



Fall Radio 2026 – Worldwide

Send Bibles. Be a Joy Maker.

Social Media Plan

Guidelines

These are suggestions for you to use within your normal marketing mix. Please feel free to tailor to your target audience.

- 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
- Always use a photo with a post – engagement increases dramatically!
- Typically speaking, posts should not be longer than 40 words. After that, people stop reading.
- Helpful hint: Replace the "K####" or "W####" 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 our 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
Across the world, believers long for the one thing they can't get: a Bible of their own. Send Bibles to them, and be a Joy Maker. @BibleLeagueInternational
- **Image:** 2_800x800.jpg or 2_1200x630.jpg
The Great Commission has a part for everyone, and yours can be simple: send God's Word where Bibles are almost impossible to find. Be a Joy Maker today. @BibleLeagueInternational
- **Image:** 3_800x800.jpg or 3_1200x630.jpg
A Bible in the right hands changes everything. Send Bibles today with K### and @BibleLeagueInternational, and help a waiting believer meet Jesus in its pages. Be a Joy Maker.
- **Image:** 4_800x800.jpg or 4_1200x630.jpg (ONLY USE IF MATCH IS STILL ACTIVE)
Right now, every gift is DOUBLED, so you'll reach TWICE as many believers still waiting for a Bible. Give before the \$140K Match ends. Be a Joy Maker.
- **Image:** 5_800x800.jpg or 5_1200x630.jpg
Somewhere tonight, a believer is praying for a Bible of her own. Send Bibles with K### and help put one in her hands. Be a Joy Maker.
- **Image:** 6_800x800.jpg or 6_1200x630.jpg
Where many believers live, a Bible is almost impossible to find. Send Bibles with K### and @BibleLeagueInternational, and reach a church that's waiting. Be a Joy Maker.
- **Image:** 7_800x800.jpg or 6_1200x630.jpg
A meal meets today's hunger. A Bible meets a lifetime of it. Send God's Word to a believer still waiting to hold one: sendbiblesnow.org/K### Be a Joy Maker.
- **Image:** 8_800x800.jpg or 8_1200x630.jpg
Somewhere a believer is still waiting to open God's Word for the first time. Give today. Send Bibles. Be a Joy Maker.