

Social Media Goals (2026)

Overall goal: **Create content that connects** people to our **community**.

Content Pillars:

1. Spirituality

- making content that shows what we believe in, and how we live it out.

2. Community

- showing the unique relationships we have and connections we build based on our faith and our church community.

3. Youth Focus

- emphasize our focus on prioritizing youth within our church.

4. Funny/Trendy content

- baptize trends that are on the internet to gain traction/meet new people

2026 Goals

1. Continued follow up on 2025 goals

- posting 3 times a week
- post all regions sermons on Youtube and Spotify
- create/maintain regional instagram pages
- grow our following
- see if we have any social media baptisms! (6 in 2025)

2. Focus in on and maintain a Young Professionals instagram page and a Spanish instagram page.

- both have pages up; trying to post consistently and get those demographics shown more on our main instagram page.

3. Get Monetized and have a viral video

- monetization can help with building a social media budget for the future, and viral videos help create a reputation/credibility on the internet.

4. See 8 people make Jesus Lord!

- social media baptisms in each region!