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| Week | Suggested activity | Tips and ideas for going further | Useful links |
| 8 weeks out | **Add the service or event to your** site on AChurchNearYou.com, adding the tag ‘Christmas’. If you have another website, you can also list it there, and if you have a Facebook page you could create a Facebook event as well. | To check your event sounds welcoming, ask a non-Christian friend to read the event description and offer feedback. | [About AChurchNearYou.com](https://www.churchofengland.org/resources/church-near-you) and [how to become an editor](https://achurchnearyou.zendesk.com/hc/en-us/articles/360008013638-How-to-become-an-approved-editor-of-a-church-s-site).  [How to create a Facebook event.](https://youtu.be/t9avgH0CChk) |
| 7 weeks out | **Share image from a similar event in a previous year** on your church’s Facebook page and include a link to this year’s event. | Ask a question in the post to encourage engagement with the post, for example, ‘What are you looking forward to about Christmas this year?’ | [How to post an image to Facebook.](https://youtu.be/klRIvvtSb6Y) |
| 6 weeks out | **Share a link to your event in a local community Facebook** **group or page,** saying that everyone is welcome. | Ask people in your church to share the event with their friends or groups on Facebook or WhatsApp. |  |
| 5 weeks out | **Go to the Resource Hub on AChurchNearYou.com and** **use the easy graphic or video generator to make an event promo**, and post this to your social media with some invitational text. | When deciding what to write in the text of your post, aim it at a specific group, such as families. For example, explain how the event will be family friendly. | [AChurchNearYou.com Resource Hub](https://www.achurchnearyou.com/hub/). |
| 4 weeks out | **Take and share pictures of the church building being decorated** for Christmas. Include the volunteers (with their permission). | Use the campaign hashtag #FollowTheStar and any local hashtags such as #Harrogate, and tag your local diocese. | [How to post an image to Facebook.](https://youtu.be/klRIvvtSb6Y) |
| 3 weeks out | **Share a ‘poll’ post related to the event.** E.g. ‘We will be serving mulled wine and mince pies at our event, which one would you prefer?’ Or, just ask your question in normal text post. | Line up a few people in advance who are happy to look out for the poll and complete it early, to encourage others to also take part. Do another post sharing the results. | [How to share a poll to a story on Facebook](https://www.facebook.com/help/1927003077398958) |
| 2 weeks out | **Retweet, repost or reshare Christmas content** from the social media accounts of the Church of England or your diocese. | Include a comment from your church to provide a local angle for example, if you share a post with the national Christmas advert in it, repost it with a comment such as, ‘Come and celebrate Christmas in [Barnsley]!’ and then your event details. | [Church of England Facebook page.](https://www.facebook.com/thechurchofengland) |
| 1 week out | **Record and share on social media a 30 second ‘behind the scenes’ video** on your smartphone. Show the preparations or rehearsals, or the vicar saying you’re invited to come along. | Prop your phone up somewhere stable or use a tripod, try to avoid too much background noise. In your post, tag any organisations who may be taking part to encourage them to share it too. | [How to post a video to Facebook.](https://youtu.be/rw53ehh8BL0) |
| 1 day before | **Share images on social media, showing the church are ready to welcome visitors.** | Include the location of the church using the ‘location’ option and use a festive emoji. | [How to add a location to a post](https://www.facebook.com/help/174846215904356) |
| 1 hour before | **Film a live video saying what’s coming up,** that there is an hour to go and everyone is welcome. | Make sure you say your message with a warm smile on your face, to add to the welcoming feel. | [How to Go Live on Facebook.](https://www.facebook.com/help/iphone-app/1636872026560015) |
| At event | **Take pictures** during the event or service (with permission). | At the end you could ask people what they thought of the service or event, film them responding or write quotes down. |  |
| 1 day after | **Share pictures** from the event. Include a thankyou message to anyone who was involved in putting the event on. | Tag any of the organisations who may have taken part. |  |
| 1 week later | **Post some of the quotes or recordings taken from people at the event**. This could encourage others to attend future events even if they couldn’t make this one. | Keep any quotes or images somewhere safe as you could use these to help promote similar service or events in future years. |  |