

Social Media Calendar Planning Process

Purpose: to set the month up for success by establishing intentionality and focus on content to create for platforms prior to the following month.

Meeting completed by the last Thursday of the month before for the following month; topic plan completed a week prior to meeting

1. Check Global Snapshot & Team Calendars in Google (Bayside Global and Staff Resourcing)
 - a. What's happening and what are we talking about each week and what should we create a post for?
 - b. Include representation in social media for anything that's in the foyer around the same week
 - c. Include a post about Bayside College the week before times it's in the foyer globally
 - d. If we're promoting a global event, are we promoting it beforehand and recapping it the day of showing the entire scope of the event (preparty, service experience w/ wide shot, afterparty, etc.)?
 - e. Is there an opportunity to share a missions highlight that we're sharing from stage after the weekend?
2. Plan content each Saturday or early AM Sunday that inspires people to attend church that weekend.
 - a. *Note: Include content from a variety of campuses*
3. Plan content for sermon recap clips each week:
 - a. Message clips for Instagram, Facebook and YouTube Shorts with subtitles (pointing people to watch full message in caption and sharing to IG story with link sticker to full message on YouTube)
4. Review any monthly communication plans and incorporate anything that's talked about on other outlets in social media where applicable (Ex. email topics in Asana, promo plans shared on Google Docs for events, etc.)
5. Add everything from the "specific topics by month" list below
6. Incorporate posts for any relevant holidays (use [this site](#) as a resource)
7. Include some of the "big 5" when is room (both promos and telling stories from these areas): Growth Track, Groups, Freedom, Baptism, Dream Team
8. Go through last month's social media plan and last year's plan, and look to see what needs repeated and add it
9. What videos do we have getting produced this month that we can & should post? Which ones should be posted to YouTube (have we noted that on the dates we're posting?) Which ones should be reformatted for reels?
10. Is there anything on the website we should cover on social? Anything we haven't covered in a while that we should?
11. Are we posting reels frequently throughout the month?
12. Do you have too many empty dates? Or more than 1 post in a day? If so, create a post or move a post. (See inspiration ideas below)

13. Is content about 25% promotional for global events, and 75% content that encourages, inspires, and tells stories about what God is doing here?
14. Specify which platform(s) content will be posted if it's not the normal dual Facebook/Instagram post
15. Look at the posts you have added and note where things should be advertised/boosted
16. What do we have planned to post on our stories throughout the month?
17. Include the content outlined in the Asana Task Template below for each post task.
18. Have we connected with anyone we need a testimony from? (if applicable)
19. Do we need to update our Facebook cover photo for anything? (Times, holidays, etc.)
20. Do we need to update our link tree or make a note to update at a certain point this month?

Topics for ideas/misc. (doesn't always need to be posted monthly, but should be included in the rotation)...

- Worship clips
- Personal testimonies with photos or video
- Behind the scenes (worship, BayPro, etc.)
- Content that ties into the series we're in (skit, trend, etc.)
- Highlighting a Bayside College student who is serving in the church
- Post about new series/speaker the week before it starts (only highlight speaker if it's a big one)
- Facebook event for global event
- Weekend recap (sticky statement, photos from a variety of campuses, etc.)
- Groups focus (leading and joining)
- More missions/outreach highlights from Adriane
- Dream Teamer focused post with the next step of Growth Track (highlight someone or something from a serving area)
- Devotional promos (hook audience into reading online or physical devotional)
- Something about inviting someone to church
- Next Gen ministries and events upon request
 - The Collective
 - YTH Night
- Kingdom Builder reports after they go live
- Stories of impact in our church

Specific topics by month:

- January
 - Amy's birthday
 - Vision Weekends (2)
 - Facebook Event
 - Posts leading up to it (graphic before week 1; reel before week 2)
 - Promote the video as an ad to those who like our page

- Graphics for Campus Facebook Groups
- Real-time stories that cover it
- Recap of the word of the year after mentioning
- Prayer & Fast Content Plan
 - Video/devo content nearly daily that connects to what they are reading throughout event
 - Post that encourages people to keep going strong on Mondays (usually videos from Randy/Amy; sometimes we also include a closing video)
- February
 - Bayside College Preview Day
 - Kingdom Builder Annual Recap Video
 - XII Conference/Kids Camp
 - Night to Shine Recap
- March
 - Time Change (on story)
 - Global Serve Week - March 18-23 (campus-specific outreach sign ups)
 - Bayside College Preview Day
 - XII Conference/Kids Camp
 - Real Time Conference posting on Relate Network pages
 - Real-time video/photo coverage + mixture of content from Photo Team - Tues.
 - Generate hype throughout the day & recap first day on Tues. night
 - Share more content on Wednesday + recap video on Wed. night
 - Good Friday (make sure it's not as though we are doing a special service)
 - Easter
 - Include event listing, carousel and video ads
 - Palm Sunday
 - Post/stories encouraging people to use shareable Easter graphics
 - Recap salvations & attendance via reel from Easter (post day of last service)
 - **keep the number of attendance a little vague so there is room for adjustments (ex. Over 26,000 people attended...); Salvations should be specific
- April
 - XII Conference/Kids Camp
 - Capture Mother's Day stories
- May
 - Mother's Day Mom stories day of (assign to a designer beforehand)
 - Morning of Mother's Day (video from Miss Amy)
 - Social promotion for Groups leading up to May 7, 14, and 21
 - Bayside College Preview Day
 - Bayside College Graduation - May 3 at 6:30
- June
 - Capture Father's Day Dad stories via social
 - Father's Day Dad stories day of (assign to a designer beforehand)

- Morning of Father's Day (video from Pastor Randy)
- Father's Day testimony video from film
- Pause Content
- Kids Camp Recap
- July
 - Pastor Randy's birthday
 - Gathering Save the Date (include giveback)
 - Pause Content
- August
 - The Gathering
 - Include giveback in some posts
 - Start promoting a week before MC mention
 - Family Series content
 - Randy Reels (family topics)
 - TV guide cover for social graphics
 - XII Conference Recap Video (share from end of conference)
- September
 - At The Movies
 - Bayside's Birthday (honor Randy + Amy) - September 8
 - The Gathering
 - Include giveback in some posts
 - B-roll video of The Gathering (organic & paid social)
 - Post reels for merch from Jackie (promote as an ad)
 - Post day of on first day (share to story too)
 - Real Time social coverage on stories
 - Recap on the last day
 - Estate Planning Seminar in FB event
 - Fall dates are October 16, in person, 6:30p at the church; and October 17, virtual, noon
 - "Hall of Fame" series themed content (trading cards)
 - Acknowledge 9/11
 - Promo videos for ATM from in service after shown
- October
 - Promo videos for ATM from in service after shown
 - At The Movies
 - Ticket images
 - VIP giveaway posts
 - Stop motion reels
 - Tiny mic videos in service
 - BTS & bloopers from film shoots (collab with Randy; 1-2 posts)
 - Teases for the movies using reels, photos or graphics that tie in themes; encourage people to guess
 - Real time content at all campuses
 - "Hall of Fame" series themed content (trading cards)
 - Pastor Appreciation Day

- Nov
 - Time Change (on story)
 - Bayside College Preview Day (a week prior)
- Dec
 - Recap salvations & attendance via reel from Christmas (post day of last service)
 - **keep the number of attendance a little vague so there is room for adjustments (ex. Over 26,000 people attended...); Salvations should be specific

Asana Task Template

- Type of content: (*photo carousel, reel, graphic, etc.*)
- Platform(s): (*Instagram, Facebook, YouTube*)
- Diversity is represented in age, gender, and ethnicity? (*Y/N*)
- Who, What, Where, When, Why and How in caption: (*details here*)
- Is link included in caption? (For Instagram, refer to the link in bio and add to the Link Tree): (*link here*)
- Content fits with the brand in visuals and voice? (*Y/N*)
- Grammar check: (*Y/N*)