

SOCIAL MEDIA FOR PASTORS WHO HATE SOCIAL MEDIA

A PRACTICAL GUIDE WITH EMAIL & SOCIAL TEMPLATES

Simple communication ideas for churches that want to connect with people without living online.

LESS NOISE.

MORE CONNECTION.

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You do not need to become a content machine

Your church does not need to post everywhere, every day. It needs a clear message, a repeatable rhythm, and a human voice.

THE SIMPLE GOAL

Help the right person notice, understand, and take one next step.

Use this filter before sending or posting:

- Who is this for? Members, guests, parents, volunteers, donors, or the community?
- What matters to them? Lead with their question or need, not your announcement.
- What is the one next step? Register, reply, attend, give, pray, or learn more.
- Where should that step happen? Link to one focused page, not your homepage.

A BETTER MINDSET

Communication is ministry when it helps people feel seen, informed, invited, and able to respond.

Write for people who scan

Most readers decide in seconds whether an email deserves their attention. Make the point easy to find.

- Skip “newsletter” when you can. Name the value instead: “Three Ways to Connect This Week” or “Your Sunday Guide.”
- Use the subject line to earn the open. It does not need to summarize everything.
- Put the main action near the top. Do not bury the registration link beneath several announcements.
- Write from a recognizable person. A pastor or ministry leader often feels warmer than a department name.
- Design for thumbs. Use short paragraphs, clear headings, and one obvious button.

THE TWO-SECOND TEST

If someone sees only the subject line, first sentence, heading, and button, will they know what matters?

Suggested footer

Church name • Service times • Address with map link • Website • Giving link • Contact information

Four subject lines that earn attention

EVENT

[First name], will we see you at [event]?

VOLUNTEERS

You can make Sunday feel like home

STORY

What happened when our church showed up

GIVING

See what your generosity made possible

Subject lines work best when they are specific, truthful, and connected to a clear benefit or meaningful outcome.

PREHEADER TEXT

Use the small preview line to add context instead of repeating the subject. Example: "Registration closes Thursday. Here is what you need to know."

Event invitation email

SUBJECT

[First name], join us for [event name]

EMAIL

[First name],

You are invited to [event name] on [day, date] at [time].

This gathering is for [one sentence explaining who it helps and why it matters]. You can expect [two or three concrete details].

[REGISTER / SAVE YOUR PLACE]

Questions? Reply to this email. We would be glad to help.

[Name]

[Role], [Church]

WHY IT WORKS

It answers what, when, who, and why before asking the reader to act.

Generosity story email

SUBJECT

Your generosity helped [person or ministry outcome]

EMAIL

[First name],

Because people in our church gave, [brief, specific outcome].

[Tell the story in 60 to 100 words. Focus on a person, a changed circumstance, or a ministry result. Protect private details and use permission when identifying someone.]

Thank you for helping our church [mission-focused result]. If you would like to be part of what happens next, you can give here:

[GIVE NOW]

With gratitude,
[Pastor or ministry leader]

REMEMBER

Lead with impact, not institutional need. Never exaggerate results or create false urgency.

Choose a rhythm you can sustain

A smaller number of thoughtful posts will serve your church better than a frantic calendar filled with filler.

TYPE	PURPOSE	EXAMPLE
Encourage	Serve people	A short pastoral thought or prayer
Connect	Invite conversation	A question people can answer
Show	Open a window	A real moment from church life
Invite	Offer a next step	An event, group, or serving opportunity

A PRACTICAL STARTING RHYTHM

Try three helpful or relational posts for every direct promotional post. Adjust based on what genuinely serves your people.

Five social post starters

ENCOURAGEMENT

If today feels heavy, you do not have to carry it alone. How can we pray for you? [Private prayer link]

SUNDAY INVITATION

You do not have to have everything figured out before walking into church. Join us Sunday at [time]. Here is what to expect: [link]

BEHIND THE SCENES

This is what it looks like when [volunteers/ministry team] prepare to serve our community. Thank you, [team name].

STORY

Meet [first name]. [Two-sentence story shared with permission.] This is why [ministry] matters.

QUESTION

What is one thing helping you stay grounded this week?

Show the life of your church

People want to know what it feels like to walk through your doors. Real moments usually communicate that better than polished graphics.

- Show faces, emotion, welcome, service, worship, learning, and community.
- Capture vertical video when the content is meant for phone-first platforms.
- Use captions because many people watch without sound.
- Ask permission, especially when featuring children or sharing personal stories.
- Avoid photographing people in vulnerable moments without clear consent.
- Use simple brand consistency: two fonts, a small color palette, and a recognizable photo style.

PASTOR PRESENCE

Let people see the pastor, but do not make every post about the pastor. Show the whole church living its mission.

ACCESSIBILITY

Add alternative text where available. Keep text on graphics large, brief, and high contrast.

Give every campaign one clear destination

A social post or email creates interest. A focused landing page helps someone respond.

Include these six elements:

- A clear headline that names the benefit or opportunity.
- A short explanation written for the visitor, not the organization.
- Essential details such as date, time, location, cost, and childcare.
- One primary action such as register, give, download, or contact.
- Trust signals such as a real photo, brief testimony, or contact person.
- A mobile-friendly form that asks only for information you truly need.

REMOVE DISTRACTIONS

Do not send campaign traffic to a homepage full of competing links.
Make the desired next step unmistakable.

A simple weekly communication map

DAY	MESSAGE	NEXT STEP
Monday	Encouragement or prayer	Comment or prayer request
Wednesday	Story or ministry impact	Learn more
Friday	Weekend invitation	Plan a visit
Sunday	Live moment or recap	Watch, attend, or share

Before you publish

- Is the message clear?
- Is the information accurate?
- Is the image ours to use?
- Do we have permission to identify the people shown?
- Does the link work on a phone?
- Is there one obvious next step?

FINAL THOUGHT

Use digital tools to support real ministry

Social media and email are not the ministry. They are tools that can help people find the ministry, trust the ministry, and take a meaningful next step.

START SMALL

Choose one email improvement and one sustainable social rhythm. Practice them for a month before adding more.

Need help with your church communication?

Todd Turner helps churches and nonprofit organizations improve websites, digital communication, fundraising, and practical uses of technology.

VISIT CREATIVE DIGITAL GUIDE

CreativeDigitalGuide.com

Created by Todd Turner

Helping organizations communicate clearly and move people toward meaningful action.