

Realm Content Creation Guide

Create content to strengthen community.

Questions to Ask When Posting New Content:

1. Who needs to see this information?
2. Who is likely to interact with it?
3. Can I make this post more engaging?
4. When is the ideal time to post this information?

How to Create Content

Instead of posting information about next week's sermon, post a question that requests answers related to the sermon. Instead of posting a bulletin about needing volunteers, ask people to discuss the ministry and its impact in their life. At the end, add a link for more information about volunteering. You can still make announcements, but whenever you can open the doors for dialogue, open them wide.

Concepts to Drive Content

Aim for Success

Be sure to deliver your message to the people that will find it relevant.

Conversations Are Better Than Announcements

Announcements are useful, but conversations build relationships. Our purpose is to build a desire to be part of community. If people are part of our community, they will know when the next event is and where to find the information for them.

Get Real

Church community is for real life, not just Sunday morning. Open up and be real in all areas. Share prayer requests about little things and big things. Share needs and help others. Discuss theology in a recent movie. Connect all things to your faith, and grow together.

Keep Contributing

Content creation doesn't stop at the first post. Contribute and be part of the posts created by others. RSVP for events, even if your answer is "no." Pray for others and let them know with an encouraging word.

Be a Good Citizen

Encourage others to get involved in Realm, and be an example that others will follow.

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