

24 STORY CONTENT IDEAS

for churches & ministries



Hello!

As a social media ministry leader (with ten+ years of experience), I understand the challenge of managing multiple platforms with limited knowledge and resources.

The task ahead of you may seem impossible, but you're not alone. Together, we can reach your church's communication goals using simple-to-understand strategies, tools, and resources.

Let's start with these creative content ideas for Stories.

Brandi Jones

iambrandijo.com

brandi@iambrandijo.com

Story Content Ideas

for churches & ministries

Bible & Other Books

- Share a Bible verse over a video background or landscape/floral photo background. Add instrumental Christian music to the background. Remove the song title/artist off-screen.
- Read a short Bible passage or scripture, then share the meaning of the passage. Invite others to share a photo or screenshot of the passage from their Bible.
- Ask your members to share the Christian books that have enhanced their faith journey. Share a photo of each book. Title the series: "What We're Reading".
- Google frequently asked questions about the Bible. Answer one question a week, then invite viewers to join you on Sunday to dive deeper. Include a link to the 'plan your visit' page on your website.
- Share the true meaning behind misquoted scriptures or Christian phrases.
- Share go-to scriptures for different topics: faith, anger, hope, loss of purpose, singleness, etc.

Story Content Ideas

for churches & ministries

Spotlight Your Members

- Share photos of visitors and first-time guests or new members from Sunday's service. Invite viewers to join you next Sunday. Include a link to the 'plan your visit' page on your website.
- Share photos or videos of a church member in action. Share onscreen text or include a voiceover of why you appreciate them. Post one member a week, and give the series a title. Example: Westside Stories
- Introduce your greeting team so first-time visitors will recognize a friendly face. Share photos or videos of each greeter in action. Include their name on the screen.
- Share a day-in-the-life video of your pastor or invite your pastor to do a social media takeover.
- With permission from their parents, ask the children in your church to share what they learned this week in Sunday School.
- Introduce the leadership team at your church. Include their name and contact information. Add the story to the highlights section of your Instagram page.

Story Content Ideas

for churches & ministries

Sunday Service

- With permission, follow a recent baptism candidate through the baptism process. Record the entire process and showcase it online as a Story, Short, Reel, or TikTok.
- Share Sunday's setlist. Include a link for people to download, listen, or subscribe to the playlist.
- Share a short clip of a worship song. Include a link to the full song on your YouTube channel.
- Encourage members to add your church's branded hashtag to their Sunday photos. Repost the photos to your stories on Sunday afternoon.
- Share a vlog of a student attending church. Have the student start the vlog at their home, and follow them throughout the day. End the story with a call to action to join them next Sunday.
- After Sunday's service, video record your members answering a simple question, like "What are you thankful for this week?"

Story Content Ideas

for churches & ministries

Ask & Share

- Ask: “What ministry are you involved in at [insert church]?”
Share their responses with photos from each ministry. Include a link to join the ministry.
- Ask: “What’s your favorite after-church lunch spot?” Share the responses and create a guide to share on your website or social media pages.
- Poll: “What breakfast items would you like served next week?”
Share their responses, then make plans to serve the most popular results the following Sunday.
- Poll: “What are your favorite coffee flavors?” Share the results, then make sure you have some of the popular responses available the following Sunday.
- Ask your leadership team to share their favorite work resources. These can be legitimate resources or funny things to get them through the day.
- Create “this-or-that” stories with engagement stickers for your audience to share their choices. Share the results.

Weekly Planner

To keep people engaged, share no more than 6 frames per story.

| | FRAME 1 | FRAME 2 | FRAME 3 | FRAME 4 | FRAME 5 | FRAME 6 |
|-----------|---------|---------|---------|---------|---------|---------|
| MONDAY | | | | | | |
| TUESDAY | | | | | | |
| WEDNESDAY | | | | | | |
| THURSDAY | | | | | | |
| FRIDAY | | | | | | |
| SATURDAY | | | | | | |
| SUNDAY | | | | | | |

What's Next?

Let's Connect: Visit @iambrandijo across social media for church marketing tips and resources, or visit iambrandijo.com to subscribe to my weekly newsletter.

Download Content Ideas: Visit iambrandijo.com to download content ideas for nonprofits, ministries, and churches.

Book Consultation: If you found these content ideas helpful, but still have questions about getting started, visit iambrandijo.com to set up a consultation.

iambrandijo.com

brandi@iambrandijo.com