

SOCIAL MEDIA PLAYBOOK

MISSION

Our mission on social is to to grow our audience and mobilize them to love their neighbors who need it most.

GOAL

- Build brand and increase awareness
- Grow and engage audience
- Inspire and mobilize action

STRATEGY



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

CONTENT PILLARS

ON MISSION

Celebrate the impact of churches and the change that is taking place across the state through highlighting churches' and individuals' who have taken the step to get involved — Pray, Give & Act — in their local communities across the state of Georgia.

HIGHLIGHTING THE NEED

Highlighting the needs of our neighbors in Georgia and why it matters, especially in the areas of foster care and adoption, maternal care, refugees and internationals, childhood literacy and human trafficking.

PRAY, GIVE, ACT

Mobilize ministry leaders to take the next step in getting involved: Pray, Give or Act (attend a training, use a resource, participate in an event, start your own ministry, volunteer with a community partner)

COMMUNITY/PARTNER SPOTLIGHT

Shine a light on the work of community partners, especially collaborative efforts, and the practical learnings other churches can learn from the initiatives.

KEY MESSAGES

No one knows a community's needs and circumstances like a local. We mobilize Georgia Baptist churches to bring marginalized children, teens and adults into the light.

We meet churches where they are with training, resources, encouragement and connections to mobilize them into action.

When churches and individuals pray, give and act, the impact multiplies. Together, we make a difference in each Georgia community and change the future of our state!

TONE

NEIGHBORLY
WARM
GENUINE
MAGNETIC
INSPIRING
SPIRITED
EMPOWERING