

DON'T BELIEVE YOUR EYES

SOCIAL MEDIA GUIDE

Do you connect with your students through Twitter, Facebook, Instagram, or another social media outlet? Use this social media guide and the resources provided to help connect with students, let them know what's coming up in the study, and encourage them to attend each group experience and complete the personal study pages each week. We've already created tweets, status updates, shareable art, and short videos to make leading your group easy.

SOCIAL MEDIA POSTS

We've provided social media posts for you to use on Twitter and Facebook. Feel free to use the ones provided or make your own. More information on this study and on other products from Lifeway is located at lifeway.com/students.

SHAREABLE POSTS

Our graphic designers have created several pieces of art for you to use freely. These can be used across all social media sites. Technical note: If you use *Don't Believe Your Eyes* art for Instagram, you'll need to transfer the art to your smartphone for posting. An easy way to do this is to download files to your computer and email it to yourself. You'll then be able to access art on your phone to post to Instagram.

VIDEOS

Want to send a quick preview to students about the study? We've put together a promotional video to help with this. We recommend using the promo video before your group meets for the first time. The promo video can be downloaded so you can easily share.

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