Audit Your Church's Social Media

A discipleship-focused checklist to help creative teams review their last 10 posts with wisdom, clarity, and pastoral care.

1. The Pause Test (Attention)

■ Does this post invite reflection, prayer, or silence?

■ Or does it primarily demand quick reaction and engagement?

2. The Community Check (One-Anothering)

■ Does this post encourage mutual engagement?

■ Are people invited into shared practices, not just responses?

3. The Fruit Inspection (Formation)

■ Are we measuring success beyond reach and impressions?

■ Can we name stories of offline obedience or growth?

4. The Context Test (Theology)

■ Is Scripture presented with care and context?

■ Are people pointed toward deeper teaching?

5. The Visibility Question (Celebrity)

■ Are we highlighting the whole Body of Christ?

■ Or only platformed leaders?

6. The Call to Action (Sacrifice)

■ Do some posts call people away from the screen?

■ Are service, prayer, or generosity encouraged?

7. The Reality Check (Honesty)

■ Does our feed reflect real church life?

■ Is there space for lament and weakness?

"Lord, teach us to speak truthfully and love wisely in digital spaces. Form us into a people who use every platform for faithfulness."