

# KIDMIN SAMPLE SOCIAL MEDIA CALENDAR

## POST 1 (CONNECT)

Behind-the-scenes photo prepping for Sunday ("Look what's coming!")

## POST 2 (ENCOURAGE)

Parent Resource Highlight (not just the resource itself; share a tip/encouragement from the resource + invite them to go deeper with the resource itself)

## POST 3 (BUILD COMMUNITY)

This or That Question or a fun poll

## POST 1 (CONNECT)

Volunteer shout out (picture or quote)

## POST 2 (ENCOURAGE)

Midweek encouragement for parents ("You're doing great!")

## POST 3 (BUILD COMMUNITY)

"What's your family's favorite worship song right now?"

## POST 1 (CONNECT)

Sneak peek of/countdown to an upcoming kids event

## POST 2 (ENCOURAGE)

Quick devotion thought from a Sunday lesson

## POST 3 (BUILD COMMUNITY)

Share a craft or special moment from Sunday morning

## POST 1 (CONNECT)

Staff team "favorite verse" highlight

## POST 2 (ENCOURAGE)

"How can we pray for you?" (Share to Stories with a Question Sticker)

## POST 3 (BUILD COMMUNITY)

"Caption this!" funny photo from Sunday

WEEK 1

WEEK 2

WEEK 3

WEEK 4

# 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)