pro church tools WITH BRADY SHEARER

The Church Promotions Formula Library

- PHOTO DUMP CAROUSEL
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READ ME!

Yes, you *can* promote as much as you want at church. But there's an art to doing it well if you don't want to lose people. The secret? Sprinkle Promotions. Below, you'll find a YouTube video along with a podcast that lay the necessary foundation for the formulas in the remaining pages - please watch both of these.

THE NEW RULES FOR CHURCH PROMOTIONS



YOUTUBE

HOW TO PROMOTE THE SAME CHURCH EVENT (OVER & OVER)



PODCAST

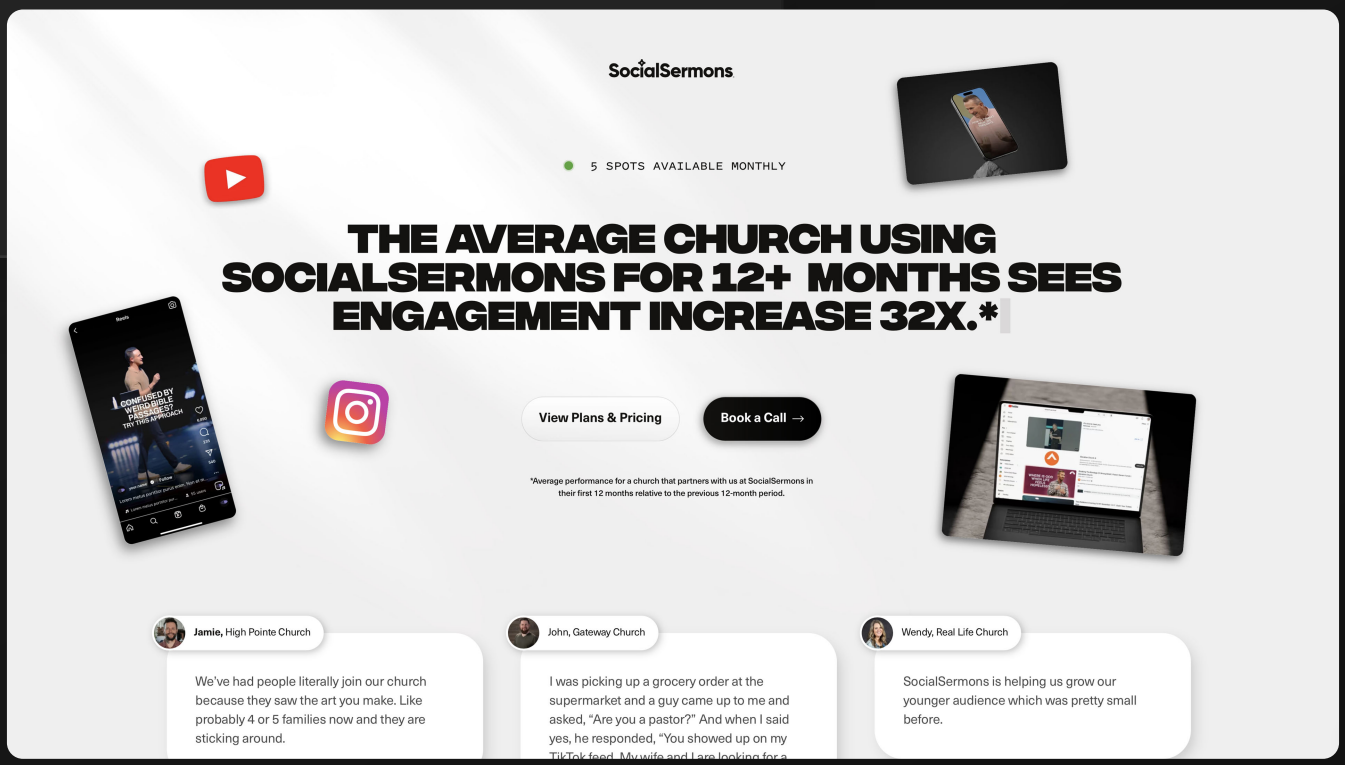
IMPORTANT

Promotions on social media only excel when you have a consistent, existing presence. We're here to help with that! Churches that use SocialSermons see engagement increase 32X in the first 12 months of partnership.

Use the link and promo code below to unlock a discounted rate. Let us create your weekly content - freeing up time for you to focus on the formulas in this library to promote your in-person events!

SocialSermons.com

Get 3 months free on any annual plan using the code 3FREE at checkout



USE CODE '3FREE' AT CHECKOUT TO UNLOCK 3 MONTHS FREE ON ANY ANNUAL PLAN

Photo Dump Carousel

PHOTO 1



First, pick your promo. For example: Fall Youth Ministry Retreat.

PHOTO 2



Next, grab three photos from last year's retreat.

PHOTO 3



This promo formula will work as an: Instagram Carousel, Facebook Post, IG or FB Stories.

PROMO



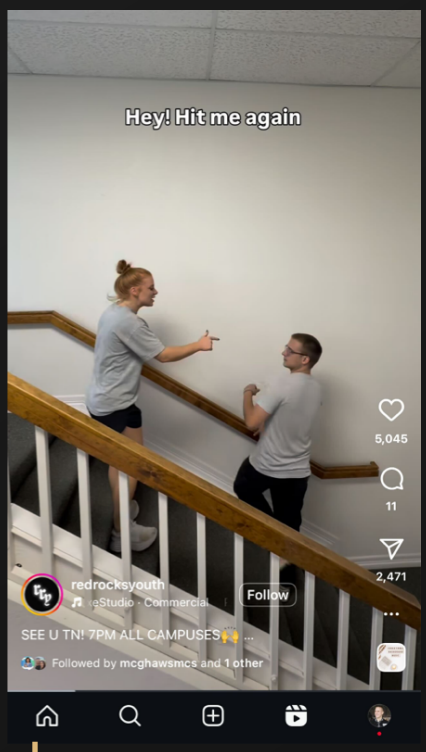
Prepare a promotional slide and use this as the final slide in your carousel or Stories. For a Facebook post, take the text only from this promotional slide and use it as your caption.

Skit Reel

CLICK HERE FOR 10 EXAMPLES OF SKIT REELS (LINKS IN THE DESCRIPTION)

Skit Reels are standalone vertical videos that often piggyback on a popular sound or trend. They give you freedom to promote in-person church events, while also showing off your church's personality and culture. A win-win!

Skit Reels are tremendously versatile. They'll work across Instagram Reels, Facebook Reels, TikTok, & YouTube Shorts.







The value proposition of a Skit Reel is typically entertainment/comedy.

Find inspiration for Skit Reels by curating your social feeds. Like and save every Skit Reel that you see to tell the algorithm to show you more of them.

Sermon Sprinkle



A Sermon Sprinkle is a church promo injected into an ongoing Sunday message by your pastor.

Here's how to do it:

1. Identify the missional reason for an event's existence.

For example, Summer Camp. Why might this event exist?

One reason might be: to raise up the next generation.

2. Next, link that purpose to any relevant Scripture from that week's message.

This should be a natural transition because the wisdom of Scripture is the source for *why* we do everything we do in church. Here's a simple script coming out of a passage:

"And one of the ways we embody this Bible-based value is with our annual summer camp. We *believe* what the Scriptures say - we also want to *live* what they say."

Poll Precursor



The Poll Precursor makes use of the creative elements provided by Instagram and Facebook Stories.

First, pick the event you wish to promote (ie. Worship Night).

Next, create a Story slide using the Poll feature with a question releveant to your event. For example:

“Which of these 2000’s era worship songs is your favorite?”



Then, list out a few examples: Mighty To Save, How Great Is Our God, Lead Me To The Cross, and Hosanna.

(this just an example question - have fun with it!)

Finally, on a second Story slide, inject your promo with a headline like: “We love to sing the classics on worship night…”

Followed by the relevant event details.

Newsletter Nudge

IMPORTANT!

Promos don't need to be limited to social media or Sunday service. Email is a tremendous way to create awareness and interest in your church events as well. But we still need to use Sprinkle Promos. If we just list out our events in one, long list, people will quickly stop opening our emails.

Here's how we solve for this with the churches we work alongside at SocialSermons.com: we take the church's sermon each week and transform it into a blog post/article (Example below).

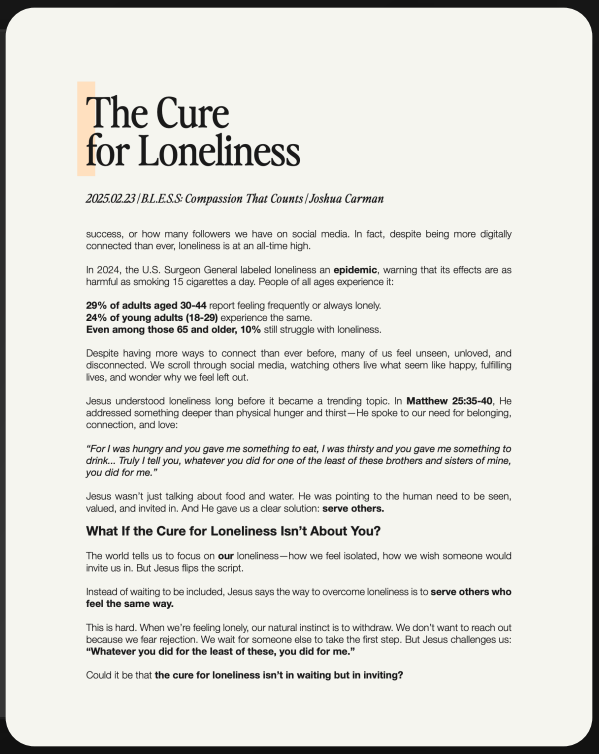
1. Pick the event you want to promote (Example: Groups).

2. Find a blog post from a previous sermon that aligns with one of the missional reasons for your event.

3. Deliver that blog post in email form.

4. At the bottom of the email, transition to the sprinkle promo:

"We don't want anyone to ever feel isolated at our church - which is why we have Groups!"



The Cure for Loneliness

2025.02.23 | B.L.E.S.S: Compassion That Counts | Joshua Carman

success, or how many followers we have on social media. In fact, despite being more digitally connected than ever, loneliness is at an all-time high.

In 2024, the U.S. Surgeon General labeled loneliness an **epidemic**, warning that its effects are as harmful as smoking 15 cigarettes a day. People of all ages experience it:

29% of adults aged 30-44 report feeling frequently or always lonely.
24% of young adults (18-29) experience the same.
Even among those 65 and older, 10% still struggle with loneliness.

Despite having more ways to connect than ever before, many of us feel unseen, unloved, and disconnected. We scroll through social media, watching others live what seem like happy, fulfilling lives, and wonder why we feel left out.

Jesus understood loneliness long before it became a trending topic. In **Matthew 25:35-40**, He addressed something deeper than physical hunger and thirst—He spoke to our need for belonging, connection, and love:

"For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink... Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me."

Jesus wasn't just talking about food and water. He was pointing to the human need to be seen, valued, and invited in. And He gave us a clear solution: **serve others.**

What If the Cure for Loneliness Isn't About You?

The world tells us to focus on **our** loneliness—how we feel isolated, how we wish someone would invite us in. But Jesus flips the script.

Instead of waiting to be included, Jesus says the way to overcome loneliness is to **serve others who feel the same way.**

This is hard. When we're feeling lonely, our natural instinct is to withdraw. We don't want to reach out because we fear rejection. We wait for someone else to take the first step. But Jesus challenges us: **"Whatever you did for the least of these, you did for me."**

Could it be that **the cure for loneliness isn't in waiting but in inviting?**

The Handoff

It's the most difficult task for any church communicator: promote the same event every week. Let me share my secret. We'll use Summer Camp as our example. We'll plan the campaign to cover 6 consecutive weeks - with the objective of maximizing registrations.

WEEK 1

Announce registration, but with a twist.

This week on Instagram, you'll be posting a trivia question about last year's summer camp.
(Example: What was our theme?)

One lucky family who answers correctly - and is following the church on Instagram - will receive $50 off the cost of camp.

WEEK 2

Recap the previous week. Show the trivia question. Reveal the correct answer. Announce the winner.

Then, inform the church you'll be doing the same thing this week, but with a new camp-related trivia question.

WEEK 3

[Repeat Cues From Previous Week]

Now, instead of siloed announcements, you've got a campaign building *momentum* with each passing week.

And that carryover effect is putting a greater spotlight on summer camp.

WEEK 4

[Repeat Cues From Previous Week]

Amazingly, your Instagram metrics are creeping up.

Because more people are engaging with your Stories, more people are also seeing your other posts.

WEEK 5

[Repeat Cues From Previous Week]

You check your followers on Instagram. They've also gone up.

Because you required a person to be following the church to be eligible for the prize, a number of people in the congregation started following that weren't previously.

WEEK 6

You made it! Announce the final winner.

Then, bask in the glow of the record summer camp signup numbers from the brilliant campaign you just executed.

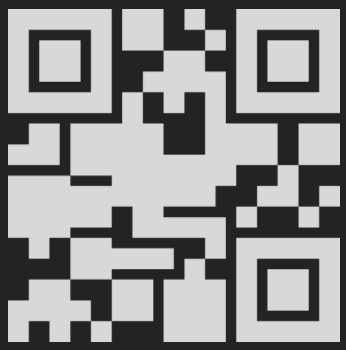
(not to mention all the momentum you built on social media at the same time)

QR Code Mystery

- Run a pre-service slide with nothing but a QR code and call-to-action headline that reads: **Scan for a surprise!**

- Link the QR code to one of your previously published Skit Reels promoting a relevant event

- Not only will this help promo the event, it will send positive signals to the algorithm to boost your social page as well!



Want to level up this technique?

Add a picture of your pastor pointing at the QR code to make the slide more personal and compelling.

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