

A PRACTICAL PLANNING KIT FOR CHURCH TEAMS

Church social media content calendar kit

Plan useful church posts, assign responsibility, confirm permissions, and review what your team learns.

CREATED FOR Church staff and team members

INSIDE THE KIT

- Weekly and monthly calendars
- Detailed post-planning sheets
- Safety and publication checks

ABOUT ENGAGE SPOT

Engage Spot helps churches increase engagement, communicate consistently, and do more ministry without adding more manual work.

Plan a sustainable week

Use only the rows that fit your team capacity. Empty days are better than weak or unsafe posts.

WORKSHEET 1

Weekly content calendar

Week of: _____

DAY	PURPOSE AND AUDIENCE	POST AND MAIN ACTION	OWNER AND CHECK
Monday	Use Sunday teaching or another approved ministry purpose. _____ _____	_____ _____ _____	_____ _____ _____
Tuesday	_____ _____ _____	_____ _____ _____	_____ _____ _____
Wednesday	Prayer, ministry participation, or another useful purpose. _____ _____ _____	_____ _____ _____	_____ _____ _____
Thursday	_____ _____ _____	_____ _____ _____	_____ _____ _____
Friday	Clear weekend information for the people who need it. _____ _____ _____	_____ _____ _____	_____ _____ _____
Weekend	Approved welcome, worship, or current church life. _____ _____ _____	_____ _____ _____	_____ _____ _____

See the month at a glance

Record important dates first. Then add only the posts that your team can prepare and check.

Month 	Church focus 	Main audiences
Important dates 	Planned posts per week 	Review date

WORKSHEET 2

Monthly calendar

MON	TUE	WED	THU	FRI	SAT	SUN

Choose a useful content mix

Do not give every category equal space. Plan what fits current church ministry and public information needs.

CONTENT BALANCE

Choose a useful mix

CATEGORY	AMOUNT	PURPOSE OR NOTES
Worship and sermon context		
Prayer and faith formation		
Church stories and welcome		
Events, volunteers, and community		

PLANNING NOTES

What does this month require?

Key ministry work and teaching	Events and service information
Volunteer and community needs	Space to keep open for corrections or response

Prepare each post before scheduling

Complete one row for each planned post. Use additional copies of this page when needed.

WORKSHEET 3

Post-planning table

Month: _____

DATE	AUDIENCE	GOAL / CATEGORY	SUMMARY / MAIN ACTION	LINK / ASSET	STATUS

Writer _____	Approver _____	Publisher _____
Consent checked by _____	Response owner _____	Result or review note _____

Check content before publication

Apply church policy and local requirements. This checklist does not replace safeguarding or privacy procedures.

Purpose and facts

- ☐ Goal and primary audience are clear.
- ☐ Names, dates, times, places, costs, and links are correct.
- ☐ The post gives enough context and one clear next step.
- ☐ Captions, alt text, and readable text are ready.

Consent and safety

- ☐ Consent covers each image, video, name, quote, and story.
- ☐ Safeguarding policy was applied where required.
- ☐ Images do not expose personal or restricted information.
- ☐ Pastoral details use an approved private route.

Team and approval

- ☐ Writer, fact owner, approver, publisher, and response owner are assigned.
- ☐ Sensitive content has recorded approval.
- ☐ Account access is secure and appropriate.
- ☐ A backup publisher and response owner are available.

Publication and response

- ☐ Post preview, image crop, and link were tested.
- ☐ Current events do not require the post to pause.
- ☐ Comments and direct messages will be monitored.
- ☐ Correction, complaint, emergency, and safeguarding routes are known.

FINAL APPROVAL

Ready to schedule

Post or campaign	Approved by	Date

Review the month and improve

Record a small number of useful decisions. Do not create a report that the team will not use.

WORKSHEET 4

Monthly review questions

Month: _____

Did posts support a church goal and named audience? _____ _____	Was the frequency sustainable? _____ _____
Which information or next steps did people use? _____ _____	Which questions showed missing information? _____ _____
Did any content lack context or need correction? _____ _____	Were consent and safety checks complete? _____ _____
Were comments and messages handled on time? _____ _____	Did account access and approvals work? _____ _____

Stop _____
Continue _____
Change next month _____ _____