

# SOCIAL MEDIA KIT

## HELLO!

First, we want to start by thanking you for partnering with us this year in our Dixie Jackson Arkansas Missions Offering campaign! This social media kit was created to help you share about the Dixie Jackson Arkansas Missions Offering to both inspire and mobilize your church. Below you will find everything you'll need to help promote and encourage your church to participate in this year's Dixie Jackson offering campaign. We've gathered up all our resources and put them in one place to make it as easy as possible.

We've included some tips on how to promote via your social media accounts and provided some sample posts—feel free to use them as they are, change them up, or create your own from scratch!

Throughout the month, we invite you to encourage your church and remind them of the overall mission of Dixie Jackson. We also hope you'll motivate them to inspire each other by sharing stories on social media.





# SOCIAL MEDIA KIT

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DIXIE JACKSON ARKANSAS MISSIONS OFFERING 2024



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## SOCIAL MEDIA TIPS

- Like us on Facebook (Arkansas Baptist State Convention) and follow us on Instagram (@arkansasbaptists) for posts and videos you can share on your church's social accounts throughout the season.
- During the Week of Prayer, September 8-15, we will be sharing different ministry feature stories on our Facebook page. We'd love for you to share these, too!
- Use/link the [absc.org/dj](https://absc.org/dj) website on all posts to direct people to the right page.
- Download this year's ministry videos at [absc.org/resources/dixie-jackson-videos-2024](https://absc.org/resources/dixie-jackson-videos-2024) and share them on social media.
- This year, we have two hashtags we'd like for you to also include in your posts:

**#CompassioninAction**

**#DixieJackson2024**

## SAMPLE POSTS

Below you'll find two sample posts you can utilize on social media. These are only samples! (And additional images are included in this kit.) Feel free to use it word for word, or use it as inspiration to create your own!

### SAMPLE POST #1—THEME AND “SAVE THE DATE”

#### CAPTION:

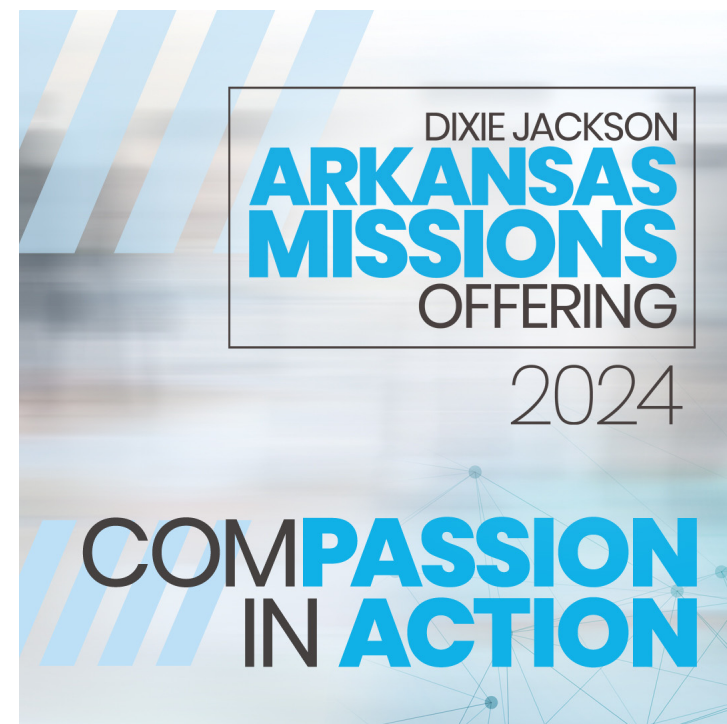
Arkansas Baptists are passionate about missions. Like Jesus, we love people and desire to see their needs and be Compassion in Action.

The Dixie Jackson Arkansas Missions Offering and Week of Prayer will be September 8-15. Your giving and prayers make it possible for Arkansas Baptists to be Compassion in Action right here in our home state.

Learn how you and your church can participate at [absc.org/dj](https://absc.org/dj).

**#CompassioninAction #DixieJackson2024**

### SAMPLE POST #1 IMAGE





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DIXIE JACKSON ARKANSAS MISSIONS OFFERING 2024



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## SAMPLE POST #2—THEME VERSE

### CAPTION:

Jesus is our ultimate inspiration—and power!—for being Compassion in Action.

Everywhere He went, “seeing the people, He felt compassion for them” (Matthew 9:36).

Every dollar given to the Dixie Jackson Arkansas Missions Offering helps RESOURCE and MOBILIZE Arkansas Baptists to SERVE and REACH people with the Gospel of Jesus Christ.

Learn how you and your church can participate at [absc.org/dj](https://absc.org/dj).

#CompassioninAction #DixieJackson2024

## ACTION STEPS

**What we ask:** Post the Dixie Jackson 2024 graphic during the week of the Dixie Jackson Arkansas Missions Offering and Week of Prayer (September 8-15). We want to emphasize the importance of this offering for funding Arkansas Baptists missions right here in our home state. With your help we can achieve that goal. We ask you to encourage your church and remind them of the vital mission of Dixie Jackson. We also hope you'll motivate your church family to inspire each other by sharing their stories on social media.

Check out the **2024 Planning Guide** (available online at [absc.org/dj](https://absc.org/dj)), page P4, for more ideas on how to promote the Dixie Jackson Arkansas Missions Offering and Week of Prayer using social media.

## SAMPLE POST #2 IMAGE

