



## **2021 SOCIAL MEDIA POSTS FOR CHURCHES**

### **BASICS OF HUMAN NEEDS: LOVE, JOY, HOPE, PEACE**

The content below is intended to provide churches with a framework and content for social media. These posts may be used over the entirety of the BASICS OF HUMAN NEEDS: LOVE, JOY, HOPE, PEACE campaign or be concentrated around a specific time frame, like Giving Tuesday.

Churches are encouraged to follow Global Ministries' social media accounts on the following platforms:

- GM Facebook: <https://www.face-book.com/GlobalMinistries/>
- GM Twitter: <https://twitter.com/umcmmission>
- GM Instagram: <https://www.instagram.com/umcmmission/>
- UMCOR Facebook: <https://www.face-book.com/UMCOR/>
- UMCOR Twitter: [https://twitter.com/UMC\\_UMCOR](https://twitter.com/UMC_UMCOR)
- UMCOR Instagram: [https://www.instagram.com/umc\\_umcor/](https://www.instagram.com/umc_umcor/)

## SOCIAL MEDIA CALENDAR & CONTENT (dates are suggested)

Week & Theme	Purpose	Content	Additional Links	Image	Notes
<b>Week of 10/24</b>  <b>Theme: Invite &amp; Launch</b>	Introduce and invite the church to participate in the campaign	What does it mean to give to the basics of human needs? Discover the answer in the video below and get ready to share love, joy, hope, and peace with others. <a href="https://youtu.be/02u83rGNE30">https://youtu.be/02u83rGNE30</a>			<a href="https://ResourceUMC.org/givelove">Share campaign overview video from ResourceUMC.org/givelove</a>
	Introduce churches to the campaign	The year 2021 has been a challenging one and many are in need of help. Through Global Ministries' year-end campaign <i>The Basics of Human Needs: Love, Joy, Hope, Peace</i> we support those in need here at home, in our country and around the world. Learn more: <a href="http://www.UMCMission.org/GiveLove">http://www.UMCMission.org/GiveLove</a> .			Share campaign graphic as a photo.  <a href="https://ResourceUMC.org/GiveLove">Download the graphic from ResourceUMC.org/GiveLove</a> .
	Introduce churches to campaign resources	We can make a big impact through Global Ministries' year-end campaign and give the basics of human needs: love, joy, hope and peace to those who need it most. Learn more: <a href="http://www.UMCMission.org/GiveLove">http://www.UMCMission.org/GiveLove</a> .			

<p><b>Week of 10/31</b></p> <p><b>The basics of human needs: Give Love</b></p>	<p>Introduce giving love through the campaign, call to learn more</p>	<p>When we support Global Ministries' year-end campaign—The Basics of Human Needs: Love, Joy, Hope, Peace—we share our love for others through evangelism and church growth, missionaries, global health, and disaster response and recovery. Give online or in person this week. <b>(ADD LINK FOR CHURCH GIVING HERE)</b> <a href="https://www.youtube.com/watch?v=Umkku3Pg8Gw">https://www.youtube.com/watch?v=Umkku3Pg8Gw</a></p>			<p><a href="#">ShareGive Love video from ResourceUMC.org/GiveLove</a></p>
	<p>Share example of giving love and connect it to the work of Global Ministries</p>	<p>We provide for basic human needs through support of UMCOR's work with Afghan refugees. In this way we are giving the love of Christ to others. <a href="https://umcmmission.org/august-2021/umcor-supports-afghans-in-need/">https://umcmmission.org/august-2021/umcor-supports-afghans-in-need/</a></p>			
	<p>Call to action: give</p>	<p>Give the gift of Love so that missionaries can embody the presence of Christ in service from everywhere to everywhere, including Brazil. Read more, then give online through this link: <a href="https://umcmmission.org/year-end-2020/relief-with-love-umcor-covid-19-grants-in-brazil/">https://umcmmission.org/year-end-2020/relief-with-love-umcor-covid-19-grants-in-brazil/</a>.</p>			

<b>Week of 11/7</b>  <b>The basics of human needs: Give Joy</b>	Share Joy video and connect it with the work of Global Ministries	What does it mean to give joy as a basic human need? When we support The Basics of Human Needs: Love, Joy, Hope, Peace we are providing places for spiritual growth and kingdom-building work. <a href="https://youtu.be/9oTszcCBMb8">https://youtu.be/9oTszcCBMb8</a>			<a href="#">Share Give Joy video from ResourceUMC.org/GiveLove</a>
	Joy in action	One congregation in California shares how its growth is joy in action. Discover more: <a href="https://umcmmission.org/year-end-2020/renew-congregation-celebrates-one-year-anniversary/">https://umcmmission.org/year-end-2020/renew-congregation-celebrates-one-year-anniversary/</a> .			
	Give Joy—give online	When we support Global Ministries' year-end campaign—The Basics of Human Needs: Love, Joy, Hope, Peace—we are providing for those who are searching for the joy of a spiritual home. Learn more and give here: <a href="http://www.UMCMission.org/GiveLove">http://www.UMCMission.org/GiveLove</a> .			<p>Use Give Joy graphic</p> <p><a href="#">Download it from ResourceUMC.org/GiveLove</a></p> <p>(Other graphic sizes are available for download at <a href="http://www.ResourceUMC.org/GiveLove">http://www.ResourceUMC.org/GiveLove</a>)</p>

<b>Week of 11/14</b>  <b>The basics of human needs: Give Hope</b>	Share Hope video and connect it with the work of Global Ministries	UMC congregations who are giving to provide the basics of human needs are extending the gift of HOPE so that survivors of disaster may receive immediate relief and long-term recovery. Learn more and donate now at <a href="http://www.UMCMission.org/GiveLove">http://www.UMCMission.org/GiveLove</a> .	Display HOPE video under text: <a href="https://www.youtube.com/watch?v=OaRxFRh6D9w">https://www.youtube.com/watch?v=OaRxFRh6D9w</a>	<a href="http://www.ResourceUMC.org/GiveLove">Share Hope video from ResourceUMC.org/GiveLove</a>
	Hope in action	When a blast changed the course of lives in Beirut, Lebanon, UMCOR and its partners stepped in to provide hope in the midst of disaster. <a href="https://umcmmission.org/year-end-2020/hope-amid-stunning-devastation/">https://umcmmission.org/year-end-2020/hope-amid-stunning-devastation/</a>		
	Give Hope—give online	When you support the missional work of The United Methodist Church, you're giving to the basic human need for HOPE. Join us in giving to the year-end campaign through Global Ministries. <a href="http://www.UMCMission.org/GiveLove">http://www.UMCMission.org/GiveLove</a>		Use Give Hope graphic.  <a href="http://www.ResourceUMC.org/GiveLove">Download it from ResourceUMC.org/GiveLove</a>  (Other graphic sizes are available for download at <a href="http://www.ResourceUMC.org/GiveLove">http://www.ResourceUMC.org/GiveLove</a> )

<b>Week of 11/21</b>  <b>The basics of human needs: Give Peace</b>	Share Peace video and connect it with the work of Global Ministries	Our church is giving the gift of PEACE so that everyone can experience vibrant physical, emotional and spiritual health. Learn more at <a href="http://www.UMCMission.org/GiveLove">http://www.UMCMission.org/GiveLove</a> .			<a href="http://www.ResourceUMC.org/GiveLove">Share Give Peace video from ResourceUMC.org/GiveLove</a>
	Peace in action	Access to health care is the gift of PEACE to parents like Patience Zakari, a young mother in rural Nigeria. <a href="https://umcmmission.org/year-end-2020/accessible-health-care-spreads-hope-in-nigeria/">https://umcmmission.org/year-end-2020/accessible-health-care-spreads-hope-in-nigeria/</a>			
	Give Peace—give online	When you support the health care efforts of The United Methodist Church, you're giving to the basic human need for PEACE. Join us in giving to the year-end campaign through Global Ministries. <a href="http://www.UMCMission.org/GiveLove">http://www.UMCMission.org/GiveLove</a>			Use Peace graphic  <a href="http://www.ResourceUMC.org/GiveLove">Download it from ResourceUMC.org/GiveLove</a>  (Other graphic sizes are available for download at <a href="http://www.ResourceUMC.org/GiveLove">http://www.ResourceUMC.org/GiveLove</a> )

<p><b>Week of 11/28</b></p> <p><b>Highlight Giving Tuesday*</b></p>	<p>Celebrate the beginning of Advent and prompt giving/sharing</p>	<p>Advent is the perfect season to provide the basics of human needs: love, joy, hope and peace through the year-end campaign for Global Ministries. Our generosity will provide support for mission through evangelism and church growth, missionaries, global health and disaster response and recovery. (LINK TO GM's CAMPAIGN PAGE)</p>	<p><a href="https://umcmmission.org/givelove/">https://umcmmission.org/givelove/</a></p>	<p><b>Highlight Giving Tuesday</b></p>
<p>*Giving Tuesday is on 11/30</p>	<p>Love in action</p>	<p>Global Mission Fellows are young adult missionaries who serve within the United States and around the world. Two GMFs display Jesus' love in action as they serve as migration advocates in Mexico. Discover how: <a href="https://umcmmission.org/year-end-2020/united-in-love-walls-borders-and-open-tables/">https://umcmmission.org/year-end-2020/united-in-love-walls-borders-and-open-tables/</a>.</p>	<p><b><a href="https://umcmmission.org/givelove/">https://umcmmission.org/givelove/</a></b></p>	<p>Highlight Giving Tuesday</p> <p><a href="#">Use the Giving Tuesday graphic from ResourceUMC.org/GiveLove</a></p>
<p>Post on 11/30 to <b>highlight Giving Tuesday</b></p>	<p>Because of YOU we can do MORE this #GivingTuesday. Remember to make a donation to your favorite mission or fund as part of the Basics of Human Needs: Love, Joy, Hope, Peace year-end campaign. <a href="https://umcmmission.org/givelove/">https://umcmmission.org/givelove/</a></p>	<p>(Other graphic sizes are available for download at <a href="http://www.ResourceUMC.org/GiveLove">http://www.ResourceUMC.org/GiveLove</a>)</p>		

<b>Week of 12/5</b>  <b>The basics of human needs: Give Joy</b>	Share Joy story and connect it with the work of Global Ministries	Give the gift of Joy so that new faith communities can form and existing ones can thrive.			
	Joy in action	Missionaries serve in many capacities, even in the midst of a global pandemic. Many chose to answer God's call and leave home while the world began to shut down. They are giving the basic human need of JOY in a season of great change. <a href="https://umcmmission.org/news-statements/after-a-year-in-service-7-us-missionaries-officially-commissioned/">https://umcmmission.org/news-statements/after-a-year-in-service-7-us-missionaries-officially-commissioned/</a>			
	Give Joy—give online	When you support the evangelical and church-strengthening ministries of The United Methodist Church, you're giving to the basic human need for JOY. Join us in giving to the year-end campaign through Global Ministries. <a href="http://www.UMCMission.org/GiveLove">http://www.UMCMission.org/GiveLove</a>			Use Give Joy graphic  <a href="http://ResourceUMC.org/GiveLove">Download it from ResourceUMC.org/GiveLove</a>  (Other graphic sizes are available for download at <a href="http://www.ResourceUMC.org/GiveLove">http://www.ResourceUMC.org/GiveLove</a> )



<p><b>Week of 12/12</b></p> <p><b>The basics of human needs: Give Hope</b></p>	<p>Share Hope story and connect it with the work of Global Ministries</p>	<p>Give the gift of Hope so that survivors of disaster may receive immediate relief and long-term recovery.</p>			
	<p>Hope in action</p>	<p>Hope is the work of UMCOR in the midst of disaster. Whether it's a flood in Tennessee, hurricane response or an international disaster, The United Methodist Church is there, being the hands and feet of Christ, offering HOPE to communities who are overwhelmed. Discover the work of UMCOR here: <a href="https://umcmmission.org/united-states-disaster-response/">https://umcmmission.org/united-states-disaster-response/</a>.</p>			
	<p>Give Hope—give online</p>	<p>When you support the missional work of The United Methodist Church, you're giving to the basic human need for HOPE to disaster survivors. Join us in giving to the year-end campaign through Global Ministries. <a href="http://www.UMCMission.org/GiveLove">http://www.UMCMission.org/GiveLove</a></p>			<p>Use Give Hope graphic.</p> <p><a href="http://ResourceUMC.org/GiveLove">Download it from ResourceUMC.org/GiveLove</a></p> <p>(Other graphic sizes are available for download at <a href="http://www.ResourceUMC.org/GiveLove">http://www.ResourceUMC.org/GiveLove</a>)</p>

<b>Week of 12/19</b>  <b>The basics of human needs: Give Peace</b>	Share Peace story and connect it with the work of Global Ministries	Give the gift of Peace so that all might experience physical, emotional and spiritual health.			
	Peace in action				
	<b>Last chance to give</b>	December 31 is the last day to give to provide the basics of human needs through The Advance and Global Ministries. Don't let 2021 come to a close without ensuring others will know God's love, joy, hope and peace through the missional work of The United Methodist Church. <a href="https://umcmmission.org/givelove/">https://umcmmission.org/givelove/</a>	<a href="https://umcmmission.org/givelove/">https://umcmmission.org/givelove/</a>		
<b>Weeks of 12/26 &amp; 1/2</b>  <b>Thank you</b>	Thank you and share campaign results	Thank you for your generous support of <b>The Basic Human Needs: Love, Joy, Hope, Peace</b> year-end campaign. Your prayers, participation and generosity mean those in need will have their basic human needs met through the work of The United Methodist Church.		Use downloadable graphic of your choice from the online resources at <a href="https://ResourceUMC.org/GiveLove">ResourceUMC.org/GiveLove</a> .	If stats are available, share how much your church raised through the campaign