



Spring Radio 2020 – Asia

Fan the Flame: Bibles for Asia

Social Media Plan

Guidelines

- Tag Bible League International in your posts! We'll interact back and help answer questions from your listeners.
 - Facebook: @BibleLeagueInternational
 - Instagram: @BibleLeagueInternational
 - Twitter: @BibleLeague
- If space permits, use the hashtag #BibleLeague
- These are suggestions for you to use within your normal marketing mix. Please feel free to tailor to your target audience
- Always use a picture with a post – engagement increases dramatically!
- Posts should usually not be longer than 40 words. After that, people stop reading.
- Helpful hint: Replace the “K###” with your call letters in the posts!
- When creating a post on Facebook:
 - With a link: Type the link in first then replace link's image with the suggested image that has 1200x630 in the file name (in the **Link Images** folder in the Social Media Plan). This will make the image a clickable link to your giving page. The preview will most likely show a small image in portrait instead of landscape, but once published it will display correctly.
 - Without a link: Please use the suggested image that has 800x800 in the file name (in the **Post Images** folder in the Social Media Plan.)

During Campaign (Throughout the duration of your campaign)

Image: 1_800x800.jpg or 1_1200x630.jpg

More than half the world's population lives in Asia, and so many are desperate for hope. Partner with [station name] and Bible League International to send Bibles!

Image: 2_800x800.jpg or 2_1200x630.jpg

Join [station name] and Bible League International to send Bibles to Asia! Visit: 1800yesword.com

Image: 3_800x800.jpg or 3_1200x630.jpg

When God's Word is understood and applied, lives are transformed. So many people across Asia lack Bibles, biblical resources and training to truly understand the Word of God. Send Bibles to Asia today!

Image: 4_800x800.jpg or 4_1200x630.jpg

God's Word is powerful, but so often it is unavailable, inaccessible, or unaffordable in Asia. Partner with [station name] and Bible League International to send Bibles today!

Image: 5_800x800.jpg or 5_1200x630.jpg (ONLY USE IF MATCH IS STILL ACTIVE)

Today, a limited-time matching gift will send twice as many Bibles to Asia. Partner with [station name] and Bible League International to spread the Word of God!

Image: 6_800x800.jpg or 6_1200x630.jpg (ONLY USE IF MATCH IS STILL ACTIVE)

Support the billions of people living in Asia by sending them Bibles! Right now, your gift is doubled through a matching gift. Send a Bible today!

Image: 7_800x800.jpg or 7_1200x630.jpg

Millions across Asia pray for their own copy of the Bible. Partner with K### and share the gift of God's Word! Visit: 1800yesword.com

Image: 8_800x800.jpg or 8_1200x630.jpg

Partner with [station name] and Bible League International to change lives for eternity. Send Bibles to Asia today! Visit 1800yesword.com to give your support!