

# LIFEWISE ACADEMY



## SOCIAL MEDIA INVENTORY

It is important to have a social media presence at all stages of your LifeWise program— and we've got you covered! This inventory walks you through the stages of your program from the beginning through after the launch of your program. Throughout these stages, it is important to maintain your social media feed, follow-up with any questions or posts to your program's site and fill it with lots of attractive and informative content.

These posts can be used as inspiration or you can copy and paste them right into your social media feed. Check off the posts that you use so you can keep track and not mistakenly double-post if you are working with a team.

Instructions on how to post the media resources that go along with these posts:

- ◆ **YouTube or Video:** Copy and paste video links directly into your social media post
- ◆ **Templates:** Templates can be found in the [Social Media Template Library](#) and be modified by using a free [Canva](#) account
- ◆ **Facebook or Instagram Images:** Open either the Facebook or Instagram image, download the image to your computer then upload the photo into your post
- ◆ **[PROGRAM] Images:** Once your program has started, there is room for you to insert photos of your own! Use the text and then upload your own program's photos as you begin to share your own unique LifeWise photos and stories on social media.

### Community Engagement

- Text 1:** What is LifeWise Academy? Find out why the words “During School Hours” are changing history!
  - ◆ **Video:** <https://youtu.be/wVN0Ff3c-AQ>
- Text 2:** Yes, released time religious instruction is legal and [here is why](#).
  - ◆ **Video:** <https://youtu.be/Of-D81CEMF8>
- Text 3:** It only takes one person to get a LifeWise started in your community! Do you want to help get a LifeWise started in your area? Sign our community interest list at [lifewise.org/interest](https://lifewise.org/interest) and share this [Virtual Class Tour video](#) to show others what LifeWise can do in your community!
  - ◆ **Video:** <https://youtu.be/f046my1x5s4>
- Text 4:** Check out this video of how LifeWise is helping to [Build a Foundation](#) in student's lives that will eventually lead them to become pillars in their communities. Start a LifeWise in your by signing the interest list at [lifewise.org/interest](https://lifewise.org/interest) and sharing the list with others.
  - ◆ **Video:** <https://youtu.be/zV5jR4fIGCE>
- Text 5:** “[This Is Our Future](#)”! Please help get LifeWise in your community as LifeWise has the potential to change lives forever!
  - ◆ **Video:** <https://youtu.be/s2VSIxugxzM>

- **Text 6 (for a Suburban Community):** LifeWise can transform any community! Watch a story of how LifeWise has changed a community like ours.
  - ◆ Video: <https://youtu.be/FFufz4U8fIA>
- **Text 6 (for an Urban Community):** LifeWise can transform any community! Watch a story of how LifeWise has changed a community like ours.
  - ◆ Video: <https://youtu.be/x1LkhnjA9I0>
- **Text 6 (for a Rural Community):** LifeWise can transform any community! Watch a story of how LifeWise has changed a community like ours.
  - ◆ Video: <https://youtu.be/-D5VdAk9IlgQ>

## 2-6 Months Before Launch

- **Text 7:** Meet the Director of LifeWise [PROGRAM]! [He/She] will be serving others and make a life-changing impact on students with the gospel. We are very grateful for [his/her] dedication to bring LifeWise to our community!
  - ◆ **Modify then Download Template:** [Meet the Director Template](#)
- **Text 8:** Grab a tissue and listen to this [Impact Story](#) of why LifeWise matters: now and for eternity.
  - ◆ Video: [https://youtu.be/\\_PI95dHBjYo](https://youtu.be/_PI95dHBjYo)
- **Text 9:** [Watch this video](#) of how one little boy has influenced his family because of what he learned at LifeWise.
  - ◆ Video: <https://youtu.be/S4ROsJlbH3Y>
- **Text 10:** LifeWise Academy is 100% funded by private donations from local fundraising efforts. Thank you to our donors for making it possible for us to teach kids about the Bible!
  - ◆ **Download Image:** [Facebook Image](#) | [Instagram Image](#)
- **Text 11:** LifeWise [PROGRAM NAME] is getting off the ground and we need support from our community! Make a difference in a student's life by volunteering your time at LifeWise. Apply to be a volunteer today at [PROGRAM WEBSITE].
  - ◆ **Download Image:** [Facebook Image](#) | [Instagram Image](#)
- **Text 12:** Be a part of our amazing LifeWise team! We have many opportunities open: check out these opportunities.
  - ◆ **Modify then Download Template:** [Facebook Template](#) | [Instagram Template](#)
- **Text 13:** We are getting ready to launch on [DATE] in [SCHOOL NAME(S)]! We are excited to announce that we are now enrolling students for the [SCHOOL YEAR]. Register your student today by going to [WEBSITE].
  - ◆ **Download Image:** [Facebook Image](#) | [Instagram Image](#)
- **Text 14:** Sponsor a student to attend LifeWise! You can sponsor a student by joining our [SPONSOR A STUDENT CAMPAIGN OR FILL THE BUS CAMPAIGN]. Just select an amount and know that you are changing a life.
  - ◆ **Modify then Download Template:** [Sponsor a Student Campaign](#) or [Fill the Bus Campaign](#)
- **Text 15:** Pass this link [LINK TO PROGRAM WEBSITE] to friends who have students who you think would want to be a part of LifeWise! Share what a difference it has made to you and your family.
  - ◆ **Download Image:** [Facebook Image](#) | [Instagram Image](#)

- **Text 16:** LifeWise Academy operates during the school day, so students can still participate in before and after school programs!
  - ◆ **Download Image:** [Facebook Image](#) | [Instagram Image](#)

## 1 Month Before Launch

- **Text 17:** LifeWise takes students through the entire Bible: from Genesis to Revelation. Take a look at the [LifeWise Curriculum](#) to see what we teach at LifeWise!
  - ◆ **Download Image:** [Facebook Image](#) | [Instagram Image](#)
- **Text 18:** Beep beep! The LifeWise bus is so excited to be filled with happy students!
  - ◆ **Use Image:** [PHOTO OF YOUR PROGRAM'S BUS]
- **Text 19:** Check out our LifeWise classroom this year! We are setting up our supplies and getting the Bibles ready for our students!
  - ◆ **Use Image:** [PHOTO OF YOUR PROGRAM CLASSROOM]
- **Text 20:** Meet your [PROGRAM] LifeWise Teacher(s) for this year! [SUMMARY OF TEACHER(S)]
  - ◆ **Modify then Download Template:** [Teacher Photos Template](#)
- **Text 21:** Only [TIME] left until the first day of LifeWise at [PROGRAM NAME]. Remember to register your student(s) at [WEBSITE] and share this link with your friends.
  - ◆ **Download Image:** [Facebook Image](#) | [Instagram Image](#)

## Launch Month

- **Text 22:** As we are getting ready to launch, we want to share this verse with you that has been on our heart as we are ready for LifeWise students to arrive.
  - ◆ **Modify then Download Template:** [Verse Template](#)
- **Text 23:** Are you excited to see if there is a LifeWise program near your family and friends so they can also be a part of this life changing movement? Visit [lifewise.org/interest](http://lifewise.org/interest) and search for a school district and see if a LifeWise program is coming to their community!
  - ◆ **Download Image:** [Facebook Image](#) | [Instagram Image](#)
- **Text 24:** From students to teachers, volunteers and staff—everyone involved has been positively impacted by LifeWise! Click here [PROGRAM WEBSITE] to find out more about LifeWise and how you can get involved.
  - ◆ **Download Image:** [Facebook Image](#) | [Instagram Image](#)
- **Text 25:** Look how much students at LifeWise [PROGRAM NAME] love learning the Word of God!
  - ◆ **Use Image:** [IMAGE OF STUDENTS IN YOUR CLASSROOM]
- **Text 26:** This week, LifeWise students learned [CHARACTER QUALITIES] and how to apply these character qualities they learn from key Bible passages to their lives in class, at home and in their communities! Ask your student what character quality they learned about this week.
  - ◆ **Use Image:** [IMAGE OF STUDENTS FROM YOUR PROGRAM]

## Month After Launch

- **Text 27:** We are so thankful for the public schools coordinating with us to make LifeWise possible. Thank you to all of the public educators who go the extra mile to impact students!
  - ◆ **Use Image:** [IMAGE OF GROUP OF STUDENTS AND VOLUNTEERS/TEACHERS IN YOUR PROGRAM]

- ❑ **Text 28:** Thanks to all the donors, volunteers and prayer warriors who made LifeWise [Program] possible!
  - ◆ **Use Image:** [IMAGE OF STUDENTS IN YOUR PROGRAM]
- ❑ **Text 29:** LifeWise makes us smile!
  - ◆ **Use Image:** [IMAGE OF SMILING STUDENT(S) IN YOUR PROGRAM]
- ❑ **Text 30:** Happy teachers make happy classrooms!
  - ◆ **Use Image:** [IMAGE OF SMILING TEACHER(S) IN YOUR PROGRAM]
- ❑ **Text 31:** Pray for us as we continue to reach out and invite more students to join us and learn about the Bible.
  - ◆ **Use Image:** [IMAGE OF STUDENT PRAYING IN YOUR PROGRAM]

## Live Programs (tips and tricks for continuing after launch)

Be creative with your content! You can come up with a short-term campaign or a weekly theme to engage with your audience. Check out the resources in the [Template Library](#). We are continually adding creative content and post ideas.

### Hashtags

Use hashtags to build interest outside of your program community.

- ◆ #lifewiseacademy #bibleeducation #duringschoolhours #changinglives

### Generic Posts

Brand generic text and photo posts by using these LifeWise templates:

- ◆ Basic Text Post (add your own text)
  - ◇ [Facebook](#) | [Instagram](#)
- ◆ Basic Photo Post (add your own photos)
  - ◇ [Facebook](#) | [Instagram](#)

### Holidays & Special Events

Celebrate holidays and important events in your community with a special post and LifeWise images! Find template updates in the [Social Media Template Library](#) and the Lowdown weekly newsletter.

### Program-Specific Posts

Harness the power of social media in informing people about specific things happening in your program.

- ◆ Now Hiring
- ◆ Banquets
- ◆ Summer Plans/VBS
- ◆ [Prayer Meeting](#)

### Short-term Campaigns

- ◆ **Countdown to Launch:** share regular updates as your program approaches launch
- ◆ [Fundraising Campaign:](#) launch a time-bound campaign to raise donations for a specific need or event

### Theme Ideas

- ◆ **Make it Happen Monday:** Designate Monday as a day to share current needs and provide an opportunity for followers to meet those needs
- ◆ [Quote of the Week:](#) Share a quote from a student toward the end of each week

- ◆ **Feel Good Friday:** Each Friday, share an impact story or action photo from the week
- ◆ **This Week's Lesson:** Share a brief description of the week's lesson along with a photo of the character quality poster
- ◆ **Teacher/Volunteer Spotlight:** Highlight teachers and volunteers in your program as a way to say "thank you" and recognize their hard work