

GO INTO THE WORLD

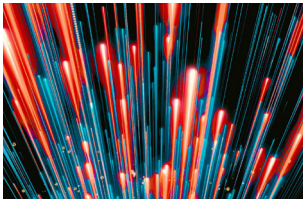


Jesus commanded us to “go make disciples of all the nations”. Use the “Go Into The World” SZN Kit to teach your church about the great mission.

COLOR PALETTE



ELEMENTS



FONTS

This set of fonts is available for free for all Adobe Creative Cloud subscribers on fonts.adobe.com.

TITLE & BODY FONTS

Shuttleblock Condensed Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Neue Haas Grotesk Display Pro Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

■ SHOT LIST

Creating a shot list for your photographers is key to getting content that you'll need to post on social media. A shot list is going to give your photographers direction instead of shooting what they "think" you need. Here is a shot list template:

SUNDAY EXPERIENCE

- Worship
(vocalists, musicians, congregation)
- Speakers
- Special moments in service
- Volunteers
- Your community (focus on faces in your lobby, parking lot, laughing, praying for each other)
- Kids Min (check in, classes, volunteers)

CREATIVE SHOT LIST

- Trendy reels
- Items that make your church unique
- Classes
- Church building
- Candid shots of church members
- Communion
- High-fives
- Coffee
- Merch

■ SOCIAL MEDIA CALENDAR

Create a Social Media Calendar. Give access to anyone who will be posting on your social media account.

SUNDAY: Service Kick-Off | Audience: Your community

Post a photo of a volunteer, worship, community with info about your services.

MONDAY: Sunday Highlight Reel | Audience: Your church

Create a reel using church b-roll to share what happened at your services.

TUESDAY: Sermon Clip | Audience: Everyone

Share a reel using a clip that is relatable to people beyond your church.

WEDNESDAY: Relatable Topic | Audience: Everyone

Post a carousel that shows your audience how to navigate life's challenges.

(Ex: anger, fear, loneliness, relationships, sadness, doubt.)

THURSDAY: Upcoming Events | Audience: Your church

Create reel or carousel showing what students are doing during downt time.

FRIDAY: Unique items or people of your church | Audience: Your community

Share your church values, testimonies from your members, or honor a volunteer.

SATURDAY: Invitation to Sunday Services | Audience: Your community

Create a reel using b-roll to show what people can expect when they attend your church. Include your service times and any information your church members and guests need to know.