

Social Media Strategy: Creating Consistent Content Without Burning Out

One of the biggest challenges church media teams face is consistently creating engaging content. Most teams don't struggle because they lack ideas. They struggle because they lack a system. Without one, social media quickly becomes repetitive, reactive, and centered only around announcements. Your feeds become “digital bulletins”, which don't keep people engaged long term.

At Abundant Life Church, our goal is to post every day across our feeds and Stories. This keeps our church in front of our congregation throughout the week, increases engagement with our content, and gives us more opportunities to reach people who have never stepped inside our church.

The key to doing this consistently has been creating six content categories. Instead of asking, *"What should we post today?"* we ask, *"Which category needs content today?"* That simple shift removes creative pressure while ensuring our content remains balanced and intentional.

Our Six Content Categories

Informative

These posts exist to communicate information clearly. Their purpose is not entertainment or inspiration. They simply help people know what's happening and how they can participate.

Examples include:

- Event graphics
- Service reminders
- Registration announcements
- Calendar posts
- Ministry updates
- Schedule changes

****These posts are good in moderation, but again, don't live here!***

Creative

Creative posts are designed to stop the scroll. These are often the pieces of content people remember and share because they present familiar moments in fresh, engaging ways. They require more planning but often become some of the highest-performing pieces of content.

Examples include:

- Cinematic service recaps
- Worship montages
- Creative transitions
- Behind-the-scenes videos
- Trend-inspired edits
- Testimonial storytelling

Comical

Not every post has to feel serious. Humor reminds people there are real humans behind the church account and helps build a sense of community. When done well, funny content is extremely shareable and often reaches people outside your existing audience.

Examples include:

- Church humor
- Volunteer skits
- Staff challenges
- Relatable ministry moments
- Trending audio adapted for church life

Evangelistic

Every church social media account should intentionally create content for people who do not yet attend. These posts are designed with the outsider in mind. Their purpose is to encourage sharing, expand reach, and introduce people to Jesus and your church.

Ask yourself: *"If someone who doesn't attend church saw this, would it make sense to them?"*

Examples include:

- Invitation reels
- Testimonies
- Answering common faith questions
- Encouraging Gospel messages
- Community outreach highlights
- "What to Expect" videos

Leadership

Your church leaders carry wisdom beyond the pulpit. Leadership content equips volunteers, leaders, business owners, parents, students, and anyone wanting to grow in influence. It provides value that people can apply throughout the week.

Examples include:

- One-minute leadership tips
- Quotes from pastors
- Leadership principles
- Team culture insights
- Vision reminders

Spiritual / Devotional

These posts continue discipleship throughout the week. Rather than allowing Sunday's message to end when the service does, this content reinforces biblical truth and encourages people in their walk with Christ.

Examples include:

- Sermon clips
- Sermon recap carousels
- Scripture devotionals
- Prayer encouragement
- Biblical teaching nuggets
- Worship moments

Don't Get Stuck on the Categories

The six categories are meant to provide direction, not restrictions.

Many pieces of content could reasonably fit into more than one category. For example, a testimony could be considered evangelistic because it points people to Jesus, or spiritual/devotional because it encourages believers. A pastor sharing leadership principles from a sermon could fit under leadership or spiritual/devotional depending on the primary takeaway.

Instead of trying to perfectly label every post, simply ask:

"What is the primary purpose of this piece of content?"

Choose the category that best matches its core objective and move forward. The goal is consistency, not perfection.

Let Your Audience Help Shape Your Strategy

One of the greatest advantages of social media is that your audience tells you what resonates with them. Pay attention to your analytics. Which posts are getting the most shares? Which reels have the highest watch time? Which content sparks the most comments, saves, or conversations?

When you notice a category consistently performing well, create more content in that lane.

For example, if your humorous reels are receiving significantly more shares than anything else, that's valuable information. Lean into it. Produce more funny content while continuing to sprinkle in your informative, spiritual, leadership, creative, and evangelistic posts.

A few months later, you may notice sermon clips or testimonies begin outperforming everything else. When that happens, adjust your content mix accordingly.

Think of your six categories as a dashboard, not a checklist. Every category has value, but they don't all need equal attention all the time. Your audience will often reveal what they're hungry for in a particular season.

When you consistently create more of what people engage with, the platform recognizes that engagement and is more likely to place your future content in front of more people. Higher engagement leads to greater reach, and greater reach creates more opportunities to connect people with your church and, ultimately, with Jesus.

The strategy is simple:

Pay attention. Learn. Adjust. Repeat.

Your audience is constantly giving you feedback. The healthiest social media strategies don't ignore it; they use it to become more effective over time.

Planning Ahead Wins Every Time

Great content rarely happens by accident.

One of the biggest reasons creative ideas never become reality is because no one owns the next step. An idea gets mentioned in a meeting, everyone gets excited, and then Sunday arrives with nothing prepared.

We've found that **planning** removes that problem.

Our team uses ClickUp as our social media calendar. Every piece of content is scheduled before it's created, including:

- Posting dates
- Reel filming dates
- Editing deadlines
- Graphic design assignments
- Approval deadlines
- Publishing dates

Scheduling the creation of content is just as important as scheduling the posting of content. If you only plan when something should go live, you'll constantly find yourself scrambling at the last minute.

Instead, work backward.

If a reel needs to be posted on Friday, ask:

- When does it need to be edited?
- When does it need to be filmed?
- Who is responsible?
- What assets need to be gathered?

By assigning each step ahead of time, ideas move from conversations to execution.

A Balanced Feed

Not every week will contain the exact same number of posts in each category, and that's okay. The goal is balance.

When you intentionally rotate between informative, creative, comical, evangelistic, leadership, and spiritual content, your social media becomes more engaging, reaches a wider audience, and serves both your church family and your community.

A healthy church feed shouldn't feel like a bulletin board. It should feel like a living extension of your church's culture, vision, and mission.