



THE HOPE QUOTIENT

# UNLEASHING HOPE

SOCIAL MEDIA GUIDE BOOK



## Unleashing Hope in Your Church Through Social Media

A wise person once said that we can live about forty days without food, about three days without water, about eight minutes without air—but not a single second without hope. And that is why . . .

- the greatest gift leaders can give their people—*hope*.
- the greatest gift parents can give their children—*hope*.
- the greatest gift teachers can give their students—*hope*.
- the greatest gift coaches can give their athletes—*hope*.
- the greatest gift *you* can give your family—*hope*.
- the greatest gift *you* can give your friends—*hope*.
- the greatest gift *you* can give your neighbors—*hope*.
- the greatest gift *you* can give your coworkers—*hope*.

The truth is, the greatest gift you or I can give *anyone* is hope. **And through your church's social media efforts, you have the opportunity to do just that.** This social media guide is a tool that will help you facilitate this process, encourage participation, and set a framework where hope can grow. There is power in many people sharing the same message at the same time.

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### In this guide, you will find:

*In this guide, you will find a seven week plan with content suggestions that you and your church can follow. Whether you have a social media manager or team, or your only social media activity is through your staff, members, or volunteers, this plan will guide you through suggested topics, postings, and focus each week.*

**Page 3:** An overview of the campaign and use of the hashtag #hopequotient

**Page 4:** A seven week plan with content suggestions and example posts for your social media posts, verses and quotes you and your church members can share in social media resources such as graphics that will help you create a dynamic and inspiring social media campaign around #hopequotient.

**Page 22:** Appendix: An overview of social media and some great best-practices before you get started, and information about building your own Social Street Team

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## An Overview of the #HopeQuotient Campaign:

### Idea:

Everyone needs hope. Getting out of bed to face a new day, overcoming obstacles, turning your marriage or relationships around, raising your kids, excelling at work, pursuing your dreams, and more. From the little to the big, hope matters.

Unleashing hope involves building community. By sharing social posts using the hashtag #hopequotient and by following the seven week structure in this guide, your church can gather around a conversation and develop community that celebrates the hope that changes lives. Interested in learning more about hashtags? Here is a great [resource](#) from the Twitter Help Center.

### Overview of Ideas for Created Content for Social Media you'll see in the following pages:

- We've provided suggested posts that include great quotes from the book Hope Quotient as well as Bible verses, quotes from other exceptional leaders, plus some questions to engage your audience. Feel free to use these in the suggested format or mix it up to best suit your congregation!
- As you know, Twitter only allows for 140 characters per post. Next to each sample post, we've taken the character guess work out by marking posts as FB (Facebook), TW (Twitter) or (FB/TW) Facebook or Twitter—all based on the character count.

### Interested in including your own curated content?

- These are stories about hope that are happening outside the walls of the church are very relatable. Find stories, articles, and current events that show people's lives impacted by hope.
- Encourage your church to share / engage content having to do with hope.
- Deputize key (trusted) members of your community to find this content online and send it your way to vet and post.

### Resources to share:

- We've developed 3 graphics for each of the 7 weeks.
  - One graphic already has a great quote from Hope Quotient on a colorful background that matches the color of that week's factor.
  - A blank graphic that you can add a quote from Hope Quotient to, should you choose to personalize for your congregation.
  - A graphic that advertises the topic of the coming weekend's message.
- [hopequotient.com](http://hopequotient.com) where people can take the Hope Quotient assessment and buy the book.
- [unleashinghope.com](http://unleashinghope.com) for more information



- And while you are sharing hope, share Compassion! We invite you to join “Ray’s team” and sponsor a child through Compassion International—sponsor several children if you want—and break the grip of poverty for a family in one generation. Each week, we’ve included some example posts that you can post to feature this organization as a vehicle for hope around the world.

**Compassion Resources:**

- Link to sponsor a child through [Compassion International](#).
- Compassion’s [Global Poverty Fact Sheet](#).
- Compassion’s [photos](#) for use in publicity.



## Week 1 RECHARGE YOUR BATTERIES

No one does well when running on empty! This week is about building your relationship with God to levels of strength you may have never experienced before.

### 1. Suggested Posts

#### Monday

- **(FB/TW)** *When the church is focused on Christ and fueled by hope, it is the most powerful force in the world. -Pastor @RayJohnston #hopequotient*

#### Tuesday

- **(FB/TW)** *Keep your spiritual batteries charged this week! What consistently fuels you? #hopequotient*
- **(FB)** *“Your future is too important, and your family matters too much to allow yourself to be drained by the things that sap your energy.” -Pastor @RayJohnston #hopequotient*

#### Wednesday

- **(FB)** *But those who hope in the Lord will renew their strength. They will soar on wings like eagles; they will run and not grow weary, the will walk and no be faint. -Isaiah 40:31 #hopequotient*
- **(TW)** *But those who hope in the Lord will renew their strength. They will soar on wings like eagles. Isaiah 40:31 #hopequotient*
- **(FB)** *“Refueling is one of the most important things in life. Your skill level, your talent, your educational background—everything can be going for you, but if you end up on empty, you’re due for a fall.” -Pastor @RayJohnston #hopequotient*
- **(TW)** *Your skill level, your talent—everything can be going for you, but if you end up on empty, you’re due for a fall @RayJohnston #hopequotient*

#### Thursday

- **(FB)** *While in a battle, a good officer knows that keeping supply lines open is critical for victory. How do you make sure your supply lines remain open? #hopequotient*
- **(TW)** *While in a battle, a good officer knows open supply lines are critical for victory. How do you keep supply lines remain open? #hopequotient*

#### Friday

- **(FB)** *Walking with a friend in the dark is better than walking alone in the light.” - Helen Keller How do your friendships recharge your batteries? #hopequotient*
- **(TW)** *“Walking with a friend in the dark is better than walking alone in the light.” - Helen Keller #hopequotient*



- **(FB/TW)** *We are so excited graphic with Recharging your Batteries Imagery! <insert weekend graphic and service times>*

### **Saturday**

- **(FB)** *“You’re single most important leadership step is to learn to stay encouraged—and that only happens if you keep your spiritual, emotional, and relational batteries charged.” -Pastor @RayJohntson #hopequotient*
- **(TW)** *“You’re single most important leadership step is to learn to stay encouraged” @RayJohntson #hopequotient*

### **Sunday**

- **(FB/TW)** *Do not conform any longer to the pattern of this world, but be transformed by the renewing of your mind. -Romans 8:2 #hopequotient*
- **(FB/TW)** *“I believe the early church majored in unleashing compassion, and we have to pursue this pattern.” -Pastor @RayJohnston #hopequotient*

### **Additional Post Suggestions**

- **(FB/TW)** *Why am I discouraged? Why is my heart so sad? I will put my hope in God! I will praise him again -Psalm 42:5 #hopequotient*
- **(FB/TW)** *Unintended fires soon become nothing more than a pile of ashes. -Gail McDonald #hopequotient*
- **(FB)** *Making sure you recharge your own batteries is critical to your wellbeing and that of others around you. What are you doing to invest in this hope factor this week? #hopequotient*
- **(TW)** *Making sure you recharge your batteries is critical to your wellbeing & that of others. How can you recharge this week? #hopequotient*
- **(FB/TW)** *It’s said that worship is our response to who God is. Let worship be a part of recharging your batteries this week. #hopequotient*

### **Looking to personalize your posts to your specific church?**

- Expert tip: utilize photos from your church’s from your services, mission trips, out-reach programs, weekly classes, etc. Using these original photos will resonate with your congregation and reach out to the community.
- Another expert tip: use #hopequotient when sharing to gather around one conversation.
- Looking to add more content? Try posting relevant 3rd party articles or statistics. If you come across relevant articles or events—especially if they’re local—feel free to curate that content!
- For instance, this NY Times article called [“Relax! You’ll be More Productive”](#) is a perfect example of this conversation taking place across different forms of media.
- Here are some great definitions of [worship](#) by several Christian leaders.



## 2. Graphics Resources

- this weekend's graphic
- graphic with related quote
- blank graphic for customization

## Week 2 RAISE YOUR EXPECTATIONS

In life, you don't get what you deserve; you get what you expect. This week is about how to get liberated from fear by living by faith. When is the last time you had a God-sized vision for your life?

### 1. Suggested Posts:

#### Monday

- **(FB/TW)** *Where there is no faith in the future, there is no power in the present. - Pastor @RayJohnston #hopequotient*

#### Tuesday

- **(FB/TW)** *But as for me, I watch in hope for the LORD, I wait for God my Savior; my God will hear me. - Micah 7:7 #hopequotient*

#### Wednesday

- **(FB)** *"With man this is impossible, but with God all things are possible." Matthew 19:26 What would you do today if you knew nothing was impossible? #hopequotient*
- **(TW)** *With man this is impossible, but with God all things are possible. Matt. 19:26 What would you do if you really believed this? #hopequotient*
- **(FB/TW)** *"Where there is no faith in the future, there is no power in the present." -Pastor @RayJohnston #hopequotient*

#### Thursday

- **(FB)** *Now all glory to God, who is able, through his mighty power at work within us, to accomplish infinitely more than we might ask or think. - Ephesians 3:20 #hopequotient*
- **(TW)** *All glory to God who is able through his mighty power at work within us, to accomplish infinitely more than we ask. Eph 3:20 #hopequotient*



## Friday

- **(FB/TW)** *Whether you think you can or whether you think you can't, you're right.* - Henry Ford #hopequotient
- **(FB/TW)** We are so excited graphic with Raise Your Expectations Imagery! <insert weekend graphic and service times>

## Saturday

- **(FB)** *"Expectations matter. Great people expect more from life, and they almost always get it. You don't get what you deserve; you get what you expect."* - Pastor @RayJohnston #hopequotient
- **(TW)** *Expectations matter. You don't get what you deserve; you get what you expect.* - Pastor @RayJohnston #hopequotient
- **(FB)** "For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you a hope and future." Jeremiah 29:11 Be encouraged, you have better days ahead! #hopequotient
- **(TW)** "For I know the plans I have for you," declares the Lord... "plans to give you a hope and future." Jer 29:11 #hopequotient

## Sunday

- **(FB/TW)** *"Everything is possible for him who believes."* - Mark 9:23 #hopequotient
- **(FB)** *Looking for an opportunity to share hope around the world? Learn more about @Compassion International at this weekend's service!* #hopequotient
- **(TW)** *Looking for an opportunity to share hope around the world? Learn more about @Compassion International at this wknd's service!* #hopequotient

## **Additional Post Suggestions**

- **(FB)** *"For God has not given us a spirit of fear and timidity, but of power, love, and self-discipline." 2 Timothy 1:7 This verse tells us that the spirit of power, love and self-discipline is the opposite of fear. How does that change how you live today?* #hopequotient
- **(TW)** *"For God has not given us a spirit of fear and timidity, but of power, love and self-discipline." 2 Tim 1:7 Love trumps fear.* #hopequotient
- **(FB/TW)** *"High expectations are the key to everything." - Sam Walton. What are your expectations this week?* #hopequotient

## **2. Graphics Resources**

- this weekend's graphic
- graphic with related quote
- blank graphic for customization





## Looking to personalize your posts to your specific church?

- Expert tips: utilize photos from your church's from your services, mission trips, out-reach programs, weekly classes, etc. Using these original photos will resonate with your congregation and reach out to the community.
- Another expert tip: feature a short series of videos that shows how hope transforms people's lives. People sharing 30 seconds or 1 minute of their "hope story."
- Looking to add more content? Try posting relevant 3rd party articles or statistics. If you come across relevant articles or events—especially if they're local—feel free to curate that content!

## Week 3 REFOCUS ON THE FUTURE

Nobody goes forward well when they're looking back. How do you finally let go of the past and catch a fresh vision from God for your future?

### 1. Suggested Posts:

#### Monday

- **(FB/TW)** *Jesus was not focused on what people were like. He was focused on what they could become. - Pastor @RayJohnston #hopequotient*

#### Tuesday

- **(FB/TW)** *One thing I do, forgetting what is behind, I look forward to what is ahead. - Philippians 3:13 #hopequotient*

#### Wednesday

- **(FB)** *"Where there is no vision, the people perish" (Proverbs 29:18) But never fear, God promises to show us "great and unsearchable things" if we ask (Jeremiah 33:3). What fresh vision can you catch simply by asking for one? #hopequotient*
- **(TW)** *God promises to show us "great and unsearchable things" if we ask. Jer 33:3 What fresh vision can you catch by asking for one? #hopequotient*
- **(FB/TW)** *"Nobody ever goes forward well when they are looking back." - Pastor @RayJohnston #hopequotient*

#### Thursday

- **(FB)** *Beware of spending too much time looking back at what you once were when God wants you to become something you have never been. - Oswald Chambers #hopequotient*



- **(FB)** *“When we finally start focusing on what something or someone can become, rather than what or who it is, everything changes.” -Pastor @RayJohnston #hopequotient*
- **(TW)** *When we start focusing on what something or someone can become, rather than what or who it is, everything changes @RayJohnston #hopequotient*

## Friday

- **(FB/TW)** *We are so excited graphic with Refocus on the Future Imagery! <insert weekend graphic and service times>*
- **(FB/TW)** *“Every child you encounter is a divine appointment.” - Wess Stafford, former president and CEO of @Compassion International*

## Saturday

- **(FB)** *“Everything changes when we ask the question, “Am I able to see things not as they are right now but in terms on what they can become?” -Pastor @RayJohnston #hopequotient*
- **(TW)** *Everything changes when we ask Am I able to see things not as they are but in terms of what they can become? @RayJohnston #hopequotient*

## Sunday

- **(FB)** *“Do not cling to events of the past, or dwell on what happened long ago. Watch for the new thing I am going to do.” Isaiah 43:18,19 God tells us to refocus on the future. How can you do this today? #hopequotient*
- **(TW)** *Do not cling to events of the past, watch for the new thing I am going to do. Isa 43:18 God tells us to refocus on the future #hopequotient*

## Additional Post Suggestions

- **(FB)** *For I know the plans I have for you,” says the Lord. “They are plans for good and not for disaster, to give you a future and a hope. -Jeremiah 29:11 #hopequotient*
- **(TW)** *For I know the plans I have for you, says the Lord. They are plans for good, to give you a future and a hope. Jer 29:11 #hopequotient*
- **(FB/TW)** *God gives us all very important futures. How do you hope your dream will help make a difference in this world? #hopequotient*
- **(FB)** *The famous Zig Ziglar once said, “You will get all you want in life, if you help enough other people get what they want.” Helping others is a large part of becoming who we were created to be. How can you help those around you in reaching their God-given potential? #hopequotient*
- **(TW)** *You will get all you want in life, if you help enough other people get what they want. -Zig Ziglar. Helping others helps us. #hopequotient*



## 2. Graphics Resources

- this weekend's graphic
- graphic with related quote
- blank graphic for customization

### Looking to personalize your posts to your specific church?

- Expert tips: utilize photos from your church's from your services, mission trips, outreach programs, weekly classes, etc. Using these original photos will resonate with your congregation and reach out to the community.
- Another expert tip: Try a series of short hope-filled stories. Share 300-500 words from leaders, volunteers, etc, in a blog post and share that post in social, or share a short paragraph in Facebook.
- Looking to add more content? Try posting relevant 3rd party articles or statistics. If you come across relevant articles or events—especially if they're local—feel free to curate that content!

## Week 4 PLAY TO YOUR STRENGTHS

Congratulations. You and every other Christian are highly gifted by God. The problem is, no one knows it. This week is designed to discover, develop and deploy your God-given gifts.

### 1. Suggested Posts:

#### Monday

- **(FB)** *When you identify and start using your God-given gifts, you will feel a surge of hope rise within you. That's just the way God set it up. - Pastor @RayJohnston #hopequotient*
- **(TW)** *When you identify and start using your God-given gifts, you will feel a surge of hope rise within you. @RayJohnston #hopequotient*

#### Tuesday

- **(FB/TW)** *In his grace, God has given us different gifts for doing certain things well. Romans 12:6 #hopequotient*
- **(FB)** *“By this everyone will know that you are my disciples, if you love one another.” John 13:35 Partner with @Compassion and magnify your giving and their hope! #hopequotient*



- **(TW)** “By this everyone will know that you are my disciples, if you love one another” Jn 13:35. Join @Compassion & magnify hope! #hopequotient

## Wednesday

- **(FB)** “Discovering and deploying your God-given gifts is the key to identifying your purpose in life and maximizing your potential.” -Pastor @RayJohnston #hopequotient
- **(TW)** “Discovering and deploying your God-given gifts is the key to identifying your purpose in life.” @RayJohnston #hopequotient

## Thursday

- **(FB)** #HopeQuotient author @RayJohnston loves the story of Joshua 1. God gave Joshua the land but told him to go after it. In other words, we can't possess what we don't pursue. How are you pursuing your God-given strengths?
- **(TW)** #HopeQuotient's @RayJohnston loves the story of Joshua. God gave him the land & told him to go get it. We can't possess what we don't pursue

## Friday

- **(FB/TW)** We are so excited graphic with Play to your Strengths Imagery! <insert weekend graphic and service times>

## Saturday

- **(FB)** “The really important questions in life clear up as you discover your God-given gifts. God would not give you those gifts if He did not want you to use them.” -Pastor @RayJohnston #hopequotient
- **(TW)** “The really important questions in life clear up as you discover your God-given gifts.” @RayJohnston #hopequotient

## Sunday

- **(FB/TW)** “Every person matters, every gift God gave you matters, and each person's gift is equally important.” -Pastor @RayJohnston #hopequotient
- **(FB)** “Brothers and sisters, I do not consider myself yet to have taken hold of it. But one thing I do: Forgetting what is behind and straining toward what is ahead.” Philip-pians 3:13 #hopequotient

## ***Additional Post Suggestions***

- **(FB)** When we use our God-given gifts to make a difference it's like connecting 2 live wires in our life. God's power shows up! How can you use these gifts today? #hopequotient
- **(TW)** When we use our God-given gifts to make a difference it's like connecting 2 live wires in our life. God's power shows up! #hopequotient



- **(FB)** It's so important to surround ourselves with people who inspire us to keep moving toward all that God has for us. Who inspires you this week? #hopequotient
- **(TW)** It's so important to surround ourselves with people who inspire us to keep moving toward what God has for us Who inspires you? #hopequotient
- **(FB)** *You saw me before I was born. Every day of my life was recorded in your book. Every moment was laid out before a single day had passed. Psalm 139:16 #hopequotient*
- **(TW)** *You saw me before I was born. Every day was recorded in your book. Every moment was laid out before a day passed. Ps 139:16 #hopequotient*

### **2. Graphics Resources**

- this weekend's graphic
- graphic with related quote
- blank graphic for customization

### **Looking to personalize your posts to your specific church?**

- Expert tips: utilize photos from your church's from your services, mission trips, outreach programs, weekly classes, etc. Using these original photos will resonate with your congregation and reach out to the community.
- Another expert tip: Share events at your church that are centered around hope and the weekend messages.
- Looking to add more content? Try posting relevant 3rd party articles or statistics. If you come across relevant articles or events—especially if they're local—feel free to curate that content!



## Week 5 REFUSE TO GO IT ALONE

The Lone Ranger made a great television series, but it's a lousy way to live. How do you help everyone in your church get connected? Special note to pastors: This is designed to help your church become a "sticky church" where people come and actually stay.

### 1. Suggested Posts:

#### Monday

- **(FB/TW)** *Friendship is the best investment you'll ever make. - Pastor @RayJohnston #hopequotient*
- **(FB/TW)** "He who is kind to the poor lends to the LORD, and he will reward him for what he has done." Proverbs 19:17 @Compassion #hopequotient

#### Tuesday

- **(FB)** *Two are better than one because they have a good return for their labor. For if either of them falls, the one will lift up his companion. Ecclesiastes 4:9-10 #hopequotient*
- **(TW)** *Two are better than one because they have a good return If either of them falls, the one will lift up his companion Ecc 4:9-10 #hopequotient*
- **(FB/TW)** "Our chief want is someone who will inspire us to be what we know we could be." Ralph Waldo Emerson. Who is your Vision Caster? #hopequotient

#### Wednesday

- **(FB)** "None of us can win the battle alone, and God didn't design us to win alone. We win the lifelong battle to stay encouraged and hold on to hope only as we join others who need our help to win their battles as well." - Pastor @RayJohnston #hopequotient
- **(TW)** "None of us can win the battle alone, and God didn't design us to win alone." @RayJohnston #hopequotient

#### Thursday

- **(FB/TW)** *Walking with a friend in the dark is better than walking alone in the light. -Helen Keller #hopequotient*

#### Friday

- **(FB/TW)** *We are so excited graphic with Refuse to Go It Alone Imagery! <insert weekend graphic and service times>*
- **(FB)** "The only different between who you are today and the person you will be in five years will come from the books you read and the people you meet." - Charlie "Tremendous" Jones #hopequotient



## Saturday

- **(FB/TW)** *The heartfelt counsel of a friend is as sweet as perfume and incense. - Proverbs 27:9 #hopequotient*

## Sunday

- **(FB/TW)** *“There is no magic in small plans.” - Henrietta Mears #hopequotient*
- **(FB/TW)** *“As iron sharpens iron, so one man sharpens another.” Proverbs 27:17 #hopequotient*

## **Additional Post Suggestions**

- **(FB)** *Oliver Goldsmith, the poet, once said “People seldom improve when they have no other model but themselves to copy.” Who are you mentoring—or who could you be mentoring? #hopequotient*
- **(TW)** *Poet Oliver Goldsmith said “People seldom improve when they have no other model but themselves to copy” Who are you mentoring? #hopequotient*
- **(FB)** *“No one can develop fully in this world and find a full life without feeling understood by at least once person.” - Dr. Paul Tournier #hopequotient*
- **(TW)** *"No one can develop fully in this world and find a full life without feeling understood by at least once person" Dr P Tournier #hopequotient*

## **2. Graphics Resources**

- this weekend’s graphic
- graphic with related quote
- blank graphic for customization

## **Looking to personalize your posts to your specific church?**

- Expert tips: utilize photos from your church’s from your services, mission trips, outreach programs, weekly classes, etc. Using these original photos will resonate with your congregation and reach out to the community.
- Another expert tip: Tie-in activities or outreach that your church is doing that exemplify hope.
- Looking to add more content? Try posting relevant 3rd party articles or statistics. If you come across relevant articles or events—especially if they’re local—feel free to curate that content!



## Week 6 REPLACE BURNOUT WITH BALANCE

The least obeyed verse in the Bible is Psalm 46:10: “Be still and know that I am God.” This is how to help the people in your church get off the treadmill and focus on the things that matter most. No one who is stressed and overwhelmed has hope.

### 1. Suggested Posts:

#### Monday

- **(FB/TW)** *None of us can afford to ignore the critical need to refuel. - Pastor @RayJohnston #hopequotient*

#### Tuesday

- **(FB/TW)** *You chart the path ahead of me and tell me where to stop and rest. Psalms 139:3 #hopequotient*
- **(FB)** *Did you know 75 to 90% of all doctor office visits are for stress-related ailments and complaints? To avoid this burnout, how do you plan to “abandon annually”?* #hopequotient
- **(TW)** *Did you know 75-90% of all doctor office visits are for stress-related ailments and complaints? How can you abandon annually?* #hopequotient

#### Wednesday

- **(FB)** *Keep your priorities straight. Taking care of your spiritual life, your health, your relationships, and your spirit is not a selfish act. It’s a sustaining one. - Pastor @RayJohnston #hopequotient*
- **(TW)** *Taking care of your spiritual life, your health, your relationships, & your spirit is not a selfish act. @RayJohnston #hopequotient*

#### Thursday

- **(FB/TW)** *“The least obeyed verse in the Bible, in my opinion, is Psalm 46:10: “be still, and know that I am God.” - Pastor @RayJohnston #hopequotient*
- **(FB)** *“The @Compassion sponsoring model is the most cost effective way I’ve found to change a community and break a pattern. It’s one to one. One person here unleashes hope in one life there.” -Pastor @RayJohnston #hopequotient*
- **(TW)** *@Compassion's sponsoring model is the most cost effective way I’ve found to change a community & break a pattern. @RayJohnston #hopequotient*

#### Friday

- **(FB/TW)** *We are so excited graphic with Replace Burnout with Balance Imagery! <insert weekend graphic and service times>*





## Saturday

- **(FB)** *“Getting realistic about our limits will free us from overcommitment. That will restore energy, which leads to rising hope.” -Pastor @RayJohnston #hopequotient*
- **(TW)** *Getting realistic about our limits frees us from overcommitment. That will restore energy, which leads to hope. @RayJohnston #hopequotient*
- **(FB/TW)** *“Know that the Lord is God; there is no other besides Him.” Deuteronomy 4:35 #hopequotient*

## Sunday

- **(FB/TW)** *Then Jesus said, "Come to me, all of you who are weary and carry heavy burdens, and I will give you rest. Matthew 11:28 #hopequotient*

### **Additional Post Suggestions**

- **(FB)** *While stress is a fact of life, we have at our disposal tools to help keep it in balance. How do you combat stress in your daily life? #hopequotient*
- **(TW)** *While stress is a fact of life, we have at our disposal tools to help keep it in balance. How do you combat stress? #hopequotient*
- **(FB/TW)** *What does balance in life mean to you? #hopequotient*
- **(FB/TW)** *Our daily habits define our lives. Take a moment and “divert daily” this week and enjoy the break. #hopequotient*
- **(FB/TW)** *It’s also important to “withdraw weekly” to avoid burnout. How can you incorporate this into your weekly routine? #hopequotient*

### **Additional Resources/Stats to share from the book:**

- The most-stressed employees developed heart problems at a 79% higher rate than their less-stressed peers.
- Stress is the most common cause of long-term sickness absence for employees.
- 43% of Americans between the ages of 13 and 64 say they rarely or never get a good night's sleep on weeknights.
- About two-thirds (63%) of Americans say their sleep needs are not being met during the week.

## **2. Graphics Resources**

- this weekend’s graphic
- graphic with related quote
- blank graphic for customization

### **Looking to personalize your posts to your specific church?**

- Expert tips: utilize photos from your church’s from your services, mission trips, outreach programs, weekly classes, etc. Using these original photos will resonate with your congregation and reach out to the community.



- Another expert tip: ask your community questions or share polls to engage them in the bigger conversation!
- Looking to add more content? Try posting relevant 3rd party articles or statistics. If you come across relevant articles or events—especially if they’re local—feel free to curate that content!

## Week 7 PLAY A GREAT DEFENSE

When discouragement, bitterness, resentment and anxiety enter, hope exits every time. This chapter is designed to help everyone in your church let go of the things that are wrecking their inner life and destroying their relationships.

### 1. Suggested Posts:

#### Monday

- **(FB)** *“Hope liberates people from the chains that imprison them. It sets them free from past failures and hurts, dysfunctional family patterns, guilt, low expectations, and even crippling lack of confidence.” - @RayJohnston #hopequotient*
- **(TW)** *“Hope liberates people from the chains that imprison them. It sets them free from past failures and hurts.” @RayJohnston #hopequotient*

#### Tuesday

- **(FB)** *Finally, be strong in the Lord and in his mighty power. Put on the full armor of God, so that you can take your stand against the devil’s schemes. -Ephesians 6:10–11 #hopequotient*
- **(TW)** *Be strong in the Lord & in his mighty power. Put on the full armor of God, so you can stand against the devil’s schemes. Eph 6 #hopequotient*
- **(FB)** *“Did you know that Jesus, in the Sermon on the Mount, had more to say about worry than about any other topic?” -Pastor @RayJohnston #hopequotient*
- **(TW)** *“Did you know that Jesus, in the Sermon on the Mount, had more to say about worry than about any other topic?” @RayJohnston #hopequotient*

#### Wednesday

- **(FB/TW)** *Be faithful in small things because it is in them that your strength lies. - Mother Teresa*
- **(FB)** *“If we desire to be spiritually healthy and walk with God in any effective way, the job number one is to let go of anything toxic.” -Pastor @RayJohnston #hopequotient*
- **(TW)** *“If we desire to be spiritually healthy & walk with God... the job number one is to let go of anything toxic. @RayJohnston #hopequotient*



## Thursday

- **(FB)** *“Have I not commanded you? Be strong and courageous. Do not be terrified; do not be discouraged, for the Lord your God will be with you wherever you go.” Joshua 1:9 #hopequotient*
- **(TW)** *“Be strong and courageous. Do not be terrified; do not be discouraged, for the Lord your God will be with you.” Josh 1:9 #hopequotient*

## Friday

- **(FB/TW)** *We are so excited graphic with Play a Great Defense Imagery! <insert weekend graphic and service times>*
- **(FB/TW)** *“Bitterness is emotional suicide and a murderer of hope. Let it go.” -Pastor @RayJohnston #hopequotient*

## Saturday

- **(FB/TW)** *“Worry does not empty tomorrow of its sorrows, it only empties today of its strength.” - Corrie ten Boom #hopequotient*
- **(FB)** *“You’re in the family of God. You’re a son! You’re a daughter! You have all the rights of a child of God, adopted into his family by grace through your faith in Christ.” -Pastor @RayJohnston #hopequotient*
- **(TW)** *“You’re in the family of God. You’re a son! You’re a daughter! You have all the rights of a child of God.” @RayJohnston #hopequotient*

## Sunday

- **(FB/TW)** *Cast all your anxieties on him because he cares for you” -1 Peter 5:7 #hopequotient*

## **Additional Post Suggestions**

- **(FB/TW)** *The beginning of anxiety is the end of faith. The beginning of true faith is the end of anxiety. -George Müller*
- **(FB)** *In God’s Word, he says “Get rid of all bitterness, rage and anger, brawling and slander, along with every form of malice.” Ephesians 4:31 How do you combat bitterness and resentment? #hopequotient*
- **(TW)** *“Get rid of all bitterness, rage and anger, brawling and slander, along with every form of malice.” Ephesians 4:31 #hopequotient*
- **(FB)** *Thank God he tells us to cast our worry and anxieties on him (1Peter 5:7)! What does this instruction look like to you this week? #hopequotient*
- **(TW)** *Thank God he tells us to cast our worry and anxieties on him (1Peter 5:7)! What does this look like to you this week? #hopequotient*
- **(FB/TW)** *One of President Theodore Roosevelt’s most famous quotable is “comparison is the thief of joy.” Have a joy-filled day! #hopequotient*
- **(FB)** *“Do your own work well, and then you will have something to be proud of. But*



- don't compare yourself with others." Galatians 6:4 #hopequotient*
- **(TW)** *"Do your own work well, and then you will have something to be proud of. But don't compare yourself with others." Gal 6:4 #hopequotient*
- **(FB)** *"So now there is no condemnation for those who belong to Christ Jesus." Romans 8:1 Take a moment today and thank God for this hope-filled promise! #hopequotient*
- **(TW)** *"So now there is no condemnation for those who belong to Christ Jesus" Rom 8:1 Take a moment today & think about this promise! #hopequotient*

## 2. Graphics Resources

- this weekend's graphic
- graphic with related quote
- blank graphic for customization

### Looking to personalize your posts to your specific church?

- Expert tips: utilize photos from your church's from your services, mission trips, outreach programs, weekly classes, etc. Using these original photos will resonate with your congregation and reach out to the community.
- Another expert tip: Share your moments of hope. Encourage people to share their everyday moments as well as their life-changing ones.
- Looking to add more content? Try posting relevant 3rd party articles or statistics. If you come across relevant articles or events—especially if they're local—feel free to curate that content!
- Share verses from the Shake It Off and Step Up Chart in the book (all these posts are **Facebook** posts based on number of characters):
  - *Resentment—I can't forgive. Shake it Off! "I can do all things through Christ who strengthens me." Philippians 4:13 #hopequotient*
  - *Fear—I'm filled with insecurity. Shake it Off! "God has not given us a spirit of fear, but of power and of love and of a sound mind." 2 Timothy 1:7 #hopequotient*
  - *Anxiety—I can't relax. Shake it Off! "Cast all your anxiety on [Christ] because he cares for you." 1 Peter 5:7 #hopequotient*
  - *Anxiety—I can't relax. Shake it Off! "Do not be anxious about anything." Philippians 4:6 #hopequotient*
  - *Discouragement—I'm ready to give up. Shake it Off! "This I call to my mind and therefore I have hope: Because of the Lord's great love we are not consumed, for his compassions never fail. They are new every morning; great is your faithfulness." Lamentations 3:21-23 #hopequotient*
  - *Discouragement—I'm ready to give up. Shake it Off! "Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up." Galatians 6:9 #hopequotient*
  - *Isolation—I am all alone. Shake it Off! "I [the Lord] will never leave you nor forsake*



- you.” Hebrews 13:5 #hopequotient*
- *Guilt—I am filled with shame. Shake it Off! “There is now no condemnation for those who are in Christ Jesus.” Romans 8:1 #hopequotient*
  - *Failure—I can’t picture future success. Shake it Off! “In all these things we are more than conquerors through him who loved us.” Romans 8:37 #hopequotient*
  - *Stress—I am overwhelmed by life’s pressures. Shake it Off! “In this world you will have tribulation; but be of good cheer, I have overcome the world.” John 16:33 #hopequotient*
  - *Weary—I am weak and exhausted. Shake it Off! “The Lord is the strength of my life.” Psalm 27:1 #hopequotient*
  - *Opposition—I am under attack from the enemy. Shake it Off! “The one who is in you is greater than the one who is in the world.” 1 John 4:4 #hopequotient*
  - *Confusion—I lack wisdom and don’t know what to do. Shake it Off! “God generously gives wisdom to those who ask Him for it.” 1 John 4:4 #hopequotient*
  - *Lack of Faith—I lack financial resources. Shake it Off! “My God shall supply all your needs according to his riches in glory by Christ Jesus.” Philippians 4:19 #hopequotient*



## Appendix

### Social Media Guidelines

As you set out to use social media as part of your 50 Days of Unleashing Hope, it's a good idea to cover a few ground rules with your team. These ground rules are meant to help everyone communicate openly and naturally via social media, while protecting your church, supporters, and you. It's important to let others know that not following the guidelines could lead to posts being deleted, losing supporters, getting in trouble, or even losing their job. Guidelines are good; they help pave the way for successful sharing.

#### 1. Initial Platform Set-Up:

- If you're looking to round out your presence on social media, check out this [easy-to-use guide](#)
- You can take the posts we've created and post them one-by-one everyday, or you can use a posting tool that will let you schedule out all of the content, and specify exactly when you want them to post. Two popular (and free) tools to manage your social posting schedule are: [HootSuite](#) or [BufferApp](#). We do recommend utilizing a posting tool to maximize everyone's time but it's certainly not a requirement! (not a paid advertisement)

#### 2. Before you start, remember:

- The internet is forever and delete doesn't really exist—make sure to think before you post or respond.
- Be careful and show respect to others.

#### 3. What to do:

- Let your personality come through. Be yourself. Social media is about real people talking to real people. Let others get a feel for you and your church's personality and character.



- Add value when you respond! Think about how you can build up the person you are responding to.
- If you make a mistake, be quick to fix it, be honest about it.

#### 4. What not to do:

- Don't give out personal information.
- Don't post any confidential or non-public information.
- Don't get into arguments by responding to negative or offensive posts. No one wins at that.
- No trolling, roasting, or talking bad about others.

#### 5. Resources:

- Along with this guide and example posts, you will be able to access shareable images and graphics that your church can use in social media on the [unleashinghope.com](http://unleashinghope.com) Pastor's page. Visuals are powerful, and these images will help you amplify your message of unleashing hope throughout your different social media platforms.
- Images can be accessed for free at: [www.unleashinghope.com/pastor](http://www.unleashinghope.com/pastor)
- And if you're interested in forming a Social Street Team (a group of people who are highly involved in spearheading *Hope Quotient* social media activity) there is information in the back of this guide on doing that as well.

Now, go... Be social and unleash hope!

***“When hope rises in the heart of a church, Christ’s followers get set free to dream and to believe that God has better days ahead. Hope raises the energy level of the congregation, and the people become far more positive. They start to say, ‘You know, this really could happen. Our best days really could be ahead!’” Pastor Ray Johnston, Hope Quotient***



## Build your own Social Street Team (SST)

### **Description:**

A Social Street Team is a group of people who are highly involved in spearheading the Unleashing Hope social media activity on every level. Members of the SST (a SSTM) take an active role in social participation each week and interact with the entire HQ community. The SSTM is someone who enjoys staying connected to the online world through social media outlets like Facebook, Twitter, Instagram, and Youtube and has a clear understanding of how to use these tools. The SSTM is also able to clearly convey and represent the HQ message, as well as the identity and online personality of your church. The SST should be led by a dependable and knowledgeable staff member or key volunteer at your church.

### **The Hope Quotient Online Message, Identity & Personality:**

Hope Quotient's online style is about encouraging people and filling their lives with hope. Social media efforts should encourage a sense of community around the conversation of hope, bring awareness to the difference that hope makes in people's lives, and celebrate the action and accomplishments of those pursuing and spreading hope. Hope brings joy and excitement to others, and social media efforts should support as well, encouraging people to live with hope.

### **Responsibilities of SSTM:**

- Attend a SST training session
- Be aware of social media campaign schedule and weekly messages
- Capture relevant content opportunities
- Suggest relevant campaign curated content

### **Cover Live Content by:**

- Posting 2-3 Tweets per week
- Posting 2-3 FB posts per week
- Posting 2-3 Instagram photos per week

### **Not Responsible For:**

- Additional commenting
- Responding to any messages
- These activities should be the responsibility of your church's social media contact / owner.





## Questions?

- For questions regarding Unleashing Hope social media efforts, contact Nicole Wagner at [info@unleashinghope.com](mailto:info@unleashinghope.com).
- You can also visit [unleashinghope.com](http://unleashinghope.com) for more information.

## It's all for hope:

Staying encouraged *by learning how to increase your Hope Quotient* can change everything.

Through your social media efforts, you can help unleash hope to your staff, your church, your community... and the world.