

## **Xperience Pentecost – Social Media Guide**

Thank you so much for being part of this and standing with us to mobilize believers for GO Day!

We've created a **60-minute Xperience Pentecost Broadcast** as well as **14 short reels**, both designed with one purpose: **To inspire and activate believers to share the Gospel with at least one person on GO Day.**

This is not just about content, it's about people taking a step. Our heart is to see believers everywhere step out in faith and **personally share the Gospel with at least one person on GO Day.**

### **How You Can Use the Content**

There is no "right" or "better" option, please choose what fits your platform and audience best:

#### **Option 1: Share the full broadcast**

- Great for deeper engagement
- Use in services, small groups, newsletters, or as a full post

#### **Option 2: Share the reels**

- Perfect for quick, wide-reaching impact
- Ideal for social media and daily posting

#### **Option 3: Combine both**

- Use reels to inspire and create momentum
- Use the broadcast for deeper activation

**Important:** Whether you share the full broadcast, the reels, or both - **every post helps mobilize someone to take action.**

### **When and Where to Post**

- Start posting now to build momentum
- Strong focus: **3 - 4 days before Pentecost**
- Peak: **Pentecost weekend (GO Day)**
- You can post on any **Social Media platform** that you use (Instagram, Tik Tok, Facebook, YouTube Shorts)
- You can also insert it to your **Newsletter** or **email updates**

You can post daily or multiple times - whatever works best for you.

### **How to Post**

1. Upload the video (broadcast or reel) natively
2. Add a caption that **calls people to action**
3. Add hashtags (#goday #xperiencepentecost)
4. Tag us in every post or story (@gomovement.official)
5. (Optional) Add the broadcast link to your bio or video description

### **Story Ideas**

- Share a reel or clip in your story
- Add a question: “Who can you reach?”
- Use poll e.g.: “Have you shared your faith before?”
- Add link to broadcast (optional)
- Tag @gomovement.official

### **Best Practices**

- Keep the focus on **action, not just inspiration**
- Encourage people to take a **simple, practical step**
- Authentic posts > perfect posts
- Consistency builds momentum