

PARTNER SOCIAL MEDIA GUIDE

MISSION

To generate awareness of the mission, vision and resources of EveryCampus, while facilitating an online community for partners, ministry leaders and students to share stories, engage with the mission and become part of the movement.

GOALS

Increase awareness, provide a connection point and activate student and ministry leaders for the mission

KEY MESSAGES

1 GOSPEL MOVEMENTS ON EVERY CAMPUS

Change, Mission, Believe, Intentional, Committed, Awaken, Possibility, Prayerful

2 WE CAN DO MORE TOGETHER

Relational, Community-Driven, Inclusive, Collaborative, Mobilizing, Participate, Unified

3 EVERYTHING STARTS WITH PRAYER

Foundation, Faithful, Spirit-Led, Gospel-Centered, Renewal, Petition, Activate, Movement

CADENCE

4 posts provided / month; Graphics sized for Facebook, Twitter, Instagram and Instagram Stories will be provided each month with multiple sample captions for each

CONTENT TYPES

Graphics communicating key messages, powerful statistics and verses to encourage others to get involved in the movement

Images and stories from the community packaged for easy sharing—use #EveryCampus and tag @everycampusmovement to share yours

Graphics that highlight milestone moments, such as number of campuses prayer walked, partners involved, event attendees, etc., with key posts coordinated to go live on the same day across all partner channels

Introductory graphics for those just joining to share their commitment

VOICE AND TONE

Your confident, wise mentor or friend who finds gospel opportunities wherever they go—and equips and encourages you to do the same.

Unified, Encouraging, Confident, Hopeful, Spirit-Led, Challenging, Driven