



CONTENT CALENDAR AND KPIS

Monday

- **Instagram:** Share a quote from the pastor's sermon from the previous Sunday, with an accompanying image.
- **Facebook:** Share a video of the worship team rehearsing, with a brief message about the importance of music in worship.
- **Twitter:** Share a reminder about an upcoming community service event, with a link to sign up.
- **YouTube:** Release a new episode of the church's podcast, discussing a topic related to the Bible or theology.

Tuesday

- **Instagram:** Share a photo of the church's youth group doing a service project, with a caption about the importance of serving others.
- **Facebook:** Share a video of the pastor answering frequently asked questions about the Bible or the Christian faith.
- **Twitter:** Share a link to an article written by a member of the church on a topic related to Christianity.
- **YouTube:** Release a video of the church's choir singing a special song.

Wednesday

- **Instagram:** Share a photo of the church's Bible study group, with a caption about the importance of studying the Bible in community.
- **Facebook:** Share a live stream of a Q&A session with the pastor, where members of the community can ask questions about the Bible or Christianity.
- **Twitter:** Share a quote from the Bible, with an accompanying image.
- **YouTube:** Release a video of the church's testimony service, where members share their personal stories of faith.

Thursday

- **Instagram:** Share a photo of the church's community garden, with a caption about the importance of caring for God's creation.
- **Facebook:** Share a video of the church's mission trip, with a brief message about the importance of sharing the gospel with others.
- **Twitter:** Share a reminder about an upcoming church event, with a link to register.
- **YouTube:** Release a video on the history of the church.

Friday

- **Instagram:** Share a photo of the church's staff, with a caption about the importance of working together as a team.
- **Facebook:** Share a video of the church's children's ministry, with a brief message about the importance of teaching children about God's love.
- **Twitter:** Share a link to a Christian blog post that the church found inspiring.
- **YouTube:** Release a video of the church's praise and worship service.

Note: The above is a sample calendar and should be adjusted to suit the specific needs, goals and audience of the church or ministry.

It's also important to monitor the metrics and adjust the content and posting schedule as necessary to ensure it resonates with the audience.

Key Performance Indicators (KPIs)

are metrics used to measure the success of a specific aspect of a business or organization.

For churches and ministries, there are two important KPIs to be mindful of:

1) Engagement: This includes likes, comments, shares, and other forms of engagement on social media platforms.



High engagement rates indicate that the content being shared is resonating with the audience and that the church or ministry is effectively building relationships with its followers.

2) Reach: This metric measures the number of people who have seen a post or video.



A high reach indicates that the content is being shared widely, and that the church or ministry is effectively growing its audience.

By monitoring these KPIs, churches and ministries can gain a better understanding of how their social media efforts are impacting their communities and can make **data-driven decisions** to improve their strategies moving forward.

HAVE ANY QUESTIONS?

Share your thoughts and questions with us by using the chat feature on our website!

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