



your *easter* social media guide

content ideas and more →

how to ~~promote~~ share your easter services

Easter season at church feels something like conducting a symphony during a tornado—between coordinating volunteers, planning services, and organizing egg hunts, you're trying to keep a thousand pieces moving.

In the middle of the chaos, you're trying to figure out how to use social media to invite people into your Easter experience. We're walking you through a way to make your social media a place where people can pause, peek in, and imagine themselves at your Easter service before they ever step through your doors.

Focus on Invitation Over Promotion

If we're honest, people aren't looking for another event to add to their calendar—**they're searching for belonging and meaning.** That's where your church's social media becomes so powerful. Instead of just announcing service times, you have the opportunity to share **authentic invitations** that open the door to life change.

When you're planning your Easter social media, **shift your mindset** from promotion to invitation. This simple change helps you create content that leads people toward life change, not just catching their attention. Sometimes, the only thing standing stopping someone from walking through the doors of your church is an invitation.

Steal Our Social Strategy

We know you love a plan, so on the next few pages we've mapped out an example of a four-week strategy that keeps things both organized and real. Use this as a guide and fill in with content that will resonate with your people and community!

build connection, not just attendance

Why Invitation Works Better Than Promotion

Promotion says:

"Here's what we're doing"

Event details and logistics

"Will you attend?"

Invitation says:

"Here's a place for you"

The experience and belonging

"Will you join our family?"

Making Your Content Invitational

1. Share the "Why" Behind Easter → Instead of just posting your Easter service schedule, share why Easter matters to your church family. Use captions like "Easter is where we celebrate hope together" rather than "Join us for Easter at 9 & 11 AM."

2. Let Your People Do the Inviting → Your most powerful invitations don't come from your official church account. Create shareable graphics for your church family with simple captions they can personalize like "I'd love for you to sit with me this Easter."

3. Make Your Posts Feel Personal, Not Promotional → Compare these approaches:

Promotional: "Don't miss our Easter service this Sunday with special music and a powerful message!"

Invitational: "There's a seat with your name on it this Easter. Come as you are, bring your questions, your kids, your coffee—and find a community that's been waiting for you."

People come for the invitation, not the information. Your social media shouldn't just announce Easter—it should help people imagine themselves being part of your church family before they ever walk through your doors!

Week 1

- **Monday:** Share your Easter service bumper video with a caption that shares the heart behind your Easter message — try something like [this](#) one that our Squad worked on!
- **Wednesday:** Use the question tool in IG stories to ask a question like "What does Easter mean to you?" Share responses throughout the day.
- **Friday:** Share a fun reel of your pastor extending a personal invitation to this year's Easter service. Want an idea? Try something like [this!](#)

Week 2

- **Tuesday:** Create a series of Easter invite graphics for your church family to share. Add warm captions like "Saved you a seat!" or "Join our family this Easter!" Our Squad came up with [this idea](#) for one church!
- **Thursday:** Combine quick clips of your Sunday experience into a reel like [this](#). Then, invite people to RSVP through an [Easter landing page](#).
- **Sunday:** Share an Instagram carousel featuring photos and quotes from families who found your church last Easter. Try adding handwritten-font quotes to their images!

Week 3

- **Monday:** Film a casual "come along with me" style reel showing what it's like to visit your church. Keep it fun and authentic—bonus points for adding trending audio!
- **Wednesday:** Share image-based graphics to your story with a countdown to Easter Sunday. We love [this one](#) our Social Media Squad did!
- **Friday:** Share service details through creative Instagram stories—invite people to RSVP through an Easter landing page.

Week 4

- **Tuesday:** Share a graphic with your Easter worship set list to get people excited to join.
- **Thursday:** Create an engaging stories series walking through "5 things to know before you visit."
- **Friday:** Post a reel that's easily shareable and creatively invites people to join you for Easter. Try something like [this!](#)
- **Saturday:** Share one final video invite from your team, building excitement for Easter Sunday and telling everyone that there's a place for them in your church. [Here's](#) an example our Squad helped create.

tools to use

Now that you've got ideas for social media, you need to put them into action. These tools will help you streamline your social media posts, save time, and create bigger impact.

manychat

This software is like your automated welcome team!

- Send automated Easter service reminders
- Build a message flow that answers common questions
- Follow up with people who engage with your Easter posts

vista social, hootsuite, or sendible

Social media scheduling tools help you set it and forget it!

- Schedule your Easter content in advance
- Keep your posting schedule consistent
- Free up time to engage with comments and messages

landing page

Adding an Easter landing page to your website makes the next step clear for visitors

- Give visitors one clear place to learn more
- Collect contact information before Easter Sunday
- Need ideas? Start with [this guide!](#)

utilizing thesquad for 100% custom easter media

Pastor, Easter is coming fast. We'd love to take custom graphics off your team's plate so they can **focus on what matters most - your people**. All of our designers have worked at or for local churches, so we understand both the importance of your message and the time crunch you're in. Your team will have more time to prepare a meaningful service and connect with your people while we handle creating all the Easter visuals. We know the stress you're under and truly want to serve your team. That's why from now until Easter, you can **try TheSquad for 2 weeks at no cost to you**.



beyond easter, here's how thesquad serves teams of all kind

churches without a creative team

you know media is important but don't have dedicated creative staff

- get a full creative team that thinks ahead for you for less than the cost of a full-time hire
- submit unlimited design requests – from sermon graphics to social media
- professional-quality media without managing an in-house team
- free up your staff to focus on ministry instead of making graphics

small teams ready to grow

you have a few creatives handling everything, but they're stretched thin

- video squad edits all your content so your team can focus on filming and storytelling
- design squad handles weekly graphics so your team can tackle bigger creative campaigns → *or vice versa!*
- social media squad manages your posts so your team can capture events well
- your dedicated account manager and creative director maintain consistency across all projects

churches with multiple campuses

you deliver consistent on-brand, quality media at every campus every week

- one central design squad serving all your campuses with quick turnaround times
- consistent branding and quality across every location
- a proactive account manager and scalable creative support without growing your staff
- source files provided so campus teams can make local adjustments

measuring easter social media success

It's tempting to focus on the numbers—more followers, more likes, more shares. But when it comes to Easter outreach, the most meaningful metrics aren't always the ones you can count.

These are the stories that metrics can't tell:

- "I found your church through Instagram last Easter. One year later, my whole family has **been baptized.**"
- "I've been watching your posts for months, and I think **I'm ready to visit.**"
- "I was nervous about coming to Easter services, but your social media helped me know exactly **what to expect.**"

Yes, track your engagement rates and reach, but remember that metrics can't capture the moment someone finds hope through your Easter invitation. They can't measure the courage it takes for someone to step through your doors for the first time. They can't quantify the life change that starts with a simple scroll through your feed.

Instead of *only* focusing on the numbers, plan to debrief with your team where you share wins and transformation stories from your Easter weekend.

Need support with your Easter strategy?

Take a look at your previous year's Easter social media. Does your content reflect the warm, welcoming community you know your church to be? Are you telling the stories that make your church special? Whether you're fine-tuning your strategy or starting fresh, small changes can make a big impact in helping people feel welcomed.

If you're looking for more support, our [All-In plan](#) or [Unlimited Graphics + Video Plan](#) can help with content that **engages your community and invites them into what God will do this Easter!**



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