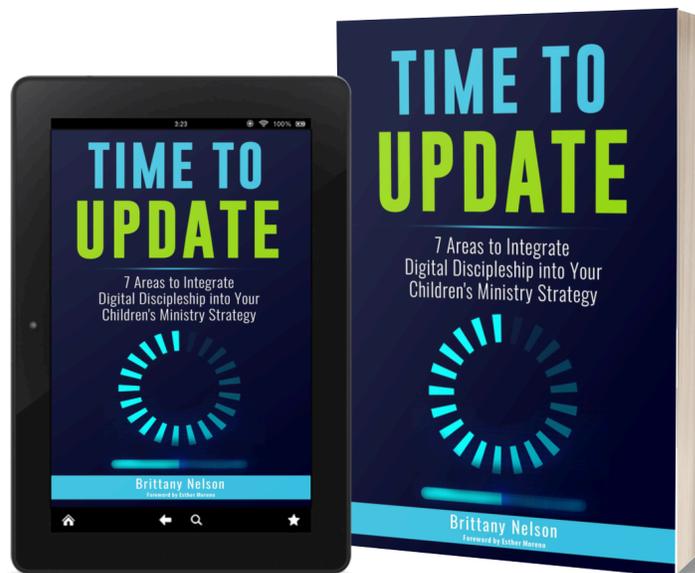# KIDMIN SOCIAL MEDIA STRATEGY CALENDAR (SAMPLE + TEMPLATE)

When thinking about your social media in children's ministry, remember to focus on the parents, not the kids, as your main audience. And rather than posting randomly and hoping something sticks, keep 3 goals in mind...

Your children's ministry social media should:
1. Connect
2. Encourage
3. Build Community

Learn more about each one here**, and use the sample calendar + template calendar on the following page to plan out a month of engaging posts at a time!**

Want to dive deeper into social media and the world of digital discipleship for your children's ministry? Check out *Time to Update: 7 Areas to Integrate Digital Discipleship into Your Children's Ministry Strategy!*

KIDMIN SAMPLE SOCIAL MEDIA CALENDAR

WEEK 1

POST 1 (CONNECT)	POST 2 (ENCOURAGE)	POST 3 (BUILD COMMUNITY)
Behind-the-scenes photo prepping for Sunday ("Look what's coming!")	Parent Resource Highlight (not just the resource itself; share a tip/encouragement from the resource + invite them to go deeper with the resource itself	This or That Question or a fun poll

WEEK 2

POST 1 (CONNECT)	POST 2 (ENCOURAGE)	POST 3 (BUILD COMMUNITY)
Volunteer shout out (picture or quote)	Midweek encouragement for parents ("You're doing great!"	"What's your family's favorite worship song right now?"

WEEK 3

POST 1 (CONNECT)	POST 2 (ENCOURAGE)	POST 3 (BUILD COMMUNITY)
Sneak peek of/countdown to an upcoming kids event	Quick devotion thought from a Sunday lesson	Share a craft or special moment from Sunday morning

WEEK 4

POST 1 (CONNECT)	POST 2 (ENCOURAGE)	POST 3 (BUILD COMMUNITY)
Staff team "favorite verse" highlight	"How can we pray for you?" (Share to Stories with a Question Sticker)	"Caption this!" funny photo from Sunday

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KIDMIN SOCIAL MEDIA CALENDAR

MONTH: _____

WEEK 1

POST 1 (CONNECT)	POST 2 (ENCOURAGE)	POST 3 (BUILD COMMUNITY)

WEEK 2

POST 1 (CONNECT)	POST 2 (ENCOURAGE)	POST 3 (BUILD COMMUNITY)

WEEK 3

POST 1 (CONNECT)	POST 2 (ENCOURAGE)	POST 3 (BUILD COMMUNITY)

WEEK 4

POST 1 (CONNECT)	POST 2 (ENCOURAGE)	POST 3 (BUILD COMMUNITY)

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