

A Social Media Ministry Built for Churches

We manage your church's social media so you can focus on ministry



About Us

Ministry-Minded Media was created to help small and medium-sized churches communicate clearly through social media. Today many first-time guests interact with a church online several times before ever visiting in person. Unfortunately, many churches struggle to keep their social media active and consistent. *We exist to bridge the gap between first exposure and a first-time visit.*

Caleb is a high-energy, creative professional with a decade of ministry experience, offering a clear and effective approach to social media for churches. He helps ministries turn online engagement into real-world connection.

Call or text today to get started.

- ✓ Packages for just \$349
- ✓ Content packages for churches of every size
- ✓ Monthly quality-control call to keep you informed
- ✓ Custom add-ons and specialty services are available upon request



Digital Presence

We help your church stay visible online with consistent, professional posts that communicate your ministry clearly.



Fresh Style

Modern graphics and engaging posts that show your church is active and welcoming.



Ministry-Minded

Created by someone serving in ministry who understands the mission and message of the church.



937-367-7134

These examples show the types of graphics, announcements, and posts we regularly create to help churches communicate clearly with their members and community.



Sermon Graphics



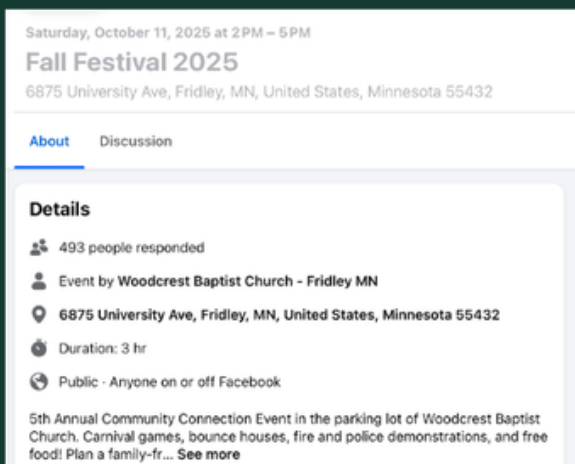
YouTube Thumbnails



Event Announcements



Facebook Thumbnails



Event Managements & Promotions



Interactive Posts



Spiritually Engaging Posts



Every church is different. We create posts that reflect your church's voice, ministry, and community.

Why Churches Choose Ministry-Minded Media

Churches today often struggle to keep up with the demands of consistent social media communication. While many ministries recognize the importance of having an online presence, most pastors and staff simply do not have the time to manage it effectively.

Ministry-Minded Media exists to help churches communicate clearly, consistently, and professionally online so their message reaches people in the community.

Ministry Experience Matters

Ministry-Minded Media was built by someone actively serving in ministry as a pastor. That means your church's message, tone, and testimony are handled with the care and discernment that church communication requires.

Our Goal

We remove the pressure of managing social media so church leaders can focus on shepherding their people while their church's online presence remains active, clear, and welcoming. Our focus is social media management rather than website design, allowing us to specialize in helping churches communicate consistently online.

The Reality Many Churches Face

- Social media is often managed by volunteers with limited time
- Posting becomes inconsistent or stops altogether
- Graphics and messaging lack consistency
- Pastors spend hours preparing posts instead of focusing on ministry
- Your church's online presence does not reflect the life of your ministry
- Keeping content fresh – coming up with ideas for posts can be difficult

Why This Service Is Different

- Designed specifically for churches
- Affordable for small and medium-sized ministries
- Managed by someone with ministry experience
- Focused on clear communication and outreach

Why Churches Trust Ministry-Minded Media

- Built by someone serving in ministry
- Designed specifically for church communication
- Focused on outreach and member engagement
- Affordable for churches without media staff



Frequently Asked Questions

1) Will social media guarantee new visitors?

No single tool guarantees new visitors — not social media, a church sign, or a newspaper advertisement. Church growth usually comes through a combination of personal invitations, outreach efforts, community reputation, and clear communication.

However, many people today interact with a church online before ever visiting in person. A consistent and welcoming social media presence helps ensure that when someone looks up your church, they see an active ministry that communicates clearly and cares about its community.

Even when visitors do not come immediately, social media still helps churches remain visible in their community and communicate effectively with their members. Planting and watering are part of a process; social media is becoming an increasingly important part of that process.

2) Why shouldn't we just have a volunteer manage our social media?

Many churches rely on volunteers, and their help is valuable. However, volunteers often have limited time and may not have experience with design, communication strategy, or consistent posting. Ministry-Minded Media provides reliable management so your church's communication remains consistent while freeing volunteers and pastors to focus on ministry.

3) What social media platforms do you manage?

Ministry-Minded Media primarily manages Facebook, Instagram, and YouTube. While many churches ask about website design, our service is designed to strengthen your church's communication and outreach through social media platforms. While we don't build or maintain websites, we ensure your social media clearly connects to your church's existing website.

4) How much time will this save our pastor or staff?

Many pastors spend hours each week preparing graphics, writing posts, and managing announcements before considering social media. Designing and scheduling social media content across multiple platforms can quickly take valuable hours each week away from ministry responsibilities. Ministry-Minded Media handles these tasks so pastors and staff can focus on shepherding people and preparing for ministry.

5) Is this service affordable for a small church?

Hiring even a part-time staff member to manage media could cost \$12,000 to \$20,000 per year. Ministry-Minded Media allows churches to maintain a professional and consistent social media presence for a fraction of that cost without adding staff or additional responsibilities.

6) Will we still have control over what gets posted?

Absolutely. Churches remain fully in control of their messaging. Content is created to support your ministry, and communication with church leadership ensures posts reflect the church's priorities and activities. The goal is to support the church's communication through social media, not replace its leadership.

FAQ Continued

7) How does social media actually help our church's ministry?

Many people today interact with a church online before attending in person. Social media allows churches to communicate throughout the week, highlight ministries, encourage members, and provide a welcoming first impression to the community.

A consistent presence helps churches:

- Communicate announcements clearly
- Promote events and ministries
- Present a welcoming first impression
- Maintain visibility in the community

8) How does this help us communicate better with our own members?

Social media is not only for outreach; it is also a helpful communication tool for the church family. Consistent posting reminds members about upcoming events, ministry opportunities, service times, and church announcements.

9) Why should we choose Ministry-Minded Media instead of another media company?

Ministry-Minded Media was created specifically to serve churches. Rather than approaching communication purely from a marketing perspective, this service is designed with ministry priorities in mind and focuses on helping churches communicate clearly and represent their ministry well online.

10) What if we want to try it before committing long term?

Churches may begin with a short-term 3-month trial period to experience how the service works and see how it benefits their ministry before committing long-term (no contract required).

11) How much involvement is required from our church?

Very little. Churches simply provide basic information about upcoming events, announcements, or sermon series. Ministry-Minded Media handles the design, formatting, and posting schedule while keeping church leadership informed through a monthly check-in.

12) What does the first month look like?

The first month is focused on learning your church and establishing a consistent communication rhythm. The goal is to make the transition simple and smooth.

Week 1 – Planning: We meet briefly with church leadership to understand your church's ministries, upcoming events, and communication needs.

Week 2 – Content Creation: Graphics and posts begin to be designed based on your church calendar and sermon schedule.

Week 3 – Launch: Your church's social media begins receiving consistent posts and promotion.

Week 4 – Review & Adjust: We review the first few weeks of content together and make any adjustments needed to better serve your church.

Ministry-Minded Media Management Tier Packages



Light = General presence in the community – \$349/month

Includes:

- 8 custom posts per month total (Avg. 2 per week)
- Facebook, Instagram, and YouTube setup/Integration
- Brand kit setup (colors, fonts, logo use)
- 1 round of revisions per post
- Monthly call with Pastor to discuss scheduling and feedback

Focus: Maintains a constant and welcoming presence online.

Salt = Make a difference – \$549/month

- Includes everything in Light PLUS:
- 1 weekly message clip (4 per month)
- 12 posts per month total (Avg. 3 per week)
- Vertical formatting for Reels
- Captioning on video
- Personalized thumbnails for livestreams and videos

Focus: Builds stronger weekly engagement with your community.

City on a Hill = A visible, growth-focused strategy – \$749/month

- Includes everything in Salt PLUS:
- 14-16 posts per month total (Avg. 4 per week)
- 6 event video promotions per year
- YouTube content & management
- Sermon series launch graphics
- Event promotion campaign posts and engagement
- Basic growth reporting + insights

Focus: A full outreach communication strategy for growing churches.

Looking for more? We offer these ministry-boosters as additional services –

- Church Directory Photo Shoot
- Staff photos
- Church website photo refresh
- One-time welcome video for your website
- Short-form commercials for social media marketing
- Ministry highlight videos
- Ministry consultation and analysis
- Bundles available!