**Social Media Post Samples & Most Effective Post Times**

🌟 **Best Overall Times to Post on Facebook:**

Sun. (9a-11a), M./Tu. (9a-1p), **W. (11a-1p).** Th. (10a-12p), F. (9a-11a), Sat. (10a-11a)

**Top Posting Tips for Churches/Nonprofits:**

* **Avoid late nights.** Engagement typically drops after 8 PM.
* **Use Facebook Insights** to track when your specific audience is most active (check Meta Business Suite > Insights > Audience).
* **Consistency beats randomness.** Post at similar times each week for better performance.
* **If promoting events**, post 10–14 days out, then again 7 days, 3 days, and the day before (each with a different angle).

**For Your Webinar Campaign:** Given your church audience and topic:

* **Best Days to Post:** Tuesday, Wednesday, or Thursday
* **Best Times to Post:** Between **10:00 AM and 12:30 PM (EST)**
* **Add a follow-up/”last chance” post:** 24–36 hours before each session, preferably **Tuesdays at 11 AM**

🌟 **Best Overall Times to Post on Instagram:**

Sun. (9a-11a), M. (10a-12p), **Tu. (9a-1p),** W. (10a-12p). Th. (11a-1p), F. (9a-11a), Sat. (10a-11a)

**Top Instagram Tips for Ministry or Event Promotion**

* **Reels do well almost any time**, but especially **before 1 PM** on weekdays.
* **Stories perform better mornings and evenings**—post them **between 9–11 AM or 6–8 PM**.
* **Avoid posting after 8:30 PM**, as engagement tends to drop off.
* **Use countdown stickers and polls in stories** to boost interest for upcoming events like your webinar.

**For Your Webinar Promotion (Strategy Suggestion):**

* **Reels or carousel:** Post Tuesdays or Thursdays at **10:30 AM**
* **Stories with countdowns:** Post Mondays and Wednesdays **by 10 AM**
* **Final Reminder Story:** Post **Wednesday morning** (day of Part 1 or Part 2), **between 8:30–9:30 AM**

**A person in a suit and tie

AI-generated content may be incorrect.**

📅 **Friday, October 10 | Covenant Baptist Church, West Bloomfield**  
Clergy, you’re invited to a night of honor, fellowship, and encouragement at our **Clergy Banquet**—sponsored by Ecumenical Theological Seminary. 🕊️

Enjoy a complimentary dinner, hear powerful messages from **Rev. Dr. Theodore T. Turman** and **Dr. James Perkins**, and celebrate ministry milestones with ministerial recognition. Spouses are warmly welcome!

👉 Registration is free but required. Secure your spot today: <https://tithe.ly/event-registration/#/10336385>

**A person wearing a hat and sunglasses

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📅 **Saturday, October 11 | Covenant Baptist Church, West Bloomfield**  
Get ready for a day of worship, equipping, and inspiration at our **Annual Gathering**!

🎤 Keynote Speaker: **Troy Evans**, a nationally recognized speaker and church planter, bringing fresh insight into disciple-making that thrives.

✨ PLUS: A **special guest appearance** you won’t want to miss!

👉 Registration includes meals, snacks, and materials: <https://tithe.ly/event-registration/#/10298705>

A group of people on a website

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This year’s **Annual Gathering** is a **two-part experience**! 🙌

📅 **Friday, Oct. 10 – Clergy Banquet** (clergy + spouses)  
📅 **Saturday, Oct. 11 – Annual Gathering** (open to clergy, leaders, and members)

Both days offer something unique—make sure you register for each individually.  
✨ And yes… there will be **special guests** joining us!

👉 Learn more & register: <https://www.abc-mi.org/ag2025>

A poster of a hotel

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✨ Traveling in for the Annual Gathering? We’ve got you covered!

🏨 Stay at the Hampton Inn in West Bloomfield for an **exclusive group rate of $109/night**. Relax, refresh, and enjoy the full weekend with us!

📅 Space is limited, so book early: <https://www.hilton.com/en/attend-my-event/dttwbhx-910-26fad07e-8c7f-4357-bec4-6fa09f23c7d5/>

**A phone with a picture of a building

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🚨 Don’t miss out! 🚨  
Book your stay for the Annual Gathering at the **Hampton Inn West Bloomfield** for just **$109/night**.

📅 Deadline to reserve: **September 8, 2025**  
📍 33096 Northwestern Hwy, West Bloomfield, MI

👉 Scan the code or click here to book: <https://www.hilton.com/en/attend-my-event/dttwbhx-910-26fad07e-8c7f-4357-bec4-6fa09f23c7d5/>

A flyer with a photo of a building

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📅 **October 10–11 | Covenant Baptist Church**  
Join us for a powerful **2-part Annual Gathering**:

✨ **Friday, Oct. 10 – Clergy Banquet** (clergy + spouses)  
✨ **Saturday, Oct. 11 – Annual Gathering** with keynote speaker **Troy Evans**

And don’t forget—special guest appearances you’ll only experience if you’re there! 👀

👉 More info & registration: <https://www.abc-mi.org/ag2025>

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⏰ The clock is ticking! ⏰  
The **registration deadline** for this year’s Annual Gathering is **September 22, 2025**.

Don’t wait—secure your spot today for this unforgettable weekend of worship, equipping, and encouragement.

👉 Register here: <https://www.abc-mi.org/ag2025>

A close-up of a flyer

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🚨 LAST CALL! 🚨  
Today is your **final chance to register** for the 2025 Annual Gathering.

📅 Oct. 10 – Clergy Banquet (clergy + spouses)  
📅 Oct. 11 – Annual Gathering (open to all)

Don’t miss this two-day experience of renewal, connection, and vision.  
👉 Register now: <https://www.abc-mi.org/ag2025>