



# SOCIAL MEDIA GUIDE

## In My Opinion

PRELUDE

SOCIAL

WORSHIP

STORY

GROUPS

HOME

## OVERVIEW

XP3 Middle School's *Social Media Guide* is designed to strategically engage with students through Instagram throughout the week. This guide contains graphics, captions, and ideas for original posts to help your account become fine-tuned to engage with your audience. Here are **four** quick things you need to know to get up and running with this social media guide:

1. **We give you a few graphics, but your pictures and organic content will make your social media shine.** Pictures from *your* environment will go way further with connecting to your audience. (Keep in mind, that's students, parents, volunteers, and outsiders!) That's why we give you post ideas that help make your account personal to your own context and community!
2. **Use the vertical story images . . . wait for it . . . on your story!** In this guide you'll find grid (square) and story (vertical) images. For most ministries, dynamic content (such as announcements, updates, and engagement posts) perform best on Instagram Stories, while static content (moments that tell your story) belong on the Instagram Grid.
3. **This guide isn't a formula!** You know your students best, so contextualize and change anything and everything to help fit YOUR audience.
4. **Use a scheduling service.** There are many services out there that help auto-post or remind you to post, right from your phone or desktop. The content is easy to handle and you can plan then schedule all your posts for the series at once! [Later](#) and [Buffer](#) are two great scheduling services.

Ready to learn more? Check out video number **ten** on the [Middle School Orientation page](#), catch up on the [Social Media Minute](#), and join the [Orange Students Community](#) to share what's been working for you!

## TO PREP

WATCH THE SOCIAL MEDIA MINUTE



WATCH THE SERIES PREVIEW VIDEO



---

## TO POST

### SERIES PROMO

(Post in any order before Week 1.)

#### SERIES PROMO

**File Name:**

*Instagram\_  
InMyOpinion\_  
Story\_XP3MS*

**For Your Story:**

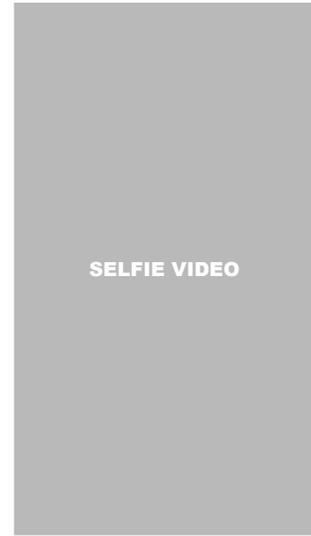
Post the provided graphic on your Instagram story.



#### SERIES PROMO

**For Your Story:**

Post a selfie video of yourself explaining what the new series is all about. Say something like, “We’re kicking off a new series this week called In My Opinion. In it, we’re going to be talking about what it looks like to use our opinions and judgments of others for good. Can’t wait to see you there!”



#### SERIES PROMO

**File Name:**

*Bubble\_1\_  
InMyOpinion\_XP3MS*

**For Your Grid:**

Post the provided graphic on your Instagram grid.



**Caption:**

This week, we’re starting a new series all about judgment called In My Opinion. Will you be joining us? Let us know in the comments below!

## WEEK 1

(Post in any order between Week 1 and Week 2.)

### JUST FOR FUN

**File Name:**

*FrenchFries\_1\_  
InMyOpinion\_XP3MS*

**For Your Grid:**

Post the provided graphic on your Instagram grid.

**Caption:**

Major debate: Which fries are the best fries? Crinkle cut? Skinny? Sweet Potato? Hit us with your vote below!



### SERIES PROMO

**For Your Story:**

Post a video showing elements of the game you will be playing at your upcoming gathering this week.

**Caption:**

Who's ready to win? Here's a sneak peek of the game we've got planned to play this (day of the week your group meets).

GAME HIGHLIGHT

### JUST FOR FUN

**For Your Story:**

Post a picture of two flavors of ice cream. Using the Poll feature, let students vote between the two to pick their favorite.

**Caption:**

We've got a seat waiting for you at (youth group name)! See you there this week!

TWO FLAVORS OF  
ICE CREAM

### PROMO

**For Your Grid:**

Post a picture of the seats that you use in your youth room. Put a sticky note on one of the seats with the word "YOU" written on it.

**Caption:**

We've got a seat waiting for you at (youth group name)! See you there this week!

CHAIRS WITH A  
"YOU"  
STICKY NOTE

### MESSAGE RECAP

**File Name:**

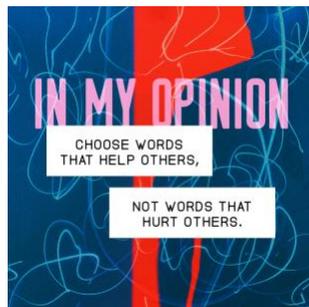
*MessageRecap\_1\_  
InMyOpinion\_XP3MS*

**For Your Grid:**

Post the provided graphic on your Instagram grid.

**Caption:**

Remember what we talked about this week? Choose words that help others, not words that hurt others.



### PROMO

**For Your Story:**

Post a list of songs your worship band will be playing during this week's gathering.

**Caption:**

Check out our set list for this week's (name of your youth group). Can't wait to have you singing along with us!

WORSHIP SET LIST

## WEEK 2

(Post in any order after Week 2.)

### JUST FOR FUN

#### For Your Story:

Post a picture of two different pairs of sunglasses. Use the Instagram story poll feature to have viewers vote.

#### Caption:

Which summer style is better? Cast your vote to let us know!



### JUST FOR FUN

#### File Name:

*Globe\_2\_*  
*InMyOpinion\_XP3MS*

#### For Your Grid:

Post the provided graphic on your Instagram grid.

#### Caption:

Without looking it up, how many countries are in the world? Post your best guess below!



### MESSAGE RECAP

#### For Your Grid:

Post a picture of a dictionary.

#### Caption:

There are so many words we can use to speak to each other. So, when choosing your words, choose them wisely. Make sure you speak with love and kindness.



### MESSAGE RECAP

#### File Name:

*BottomLine\_2\_*  
*InMyOpinion\_XP3MS*

#### For Your Grid:

Post the provided graphic on your Instagram grid.

#### Caption:

Don't forget what we talked about this week: Use kindness and love when you want to speak up.



### JUST FOR FUN

#### File Name:

*YouBelongAt\_2\_*  
*InMyOpinion\_XP3MS*

#### For Your Story:

Post a video of you walking to your youth room or getting in your car on your way to youth group.



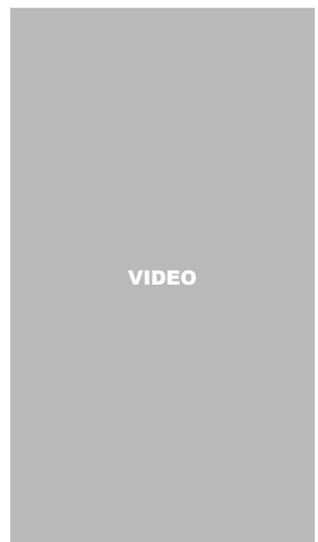
### PROMO

#### For Your Story:

Post a video of you walking to your youth room or getting in your car on your way to youth group.

#### Caption:

Can't wait to see you for our last week of our series In My Opinion. However you plan to get here, just get here! You don't want to miss it!



### WEEK 3

(Post in any order after Week 3.)

#### JUST FOR FUN

**For Your Story:**

Post a picture of a smoothie cup on your story. Using the questions feature, have students submit their favorite smoothie combo.

**Caption:**

What's your go-to smoothie order? Share your answer with us and show up on (day your youth group meets) to see if we've got your smoothie waiting for you. We're picking one winner, so it could be you!



#### MESSAGE RECAP

**File Name:**

*BottomLine\_3\_*  
*InMyOpinion\_XP3MS*

**For Your Grid:**

Post the provided graphic on your Instagram grid.



**Caption:**

Thought for the week: We need to remember that there is so much more to others than just our opinions of them.



#### DEVOTIONAL

**For Your Story:**

Record a clock ticking for 15 seconds and post the video.

**Caption:**

Today's challenge: Spend 15 seconds praying for yourself or someone else right now! Ready? Go!

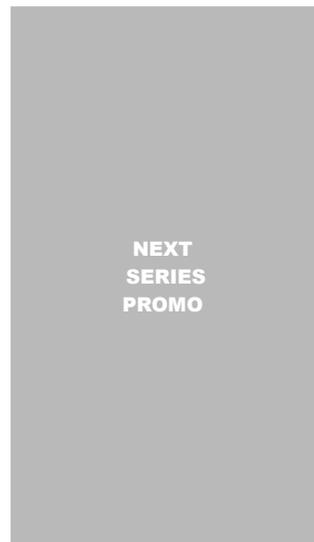
#### SERIES PROMO

**For Your Grid:**

*Promo for Your Next Series*

**Caption:**

N/A



#### SERIES PROMO

**For Your Grid:**

*Promo for Your Next Series*

**Caption:**

N/A



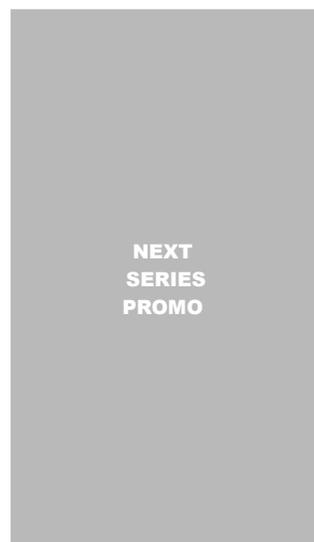
#### SERIES PROMO

**For Your Grid:**

*Promo for Your Next Series*

**Caption:**

N/A



---

**LOOKING TO ENGAGE  
PARENTS AND SMALL GROUP LEADERS  
THROUGHOUT THE WEEK?**

Be sure to check out the [Parent Cue App](#) and [Lead Small App](#) to engage with parents and Small Group Leaders all throughout the week.

And for help connecting with parents and Small Group Leaders through Facebook, Twitter, and Instagram, check out [GoWeekly.com](#).

---