Which answer surprised you most?

Why it works: People visit churches where the leaders feel knowable. Forty-five seconds of humor does what a staff-page bio never will.

NO DUMB QUESTIONS

Ask a pastor. Anything.

Question box in Stories + comments

E POST · TUE JUL 21

Ask us anything, actually

CONNECTED COMMUNITY

The questions you think are too basic for church? Those are our favorites.

Why do people raise hands during songs? What if I don't own church clothes? Can I take communion? What actually is a tithe?

Drop yours below or in the Story question box.

Pastors answer on video Friday. Anonymous counts.

Why it works: Every answer video becomes content, and every question is free research on what your community actually wonders about church.

BEFORE YOU ARRIVE

Sunday starts at 6:45.

BTS photos: cables, coffee, prayer circle

S POST · THU JUL 16

7 AM soundcheck spotlight

CONNECTED COMMUNITY

By the time you find parking, [NAME] has been here three hours.

Soundcheck at 7. Lyrics loaded by 8. A prayer circle at 9:40 you'll never see. Sunday feels effortless because a team decided it should.

Musicians and tech people: this could be your crew. No audition for the first hang. Just show up Thursday.

Why it works: Showing the unglamorous hours honors volunteers in public, which is the best recruiting tool a church has.

MAKE TEN MORE · AI PROMPT

Our staff and key volunteers: [LIST NAMES, ROLES, ONE FUN FACT EACH]. Write 10 "meet the team" captions that make each person feel like someone you'd want to talk to at the door. One question per caption, under 55 words. Funny is fine. Cheesy is not.

08

August

— BACK TO SCHOOL

Families reset their routines in August, and church can be part of the reset if you show up in the feed. Kids ministry content, back-to-school prayer, and supply drives meet the season's biggest felt need.

- ★ **All month** · back-to-school season
- ★ **[DATE]** · your supply drive

FAITH IN ACTION

CONNECTED COMMUNITY

STEAL THIS IDEA

The teacher supply grab

One Sunday, a table of free classroom supplies, teachers only. Film them picking. Caption: "Teachers give all year. Today they take." Community goodwill money can't buy.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Supply drive launch

The need, the list, the drop-off spot, the deadline.

WEEK 2

Kids ministry tour

What happens after check-in. Parents decide from this room, not the pulpit.

WEEK 3

Backpack blessing

Pray over students and teachers; invite the whole school orbit.

WEEK 4

Teachers' week

Honor the educators in your church by name.

WEEK 5

Routine reset invite

Aim the invite at families who drifted over summer. New rhythm, new start.

Post the kids ministry tour before the big invite. Parents don't pick churches from sermons; they pick from the check-in desk and the room where their kid will spend the hour.

Three posts, written for you

Swap the [BRACKETS] for your details, put it in your voice, and post. The mockup shows the visual to make.



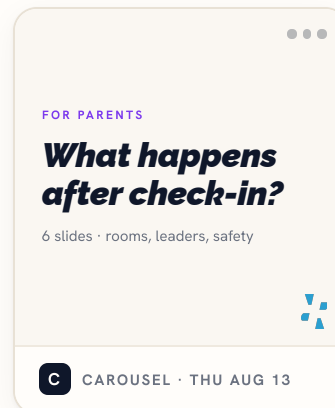
The backpack blessing reel

FAITH IN ACTION

Sunday we prayed over every backpack in the building.

For the kindergartner and the senior. For the teacher setting up her classroom tonight. For the parent doing drop-off with a lump in their throat. School starts [DATE]. If your crew could use a church family this year, doors open Sunday at [TIMES].

Why it works: Backpack blessings are peak shareable: parents repost, grandparents forward, and the invite rides in on the emotion.



The check-in to pick-up tour

CONNECTED COMMUNITY

Parents, here's the tour you actually want: what happens between check-in and pick-up.

Swipe: the security tags, the rooms by age, the background-checked leaders who'll know your kid's name by week two, and what they'll learn this fall. First visit? Come 15 minutes early and we'll walk you through it in person.

Why it works: Safety and specifics are what parents screenshot and send to a spouse. This carousel is the deciding vote in the family group chat.



The new-rhythm invite

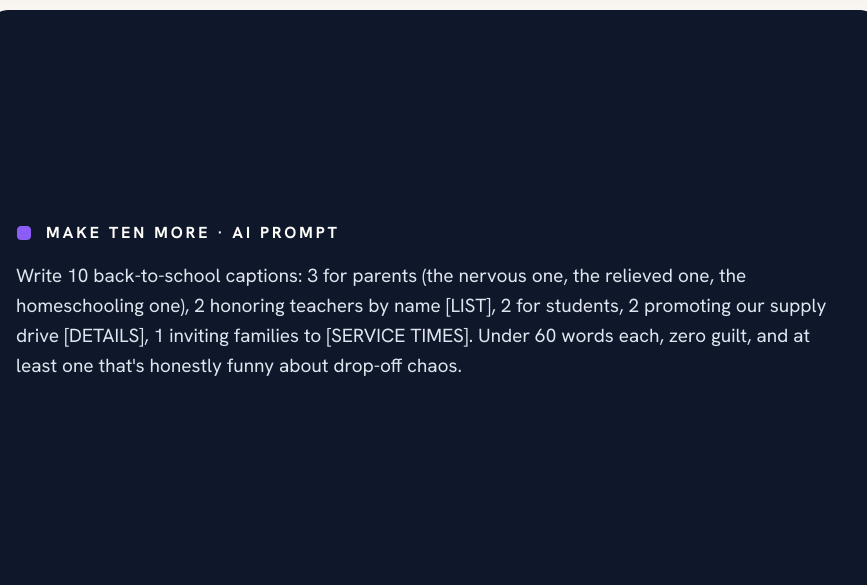
INVITE

You rebuilt the bedtime. You rebuilt the carpool. One piece left: an hour that steadies the other 167.

Church at [CHURCH NAME] is built for school-year families: services at [TIMES], kids ministry at every one, out in time for lunch.

This Sunday. Come see if it fits the new rhythm.

Why it works: August families are already re-engineering their week, so this frames church as part of a project they started, not an interruption to it.



09 September

— BEHIND THE SCENES

Pull back the curtain: the media desk, the setup crew, the Sunday that starts on Thursday. Behind-the-scenes content humanizes your church and recruits volunteers without a single ask. Back to Church Sunday lands September 20.

★ Sep 7 · Labor Day

★ Sep 20 · Back to Church Sunday

CONNECTED COMMUNITY

HEART OF THE CHURCH

STEAL THIS IDEA

The 60-second setup timelapse

Phone on a tripod Thursday night: empty room to finished stage in 60 seconds. On-screen: "It takes 40 hands to make Sunday feel effortless." Serve-team signup rides in the comments.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Labor Day • the crew

Honor work itself; introduce the setup and coffee teams.

WEEK 2

The media desk

Two screens, a click track, and the volunteer nobody sees.

WEEK 3

Back to Church Sunday

The year's second-biggest invite moment after Easter.

WEEK 4

How Sunday gets made

The Thursday-to-Sunday timeline, ending on the serve link.

Back to Church Sunday (Sep 20) is built for lapsed attenders. The invite that works isn't "come back to church." It's "come back to people who noticed you were gone."

Three posts, *written for you*

BEHIND THE SCENES

She mixes what you feel.

Photo: sound booth, mid-service



S POST · THU SEP 10

The booth nobody claps for

CONNECTED COMMUNITY

You've never seen [NAME]'s face on a Sunday. You've felt her work every week. Fourteen inputs, two screens, a click track, and one volunteer who decided three years ago that "I'm not a stage person" could still build the moment you met God in. There's a second seat in that booth. No experience needed; we train. Comment "booth" and we'll message you.

Why it works: "Comment X and we'll message you" turns curiosity into conversation, and honoring hidden roles recruits better than any pulpit plea.

TELL YOUR STORY

How'd you end up here?

Simple text graphic · comment thread



E POST · TUE SEP 22

The origin-story question

CONNECTED COMMUNITY

Everybody has a "how I ended up at this church" story. A neighbor. A crisis. A Google search at 1 AM. Tell us yours in one sentence. We'll go first: check the pinned comment. And if you don't have a story yet, Sunday makes a good chapter one. [TIMES], [CITY].

Why it works: The thread becomes a wall of testimonies written by members, which persuades a lurker better than anything the church account could say.

THU TO SUN

Sunday starts on Thursday.

7 slides · timeline with timestamps



C CAROUSEL · THU SEP 24

How Sunday gets made

HEART OF THE CHURCH

Sunday takes four days. Swipe the timeline. Thursday: band charts drop. Friday: kids lessons prepped. Saturday: 400 chairs, three pots of coffee, one run-through. Sunday, 6:45 AM: doors unlock, prayer circle, go. Slide 7 is every team with an open seat. Pick where you'd fit.

Why it works: Process content earns trust by showing the work, and ending on open seats makes serving feel like joining something already in motion.

MAKE TEN MORE · AI PROMPT

Write 10 behind-the-scenes captions about how our church runs. Our teams: [LIST TEAMS AND WHAT THEY DO]. Mix: 4 volunteer spotlights [NAMES, ROLES], 3 process posts (setup, media, kids prep), 2 serve invitations, 1 Back to Church Sunday post (Sep 20) written to people who quietly stopped coming. Under 60 words each.

10 October

PASTOR APPRECIATION & FALL

Pastor Appreciation Month works when the congregation carries it: their words about your pastors beat anything the church account writes about itself. Trunk or Treat closes the month as your biggest community-facing night of fall.

★ Oct 11 · Pastor Appreciation Sunday

★ Oct 31 · Trunk or Treat (Saturday)

CONNECTED COMMUNITY

HEART OF THE CHURCH

STEAL THIS IDEA

The one-word mosaic

Ask for one word describing your pastor in the comments. Screenshot the flood, build the Appreciation-Sunday graphic out of the words. The congregation becomes the designer, and the pastor keeps it forever.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Member voices

Collect and film short appreciation clips from the congregation.

WEEK 2

Appreciation Sunday

The tribute post, plus thank-yous to pastors' families.

WEEK 3

The pastor's real week

What the role holds Monday to Saturday. People have no idea.

WEEK 4

Trunk or Treat

Invites all week. Oct 31 is a Saturday; the lot will be full.

Trunk or Treat on a Saturday Halloween is a gift. Post the invite three times that week (Monday graphic, Thursday reel, Saturday morning reminder) and brief every trunk volunteer to ask one question: "see you Sunday?"

Three posts, written for you

Swap the [BRACKETS] for your details, put it in your voice, and post. The mockup shows the visual to make.

APPRECIATION MONTH

Describe our pastor in one word.

Portrait photo · mosaic reveal Sunday

E POST · WED OCT 7

One word for Pastor [NAME]

CONNECTED COMMUNITY

One word for Pastor [NAME]. That's the whole assignment.

We're building something out of the answers for Sunday. Don't tell him.

Got a story behind your word? We'd love that too.

Bonus round: the word your kids would pick.

Why it works: One-word answers make commenting effortless, the secrecy builds a reveal, and the finished mosaic is a tribute no design tool could fake.

PASTOR APPRECIATION

"You stayed when it got hard."

60s · member clips · his reaction at the end

V REEL · SUN OCT 11

The congregation says it

HEART OF THE CHURCH

We asked the church to say what Pastor [NAME] means to them. On camera. Without warning him.

The hospital visits nobody knew about. The 11 PM phone calls. The funeral he preached the same week he buried his own dad.

Watch to the end for his face. Then add your thank-you below. He reads every comment.

Why it works: Third-party praise is the only kind that fully lands, and the reaction shot gives the reel a payoff people watch all the way through.

SAT OCT 31

Full-size candy. Zero cost.

[TIME] · [CHURCH NAME] parking lot

I STATIC + REEL · WEEK OF OCT 26

The Trunk or Treat invite

INVITE

Halloween lands on a Saturday this year, and our parking lot is ready.

Trunk or Treat at [CHURCH NAME]: October 31, [TIME]. Decorated trunks, full-size candy (we don't play), hot cider, all free.

Costumes encouraged for kids and shameless dads. Bring the neighbors, bring the cousins. No strings attached, just a safe lot and too much sugar.

Why it works: Trunk or Treat is many families' first touch with your church, and "no strings attached" is exactly what makes unchurched parents comfortable coming.

MAKE TEN MORE · AI PROMPT

Write 10 October captions: 4 pastor-appreciation posts built from these member quotes [PASTE QUOTES], 3 Trunk or Treat invites with [TIME, DATE, LOCATION] written to unchurched families, 2 fall devotionals on seasons changing, 1 volunteer callout for trunk decorators. Under 60 words each. Warm, zero pressure.

11

November

GRATITUDE & GENEROSITY

Gratitude content primes generosity without a hard sell. Faithfulness stories and mission recaps run through Thanksgiving and set up Giving Tuesday as a natural next step instead of an ask out of nowhere.

★ Nov 26 · Thanksgiving

★ Dec 1 · Giving Tuesday (prep now)

FAITH IN ACTION

HEART OF THE CHURCH

STEAL THIS IDEA

The gratitude wall, digitized

Put a paper wall in the lobby: "God was faithful when..." Photograph it each week as a recurring carousel. Handwriting hits different in a feed full of fonts.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Faithfulness stories

"God has been faithful through..." opens and runs all month.

WEEK 2

Mission recap

Where this year's generosity actually went. Names, numbers, faces.

WEEK 3

Gratitude, out loud

Thankful posts from members, staff, and the kids ministry.

WEEK 4

Thanksgiving week

One quiet, honest post on the day. The rest lives in Stories.

WEEK 5

Giving Tuesday runway

What December 1 giving will build. Vision before the ask.

The Giving Tuesday post only works if November did its job. By Thanksgiving, your feed should have already shown where the money goes and who it reaches.

Three posts, *written for you*

Swap the [BRACKETS] for your details, put it in your voice, and post. The mockup shows the visual to make.

SAY IT

God has been faithful through

-----'

Big type · comment thread



E POST · WED NOV 11

The faithfulness thread

FAITH IN ACTION

Finish it honestly: God has been faithful to me through -----.

The diagnosis. The divorce. The year you don't talk about yet. The boring Tuesdays, too.

Your sentence might be the one a stranger scrolls past at midnight and needs. We're compiling these for Thanksgiving week.

Why it works: It's testimony in one sentence, at scale, and the compilation promise tells commenters their words matter beyond the thread.

2026 SO FAR

You did this.

6 slides · numbers + faces, with permission



C CAROUSEL · THU NOV 12

Where your generosity went

HEART OF THE CHURCH

Every dollar given here goes somewhere. Swipe to see where.

[NUMBER] families kept in their homes. [NUMBER] meals through [PARTNER]. A well in [PLACE]. Camp scholarships for [NUMBER] kids who'd never been. No ask today. Just the receipts, and our thanks. Giving Tuesday is December 1, if you want in on next year's slides.

Why it works: Showing receipts before asking is what separates trusted institutions from everyone else in a December feed full of appeals.

THANKSGIVING

Grateful and grieving can share a table.

Quiet graphic · no stock cornucopia



D POST · THU NOV 26

The honest Thanksgiving post

FAITH IN ACTION

Some tables have an empty chair this year. Maybe yours does.

Thanksgiving doesn't require pretending. "Give thanks in all circumstances" (1 Thessalonians 5:18) was written by a man who knew prison, not just pie. Grateful and grieving can sit at the same table. If today is both for you, you're in good company here.

Why it works: Every brand posts happy gratitude today. The church can say the truer thing, and the truer thing is what gets shared.

MAKE TEN MORE · AI PROMPT

Write 10 gratitude and generosity captions for November: 4 faithfulness stories from these testimonies [PASTE], 2 mission recaps using these numbers [PASTE], 2 Thanksgiving posts (one joyful, one for the grieving), 2 Giving Tuesday runway posts about [PROJECT]. Under 60 words each. Receipts over sentiment, and never a guilt trip.

12

December

CHRISTMAS: INVITATION MONTH

Christmas Eve is the most-attended service of the year and the easiest invite your members will ever make. Every post in December points one direction: come home for Christmas.

- ★ Dec 1 · Giving Tuesday
- ★ Dec 24 · Christmas Eve (Thursday)
- ★ Dec 25 · Christmas Day

HEART OF THE CHURCH

CONNECTED COMMUNITY

STEAL THIS IDEA

The empty-chair photo, by candlelight

January's empty seat post comes back: one chair, one lit candle. "Someone's coming home for Christmas. Maybe it's you." It bookends your whole year.

The month, week by week

The weekly rhythm from page 11 runs underneath. These are the emphases to layer on top.

WEEK 1

Giving Tuesday • Advent

The ask November earned, then hope lights week one.

WEEK 2

Christmas at [CHURCH]

Services announced everywhere: decor, choir, kids program.

WEEK 3

The invite push

Members challenge: bring one person to Christmas Eve.

WEEK 4

Christmas Eve • rest

Capture the candlelight, then let the feed breathe.

WEEK 5

Year-end recap

The 2026 recap reel, pointing everyone to January.

Christmas Eve is a Thursday this year. Post service times daily that final week. And the candlelight recap reel you shoot on the 24th is your first invitation for Christmas 2027.

Three posts, written for you

Swap the [BRACKETS] for your details, put it in your voice, and post. The mockup shows the visual to make.

CHRISTMAS EVE

Come home for Christmas.

Dec 24 · [TIMES] · candlelight · 45 minutes

I STATIC + STORIES · WEEK OF DEC 21

The come-home invite

INVITE

No matter how long it's been, Christmas Eve is the night to come back.

Candlelight, carols you know by heart, and 45 minutes, honest. Kids welcome and expected to wiggle.

Christmas Eve at [CHURCH NAME]: [TIMES]. [ADDRESS, CITY]. Doors open 30 minutes early; the good seats and the cocoa go fast.

Why it works: "45 minutes, honest" and "expected to wiggle" disarm the two real objections: that it will run long and that the kids will embarrass them.

ADVENT

God, in a feeding trough.

60s · pastor voiceover · nativity b-roll

V REEL · WED DEC 16

The Christmas story, one minute

HEART OF THE CHURCH

Not a palace. A feeding trough. That's where God chose to show up.

Which means no version of your life is too messy for him to enter. That's the whole point of Christmas, and it's why we light candles about it. One minute from [PASTOR NAME] on why this story still holds. Send it to someone who needs a quiet minute today.

Why it works: December feeds are loud and commercial. A plain telling of the actual story stands out, and it travels through DMs.

VOLUNTEER DAY

[NUMBER] hours. One silent night.

Photos: decor crew, choir, parking team

S POST · SAT DEC 5

The people who build Christmas

CONNECTED COMMUNITY

Christmas Eve takes [NUMBER] volunteers and about [NUMBER] hours. They'd all tell you it's worth it.

The decor crew on ladders since Monday. The choir on its third rehearsal. The parking team already ordering hand warmers.

When the candles go up on the 24th, this is who lit the room. Want in next year? Comment "team."

Why it works: Celebrating the builders in early December honors them at peak season and quietly recruits for the year ahead.

MAKE TEN MORE · AI PROMPT

Here's our Christmas info: [SERVICES, DATES, TIMES, CHURCH NAME, CITY]. Write 12 invitation captions, one for each of the 12 days before Christmas Eve, each aimed at a different person: the far-from-home, the grieving, the new parents, the skeptic, the exhausted, the estranged, the night-shift worker, the recently divorced, the college student home on break, the single parent, the neighbor who waves but never talks, and the person convinced church people will judge them. Under 50 words each.

04

The caption vault & toolkit

Forty-eight more captions for the weeks that don't go to plan, plus the working tools: hashtag sets, posting windows, the what-not-to-post list, and a scorecard that fits on one page.

48 SPARE CAPTIONS

HASHTAG LIBRARY

WHAT NOT TO POST

THE SCORECARD

Invites & Sundays · 16 captions

Copy, swap the [BRACKETS], post. One per week keeps the invite muscle warm.

SATURDAY INVITE

Tomorrow morning, no prep required. Come in whatever you're wearing right now, honestly. [CHURCH NAME], Sundays at [TIMES]. We'll have the coffee ready.

FOR THE ANXIOUS

If walking into a new church makes your palms sweat, read this twice: nobody will make you stand up, speak, or explain yourself. Sit in the back. We're glad you came. Sundays, [TIMES].

THE COMEBACK

It's been a while? Perfect. "A while" is our favorite kind of guest. The door hasn't moved. Sundays at [TIMES].

NEW TO TOWN

New to [CITY]? You need three things: a dentist, a mechanic, and people who'll notice when you have a bad week. We can help with the third. Sundays, [TIMES].

SUNDAY MORNING

Good morning. Coffee's brewing, the band's warming up, and there's a seat with nobody's name on it. Doors open at [TIME].

POST-SERVICE

If today was your first Sunday with us: thanks for spending it here. Next step, zero pressure: [NEXT STEP]. See you next week?

THE KIDS ANGLE

Your kids will beg to come back. That's not a slogan, it's a warning. Kids ministry at every service, Sundays at [TIMES].

FOR THE SKEPTIC

You can believe nothing yet and still belong here while you figure out what you believe. Questions welcome, doubts included. Sundays, [TIMES].

ROUGH WEEK

Rough week? Church isn't for people who have it together. It never was. Sunday, [TIMES]. Come tired.

LIVESTREAM

Can't make it in person? The livestream starts at [TIME], link in bio. Same sermon, same church, pants optional.

SERVE INVITE

You don't have to be extra spiritual to hold a door, pour coffee, or rock a baby. Serving is how most people find their people here. Comment SERVE and we'll find your spot.

SMALL GROUPS

Sunday is the front porch. Small groups are the living room. Find yours: [LINK OR INFO].

SERMON TEASE

Sunday we're talking about [TOPIC]: the thing everybody feels and nobody says out loud. [TIMES]. Bring the friend you talked about it with.

RAINY SUNDAY

Rain in the forecast Sunday. Good. Best weather there is for hot coffee and honest worship. See you at [TIMES].

THE NEIGHBOR

We've been your neighbors on [STREET] for [NUMBER] years. If you've driven past and wondered, this Sunday is a good day to stop wondering. [TIMES].

THE SIGN

You don't need a special occasion to show up. But if you were waiting for a sign, screenshot this. Sundays at [TIMES].

Devotionals & engagement · 16 captions

Devotionals carry the midweek. Engagement posts fill the Tuesday slot when there's no spotlight ready.

DEVOTIONAL

Read Psalm 23 slowly today. Not as poetry. As a checklist of what you're not carrying alone.

DEVOTIONAL

Scripture says "do not fear" again and again. Not because the danger isn't real, but because you're not in it alone. Whatever's ahead this week, that holds.

GAME

Guess the Bible story in emoji: [YOUR EMOJI STRING]. Winner gets bragging rights and a coffee on us Sunday.

DEVOTIONAL

"Be still" (Psalm 46:10) is a command, not a suggestion. Ten minutes today, phone in the other room. See what surfaces.

QUESTION

What's a worship song you can't get through without feeling something? Building Sunday's set, and yes, we take requests.

WRONG ANSWERS

Wrong answers only: what's the pastor's favorite part of Sunday morning? (He will read these.)

DEVOTIONAL

Worry is a conversation with yourself about things you can't control. Prayer hands the same list to someone who can. Philippians 4:6 has the details.

POLL

How did you find our church? A) family B) a friend C) Google D) a story we'd love to hear in the comments.

TAG

Tag the person who got you through this year. They should hear it out loud, in public, where their mom can see it.

DEVOTIONAL

Forgiveness isn't saying it didn't matter. It's refusing to carry it another year. Who came to mind just now?

FILL-IN

Fill in the blank: I feel closest to God when ____.

CHECK-IN

One word for how you're actually doing today. We read every answer, and we mean the "actually."

DEVOTIONAL

God's mercies are "new every morning" (Lamentations 3:23). Which means yesterday's version of you doesn't get a vote today.

QUESTION

What's one thing you'd tell your 20-year-old self about faith? Best answers get read Sunday. First names only, with permission.

ASK THE CHURCH

What should we preach about next year? Serious question. The teaching team reads this thread and builds from it.

PRAYER

How can we pray for you this week? Comment below, or DM us if it's private. Our team prays over every single one on Wednesday.

Spotlights, seasons & moments · 16 captions

The posts you'll need on short notice: celebrations, holidays, weather, and the hard days.

VOLUNTEER THANKS

[NAME] has served in kids ministry for [NUMBER] years. Two generations of kids know her name. Drop a heart if she's ever made your Sunday easier.

VALENTINE'S, FOR ALL

Single, married, widowed, complicated: you're loved at full volume by the God who invented the whole concept. Happy Valentine's Day.

CHRISTMAS MORNING

The waiting's over. "Unto you is born this day a Savior" (Luke 2:11). Merry Christmas from all of us. Be present with your people today. We'll be here Sunday.

BAPTISM DAY

[NUMBER] baptisms this Sunday. Every one a story that started somewhere ordinary: a coworker's invite, a hard year, a 1 AM search. The water's the headline. The stories are the point.

JULY 4

Freedom's worth celebrating, and worth using well (Galatians 5:13). Happy Fourth from our church family to yours. Grill something great.

HARD DAY

Our community is hurting today. The building is open [HOURS] if you need a quiet place to pray, or a person to pray with you. No agenda. Just open doors.

NEW MEMBERS

We welcomed [NUMBER] new members Sunday. If you've been circling the idea, the next membership class is [DATE]. It's an hour, there's food, and nobody signs in blood.

FIRST SCHOOL DAY

To every kid walking into a new classroom today, and every parent sitting in the car after drop-off: we prayed for you this morning. Both of you.

ORDINARY FAITHFULNESS

Nobody posts about ordinary faithfulness: showing up to work, feeding your people, praying in the car. If that's your week, it counts. God sees the unglamorous stuff. So do we.

ANNIVERSARY

[NUMBER] years ago, [NUMBER] people met in a [ORIGINAL LOCATION] and prayed this church into existence. Look what God did with that. Happy anniversary, church.

FALL TIME CHANGE

Clocks fall back Saturday night. One extra hour of sleep, zero excuses. See you Sunday, well rested.

GRADUATION

To the class of 2026: we've watched some of you grow up in these halls. Wherever you land next, this is home base. Congratulations, grads.

STAFF BIRTHDAY

It's Pastor [NAME]'s birthday. Church policy: comment your favorite thing he's ever said, on purpose or otherwise.

WEATHER CLOSURE

Services are canceled Sunday for weather. Stay home, stay warm, check on a neighbor. We'll livestream at [TIME] and see you next week.

NEW YEAR'S EVE

Whatever this year held, you made it through all of it. That's worth naming before midnight. See you on the other side, church.

THANKSGIVING

Before the turkey coma: one comment, one thing you're grateful for. Let's fill this thread.

Hashtags & the one-glance cheat sheet

The hashtag rules, then the sets

Three to five per post, at the end of the caption, never the start. Hashtags are a whisper now, not a megaphone; your caption words matter more.

EVERGREEN · USE WEEKLY

#[YOURCITY]church #church[YOURCITY] #[YOURCHURCHNAME] #churchnearme

WORSHIP & SERMON CLIPS

#sundayworship #sermonclips #christianreels #worshipmusic

FAMILIES & KIDS

#kidsministry #[YOURCITY]families #vbs2026 #christianparenting

EASTER SEASON

#easter2026 #holyweek #heisrisen #easter[YOURCITY]

CHRISTMAS SEASON

#christmaseve #candlelightservice #christmas[YOURCITY] #adventseason

The city tags are the ones that matter. A person searching #[YOURCITY]church is a person looking for you specifically.

Posting windows, one glance

Sun	Sermon clip	12 to 3 PM
Mon	Recap carousel	11 AM to 1 PM
Tue	Engagement	7 to 9 PM
Wed	Devotional	6 to 8 AM
Thu	Spotlight	11 AM to 1 PM
Fri	Takeaway	3 to 5 PM
Sat	Invite	8 to 10 AM

The caption checklist

- Hook lands in the first 125 characters, before "...more"
- One CTA per post. Two CTAs = zero CTAs
- Church name, city, or service time in plain text weekly
- No bare links; put them in bio, Stories, or comments
- Reads out loud like a person, not a bulletin
- Names and faces have permission to be posted
- Checked on a phone screen before it goes live

Schedulers we see work

Meta Business Suite (free, covers Facebook and Instagram), Buffer, or Later. Pick one, batch on Monday, and let it run. The tool matters less than the Monday habit.

What *not* to post

Eight ways churches quietly burn trust online, and the protocol for the days when the news is bad.

Event flyers as a content strategy

A feed of graphics with dates on them is a bulletin board, not a church. Flyers go in Stories; the feed gets people.

Stock photos of fake congregations

Everyone can tell. An honest photo of your actual lobby beats a rented smile every time. No real asset? Use type and layout.

Political endorsements

Beyond dividing the room, endorsing candidates from official channels can put 501(c)(3) status at risk. Preach values; skip the ballot.

Kids' faces without a signed release

One media release form at check-in, once a year. No form, no face. Custody situations make this a safety issue, not a paperwork issue.

Prayer requests with details

"Pray for the Johnsons in a hard season" is care. Naming the diagnosis or the marriage trouble is a breach. When in doubt, ask first.

Attendance guilt trips

"Where was everyone Sunday?" reads as scolding to members and as a red flag to visitors. Celebrate who came. Always.

Full worship songs without a license

Clips with music need your CCLI streaming license (or the platform's licensed audio library). Sixty seconds of covered audio, not the whole set.

Arguments in your own comments

Answer honest questions once, kindly. Never debate trolls in public; hide, don't feud. Your reply is read by a thousand silent watchers.

WHEN THE NEWS IS BAD

The crisis protocol

- 1. Pause the queue.** The instant tragedy touches your community, stop every scheduled post. A cheerful invite landing an hour after bad news is how churches go viral for the wrong reason.
- 2. One voice.** Decide now, not then, who approves public statements. One person, named, reachable on a Sunday.
- 3. Presence before position.** First post: "we're praying, the building is open, here's how to reach a pastor." Explanations, if ever, come later.
- 4. Answer DMs like a pastor.** Hurting people message churches at 2 AM. A kind reply within hours is ministry; a form response is not.
- 5. The 24-hour rule.** Criticized publicly? Draft the reply, sit on it a day, then have someone uninvolved read it first. Most drafts don't survive, and that's the point.

The monthly scorecard

Print this page. Five minutes on the first Monday of each month, straight from your platform insights. Follower count is on purpose at the bottom; it's the last thing that moves.

WHAT TO TRACK	WHY IT MATTERS	J	F	M	A	M	J	J	A	S	O	N	D
Non-follower reach	Strangers finding you. The growth number.												
Shares	Members inviting. The modern word of mouth.												
Saves	Content worth keeping. Carousels live here.												
Comments you replied to	The only number you fully control. Target: all of them.												
DMs answered within 24h	Visitors at the digital door. Ministry, not admin.												
Stories collected this month	Testimonies, spotlights, quotes banked for later.												
Followers (fine, track it)	A lagging indicator. It follows the six above.												

What good looks like after 90 days: non-follower reach trending up, a share on most invite posts, and zero unanswered DMs. If those three hold, ignore everything else including the follower count.

More free tools *for your church*

The calendar covers social. These cover the rest of your digital front door, and they're free the same way this was.

01 Social Media Scorecard

A diagnostic on your church's whole social presence: what's working, what's invisible, what to fix first.

reachrightstudios.com/lp/social-media-scorecard/

02 77 AI Prompts Every Pastor Needs

Save hours every week on content, sermons, and communication. Pairs with the AI prompt in every month of this calendar.

reachrightstudios.com/lp/ai-prompts-for-pastors/

03 Visitor Follow-Up Templates

Ready-to-send emails and texts for first-time guests. The social calendar brings them in; this brings them back.

reachrightstudios.com/lp/visitor-follow-up-templates/

04 Local SEO Audit

See how your church ranks for "church near me" on Google and in AI search, in about 60 seconds.

reachrightstudios.com/lp/local-seo-audit/

REACH RIGHT

About REACHRIGHT

REACHRIGHT helps churches reach more people and grow through digital strategies that actually work. Founded in 2016 by Thomas Costello, a pastor with more than 20 years in ministry, we build church websites, win the "church near me" search, manage \$10,000/month Google Ad Grants, and run social media end to end for churches across 47 states. Every person on our team serves in a local church. We're not marketers who picked a church niche. We're church people who got good at marketing.

800+

CHURCHES SERVED

4.9 ★

FROM 120+ REVIEWS

— POSTING IS HALF THE BATTLE

If this calendar sounds like one more job your team doesn't have time for, that's literally what we do.

REACHRIGHT manages social media for churches end to end: content, posting, engagement, reporting. Or start smaller with a free review and we'll show you exactly what to fix first, no strings attached.

Claim your free Church Growth Review

reachrightstudios.com/lp/free-church-growth-review/