

Additional Handout

God Never Changes Even When Social Media Does!

let's take a look the top platforms—along with the changes—and see how we can apply them in practical ways.

FACEBOOK

We need to change the way we post and make it easier for people to engage with. For example, let's look at this slide:

Peace I leave with you; my peace I give to you. Not as the world gives do I give to you. Let not your hearts be troubled, neither let them be afraid. John 14:27 ESV

In the past, this graphic would have been shared, commented on, and engaged with—with almost no effort other than creating it.

Not anymore.

Now, we must help people engage and give them context to help them related.

Here is how I would phrase the text part of my post:

How do we find peace in a world that appears to be falling apart? For me, it's by changing my focus. This picture is one I took while I was recently on a plane that illustrates how I find peace.

We were flying through thunderstorms and finally coming above the storms that had caused such turbulence at the beginning of the flight. For me, this image is a reminder that God is still there and still shining His light, even if I'm stuck in the storm and can't see Him.

When I'm in a difficult situation or hear about something catastrophic on the news, I look for ways God is working in these tragic situations. I think about those who worked tirelessly to save people in the path of the flood in Texas—some at the expense of their own lives.

I look for the stories that don't grab news headlines—real people, doing real things, in a way that walks out God's provision and love. When I begin looking for that—under the headlines—I find way more than I ever expect. And that brings me peace. God at work isn't a headline our world values. But that doesn't mean He's not there. So, I'll ask the same question again, how do you find peace in our world today? I'd love to know your thoughts!

This picture is one I took while I was recently on a plane. For me, it's a reminder that God is still there and still shining His light, even if I'm stuck in the muck and can't see it.

Facebook still makes it harder to engage with a professional page rather than a personal profile. HOWEVER, they have provided a work-around. In a very practical and un-Facebook solution

we now have the option of choosing to engage professional mode on our personal profile. I strongly recommend this. Here are some advantages to choosing professional mode:

1. Monetization Features, like reels and ads on reels, as well as subscription options.
2. Analytics: This is a big one. By turning on this mode you can see all your important analytics on every post.
3. Access to Professional Mode Content Creation:
4. Create reels with additional options, and cros-post to Instagram.
5. More Algorithm Visibility: Currently this professional mode does give us a boost in the algorithm.

X (Formally TWITTER)

This network is still valuable, and one of the foundations of engagement is using hashtags effectively. In addition, X does rely on consistency, relevance and engagement. If we don't engage, others won't bother with us. Another thing that will help build visibility on X is to create conversations—multiple posts that pertain to a single topic.

Here are some tips to get X in shape to increase your visibility:

1. Bio tip: Make it mission-focused and engaging. You should come across in your bio as someone the readers wants to know.

Example: Author, blogger & photographer traveling through life with ink-stained fingers & a camera as I explore God's world through #creativity #writing #soulcare

2. Pinned Tweet: Your best intro, sample post, or book/speaker link

“If you need a voice that blends truth, grit, and grace — I write for you.”

3. Post Consistently — Short & Impactful

- Ideal schedule: 1–2 tweets per day
- Post types that perform:
 - **Mini-devotionals or micro-reflections**
“When God feels silent, He’s often working on the part of the story you can’t see yet.”
 - **Behind-the-scenes of writing/speaking**
“Just sent the draft for my new talk: ‘When Life Doesn’t Feel Redeemable.’ It’s the most personal one yet.”
 - **One-liner wisdom**
“The enemy wants your silence. God wants your surrender.”

3. Use Threads to Share Substance

Threads work beautifully for writers. Try:

- “5 things I’ve learned writing my latest devotional”
- “Here’s what I wish every event planner knew about faith-based speaking”
- “This story broke me—and then God rebuilt me through it 📖”

Thread Format Tip:

Hook → numbered points → short sentences → a conclusion with takeaway or CTA

4. Engage to Be Seen

- Don't just post — **reply meaningfully** to:
 - Other Christian writers
 - Event planners
 - Podcasters/editors in your space
- Your replies are content. Thoughtful ones get visibility.

5. Use Strategic Hashtags & Keywords

While the culture on X doesn't use tons of hashtags, they still help in discovery. Examples:

- #ChristianWriter #FaithSpeaker #DevotionalThoughts

Or:

“Just recorded a keynote on #grace. Still amazed at how God uses our weakest chapters.”

6. Curate and Retweet Content that Aligns with Your Message

- Share others' posts with a meaningful comment
- Quote-tweet a Bible verse with a fresh reflection
- Lift others up: “If you don't know @__'s writing yet, start here 📌”

7. Announce & Share Speaking Events

- “Heading to Mesquite Corners Women's Conference this weekend to share a message on ‘Hope After the Silence.’ Would love your prayers.”
- Then later:
- “Still processing the stories I heard after speaking. Women carry so much unseen. Humbled and grateful.”

LINKEDIN

This (along with Pinterest) is a sleeper that's well worth our time. Speakers in particular benefit from this platform.

Here is why LinkedIn is so valuable:

- **Highest organic reach** of any major social media platform right now
- Home to **decision-makers** (event planners, podcasters, corporate/faith orgs)
- Ideal for **storytelling + thought leadership**
- Less noise, more room for **depth and reflection**
- Faith-based content is **welcomed** when presented authentically and professionally

Here are some concrete ways to engage on LinkedIn:

1. Optimize Your Profile for Connection, Not Just Credentials

- **Banner:** Branded, with tagline + website
- **Headline:** Go beyond your job title — e.g., “Speaker | Author | Encouraging weary hearts with truth & story”
- **About section:** Tell your story. Include:
 - Who you serve
 - Your transformation/message
 - A call to action (e.g., “Let's connect” or “Book me to speak”)

2. Post 2–3 Times a Week Using These Styles:

Thoughtful Reflections

“I used to believe rest was earned. But then burnout broke me—and God rebuilt me with grace...”

Use storytelling. End with a question.

Behind-the-Scenes of Writing/Speaking Life

“I just finished the last chapter of my next devotional—and I cried the whole way through.”

Snippets from Talks or Books

“In a recent keynote, I shared this: ‘You don’t have to be strong to be called—you just have to say yes.’”

Engage with Others’ Content

Comment meaningfully, especially on event planners, publishers, editors, or like-minded writers.

3. Be Findable by Event Planners

- Add “Available for Speaking” to your headline or profile
- Upload **videos or podcast clips** to your Featured section
- Share clips or takeaways from past speaking events
- Write a post series like “5 Things I’ve Learned From Speaking to Tired Women”

4. Build Relationships Intentionally

- Send connection notes like:
“Hi __, I’m a writer and speaker encouraging women through faith and story. I’d love to connect with like-minded voices.”
- Thank people for insightful posts
- After interacting 2–3 times, offer value:
“I really appreciated your recent post about __. If you’re ever looking for a guest on [topic], I’d be honored to share.”

PINTEREST

Again, this is a great network for authors and speakers. If you need a good example for a vibrant and valuable Pinterest account, Visit Michelle Bengtson:
Hope Prevails, Dr. Michelle Bengtson drbhopeprevails

Here are some tips to use it more effectively:

1. Set Up Your Profile for Discovery

- Convert to a **Business Account** (free)
- Add:
 - Branded profile image
 - Description: “*Author & speaker helping women find hope through faith, story & Scripture.*”

- Link to website or Linktree

2. Create Targeted Boards

Each board should serve a specific audience or content theme. Examples:

- “Faith-Based Devotionals”
- “Christian Writing Tips”
- “Speaking Inspiration & Quotes”
- “Quiet Time Ideas for Women”
- “Christian Book Recommendations”
- “Hope for the Weary Soul”

Use searchable titles and fill the descriptions with **relevant keywords**.

3. Create interest boards (boards that bring people to your interests. This is the perfect way for your readers to get to know who you are and learn fun things.

- hobbies
- colors
- things that help with life

4. Pin the Right Types of Content

For Writers:

- Blog post links
- Devotional excerpts
- Quote graphics
- Writing prompts
- Book launch content
- Freebies (e.g. “10 Scriptures for Tired Writers” PDF)

For Speakers:

- Event recap blog posts
- Speaker one-sheet or booking page
- Clips from speaking engagements (linked to YouTube or blog)
- Quotes from your talks
- “What to expect when you hire me” checklist pins

5. Utilize the built in search engine

- click in the search box
- scroll down until you see “Popular on Pinterest”
 - pinning something from any of those topics that fit one of your boards will increase your visibility immediately.

6. Design Branded, Clickable Pins

Use **Canva templates** sized for Pinterest (1000x1500 px).

Each piece of content should have 2–3 pin versions with:

- Clear headline (e.g., “5 Devotionals for Burnout Recovery”)
- Subheading for clarity (e.g., “Christian encouragement for women”)
- Website URL
- Consistent colors/fonts

Pro Tip: You don't need a new blog for every pin. **Pin multiple images** linking to the same piece.

7. Repurpose Content You Already Have

Examples:

- Turn each blog/devotional into 2–3 pins
- Take a carousel post from Instagram and redesign it for Pinterest
- Pin your YouTube videos (yes, they work well!)
- Create a board for each talk or keynote theme

YOUTUBE

Again, very valuable. People are hungry for real connections. Hearing and seeing someone talk builds that in. YouTube is **Google's #2 search engine**, and it favors:

- Consistent content over polished perfection
- Thoughtful insights over trending fluff
- Personality-driven content over branding gimmicks

Perfect for: **faith-filled storytelling, speaking samples, devotionals, and author platforms.**

Here are some ways to use it effectively:

1. Channel Art + Bio

- Clear tagline: *“Helping weary hearts find hope through story & Scripture.”*
- Banner with your face, message, and website
- About tab: Include who you help, how, and links to books/speaking

2. Create Playlists for Content Pillars

- Example:
 - “Mini Devotionals”
 - “Writer Life & Tips”
 - “Speaking Clips”
 - “Behind the Book”

7 Video Types That Work for Writers & Speakers

1. Mini-Devotionals (3–5 min)

“Today’s verse is Psalm 34:18. When I first read it, I didn’t believe it. But then...”

- Add subtitles
- Add reflection + CTA: “What verse helps you when you’re weary?”

2. Book Trailer or Reading

“Let me read you a section from Chapter 4...”

- Pair visuals or light music
- Add call-to-action: “Grab your copy at the link below.”

3. Behind-the-Scenes

“Here’s how I plan my talks when I’m asked to speak on short notice...”

- Build trust
- Show your process, workspace, planning, mess-ups

4. Speaking Clips

“Here’s a short excerpt from my recent message at (event name)...”

- Edit into 2–5 minute reels
- Add text overlay or title cards
- Great for event planners and podcast scouts

5. Encouragement Videos

“To the writer who feels unseen today: This is for you...”

- Straight-to-camera, intimate and warm
- Build deep resonance and loyalty

6. Collaborations / Guest Appearances

- Interview another author, speaker, or reader
- Cross-pollinate audiences
- Use “faith + creativity” or “writing + healing” as themes

INSTAGRAM

This network is a bit of a mess right now. They’ve changed the algorithm drastically and no one is really sure what works best. It seems that carousels and reels are still favored in the algorithm.

Here are some ways to use it effectively:

1. Optimize Your Profile

- **Bio = your elevator pitch**
“Christian speaker & author helping weary souls find hope through truth & story”
- **Call to Action**
“↓ Grab my free 5-day devotional” or “📧 Join my email list for writer encouragement”
- Use **Link-in-Bio tools** like Linktree (my favorite), Beacons, or Squarespace Bio

2. Use Carousels for Deep Thoughts

- Carousels let you post multiple slides (like mini blog posts!)
- Great for:
 - Book quotes with reflection
 - “3 lessons from my latest keynote”
 - Writing process tips
 - Scripture + application
- Format: HOOK ➡ □ Story/Insight ➡ □ Encouragement ➡ □ CTA (“Save for later” or “Comment below”)

Here are my indepth notes from my **CREATE CAROUSELS THAT CONVERT** mini class

Carousels are enjoying a comeback on IG. For a long time the only way to get noticed on IG was to post reels. That has led to a glut in reels and IG is trying to fix the imbalance. So they’re giving preference to carousels.

What is a carousel? It’s multiple pictures in a single post.

People can consume the content at their own pace.

Types of carousels

1. Stacked style
2. From YouTube videos — stills with one (maybe two) short video
3. Make a listicle — centered on a list that can be a hook
4. Mini preview of your book
5. Freebie preview great way to send them to your email subscription

Use the same font as the platform to create consistency

If you're creating this on your computer

Cheats for fonts:

Normal — Roboto Bold

Elegant — Arapey

Directional — Nuniti Sans Condensed

Literature — Source Serif Pro

Why Carousels

1. Create a strong profile experience (pin to the top of your grid)
 2. Easy to make from repurposed content (reels, YouTube) and you can use the carousel to create video
 3. Using reels PLUS carousels as well as posts and stories means you're fully using the app. Insta knows this and will reward your usage. Also makes you more discoverable.
 4. 3 places people can see your carousel
 - Feed
 - Explore
 - Recommended reels
1. Carousels often come up multiple times (different slides)

3 things to focus on to Create Better Carousels

1. Flow of your individual slides. Most important ones are the first two. Slide one is the hook, slide 2 is your second hook. can also be shown by Insta in the feed. Don't overstuff each slide with copy or visuals. Each slide should be a good for the next. You can do up to 20 slides, but 10 remains the most consumed. Final slide, CTA. This can be to click something, save the carousel, save, engage.
2. Visuals and text on the slides. Avoid heavy graphic and text. Organic. 3 types of carousels: 1) photo-centric 2)video carousels, keep text to one line so it's not too busy 3) photo/video = graphic. Still beware of adding too much text

The topic your carousel about. 1) educational 2) behind the scenes 3) storytelling (authority thought-leader content)

3. Use Reels to Speak Directly to Your Audience

Reels don't have to dance! Try:

- 30–60 second talking-head clips:
“One thing I tell every weary writer: You're not failing. You're fighting.”
- Reading a powerful quote from your book
- Behind-the-scenes from speaking events

Tips: Add captions. Use trending sounds if they fit your tone.

4. Write Captions Like Micro-Blog Posts

Instagram is **still a writer's platform**—if your captions pull people in:

- Use a bold first line (the hook)
- Share a story, then connect it to your message
- End with a call to action (question, “save this,” link in bio, etc.)

5. Engage Intentionally

- Comment on posts from readers, fellow authors, event hosts, and podcast accounts
- Use the **Stories reply feature** to start real conversations
- Answer DMs personally—this is where connection becomes relationship

6. Highlight Speaking Events with Photos or Stories

- Post before/during/after of speaking events
- Use “Speaking” or “Books” as Highlights on your profile
- Even a static photo with a reflection caption builds trust

7. Leverage Book & Message Content

- Break chapters into quotes + carousels
- Ask for user-submitted photos with your book
- Share a “Reader Response of the Week” via Stories

8. Use Templates to Save Time

- Tools like Canva offer drag-and-drop templates for:
 - Quotes
 - Devotional carousels
 - Event promotions
- Brand them with your colors + fonts so your feed stays cohesive