

Are you looking for some ideas and inspiration for creating content this Advent and Christmas season?

It's important to curate engaging and fun posts to share with your audience, as this is an excellent way to deepen your relationship with them and encourage attendance at your church events and services.

You may have already noticed our festive theme this year – ["Follow the Star: Join the Song."](#) The campaign aims to unite people through song, including [singing along to a new version of "The First Nowell."](#) You can make the most out of this wonderful opportunity by integrating the carol into your social media content in any way you see fit.

If you're brainstorming content ideas using the Digital Promo planner, consider these key factors:

- Determine your target audience and where they spend most of their time online during the season.
- Identify the challenges your audience is facing and aim to create content that resonates with them and helps them find the information they need.
- Choose two to three platforms to focus on based on your target audience for Advent and Christmas.
- Decide on the type of content you want to create, such as still images, graphic images, short or long-form videos. Keep in mind that you don't have to create content in every category, but this blog post can help you narrow down your options and provide tips and tricks to get started.

Our recommendations based on the type of platform or format of post

Across your Facebook and Instagram posts you could share the following:

- Daily Advent reflections with relevant Bible verses.
- Highlight different aspects of the nativity story each week.
- Share festive photos and videos of your church decorations.
- Christmas Countdown: Share one fact or tradition about Christmas each day.
- Feature a "Member Spotlight" series, showcasing church members and their Christmas traditions.

Instagram Stories:

- Run an Advent photo challenge, encouraging followers to share their own photos with a specific hashtag.
- Live Q&A sessions with church leaders, discussing the meaning of Christmas.
- Share short testimonies from members about what Christmas means to them.
- Behind-the-scenes glimpses of Christmas preparations at your church.
- Interactive polls and quizzes related to Christmas and Advent.

Reels/Short Videos:

- "Nativity in a Minute" - A quick, animated video explaining the nativity story.
- Christmas carol sing-alongs featuring members of the congregation.
- "DIY Advent Calendar" - Show how to create an interactive, at-home Advent calendar.
- Bible storytelling through Christmas recipe videos, including traditional British treats.
- "Christmas Traditions Around the World" - Short educational videos about global customs and how different nations celebrate Christmas.

Long-Form Videos (ideal for Facebook):

- Virtual Advent Concert featuring local talent and Christmas carols.
- An Advent Bible study series exploring the themes of hope, peace, joy, and love.
- Filming the behind the scenes of your Christmas pageant or play, acted out by church members and children.
- "Christmas Storytime" - Read-aloud videos for young people
- Document the church's community outreach efforts during the festive season.

Blog Content:

- "The Meaning of Advent: A Guide to the Season."
- Personal reflections from church members on their spiritual journey during Advent.
- "A Guide to Family Advent Activities" - fun ideas for families.
- "Popular Christmas Traditions in the UK."
- "Celebrating Christmas in a Multicultural Society" - emphasising inclusivity in your community and drawing on the traditions of different members of your congregation.

Interactive Community Involvement:

- Virtual "Secret Santa" gift exchange among church members.
- Online Christmas card exchange for the congregation.
- "Advent Acts of Kindness" challenge, with daily prompts for good deeds.
- Collaborative virtual choir performances featuring church members.
- Organise a live-streamed virtual Christmas Eve service for those who can't attend in person.

Feeling adventurous? Try these

- Podcasts discussing Advent and Christmas themes.

Online workshops for DIY holiday decorations and crafts.

Remember to use storytelling, personal anecdotes, and a welcoming tone to engage your audience effectively. Additionally, encourage community involvement, collaboration, and participation in your content to foster a sense of togetherness during this special time of year.

- Ruvimbo Makumbe,

Digital Labs Manager

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