



Easter Digital Refresh Checklist

Take 15-20 minutes to walk through these quick updates so guests can easily find and engage with your church this Easter.

Pinned Content

- Pin your Easter invitation post to the top of your Facebook page
- Pin your Easter invitation post to the top of your Instagram feed
- Remove any old pinned post if needed to make room or to keep things fresh

Instagram and Facebook Stories

- Publish an Easter invitation to stories
- Add a slide encouraging people to invite someone
- Post an Easter promo graphic to Stories each week leading up to Easter
 - 4 weeks prior to Easter
 - 3 weeks prior to Easter
 - 2 weeks prior to Easter
 - 1 week prior to Easter
- Create an “Easter” highlight on Instagram to save stories about Easter events, invitations and activities

Instagram Bio

- Confirm your church homepage link is in your Instagram bio
- Add a link to your Easter landing page
- Set a reminder to remove Easter landing page link post-Easter

Easter Landing Page

- Review the page with first-time guests in mind
- Remove or simplify insider church language
- Make the tone warm, welcoming and easy to understand
- Ensure service time(s), location(s) and event details are clear and easy to find