Steeple Social

A FREE WEEKLY WORKFLOW FOR YOUR CHURCH

Sunday-to-Social

You already preached it. Here is how to turn one line from Sunday into a week of Facebook and Instagram posts, without adding a second job to your week.

- One message, one memorable line, one week
- A Monday worksheet you can photocopy and reuse
- A day-by-day plan, plus caption formulas for Facebook and Instagram
- A realistic 45–60 minute time budget, and what to skip if the week gets away from you

THE IDEA

You do not need fresh content from scratch every day.

Sunday already gave you something worth saying. The work of the week is not inventing seven new ideas. It is taking one true line and letting people live with it from Monday to Saturday, then inviting them back.

The whole method, in one paragraph

On Monday, write down one line from the message — a sentence people could remember at a stoplight. Find one photo or a short clip you already have. Then turn that line into a week of posts: a quote, a longer leftover, a short clip or carousel, a face or a story, a question, a Saturday invitation, and a simple Sunday "we are gathering at [TIME]."

This is a workflow for Facebook and Instagram. You can use the same words on both. On Instagram, keep the first line able to stand on its own, because many people will only see that line before "more."

A note about Scripture. When you quote the Bible in a post, write the words carefully and name the translation. In this guide, any verse we print as an example is from the ESV. Use the translation your church reads, and use it accurately.

What you will need on Monday

The recording or your notes from Sunday. One sentence you hope people remember. The Scripture reference, if there was one. One photo from the morning, or a short clip of the line itself. Your service time and address, for Saturday and Sunday.

THE MONDAY WORKSHEET

Fill this in once. It will carry the week.

Photocopy this page, or write on a printed copy each Monday.

This week's date

The one line — a sentence people could remember at a stoplight

Scripture reference (if there was one) and the text, copied carefully

Who this helps this week — the tired parent, the person looking for work, the one who is grieving, the neighbor who is curious

The photo or clip I already have

Sunday gathering — time and address, for the invitation posts

A sample line, so you can see the shape

"Come to me, all who labor and are heavy laden, and I will give you rest." (Matthew 11:28, ESV)
You would replace this with a line from your own message. The sample is here only so the rest of the week, on the last pages, has something concrete to follow.

THE WEEK, LAID OUT

Seven days, one line.

Day	What to post	Where the work comes from
Monday	A quote graphic: the one line, clearly set, with the reference if it is Scripture.	The line you wrote on the worksheet. Keep the design simple so the words can be read on a phone.
Tuesday	A slightly longer leftover: "What we remembered on Sunday," in four to six sentences, ending with an invitation to this Sunday.	Your notes. Write it as you would say it to a neighbor, not as a recap for people who were already in the room.
Wednesday	A short clip (30–45 seconds) of the line, or a three-image carousel if you do not have video.	The recording. Start with the line itself, not a long introduction. Add captions on the video.
Thursday	A face or a story: a greeter, a volunteer, a simple photograph from the morning, with one or two sentences.	A photo you already have, used with permission. This is the post that helps a guest see real people.
Friday	A question that grows out of the line, asked in good faith, not as a debate.	The "who this helps" box on your worksheet. Example: "Where do you need rest this week?"
Saturday	The Sunday invitation: time, address, and a warm sentence. This is the one to keep if you run out of time.	The gathering line on your worksheet. Add a photo of the building if you have one.
Sunday	Stories as people arrive, or a simple "We are gathering at [TIME]. You are welcome." Afterward, one grateful photo is enough.	Your phone, that morning. Keep it unhurried. You do not need a recap before the service has begun.

If you post the same item on Facebook and Instagram, post it as a feed post on both. Stories are a little extra, not a replacement for the Saturday invitation.

CAPTIONS AND TIME

Formulas you can reuse, and a clock you can trust.

Facebook caption

A little longer is fine. First two lines still have to be clear.

[The one line.]

[Two or three sentences in ordinary language, for a neighbor who was not there.]

We gather again on Sunday at [TIME], [ADDRESS]. You are welcome.

[Church name]

Instagram caption

Shorter. The first line has to work even if no one taps “more.”

[The one line.]

[One or two sentences.] Sundays at [TIME]. [Church name], [ADDRESS].

A realistic Monday time budget: 45–60 minutes

10 minutes — listen back or read your notes and write the one line.
10 minutes — choose the photo or trim the short clip, and add captions to the video.
20 minutes — write the seven captions (they share the same line; you are not starting over each day).
10–15 minutes — schedule the week in Meta Business Suite, or at least schedule Monday through Saturday.

If the week gets away from you, skip the clip, the question, and the extra Stories. Keep Monday’s quote, Tuesday’s leftover if you have it, and the Saturday invitation. A clear invitation is better than a half-finished plan.

Batch, then leave it. The point of Monday is that you do not have to invent a post at 9 p.m. on Thursday. Once it is scheduled, you can tend comments when you have a moment, and take Sunday’s Stories in the moment.

A SAMPLE WEEK, USING THE VERSE ON THE WORKSHEET

Here is the pattern, filled in.

This uses the sample line from Matthew 11:28, ESV, so you can copy the shape. Replace every sentence with your own when you do this for real.

Day	Sample post
Mon	“Come to me, all who labor and are heavy laden, and I will give you rest.” (Matthew 11:28, ESV)
Tue	On Sunday we lingered with these words: Jesus does not first ask the tired to try harder. He invites them to come to him. If this week already feels heavy, you are not behind. You are the person these words are for. We gather again on Sunday at [TIME], [ADDRESS].
Wed	A 30-second clip of the line being read, with captions on the screen, ending with “Sundays at [TIME].”
Thu	A photograph from the morning — the sanctuary, the coffee pot, a greeter at the door — and one sentence: “There is room for you here, just as you are.”
Fri	Where do you need rest this week? If you want, tell us in the comments and we will pray with you. You can also come sit with us on Sunday at [TIME].
Sat	Tomorrow at [CHURCH]: we gather at [TIME], [ADDRESS]. If you are tired, you are welcome. Come as you are.
Sun	Stories: “We are gathering at [TIME]. You are welcome.” After the service, one grateful photograph is enough.

If you would rather hand the weekly rhythm to someone else

This worksheet is yours to keep, with no cost and nothing to sign. If you would rather have Steeple Social make and schedule the Facebook and Instagram posts each week, we can do that. You remain the church. We handle the weekly work.

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.

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