

KIDMIN SOCIAL MEDIA PLANNER TEMPLATE

An effective social media strategy for your children's ministry requires planning, but that doesn't mean it has to take up hours of your precious time! Use this week's free download to help you plan weeks' worth of social media posts at a time.

Print 1 copy of the first page and use it to choose one idea for each day to help you create a template plan for your ministry social media posts. Print multiple copies of the second page, then use it to map out your weekly posts, several weeks at a time!



Want to go deeper with your social media strategy? Check out Chapter 7 in the book [Time to Update: 7 Areas to Integrate Digital Discipleship into Your Children's Ministry Strategy](#).

Time To Update explores 7 areas of your children's ministry strategy where you can incorporate digital means and methods to increase your effectiveness in discipling the next generation.

Learn more about the book [here](#).

WEEKLY SOCIAL MEDIA PLANNER

CHOOSE ONE IDEA FOR EACH DAY TO HELP YOU CREATE A TEMPLATE PLAN FOR YOUR MINISTRY SOCIAL MEDIA POSTS. THEN USE THE NEXT PAGE TO MAP OUT YOUR WEEKLY POSTS.

MONDAY

- Picture or highlight from Sunday morning
- How can we pray for you this week?
- Ministry Monday or Mission Monday (share a core value of your ministry or mission statement)

TUESDAY

- Tip Tuesday (share a Christian parenting or discipleship tip)
- Share a reminder of the previous Sunday's lesson or main takeaway
- Tuesday Trivia (share Bible trivia)

WEDNESDAY

- Behind the Scenes look (staff meeting, prepping for Sunday or mid-week services, etc.)
- Wednesday wisdom (inspirational quote or verse)
- Picture/highlight from mid-week programming

THURSDAY

- Family discussion question to encourage faith conversations at home
- Volunteer appreciation post
- Promote an upcoming event

FRIDAY

- Silly would you rather question
- Sneak peek or prep for Sunday's upcoming lesson
- Tag a friend who (you'd invite to church, you love spending time with, you want to see again soon, etc.) post

SATURDAY

- Volunteer appreciation
- Reminder of Sunday service times
- Inspirational quote or Bible verse

SUNDAY

- Set list Sunday (worship songs you sang that morning)
- Picture/highlight from Sunday morning
- Action or application step for kids and parents to take from the day's lesson

POST CATEGORIES

- Inspirational
- Promotional
- Conversational
- Educational
- Connection-building
- Just for fun

WEEKLY SOCIAL MEDIA PLANNER

MONTH

WEEK NO.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

SPECIAL DATES