

WELLERMAN
DIGITAL MARKETING

Plan 30 Days of Church Social Media in 4 Hours

A Simple System for Consistent Church Outreach

NICKLAUS EDWARDS + BRITTANY EDWARDS

What if your entire month of social media was done in one day?

- **No scrambling**
- **No last-minute posts**
- **No falling behind**

WELLERMAN
DIGITAL MARKETING

WHO WE ARE

WELLERMAN DIGITAL MARKETING

NICKLAUS EDWARDS

- **11+ years in digital marketing**
- **Worked with Fortune 500 national brands and small nonprofits**
- **Developed digital presence for hundreds of small local businesses**

WELLERMAN DIGITAL MARKETING

BRITTANY EDWARDS

- **Master of Divinity from Duke Divinity School**
- **Worked multiple roles for 6 churches in 4 denominations**
- **Currently a Postulant for Holy Orders (priesthood) in The Episcopal Church**

WELLERMAN
DIGITAL MARKETING

WHO IS THIS FOR?

COMMUNICATORS WITH NO TIME

- If you are looking to improve your social media craftsmanship, this is likely not ideal.
- If you are looking to accomplish something solid with as little time as possible, this will be a revelation.
- Most church communicators don't have the luxury of excess time to craft beautiful works of art to share via Facebook.

WELLERMAN
DIGITAL MARKETING

WHAT WE DO



WE HELP CHURCHES

- **Stay visible in their communities**
- **Build consistent communication systems**
- **Save time without sacrificing quality**

WELLERMAN
DIGITAL MARKETING

THE REAL PROBLEM



YOUR TIME IS NOT YOUR OWN

- **Parishioners need you**
- **Ministries need promotion**
- **Leadership needs support**

Social media gets pushed aside

WELLERMAN
DIGITAL MARKETING

THE SOLUTION



ONE FOCUSED SESSION PER MONTH

Plan

Create

Schedule

Then you're done.

WELLERMAN
DIGITAL MARKETING

REALITIES TO CONSIDER

SOCIAL MEDIA IS A BUSINESS

- **Social media companies want to make money**
- **Annoying repitition of content drives users away**
- **To prevent this, algorithms filter heavily**
- **You are NOT over-posting**

CONSISTENCY IS THE KEY TO BUILDING AFFINITY

- **People don't see every post**
- **Trust builds over time (with ANY business or non-profit)**
- **Familiarity drives affinity and ultimately attendance**

CONSISTENCY IS THE KEY TO BUILDING AFFINITY

Social media supports this journey

- People observe first
- Then return
- Then commit

If people stop seeing your church

- They forget
- They disconnect
- They drift

POST VS. EVENT

POST

- Updates
- News
- Informative
- Shifts affinity

EVENT

- Scheduled at a specific time
- A means to directly invite others



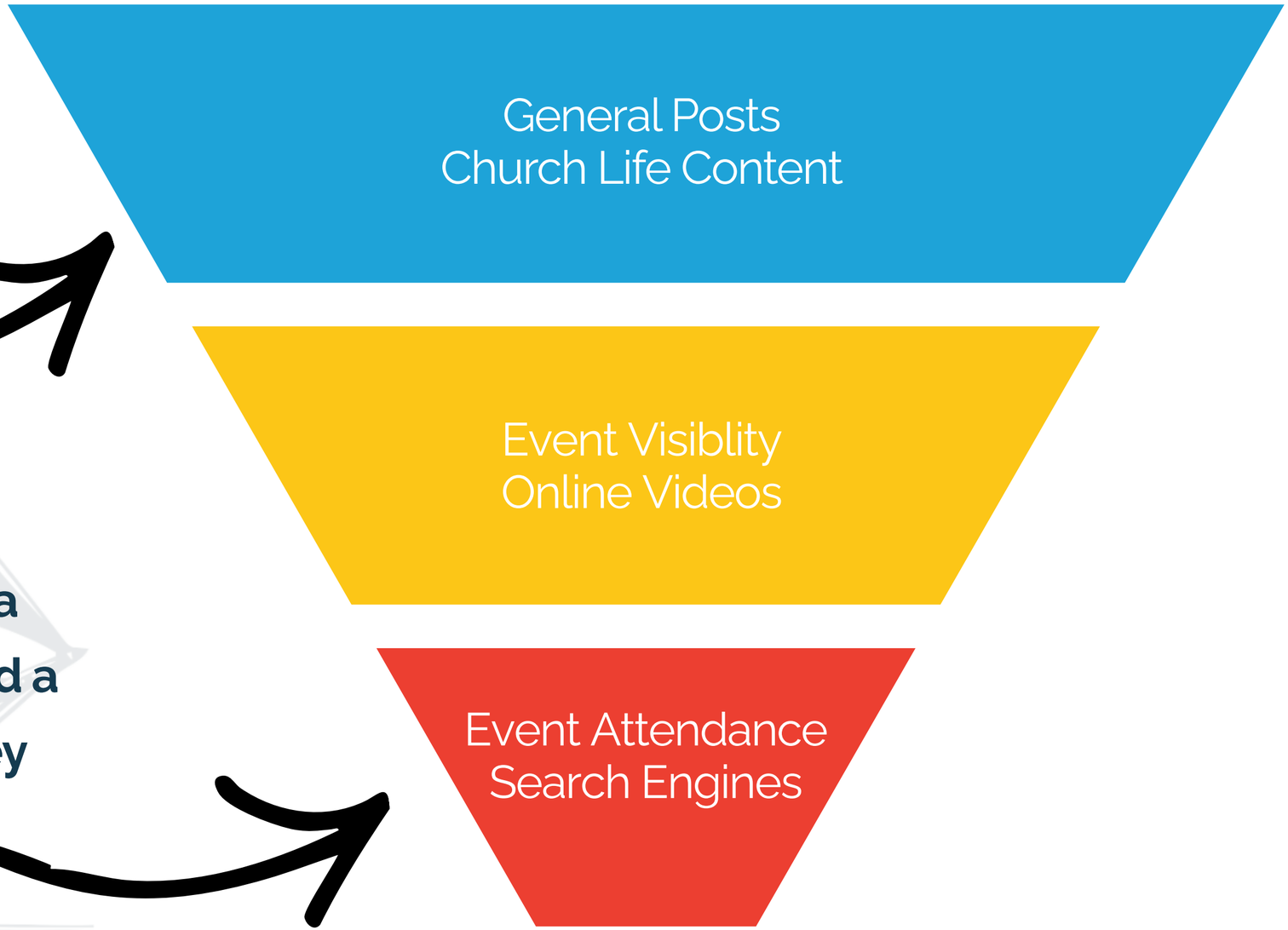
WELLERMAN
DIGITAL MARKETING

THE FUNNEL

Yes, this again. But it's worth the refresher.

If a person sees your church consistently at this part of the funnel,





They will already have a positive association, and a name in mind when they get here.



RETENTION & TRUST

It's not just marketing, it's showing people they belong.

- People must **like** your church
- People must **trust** your church
- People must **feel connected**

WELLERMAN
DIGITAL MARKETING

THE SYSTEM

THE SYSTEM

1. **List ministries**
2. **Create events**
3. **Place event posts**
4. **Align post schedule**
5. **Write posts**
6. **Create visuals**
7. **Schedule**

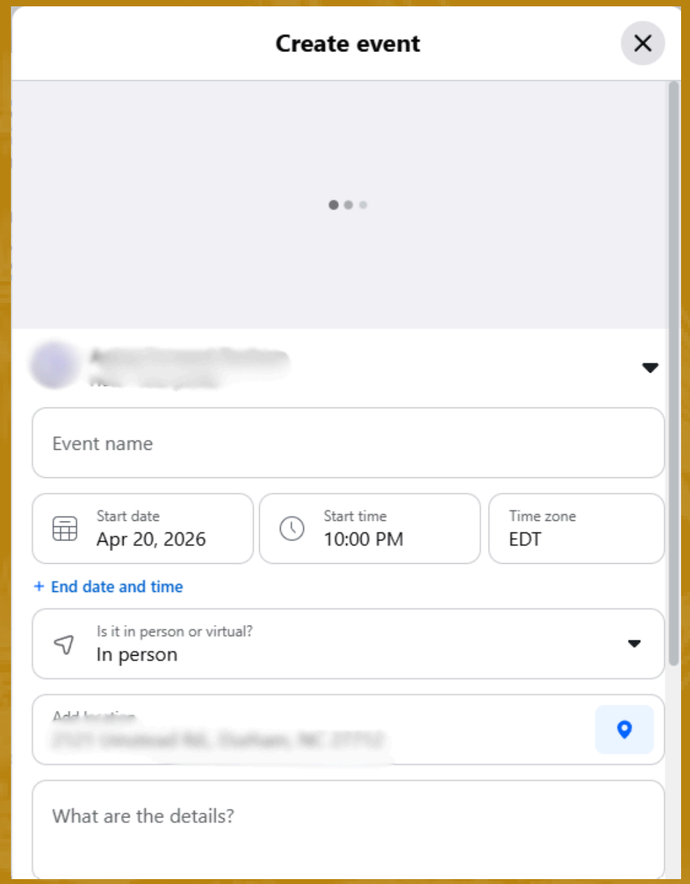
At its core, this is a seven-step process. Let's break it down.

Step 1: List All Ministries

- Midweek service
- Youth group
- Choir practice
- Bible study
- Men's ministry
- Women's ministry
- Etc.

For this step, list all ministries, worship services, events and meetings at your church.

Step 2: Create Facebook Events



Select your church events which are the most visitor-friendly and the most relevant to your target audience.

Create those Facebook events before moving forward to step 3.

Step 2b: Sunday Worship as Event??

Ask these questions:

1. **Do I have more than 30 days of content already?**
2. **Where in the funnel is my primary audience?**

Step 3: Add Featured Events to Template

Date	Topic/Ministry	Platform	Text in Image
April 1			
April 2	Youth Ministry	Facebook	Youth Group Tonight
April 3			
April 4	Men's Ministry	Facebook	Men's Pancake Breakfast
April 5			
April 6			
April 7	Children's Ministry	Facebook	Kids Ministry Fun
April 8	Bible Study	Facebook	Weekly Bible Study
April 9	Youth Ministry	Facebook	Youth Game Night
April 10			

Open a calendar for the next month and identify when all your visitor-friendly events will occur.

My template for fields needed is linked here.

Step 4: Align Post Schedule

Fill in any gaps in the calendar that were not marked with events with a ministry topic you would like to post that day.

Date	Topic/Ministry	Platform	Text in Image
April 1	General Church	Facebook	You're Invited This Sunday
April 2	Youth Ministry	Facebook	Youth Group Tonight
April 3	Choir Ministry	Facebook	Choir Rehearsal Tonight
April 4	Men's Ministry	Facebook	Men's Pancake Breakfast
April 5	Community Outreach	Facebook	Serving Our Community
April 6	Sunday Worship	Facebook	Sunday Worship 10 AM
April 7	Children's Ministry	Facebook	Kids Ministry Fun
April 8	Bible Study	Facebook	Weekly Bible Study
April 9	Youth Ministry	Facebook	Youth Game Night
April 10	Choir Ministry	Facebook	Music That Inspires

If you are doing events only, skip this step

Step 5: Write Posts

Hook: Attention-grabbing opening statement (Most important)

Body: Main message you want to convey (Important)

Resolution: Wraps up the post (least important)

Example:

'Unique snack bar at the First Ecumenical Youth event tonight at 7:00. We hope to see you there!'

If you are doing events only, write these into the description, but the event name if possible should have a hook.

Step 5: Write Posts

I have provided a link here to an automated Google Sheet to help give you options for how to generate post content.

Ministry Name	Event	Date/Time	Exciting Note	
EC Men's Ministry	Pancake Dinner	Thursday at 9:00pm	a buttery delight	
Output Post Text Future				**Output Post**
Get ready for the EC Men's Ministry Pancake Dinner Thursday at 9:00pm! It will be a buttery delight!				Thank you to eve was a buttery deli
Exciting event happening Thursday at 9:00pm at the EC Men's Ministry Pancake Dinner! Tell everyone to expect a buttery delight!				We had a great ti delight!
Don't miss the Pancake Dinner hosted by the EC Men's Ministry Thursday at 9:00pm. Bring a friend for a buttery delight!				The EC Men's Mi delight!
				What a great turn

Step 5: Write Posts

<u>Using AI Tools</u>

If you are comfortable using AI tools, they can be a substantial boost to the speed and quality of this process.

AI Prompt Template

I am a church communications director creating social media content for one of the ministries of my church.
Please generate **[number × 3]** Facebook post texts highlighting our **[ministry name].**
The ministry focuses on **[brief ministry description]**.
The audience we want to reach is **[brief audience description, including age range, gender, current members or not, and the general location of your audience relative to the church address]**.
These posts should highlight **[specific topic for this month]** and should be concise and engaging.

Step 6: Create Visuals

Real photos are better than perfect photos

- **Pull from church website**
- **Ask for photos from members**
- **Take photos yourself**
- **Avoid AI-generated images**





This is better

Step 6: Create Visuals

Don’t have a good photo? No problem

- **Use the church logo**
- **A picture of the building**
- **The ministry logo**
- **A picture of the empty room with the image text “Happening Here”**
- **Stock photography is okay sometimes, but try to avoid people.**

For a food pantry this is better





Step 7: Schedule Posts

This is a video walkthrough of scheduling posts.

Youtube Link



WELLERMAN
DIGITAL MARKETING

THE RESULT



RESULTS

- 4-5 hours of focused work
- 30-40 prescheduled posts
- A month of outreach completed

WELLERMAN
DIGITAL MARKETING

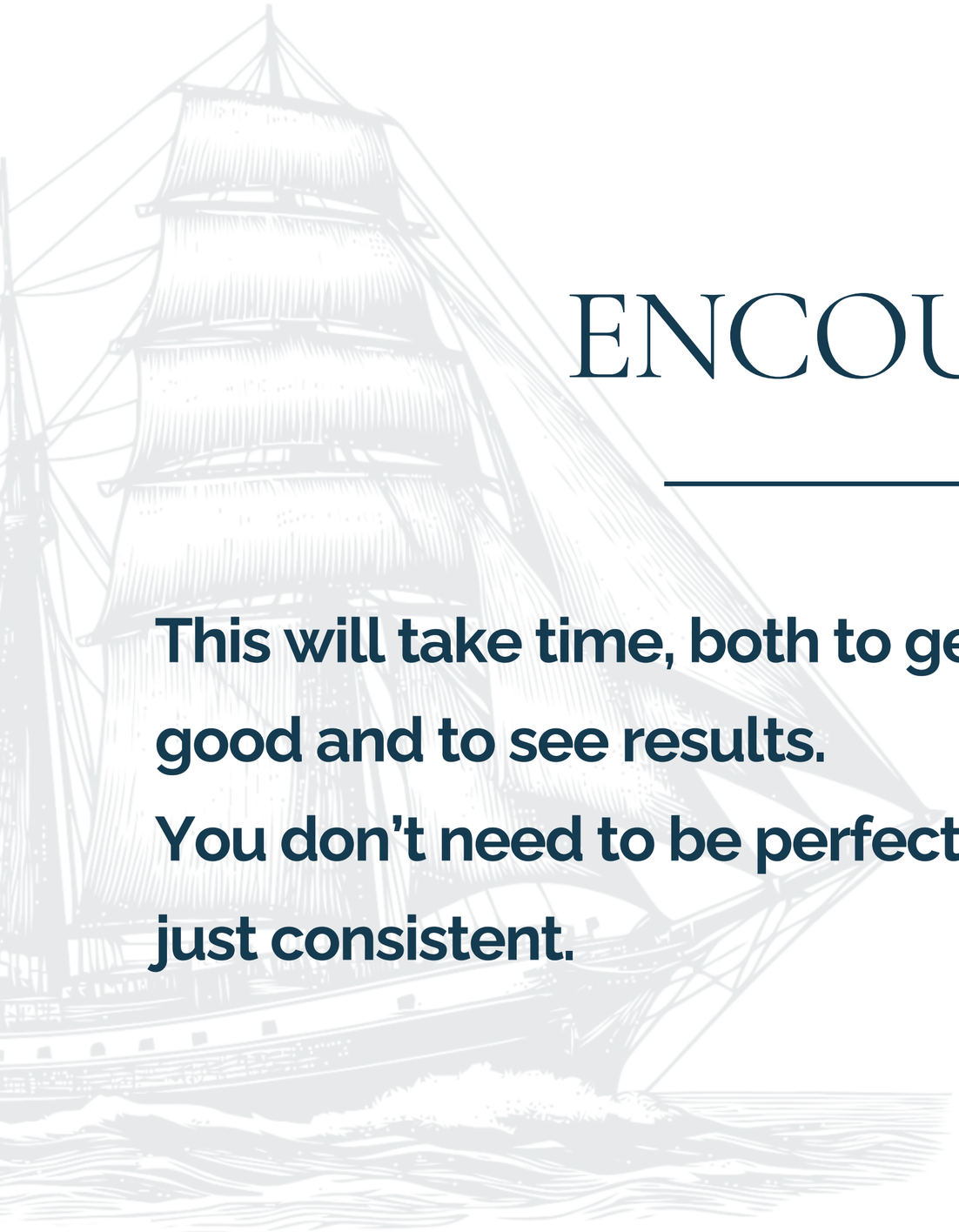
RESOURCES



wellermandigital.com/epnresources

WELLERMAN
DIGITAL MARKETING

FINAL THOUGHTS



ENCOURAGEMENT

This will take time, both to get good and to see results.
You don't need to be perfect, just consistent.

- Start with one month
- Follow the system
- Build momentum
- Reach out if you struggle



WELLERMAN
DIGITAL MARKETING

QUESTIONS?