



Mission

Our mission on social is to grow and engage our audience to leverage our platform, gospel-centered resources, and events for helping their church advance the gospel in their local community.

Goal

To unify the brand message, increase brand trust, and deepen relationships

Strategy



- 4-5 Instagram, Facebook and Twitter posts/ week
- 1 Reel
- 1-3 Instagram Stories
- 1-2 LinkedIn posts a week

Content Pillars

Ministry in Action

Celebrate the Kingdom impact of churches in Georgia and the life-change that is taking place across the state. Highlight the work, people and stories of the various ministry areas and the impact they are having in local churches across the state of Georgia

Engage / Respond

Leverage provoking quotes, questions and thought leadership that help church leaders be effective and elicit a response or reaction to the content.

Advance / Go Deeper

Move church leaders to use our resources, attend our events, listen to podcasts, connect with or deepen a relationship with a Georgia Baptist leader.

Key Messages

1. Healthy churches make disciples, send missionaries, and advance the gospel through every Georgia community and beyond.
2. We do more together. When we share our stories, give cooperatively, and celebrate one another's victories, the Kingdom advances.
3. Georgia is our focus. Pastors know their community and context. We come alongside them to help advance the gospel in our state.

Tone

Inspiring
 Forward-thinking
 Challenging
 Compassionate
 Encouraging
 Celebratory
 Urgent