

Back to School, Back to Church

Your Digital Outreach Playbook for Connecting with Families

Webinar Overview

Welcome! Thank you for attending the **Back to School, Back to Church** webinar. This document is your go-to reference guide for everything we covered — plus a ready-to-use checklist and a full month of social media post ideas to help your church connect with families this fall season.

What We Covered

What to post and when to reach families right now

How to optimize your church's social profiles for the fall season

How to run targeted social media ads to parents in your community

How to stay consistent without it taking hours every week

Best Practices Recap

Social Media Post Types (Ranked by Engagement)

Carousel Posts — Multi-image swipe posts get the most engagement

Video — Short-form video content keeps people watching

Image Posts — Single, eye-catching graphics

Best Times to Post

11:00 AM | 1:00 PM | 5:00 PM

Best Days: Monday, Tuesday, Saturday

Top Social Post Categories

Milestones & Celebrations

Highlight your staff

Celebrate volunteers

Missions & Outreach

How are you making an impact?
How can others join in?

Youth & Kids

Upcoming events
Core values
Staff/volunteer highlights

Optimize Your Social Profiles for Fall

Engaging Cover Image — Update your Facebook/Instagram cover with a fall or back-to-school theme

Key Information in Description — Make sure service times, address, and website are current

Pinned Carousel Posts — Pin your best carousel post to the top of your page

The Power of People

Feature real people in your content! Posts with faces and genuine moments consistently outperform graphics-only posts. Show your congregation, staff, and volunteers in action.

Events Strategy

Create a Facebook Event for every major church activity

Boost the Event to reach more people in your community

Invite People directly through the event page

Facebook & Instagram Ads

Plan & Film your content

Upload to the platform

Edit with captions and text

Launch your ads

Key Ad Settings:

Geo Target — Focus on your local community radius

Age Target — Target parents (ages 25–45 for family outreach)

Google Ads for Churches

Increases your visibility in local searches

Lets you target more keywords (e.g., "churches near me," "kids ministry")

FREE through the Google Ad Grant program (up to \$10,000/month for nonprofits!)

Setup Requirements: Keywords, Landing Page, Images

Your Back-to-School Checklist

Use this checklist to make sure your church is ready for fall outreach:

Profile & Branding

- ☐ Update your Facebook cover photo with a back-to-school or fall theme
- ☐ Update your Instagram bio with current service times and fall events
- ☐ Review and update your Google Business Profile (hours, photos, description)
- ☐ Pin a carousel post highlighting your church's fall programs to the top of your Facebook page

Content Planning

- ☐ Plan out 4 weeks of social media posts (see ideas below!)
- ☐ Schedule posts for optimal times: 11am, 1pm, or 5pm on Mon, Tues, and Sat
- ☐ Create at least one carousel post about your church's fall programs
- ☐ Film a short welcome video from your pastor for social media
- ☐ Take fresh photos of your kids/youth ministry spaces and volunteers

Events

- ☐ Create a Facebook Event for your Back to School Bash or Fall Kickoff
- ☐ Create a Facebook Event for your Youth Group Kickoff
- ☐ Boost at least one event to your local community
- ☐ Send event invitations to your church's Facebook followers

Advertising

- ☐ Set up a Facebook/Instagram ad targeting parents ages 25–45 in your area
- ☐ Apply for the Google Ad Grant (if you haven't already)
- ☐ Set up Google Ads targeting keywords like "church near me," "kids ministry," "youth group"
- ☐ Make sure your church website has a clear landing page for visitors

Consistency

- [] Choose 3 days per week to post consistently
- [] Batch-create content for the week ahead
- [] Assign a team member or volunteer to help with social media
- [] Use a scheduling tool (Meta Business Suite, Later, or Canva) to schedule posts in advance

30 Days of Social Media Post Ideas

Here is a full month of post ideas based on the best practices from the webinar. Each post includes the type, a caption idea, and tips.

Week 1 — Welcome Back

Day 1 (Monday) — Carousel Post

"5 Reasons to Visit [Church Name] This Fall"

Create a 5-slide carousel: 1) Welcoming community, 2) Amazing kids ministry, 3) Inspiring worship, 4) Youth programs, 5) Serving opportunities. End with your service times and address.

Day 2 (Tuesday) — Video

"A Word from Pastor [Name] — Welcome Back!"

Film a short 30–60 second video of your pastor welcoming families back for the fall season. Keep it warm, personal, and inviting.

Day 3 (Saturday) — Image Post

"See You Tomorrow! 🙌"

Post a bright, inviting photo of your church entrance or worship space with service times overlaid. Caption: "We saved you a seat! Join us tomorrow at [time]."

Week 2 — Highlighting Your People

Day 4 (Monday) — Carousel Post

"Meet Our Kids Ministry Team!"

Feature 3–5 of your kids ministry volunteers with their photo and a fun fact. Parents want to know who is caring for their children!

Day 5 (Tuesday) — Video

"Why I Serve — Volunteer Spotlight"

A 30-second video of a volunteer sharing why they love serving at your church. Authentic and heartfelt wins every time.

Day 6 (Saturday) — Image Post

"Happy Sunday Eve! Here's What's Happening Tomorrow"

Share a graphic listing tomorrow's sermon topic, kids activities, and any special events.

Week 3 — Back to School Events

Day 7 (Monday) — Carousel Post

"Back to School Bash — Everything You Need to Know!"

Slides: 1) Event title & date, 2) Activities (food, games, prizes), 3) What to bring, 4) Who it's for, 5) How to RSVP.

Day 8 (Tuesday) — Video

"Last Year's Back to School Bash Was Amazing — Here's a Sneak Peek!"

Share a short recap video or slideshow from last year's event. Build excitement for this year's event.

Day 9 (Saturday) — Image Post

"Praying for Students & Teachers 🙏📚"

A heartfelt graphic or photo with a prayer for the school year ahead. Encourage your congregation to share.

Week 4 — Youth & Missions

Day 10 (Monday) — Carousel Post

"What Makes Our Youth Group Different"

Slides covering: community, mentorship, fun events, real faith conversations, and how to get connected.

Day 11 (Tuesday) — Video

"Youth Group Kickoff — Don't Miss It!"

Have a few students invite their friends via a fun, energetic video. Include date, time, and what to expect.

Day 12 (Saturday) — Image Post

"This Is How We're Making an Impact 🌍"

Share a photo from a recent mission project or outreach event. Caption: Share how many people were served and how others can get involved.

Week 5 — Continuing the Momentum (Bonus Days)

Day 13 (Monday) — Carousel Post

"New Here? Here's What to Expect on Sunday"

A first-time visitor guide: 1) Where to park, 2) Where to check in kids, 3) What worship is like, 4) How to get connected, 5) Your next step.

Day 14 (Tuesday) — Video

"Core Values — What We Believe"

A short video highlighting one of your church's core values with real footage of it in action.

Day 15 (Saturday) — Image Post

"Celebrating [Staff Member]! 🎉"

Highlight a staff member with a fun photo and a few things the congregation might not know about them.

Additional Post Ideas (Mix & Match Throughout the Month)

"Throwback Thursday" — Share a photo from a past event and remind people of upcoming ones

"Scripture Saturday" — A beautiful graphic with an encouraging verse for the new school year

"Testimony Tuesday" — A short written or video testimony from a church member

"Worship Wednesday" — Share a clip from last Sunday's worship or a worship song recommendation

"FAQ Friday" — Answer a common question new visitors ask (dress code, kids check-in, service length)

"Sermon Recap" — Key takeaways from Sunday's message in a carousel format

"Behind the Scenes" — Show your team setting up for Sunday, preparing meals for outreach, or rehearsing worship

"Community Spotlight" — Highlight a local business, school, or organization your church partners with

"Parent Tip" — Share a helpful back-to-school tip for parents (spiritual or practical)

"Volunteer Call" — Share specific ways people can serve and the impact it makes

Take Aways

What did you learn? Write down your top 2–3 takeaways and share them with your team.

What did you notice? Look at what other churches are doing well on social media — get inspired!

What questions do you have? Reach out to us anytime.

Let's Talk!

Ready to take your church's digital outreach to the next level? We'd love to help you build a **Church Growth Calendar** customized for your congregation.

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