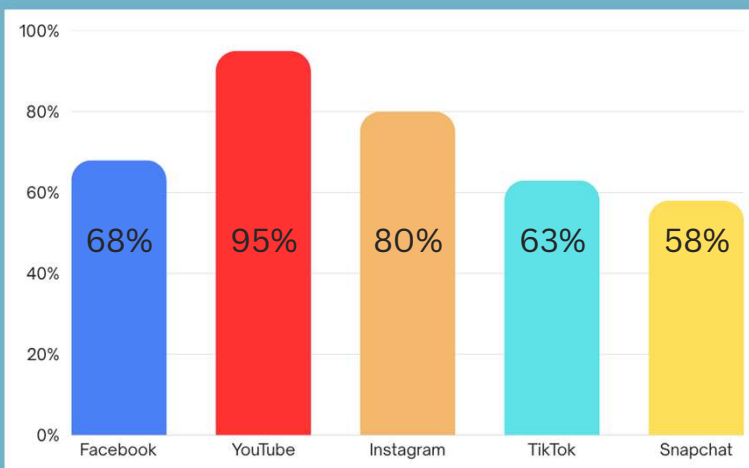




1

% of 18-29-year-olds on social media

Pew Research Center (November 2025)



Why?

Shopping
Entertainment
Information
Connection
Discovery
Self-Expression



2



HOW is consistent posting possible?

Set Realistic Goals	Plan and Schedule	Batch Create
• 1-2 posts a week • FAIL = <i>"I'm going to post 6 days a week with fresh content!"</i>	• <u>Example:</u> ◦ Post Tuesday & Thursday ◦ Create content on Fridays	• Creating several posts in one setting (CapCut, Canva, Adobe, Piktochart) Free or paid version



3

Social Media Content Pillars

Content pillars enable us to strategize effectively and ensure consistency and direction across our platforms.



Purposes

What is your reason for connecting on social media?



Values

What makes your organization/group tick? (Engage, Enlist, Encourage, Evangelize)



Content

All ideas for content must reflect and support your values and purposes



Action

All content provides a call to action (CTA)



4

Content Pillars

Example with CBF National

Purposes & Values

- Promote CBF and recruit new staff and churches to get involved
- Cast a vision and need for our mission
- Promote opportunities
- Encourage your audience to consider joining our mission

Content

- Post stats about college students
- Show opportunities available to join our mission
- Share pictures and stories of how God is accomplishing our mission
- Create short videos with testimonies

Action

- Include contact information to ask more questions
- Include links to BMM and “Next Steps”
- Ask engaging questions, “What can you do?”, “Are you willing to follow the Great Commission?”, “Who have you shared Christ with lately?”



5



Thoughts on creating posts...

1. **“Proof of Life” posts** - simple pics or videos of activities with brief descriptions

1. **One-question interview** - “Why CBF?” - record a student or students... If you can Facetime your family, you can do this!

1. **Document** - Show before, during, and after images of an event

*** does not need to be professional looking, just be personal and consistent



6

FINAL THOUGHTS

1

If it's important, we'll
make time for it.

2

Be organized and
plan ahead

3

Ask God for wisdom
and guidance

4

Engage
Enlist
Encourage
Evangelize

