



**Do not be afraid, for there are more
with us than there are with them.**

2 KINGS 6





Meeting New Students

THE LANDSCAPE OF OUR MISSION FIELD HAS CHANGED,
BUT THE PRESENCE AND POWER OF GOD HAS NOT.



Trust the Process



MUSCLE MEMORY STILL APPLIES



FIND NEW STUDENTS

The "quad" just got infinitely bigger, and the harvest is as ripe as ever. There are a variety of platforms and online spaces where we can meet new students.



ENGAGE NEW STUDENTS

Follow-up and face-2-face conversations are our strength, but what do those look like when we're looking at everyone's face through a camera?



REFINE OUR ONLINE PRESENCE

Just like the backbone of in-person NSO includes flyers, events, apparel, people, and more, the backbone of online NSO is our online & social media presence.

Where are the New Students?

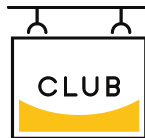
FOCUSING OUR EFFORTS



Instagram



Facebook



Campus Life

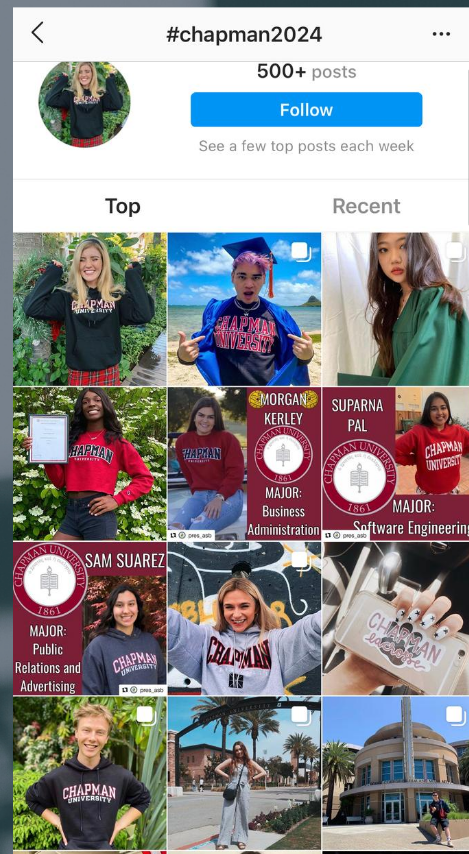
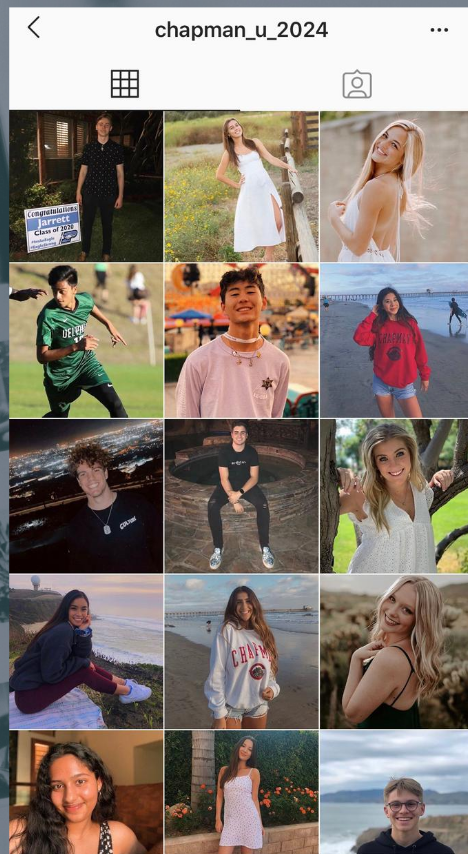
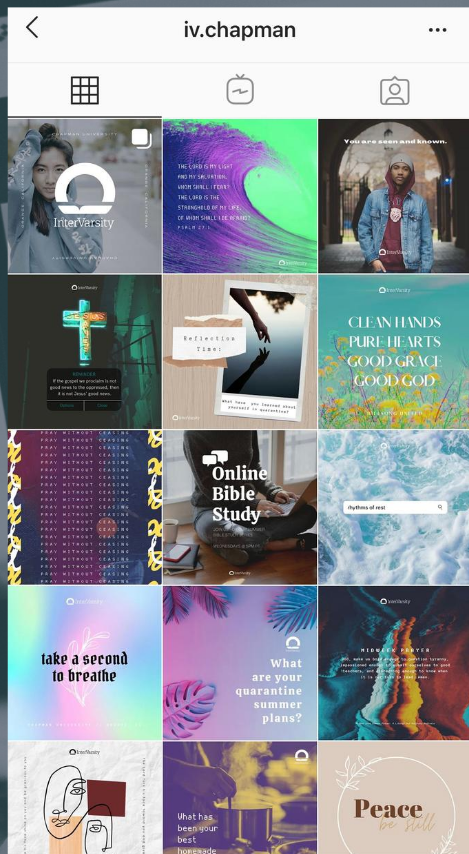


Contact Cards & Ads

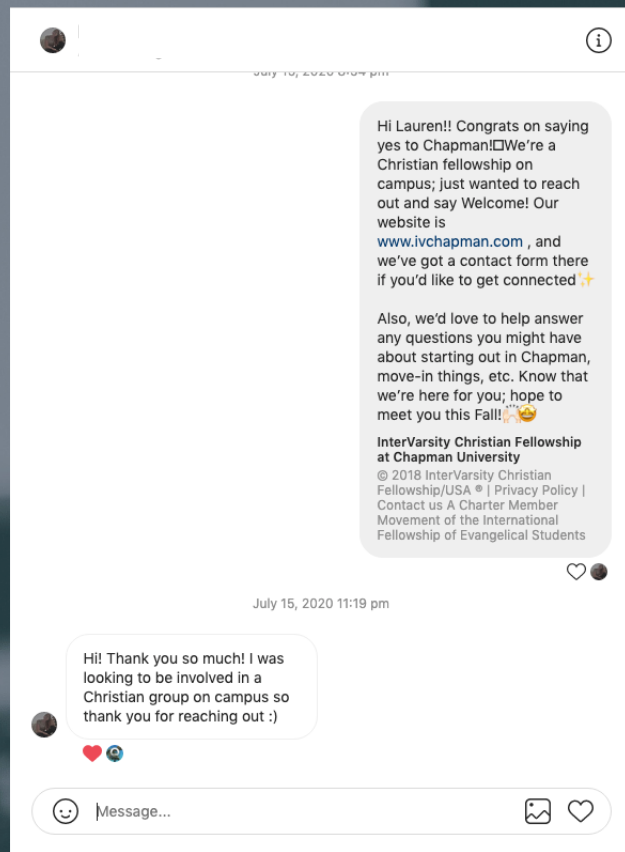
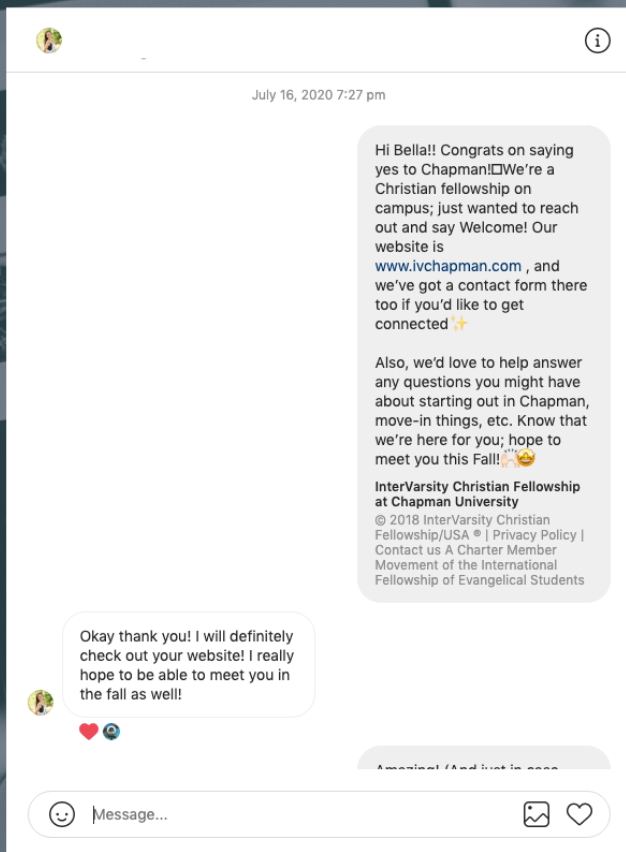


Other Social
Platforms

Outreach in Action



Outreach in Action



Focus: Instagram

FRESHMEN CLASS ACCOUNTS

Pair the name of your university with "2024" and look for accounts that have been set-up for freshmen to meet.
(i.e. @chapman_u_2024)

SCHOOL RELATED HASHTAGS

Search for hashtags that are popular for your university, and see who is making and/or like the posts. (There are many online tools that give data on popular hashtags)

LOCAL CHURCHES & HIGH SCHOOLS

Many local churches and schools have pages dedicated to graduating seniors with posts about where they will be going to college in the fall. They may also lead you to specific individuals (pastors, etc.) that can help connect you to incoming students.

Sample Instagram Flow

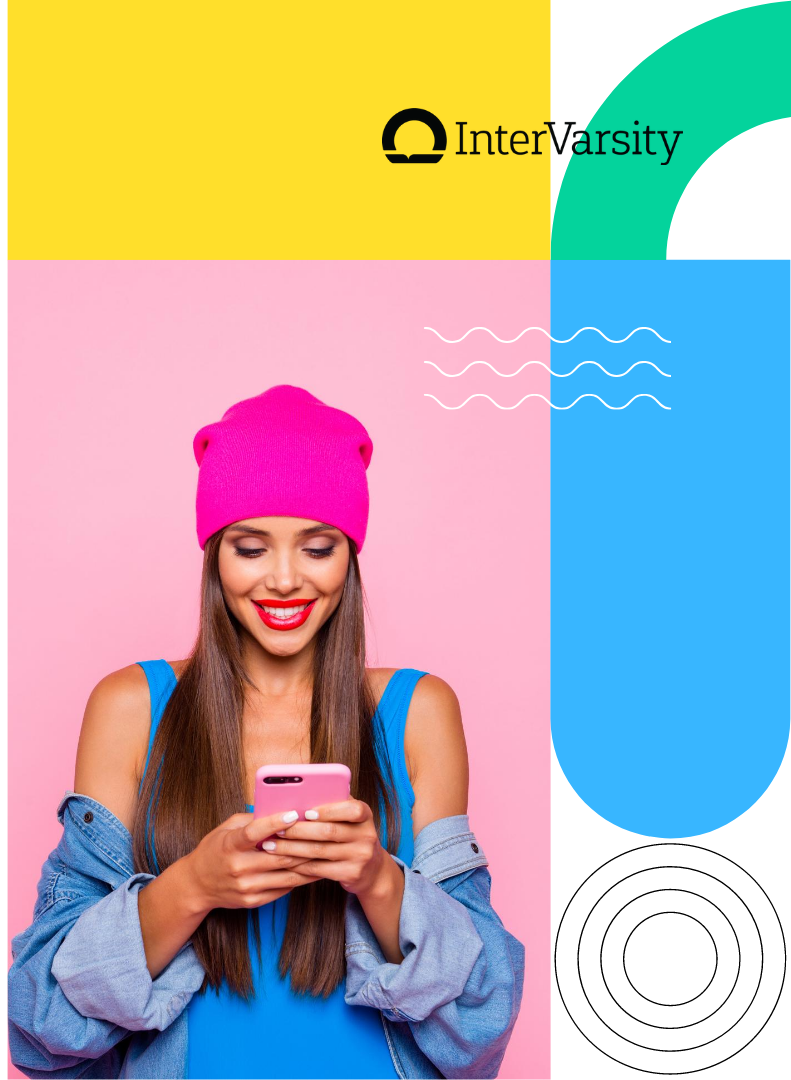
ALWAYS USE YOUR CHAPTER INSTAGRAM ACCOUNT, NOT YOUR PERSONAL ACCOUNT, TO INCREASE LEGITIMACY.

STEP 1: FIND C/O 2024 ACCOUNT

Search your campus name with "2024," and scour the posts & profiles for any indication of a faith background. (i.e. christian clothing, "Jesus," Bible verses in their bio, etc.)

STEP 2: FOLLOW STUDENTS

If you find students who match the above criteria, follow them and/or request to follow them. If they accept your request or follow you back, send them a welcome message.



Sample Welcome Message

Hey Michelle, Congrats on saying yes to _____! You're probably excited and nervous to meet other students on campus and online. We are a Christian fellowship on campus, and just wanted to reach out to say welcome, and invite you to check us out and hopefully get connected. *You can follow our page or check out _____ and fill out our contact form there!*

Also, we would love to help answer any questions you have about starting school this fall, the move-in process, etc. Know that we're here for you, and hope to meet you this Fall!

ALTERNATE CALL TO ACTION:

We even have some Bible studies and virtual connects happening during the summer that you could join, so you don't have to wait until Fall!



But, you can't do outreach like this if your Instagram stinks. So let's fix that.

How should I use Instagram?

- Kinda like a website
- Posting regularly. Daily. Every other day.
- Not just announcements

How do I know what to post?

- Decide your vision

The best bible study resources & inspiration for missional Christian students in Louisiana

- Give value to your followers - resources, knowledge
- Discipline to post regularly. Make a calendar.

Bio Strategy

- Concise and clear
- Make sure it says who, where, what
- Call to action
- Link in bio (linktr.ee)



ivlouisiana

Edit Profile



164 posts

659 followers

1,644 following

InterVarsity Louisiana

Multiethnic Christian College Ministry

-Starting Bible Studies at 38 LA schools

-Training students to lead them

-150 students 8 campuses so far 📌

linktr.ee/ivlouisiana

Testimonies



Get Involved



Campuses



About



@ivlouisiana

Become a Campus Delegate

Multi-Ethnic Summer Bible Study

Greek Summer Bible Study

YouTube Channel

Website

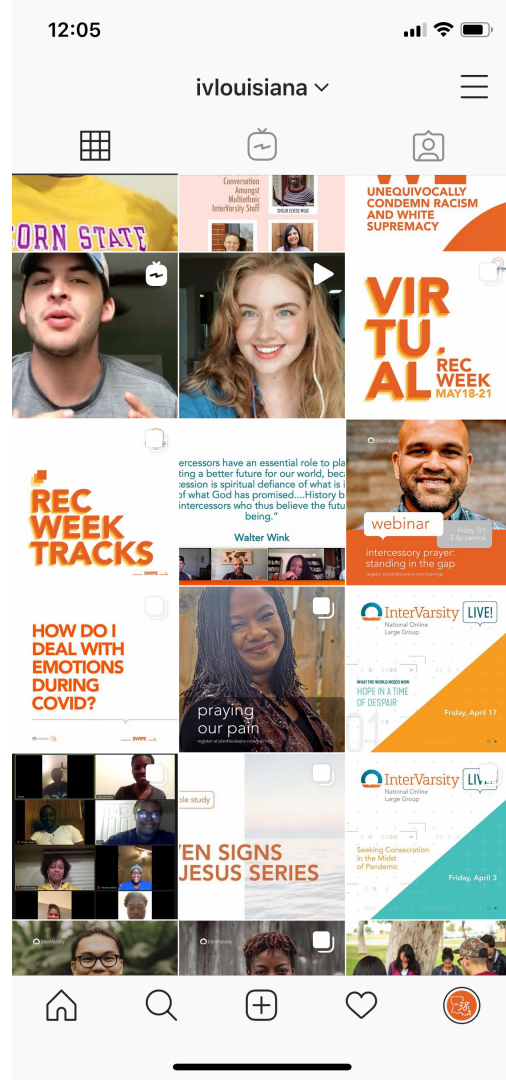
Engagement Strategy

- If a student follows you, follow them back
- DM an invite to every student who follows
- Invite comments in your posts
- Reply to every comment
- Ask a question, poll, etc.

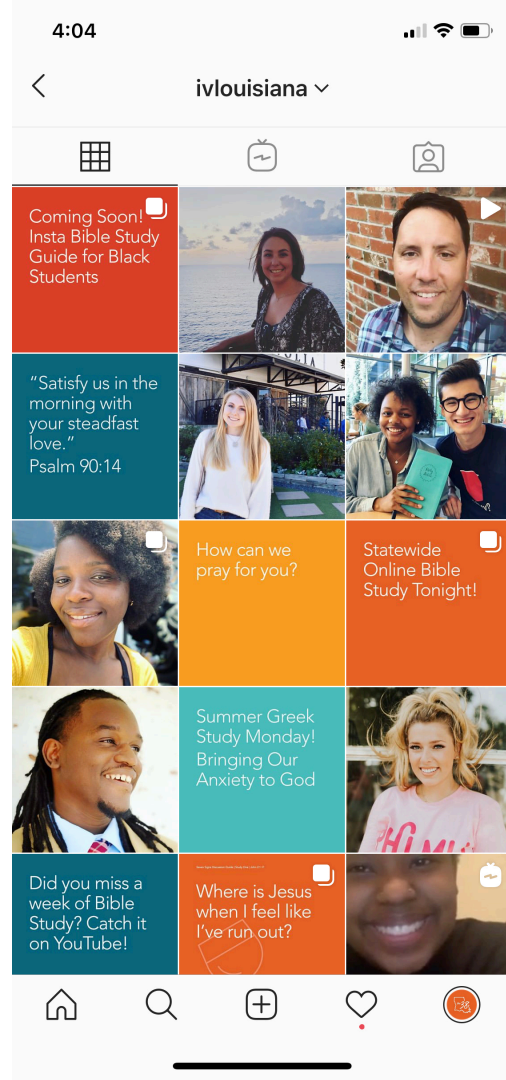
Consistent Aesthetic

- Use set guidelines/templates
- Make it as simple as possible
- Always use the same filter

Before



After



Design for your context

- Area vs. campus
- Logo is always a must
- The broader you go, the closer you should stick to the brand guidelines (i.e. color, fonts, etc.)
- The more focused you get, the more you can contextualize your aesthetic (i.e. photo choice, fonts, etc.)



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Testimonies



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Campuses



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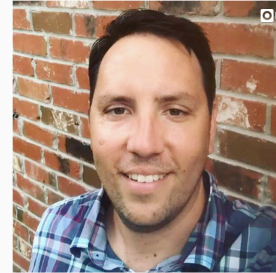
POSTS

IGTV

SAVED

TAGGED

Coming Soon!
Insta Bible Study
Guide for Black
Students



"Satisfy us in the
morning with
your steadfast
love."
Psalm 90:14



Insta Bible Study
Guide for Black
Students

Statewide Online Bible Study Tonight!



@ivlouisiana | plantlouisiana.com



ivlouisiana



ivlouisiana What happens when Paul is unjustly arrested? Tonight we're discussing Acts 25 to see what God has to say to us! Join us at 8pm for our statewide online bible study. Sign up at box.plantlouisiana.com to get the link!

1w



ivlouisiana
#witnessingcommunity#howtostudythebible#diversechurch#missionalliving#missionalcommunity#everycampus#everycorner#plantlouisiana#intervarsity#iv#christianleadership#collegeministry#campusministry#biblestudytools#onlinebiblestudy#biblestudy#re



Liked by **jonhietbrink** and **10 others**

JULY 14

Add a comment...

Post



iv.chapman

Message



242 posts

457 followers

177 following

InterVarsity @ Chapman

The official account for InterVarsity Christian Fellowship at Chapman University in Orange, CA. Sign up now to get connected!

linktr.ee/iv.chapman

Followed by [everycampusmovement](#), [jerome.mammen](#), [mattunrue](#) + 32 more



Leadership



large group



hangouts



worship



events



campus

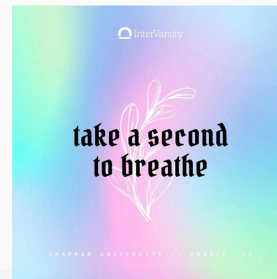
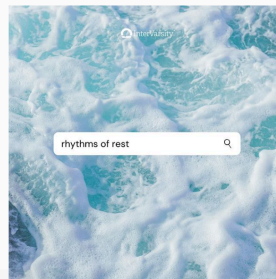
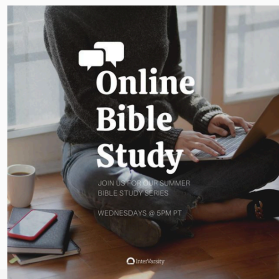
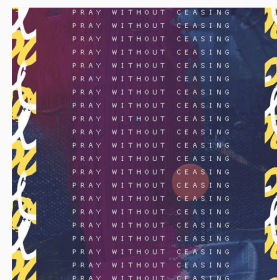


urbana18

POSTS

IGTV

TAGGED



THE LORD IS MY LIGHT
AND MY SALVATION.

You are seen and known.

InterVarsity

InterVarsity

CLEAN HANDS
PURE HEARTS
GOOD GRACE
GOOD GOD

HILLSONG UNITED



Online
Bible
Study

JOIN US FOR OUR SUMMER

rhythms of rest



take a second
to breathe



iv.chapman • Following



iv.chapman People
Come together
Strange as neighbors
Our blood is one

#ivchapman #intervarsityusa
#goodgrace #unity #godschildren
#cleanhands #purehearts
#hillsongunited #hillsong

5d



iv.chapman #Jesus #peace
#bestill #GodsWord #scripture
#serenity #truth #fellowship
#livebygrace #faithhopelove
#encouragement #dailywisdom
#Christian #graceupongrace
#bibleart #devotional #worship



Liked by greekiv and 27 others

5 DAYS AGO

Add a comment...

Post

More inspiration...



dailyread_podcast

Message



...

59 posts

140 followers

336 following

Daily Read

God's Word, read aloud, with space to reflect and pray.

anchor.fm/dailyread

Followed by [jerome.mammen](#), [amanda.koch18](#), [markcamp2020](#) +9 more

POSTS

TAGGED



LISTEN TODAY
JOHN 8:12-30

"When Jesus spoke again to the people, he said, 'I am the light of the world. Whoever follows me will never walk in darkness, but will have the light of life.'"



**Let anyone who
thirsts come to
me and drink.**

John 7:37

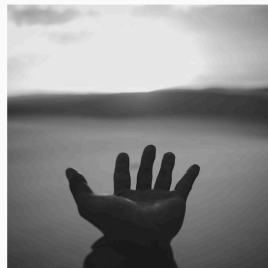
A podcast that brings you God's Word,
read aloud, with space to reflect & pray.



“
Others said,
"He is the
Messiah."
”



"All my knowledge of him
depends on his sustained
initiative of knowing me."
-J.I. Packer



**I am the living
bread that came
down from
heaven.**

“

The crucible of our
formation is in the
monotony of our
daily routines.

-Tish Harrison
Worrell



LISTEN TODAY
JOHN 6:16-24

"...they saw Jesus approaching the boat, walking on the water, knowing their



crmovement

Follow



958 posts

39.2k followers

655 following

Circuit Riders

Youth With A Mission: Save the lost. Revive the saved. Train them all.

-

@CarryTheLove

@BraveLoveWomen

@CircuitRiderMusic

@CircuitRiderYouth

linktr.ee/crmovement

Followed by [everycampusmovement](#), [fisherofsalmos](#), [adam.in.japan](#) +5 more



WEEKLY



TRAININGS



TOUR 2020



MANUALS



FIELD TRA...

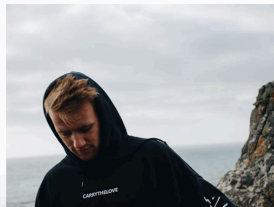
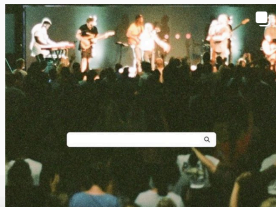
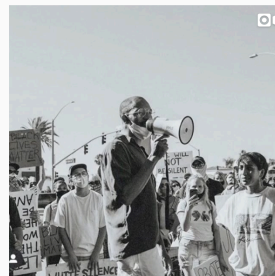
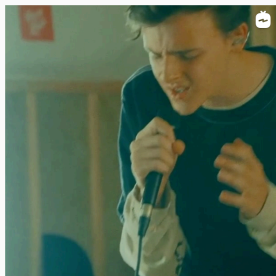


21 Project

POSTS

IGTV

TAGGED





delightministries

Follow



1,342 posts

35.3k followers

2,032 following

Delight Ministries

We provide Christ-centered community on college campuses 🙌 & resources for women who have a heart for Jesus! 💖 Learn more below!

linktr.ee/delightministries

Followed by madisonriley_, haley_elizabethh, kristenblakewood +6 more



Start a Del...



Podcast



Blog



Chats



Tour



Bingo



Dating Quiz

POSTS

IGTV

TAGGED





vouschurch

Follow



1,619 posts

241k followers

8 following

VOUS Church

Sundays 10AM • 12PM • 2PM • 7PM (EST)

Servicio en Español 5PM (EST)

linktr.ee/vouschurch

Followed by fransiskusprasetyo, revivalleadership, ms.basketball_13 +10 more



VOUS CO...



SUNDAY S...



Sunday



VOUS Crew



VOUS Wor...

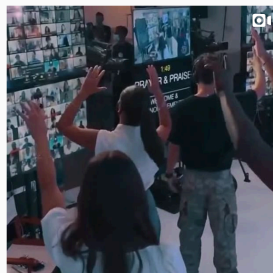
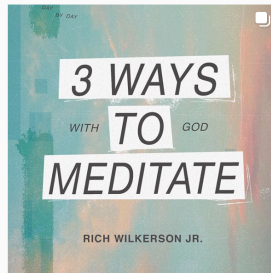
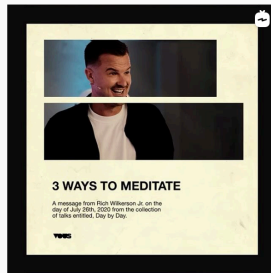
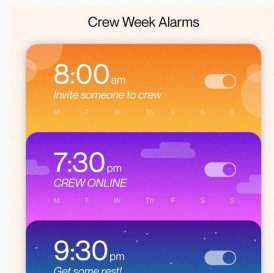


VOUS Conf

POSTS

IGTV

TAGGED





mosaic



Follow



58 posts

142k followers

45 following

MOSAIC

SUNDAY GATHERINGS

Saturday | 5pm 7pm PDT

Sunday | 6am 8am 10am 12pm 2pm 4pm 6pm 8pm PDT

mosaic.org/live

Followed by [fransiskusprasetyo](#), [la_uren90019](#), [revivalleadership](#) +6 more



Messages



Here To St...



Locations



Podcasts



Mosaic MSC

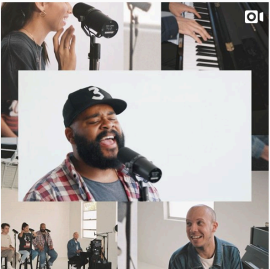
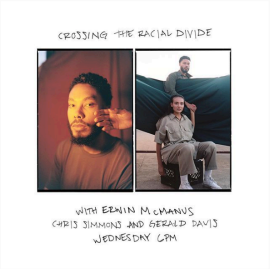
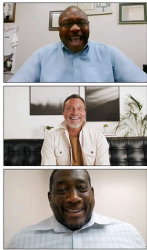
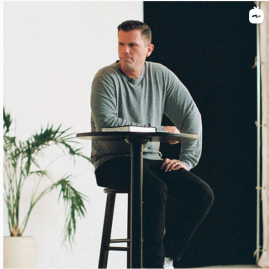


Books

POSTS

IGTV

TAGGED



Workshop time

1. Create or update your Instagram account
 - vision, bio, link in bio, post plan, content brainstorm, scheduling
2. Practice creating some posts using a template (Keynote, Canva)
 - create 1-3 posts and ask for feedback
3. Create or update your story highlights
 - what categories do you want? start designing and scheduling those stories to highlight.

Breakout Q&A

- Room 1: Content & Strategy
- Room 2: Design & Aesthetic