

As Easter approaches, you have a unique opportunity to engage your community through thoughtful social media content.

Daily Scripture Reflections:

Share a daily scripture passage along with a short reflection or a thought-provoking question. Encourage your community to engage by commenting with their personal insights.

Why not use the story of Jesus’ resurrection as a starting point?

For example:

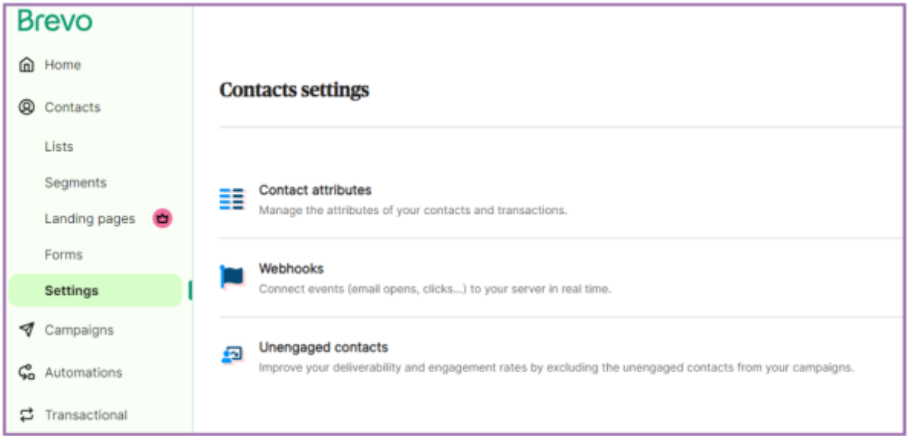
Caption: Read Matthew 28. 5-6 ‘But the angel said to the women, ‘Do not be afraid; I know that you are looking for Jesus who was crucified. He is not here; for he has been raised, as he said. Come, see the place where he lay.’ Reflect today on the story of Jesus’ resurrection. Are there times where the unbelievable has happened in your own life?

If you need some inspiration, why not use our [Watch and Pray reflections and resources](#) as a starting point.

Interactive Challenges:

Create daily or weekly challenges for your congregation that prompt participation and foster a sense of community. Easter is a reminder of Christ’s compassion for us so you can incorporate this into a post:

Caption: Easter Challenge Day 3: Share a photo of a small act of kindness you performed today. Use #CompassionLikeChrist and let's inspire



Share your Easter services:

As you hold services during Holy Week, make sure to record and share snippets. Give your community an insight into what they can expect if they pay a visit. You can also invite members to join in real-time prayer gatherings.

Caption: This Holy Week, we’re enjoying a daily time of evening prayer and fellowship. Why not join us as we can lift each other up ☺.

Video Testimonials:

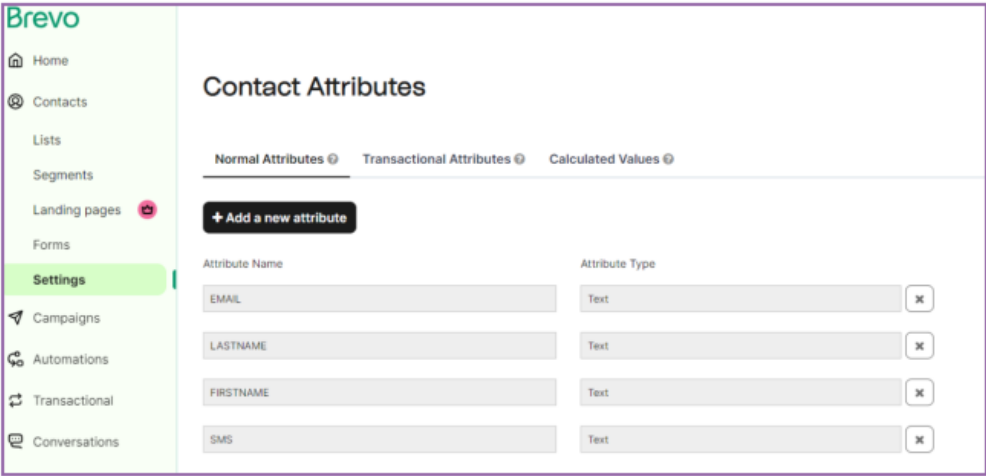
The significance of Easter to people in your community is a great starting point for creating and sharing short video testimonials from members of your congregation, helping others to understand how their faith impacts them on a personal level. An example post could look like:

Caption: Meet Sarah, a member of our church, as she shares the importance of Easter and her transformative journey to Christ.

Book and Podcast Recommendations:

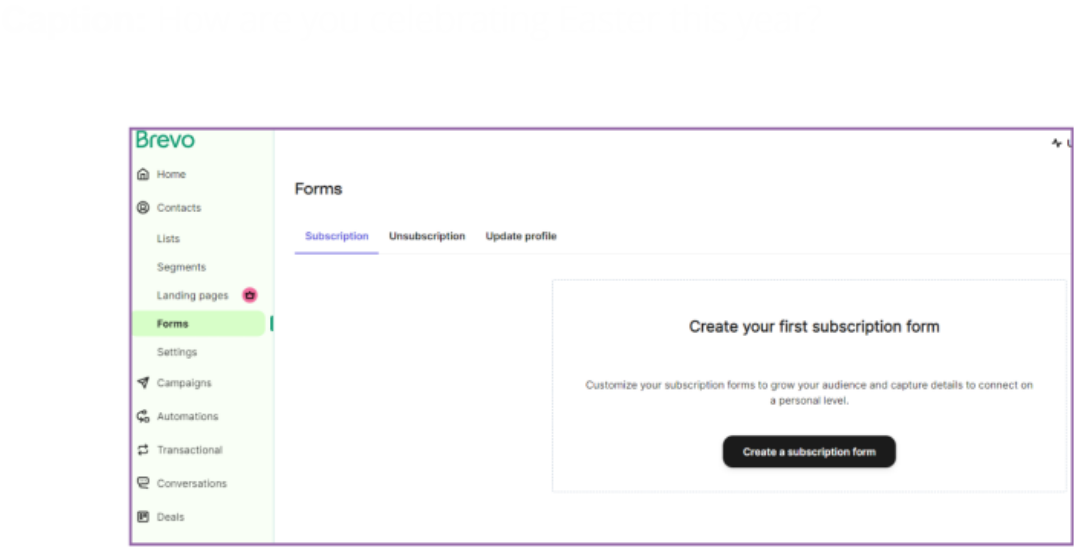
Share recommendations for books, podcasts, or online resources that your congregation is using during this season. You might be using our [Watch and Pray resources](#), or perhaps another book or course. Using the resources as a starting point, you can engage your audience questions and encourage them to share their thoughts. For Example:

Caption: This week we’ve been reading through reflections on the theme of ‘Healing’ in the **#WatchAndPray** booklet, reflecting on the people Jesus encountered who were in need of healing. In our prayers, let’s remember those in our lives who are need healing today.



Reflection Stories:

Ask questions and use polls on Facebook and Instagram stories to interact with your audience and prompt self-reflection. You can ask them to share their thoughts, answer questions or send in pictures. Ensure you share the responses you receive so your community feels valued. For instance:



- Riro Joto, Social Media Officer

- Images and copyright: A guide to using images online legally

19/04/2024



- How to make the most of Instagram to reach your audience in 2024

12/04/2024



- Everything you need to know about the Church Organiser

05/04/2024



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