Steeple Social

A FREE RESOURCE FOR ADVENT 2026

The Advent and Christmas Service Posting Kit

Four weeks of Facebook and Instagram posts, ready to adapt, so your neighbors know when you gather for Christmas.

- Advent begins Sunday, November 29, 2026
- A week-by-week calendar through your Christmas service and the Sunday after
- 20 captions you can paste and personalize
- A photo list, plus three posts that help people actually show up

HOW OFTEN, AND WHAT EACH WEEK IS FOR

A rhythm you can keep, not a burst that goes quiet.

How often to post in December

Facebook: three to five posts a week.
Instagram feed: three to four posts a week. You can share the same graphics and captions, trimmed a little shorter.
Stories: a few each week — a photo of the building, a simple “See you Sunday,” a reminder of the Christmas service time.

Consistency helps more than posting every day for a week and then disappearing. If a week gets away from you, keep the Saturday invitation. That is the one a neighbor needs most.

Replace the words in [BRACKETS] with your church’s name, service time, date, and address. Use only photos you have permission to share.

Week	Dates (2026)	Focus	What to post
1 · Welcome	Nov 29 – Dec 5 First Sunday of Advent	You are welcome here.	A Sunday invitation, a short word about Advent, one photo from the church, a midweek note.
2 · Invitation	Dec 6 – Dec 12	Ask someone to come with you.	A “bring a friend” post, a family or kids welcome, a leftover from Sunday, the Saturday reminder.
3 · What to expect	Dec 13 – Dec 19	Make the first visit easy.	Parking, kids, length, and dress; a greeter’s face; Christmas service times; Saturday invite.
4 · Christmas service	Dec 20 – Dec 26	Clear details, warmly given.	Date, time, and address; a dusk photo; “please share this”; a brief Sunday-after welcome.
The Sunday after	Dec 27 and the days around it	A gentle follow-up.	Thank those who came. Invite them back this Sunday at [TIME]. Keep January simple.

CAPTIONS · WEEKS 1 AND 2

Paste these, then add your name and time.

WEEK 1 · NOV 29 – DEC 5

SUNDAY INVITATION

Advent begins this Sunday at [CHURCH]. We gather at [TIME] at [ADDRESS]. You are welcome, just as you are.

WHAT IS ADVENT?

Advent is a season of waiting and hope, the weeks leading up to Christmas. Each Sunday we light a candle and remember that Christ has come, and will come again. Join us at [CHURCH] this Sunday at [TIME].

SCRIPTURE GRAPHIC

“Fear not, for behold, I bring you good news of great joy that will be for all the people.” (Luke 2:10, ESV) We would love to read and sing that good news with you this month at [CHURCH]. Sundays at [TIME].

PHOTO FROM THE BUILDING

The doors will be open this Sunday. [CHURCH], [TIME], [ADDRESS]. If you have been meaning to come, this is a gentle yes.

MIDWEEK NOTE

If this week has felt heavy, you do not have to carry it alone. We gather on Sunday at [TIME]. Come as you are. [CHURCH], [ADDRESS].

WEEK 2 · DEC 6 – DEC 12

BRING A FRIEND

Most people come to church because someone asked. If you know a neighbor, a coworker, or a family member who might need a welcome this month, invite them to sit with you at [CHURCH] this Sunday at [TIME].

FAMILIES

Children are welcome at [CHURCH]. [Add one line about kids: they stay in the service / we have a class for [AGES] / a nursery is available.] We gather at [TIME] at [ADDRESS].

LEFTOVER FROM SUNDAY

A line we hope you take with you this week: “[ONE SENTENCE FROM SUNDAY].” If you missed it, join us this Sunday at [TIME]. [CHURCH]

MIDWEEK INVITATION

You do not have to have it all together to come to church. [CHURCH] gathers on Sunday at [TIME]. We would be glad to see you.

SATURDAY REMINDER

Tomorrow at [CHURCH]: we gather at [TIME], [ADDRESS]. Parking is [ONE SHORT NOTE]. Walk in, and someone will help you find a seat.

Make the first visit easy, then give the details.

WEEK 3 · DEC 13 – DEC 19

WHAT TO EXPECT

Coming to [CHURCH] for the first time? Here is what to expect: we gather at [TIME]. The service lasts about [LENGTH]. Children are [WHAT TO EXPECT]. Parking is [WHERE]. Dress is ordinary — come as you are. [ADDRESS].

A FACE

This is [NAME], who will likely be the first person you meet on Sunday. We would be glad to welcome you at [TIME]. [CHURCH], [ADDRESS].

CHRISTMAS SERVICE TIMES

Our Christmas service is [DAY], [DATE], at [TIME]. We gather at [ADDRESS]. [One line: candles, carols, or a simple service of Scripture and song.] You are welcome, whether this is your first time or you have been with us for years.

YOU DON'T HAVE TO HAVE IT ALL TOGETHER

If walking into a church makes you nervous, you can sit near the back. No one will make you stand up or explain yourself. [CHURCH], Sunday at [TIME], and our Christmas service on [DATE] at [TIME].

SATURDAY REMINDER

Sunday at [CHURCH]: [TIME], [ADDRESS]. If you have been waiting for a week to come, let this be the one.

WEEK 4 · DEC 20 – DEC 26, THEN DEC 27

CHRISTMAS SERVICE INVITATION

You are invited to the Christmas service at [CHURCH]: [DAY], [DATE], at [TIME], [ADDRESS]. Doors open [MINUTES] minutes early. Kids are welcome. We hope you will come.

PLEASE SHARE THIS

If this Christmas service would be a gift to someone you love, would you share this post and invite them to sit with you? [CHURCH], [DATE] at [TIME], [ADDRESS].

PHOTO AT DUSK

We will gather here on [DATE] at [TIME] for our Christmas service. [CHURCH], [ADDRESS]. Light, Scripture, and room for you.

DAY-OF REMINDER

Today: Christmas service at [CHURCH], [TIME], [ADDRESS]. Come when you can. We will be glad you are here.

THE SUNDAY AFTER

Thank you to everyone who gathered with us for Christmas. We meet again this Sunday, December 27, at [TIME]. If this season was your first visit, we would love to see you again. [CHURCH], [ADDRESS].

A picture and a clear invitation do more than a logo.

A simple shot list

- The church exterior, ideally at dusk or in good afternoon light
- The entrance and the parking lot, so a guest knows where to turn in
- The sanctuary before anyone sits
- An Advent wreath, a candle, or the bulletin
- People greeting at the door (with their permission)
- A kids area, only with permission, and never a close photo of a child without a parent's consent
- A clear graphic with the church name, the Christmas service date, the time, and the address

Use only photos you have permission to share. When in doubt, choose the building, the empty sanctuary, or a graphic.

Three posts that help people actually show up

Likes are fine. These three are aimed at a neighbor putting the time on their calendar:

1. The invitation. Name, date, time, and address in the first lines. A photo of the building. A sentence that says they are welcome.

2. What to expect. How long the service is, what happens with children, where to park, and that they can come as they are.

3. Please share. Ask members to share the invitation and to bring someone with them. Most first-time guests still come with a person they know.

A custom graphic, if you want one. If you would like a ready-to-post Christmas service invite with your church's name and time, you can request one at no cost at getsteeplesocial.com/christmas.

A NOTE FROM US

The kit is yours to keep and use.

There is no cost and nothing to sign. If you want help turning this plan into posts that are designed and scheduled for December, we can do that too.

If you would rather have December (and January) handled for you

Steeple Social makes and schedules Facebook and Instagram posts for churches. You remain the church. We handle the weekly work so the Page stays clear through Christmas and into the new year.

The first month of posts is free, then $297 a month, and you can cancel anytime.

If that would help, visit **getsteeplesocial.com/get-started**, or call or write us. You can also request a custom Christmas service graphic at **getsteeplesocial.com/christmas**.

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