

# MONTHLY

THE VISIBILITY VAULT

MAY



MAY

# VISIBILITY

"Our people must learn to devote themselves to doing what is good, in order to provide for urgent needs and not live unproductive lives."

Titus 3:14



# May Images – Visibility Vault

Tutorial on how to  
edit your images



May square images  
in Canva



May story  
images in Canva



Smugmug  
Media Vault



National Theme Days



MONTHLY CONTENT PROMPTS

# BY CATEGORY

Every number has a corresponding Canva template that goes with it.

## Engagement:

1. Has Social media made your life better? How?
2. What do you enjoy more — posting stories or watching stories? Why?
3. For the rest of your life, would you rather be unable to use search engines or unable to use social media? Why?
4. Would you rather receive a free world tour opportunity or never have to pay for food at restaurants?
5. Would you rather dress up or be casual? Why?
6. Would you rather: travel with a group, solo travel, or meet other travelers along the way? What's your pick and why?
7. If you had access to a time machine where and when would you go?
8. What's your most-used emoji?
9. What do you usually share on Social Media?
10. What's your favorite healthy snack/food? Share a GIF for it.



MONTHLY CONTENT PROMPTS

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## National Theme Day:

11. May 2: Shout out your brothers and sisters! It's National Brothers and Sisters Day!

12. May 4: Star Wars Day - May the 4th Be With You...

13. May 7: National Day of Prayer - How can I pray for you today?

14. May 9: Mother's Day - Thank you for your love and guidance today and always.

15. May 20: National Be a Millionaire Day - What would you do with a million dollars?



MONTHLY CONTENT PROMPTS

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## Products/Service Education

16. This is how I felt the first time I got a result with this product.

17. Thank you \_\_\_\_\_! I'm so happy you are loving \_\_\_\_\_.

18. This month's focus for my business is..... what do you want to know about.....

19. The reason I have a business is my amazing customers!

20. My face when I actually saw my friends getting results.

# BY CATEGORY

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## Faith/Inspiration

21. Careful planning puts you ahead in the long run; hurry and scurry puts you further behind. Proverbs 21:5

22. Make no excuses. Rationalize nothing. Blame no one. Humble yourself. Beth Moore

23. Believe in yourself, and the rest will fall into place. Have faith in your own abilities, work hard, and there is nothing you cannot accomplish. – Brad Henry

24. Faith is building on what you know is here so you can reach what you know is there. – Cullen Hightower

25. The Lord is faithful to those who are faithful and earnestly seek Him. – Ben Lance

26. “Faith is not the belief that God will do what you want. It is the belief that God will do what is right.” — Max Lucado

27. “Never be afraid to trust an unknown future to a known God.” — Corrie ten Boom

28. You cannot swim for new horizons until you have the courage to lose sight of the shore.

29. Faith is believing that the outcome will be what it should be, no matter what it is.

30. “When fear knocks, let faith answer the door.” – Robin Roberts

NATIONAL THEME

# DAYS CALENDAR

1. May Day
2. National Brothers and Sisters Day
3. National Paranormal Day
4. Star Wars Day
5. Cinco de Mayo
6. National Nurses Day
7. National Day of Prayer
8. National Have a Coke Day
9. Mother's Day
10. Old Cartoon Fans' Day
11. National Eat What You Want Day
12. National Receptionists Day
13. International Hummus Day
14. National Buttermilk Biscuit Day
15. National Armed Forces Day
16. National Mimosa Day
17. Tax Day
18. National No Dirty Dishes Day
19. National Devil's Food Cake Day
20. National Be a Millionaire Day
21. National Read a book Day
22. National Endangered Species Day
23. National Taffy Day
24. National Brother's Day
25. Towel Day
26. National Paper Airplane Day
27. National Wine Day
28. National Hamburger Day
29. Learn About Composting Day
30. Indianapolis 500
31. Memorial Day



# DIFFERENT WAYS TO SHARE YOUR CONTENT

## LIVE VIDEO

- Share a word or quote of the day.
- Do an interview with a customer or expert.
- Give a live demo of you using your product or service.
- Host a Q & A

## RECORDED VIDEO/AUDIO

- Do how-to videos of your product or service.
- Do a podcast with your audience sharing your thoughts.
- Create a parody and bust some myths about your product or service.
- Create a stop motion video.

## STORIES

- Tell a story with your story.
- Show product and service results from clients.
- Do a recap of a longer video or blog post.
- Do calls to action to a video or other content you have created.

## IMAGES

- Show yourself using your products.
- Use memes to entertain your audience.
- Ask a question to engage your audience.
- Show yourself just living your life.

## TEXT

- Create a blog post on a topic your audience needs to read about.
- Create a poll post.
- Write a quote of your own.
- Make a bold statement.

# TIPS TO HELP

YOU TO USE SOCIAL MEDIA EFFECTIVELY

## 1

### INTERACTION

The best way to get your audience to interact is to talk about topics that they would want to talk about with you even if you weren't on social media. Use engagement tools such as polls, shout outs, giveaways, and testimonials to get them excited.

## 2

### ENTERTAINMENT

If you take a look back at your highest-rated posts, most will have nothing to do with your business and everything to do with entertaining. Don't forget that they come to social media to be social. Give them a reason to do that with you.

## 3

### INFORMATION

Don't overload your potential customers with information. Stick with the benefits! It will move them to make a decision. Information just paralyzes them. Fewer facts and more connection will give them a reason to keep coming back!

## 4

### EXPLORATION

Only posting and replying without analyzing your insights is a waste of time and money. Explore what's trending, being favorited, and searched. What does your audience love that you post? Do more of that!

# BRING JESUS TO THE MARKETPLACE

## CONTENT IDEA FRAMEWORK

### GOALS:

- To bring Jesus into your business
- To grow your confidence
- To not spam Jesus, show Him in you
- To get people saved
- To see "different" in you
- To share connecting stories

### STEPS:

- Worship/pray about what to post
- Share stories that create trust
- Use your favorite platform and media to share.
- Be ok with standing out
- Be ok with being vulnerable
- Be ok with His timing and guidance

M	T	W	TH	F	S	SU
Share a worship song that is inspiring you in the moment. Tell why	Share a screenshot of a devotional or a verse in the bible.	Go live and share a story of how God has changed any part of you or your circumstance.	Share a scripture that is speaking to you today.	Share a lie that you have been telling yourself and what the truth is according to scripture.	Share a story about how God showed up for someone else that inspired you.	Share a faith quote with your audience.
Send 3 messages to your clients or audience encouraging them today.	Share a vulnerable moment about you conquering an obstacle.	Share one characteristic of God that you love or are learning about.	Share what part of the armor of God you will be using today.	Go live or post asking if anyone needs prayer.	Share a scripture that is speaking to you today.	Do a poll asking what your assignments life verse is for that day.
Share how your faith is what fuels your business.	Share a screenshot of a devotional or a verse in the bible.	Share how you were "x" years old when you learned this about the bible.	Ask your audience what you can pray for them for.	Send 3 messages to your clients or audience encouraging them today.	Share a vulnerable moment about you conquering an obstacle.	Share something you learned from your church sermon or a devotional.
Share a miracle that you saw happen or heard happened.	Go live or post asking if anyone needs prayer.	Share a story about how God showed up for someone else that inspired you.	Share a fruit of the Holy Spirit that you want to demonstrate today.	Share a worship song that is inspiring you in the moment. Tell why	Tell your assignments that you pray for them every day and how much you love them.	Share one piece of Good News!
Share the different ways that you like to communicate with God.	Share the vision that God has planted in your heart.	Share a scripture that is speaking to you today.	Share a picture of your favorite place to hang out with Him.	Share a pic of someone you see God is using. Build them up in your post!	Share your favorite prayer that you learned or were taught.	Share which bible character you want to be like today and why.