



CHRISTMAS MEDIA

Planning Checklist



Digital Media

- ☐ Sunday announcement slides with Christmas invite
- ☐ Sunday slides for lower thirds/sermon notes
- ☐ Website landing page with Christmas service information
- ☐ Include Christmas invitation graphics in 3-5 emails to your church people can save and text to their friends and family
- ☐ Bumper video(s) to play leading up to Christmas series or main service
- ☐ Christmas-themed worship countdown and motion graphics for lyrics
- ☐ YouTube sermon covers are set for your Christmas theme

Social Media

- ☐ Film 3-4 Christmas invitation videos
 - **Squad Tip:** Running ads? Low-production selfie-style invite videos do best!
- ☐ Design 4-6 posts related to your Christmas theme for feed and story posts
- ☐ Update your Facebook Cover Photo with Christmas visuals
- ☐ Countdown social media posts for the week of Christmas
- ☐ Update link in social media pages to Christmas landing page

Print Media

- ☐ Prepare physical invites or mailers
 - **Squad Tip:** Tie invites to some Christmas goodies to share with your neighbors!
- ☐ Create postcards to send a personalized note to guests after Christmas services
- ☐ Christmas-themed welcome signs for your greeters
- ☐ Installation or photo booth for family photos
- ☐ Christmas service bulletin or handout
 - **Squad Tip:** Include ways for people to stay connected after their visit.

