

The Post Check

One standard your whole team can use before anything goes out.

Barna found that among people who consume the most Christian media, 45% say it is divisive and 40% say it makes Christians look bad. Those are the fans, not the critics. Print this and keep it near whoever runs your accounts. It takes 30 seconds to run.

Run these 6 questions before you post

- ☐ 1. Is there a specific person this helps, or is it just something I wanted to say?
- ☐ 2. Would I say this the same way to someone's face, in my own living room?
- ☐ 3. Am I punching at a group of people who are not in the room to answer?
- ☐ 4. If someone who disagrees watched this, would they feel understood or attacked?
- ☐ 5. Is there an actual human story in it, or only my opinion?
- ☐ 6. Would this still be worth posting if nobody liked it?

The sharpest one

That last question does the most work. A lot of content only makes sense as a bid for approval. If you would not post it into silence, ask why you are posting it at all.

The five patterns that make ministry content feel divisive

- Content that scores a point against a group instead of serving a real person
- Hot takes on national fights that have nothing to do with the people in your town
- Outrage clipped to 30 seconds with the context removed
- Certainty about everything, humility about nothing
- Talking about people instead of talking with them

All five perform well. That is exactly why they spread. Platforms pay in attention, and conflict is the cheapest way to buy it. The loudest Christian content online is not the most faithful. It is the most algorithm-friendly.

What To Post Instead

The content that builds trust is also the content nobody is tired of.

- **Lead with people, not positions.** One person in your church who was struggling and is not anymore. Almost impossible to make divisive.
- **Stay local on purpose.** You cannot fix the national conversation. You can show what God is doing on your street. Almost no competition there.
- **Show the ordinary work.** The food pantry on a slow week. The volunteer who has run sound for nine years. Nobody is filming this, and it persuades.
- **Let people be complicated.** Real testimonies have unresolved parts. Leaving tension in is the reason people believe it.
- **Answer questions, do not pick fights.** If someone in your town is genuinely wondering something, make that. Useful beats clever, and it ages well.

A note on the pressure to comment

You are allowed to be slow. You are allowed to say less in public and do more in person. Some of the most trusted churches say very little online about national fights and a great deal about the people right in front of them. Their people are not confused about what they believe.

Swap this for that

- **Instead of a take on the news:** A story about one person it happened to.
- **Instead of a graphic with a quote:** Footage of the thing actually happening.
- **Instead of a call-out post:** A plain answer to a real question someone asked you this month.

"Let your light shine before others, so that they may see your good works and give glory to your Father in heaven." See your good works. Not hear your good opinions.

Story is almost impossible to weaponize. Commentary is almost impossible not to.

Made by Kolstad Media. We build films for churches and nonprofits across the Portland area and beyond.