

**BLAND TO
BEAUTIFUL:**

**ELEVATING YOUR
CHURCH'S VISUALS**



00/00/DATE

WELCOME

Add a welcome greeting to members and visitors here. This is a good place to add your Mission Statement, a Scripture verse, or a couple sentences about your church's history.

WEEKLY SERVICES & MEETINGS

SUNDAY SERVICES // TIMES

MONDAY

Event Name // Time
Event Name // Time

TUESDAY

Event Name // Time
Event Name // Time

WEDNESDAY

Event Name // Time
Event Name // Time

THURSDAY

Event Name // Time
Event Name // Time

FRIDAY

Event Name // Time
Event Name // Time

SATURDAY

Event Name // Time
Event Name // Time

YOUR CHURCH NAME HERE

ADDRESS // CITY, ST 00000

PHONE: (555)555-5555 WEB: YOURWEBSITEHERE.COM

UPCOMING EVENTS

EVENT NAME

DATE & TIME

Add description of event here. Include details such as location, age group, and who to contact for more information.

EVENT NAME

DATE & TIME

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DATE & TIME

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DATE & TIME

Add description of event here. Include details such as location, age group, and who to contact for more information.

TEXT SPACE

Use this space for information about weekly giving, weekly attendance, special announcements, ministry updates, or other information you would like included in your bulletin.

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FEATURED CONTENT

Use this area for a special feature, such as a special announcement, ministry update, or upcoming event. Consider adding a photograph or illustration to make this space more eye-catching. Use this area for a special feature, such as a special announcement, ministry update, or upcoming event. Consider adding a photograph or illustration to make this space more eye-catching. Use this area for a special feature, such as a special announcement, ministry update, or upcoming event.



Tell members where to go to learn more.

THE BIGGEST CHANGE SINCE THE PRINTING PRESS

↙ The Digital Revolution

We are in the most significant change to human communication since the printing press.

- The average person spends over **2.5 hours a day** on social media platforms.
- This is where our community and potential visitors are **already spending their time.**
- Social media isn't just a low-priority announcement board; it's **a vital first impression and a key entry point for newcomers.**



WHY SOCIAL MEDIA MATTERS FOR THE CHURCH

Beyond the Weekend

Your online presence is an extension of your ministry.

01

First Impressions: People are using social media as a search engine to find out about your church before they ever step foot inside.

02

Real-Time Communication: Instantly share urgent updates, prayer requests, and event promotions.

03

Content Development: Craft relatable, engaging content that resonates with communities.

04

Community Building: Foster a sense of belonging and discipleship that extends throughout the week, not just on Sundays.

05

Wider Reach: Connect with inactive members, homebound individuals, and people outside your immediate geographic area.

WHAT SHOULD WE POST? (THE 70/20/10 RULE)

A balanced approach to content ensures your posts are meaningful and not just "sales pitches."

01

**70%
Community-Building**

Behind-the-scenes moments, testimonials, photos from events, prayer requests, and questions to spark engagement.

02

**20%
Educational/Inspirational**

Short sermon clips, Bible verse graphics, and explanations of faith-based concepts.

03

**10%
Promotional**

Announcements for upcoming events, service times, and special programs.

TURNING "POSTS" INTO "INVITES"

THE POWER OF AN INVITATIONAL CULTURE



Create a Theme

Build a sermon series around a topic that interests non-believers, like relationships, purpose, or overcoming anxiety.

Share the "Why"

Create posts that explain why people should care about the series. Use short videos or compelling graphics.

Offer a Next Step

Use a clear call-to-action on every post: "Share this with a friend," "Tag someone who needs to hear this," or "Invite your neighbor."

INTRODUCING... CANVA!

Canva is a free, **user-friendly** tool that puts **professional level** design in your hands.



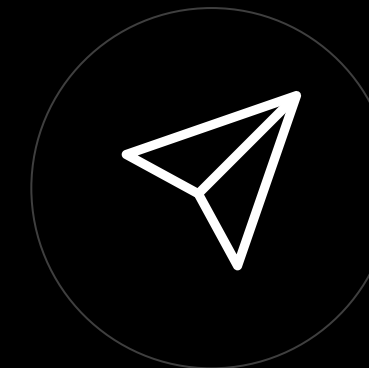
Drag-and-Drop Interface



Brand Consistency



Church-Specific Templates



Easy to Share

BLAND TO BEAUTIFUL IN 5 MINUTES (CANVA DEMO)

Let's Do This Together!

01

Start with a blank canvas or a basic template.

02

Use the search bar to find a relevant image.

03

Add text and customize the font and colors to match your church's brand.

04

Add a clear call-to-action (e.g., service times, a link to the website).

05

Show how to resize the design for different platforms (Instagram, Facebook Story, etc.).

PLATFORM MARKETING: ENHANCING BRAND IDENTITY

Leveraging Visual Content for Impactful Storytelling

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc aliquam ante orci, quis aliquam neque vestibulum non. Nunc a elementum est. Nam ac turpis sit amet ex facilisis vestibulum id eget arcu.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc aliquam ante orci, quis aliquam neque vestibulum non. Nunc a elementum est. Nam ac turpis sit amet ex facilisis vestibulum id eget arcu.

- High-Quality Visuals: Prioritize compelling images and videos to capture attention.
- Dynamic Content: Use short-form videos, stories, and live sessions to engage viewers.
- Creative Collaboration: Partner with creative influencers and content creators.
- Consistent Aesthetics: Maintain a uniform visual style that reinforces brand identity.

RECAP & NEXT STEPS

IT'S TIME TO BRING YOUR CHURCH'S MESSAGE TO LIFE
VISUALLY.



Remember the Mission

Use social media as a tool for ministry, not just marketing.



Embrace Canva

Start with one design this week for an upcoming sermon or event.



Start Simple

Don't feel you have to be on every platform. Pick one and do it well.



Collaborate

Share the responsibility and empower others in your church to help.

THANK YOU!

GET IN TOUCH



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