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-to-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.

Orange County Area | Summer 2020
Where are the New Students?

FOCUSING OUR EFFORTS

Instagram
Facebook
Campus Life
Contact Cards & Ads
Other Social Platforms

InterVarsity
Hi Bella! Congrats on saying yes to Chapman! We're a Christian fellowship on campus, just wanted to reach out and say Welcome! Our website is www.ivchapman.com, and we've got a contact form there too if you'd like to get connected.

Also, we'd love to help answer any questions you might have about starting out in Chapman, move-in things, etc. Know that we're here for you; hope to meet you this Fall!😊

InterVarsity Christian Fellowship at Chapman University
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Movement of the International Fellowship of Evangelical Students

Okay thank you! I will definitely check out your website! I really hope to be able to meet you in the fall as well!

Hi Lauren! Congrats on saying yes to Chapman! We're a Christian fellowship on campus; just wanted to reach out and say Welcome! Our website is www.ivchapman.com, and we've got a contact form there too if you'd like to get connected.

Also, we'd love to help answer any questions you might have about starting out in Chapman, move-in things, etc. Know that we're here for you; hope to meet you this Fall!😊

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Hi! Thank you so much! I was looking to be involved in a Christian group on campus so thank you for reaching out :)
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.

Orange County Area | Summer 2020
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

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
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.)
Coming Soon! Insta Bible Study Guide for Black Students

"Satisfy us in the morning with your steadfast love." Psalm 90:14
Statewide Online Bible Study Tonight!

@ivlouisiana

#witnessingcommunity#howtostudythebible#diversecurch#missionalliving#missionalcommunity#everycampus#everycorner#plantlouisiana#intervarsity#iv#christianleadership#collegeministry#campusministry#biblestudytools#onlinebiblestudy#biblestudy#religion
CLEAN HANDS
PURE HEARTS
GOOD GRACE
GOOD GOD
More inspiration...
Let anyone who thirsts come to me and drink.

John 7:37

I am the living bread that came down from heaven.

John 6:35

"All my knowledge of him depends on his sustained initiative of knowing me."

-J.I. Packer

"Others said, "He is the Messiah.""
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