networknorfolk

Five Content Pillars:

1. **Educational:**
   Provide valuable knowledge that helps your audience grow spiritually or practically. It can include teachings, guidance, or resources for better living.
   Example: A Bible study video series or a blog post on how to volunteer effectively in your community.

2. **Entertaining:**
   Content that brings joy, laughter, or light-hearted moments, building connection and engagement with the audience.
   Example: Sharing fun moments from church events, a talent show, or a humorous skit related to faith.

3. **Inspirational:**
   Content that encourages hope, faith, and positive action. It aims to uplift and motivate people in their spiritual or personal journey.
   Example: Sharing powerful testimonies of how faith has impacted lives or posting an uplifting scripture to start the week.

4. **Conversational:**
   Promotes interaction and community-building through asking questions or starting meaningful conversations.
   Example: A post asking followers to share their prayer requests, or a poll about a sermon topic for feedback and discussion.

5. **Promotional:**
   Promote church or charity events, services, or fundraising efforts in an authentic and engaging way.
   Example: A post inviting people to donate to a mission trip or a flyer for an upcoming charity dinner or community outreach event.

   These pillars help build a well-rounded content strategy that nurtures relationships and supports the mission of a church or charity.

Sharing a mix of content:

It can be tempting to only share promotions and request as these are often urgent and important. But posting a range of content across these areas helps to keep audiences engaged.

Don't forget to share the good news stories, the human stories, and the silly stories.